Studienkreis
für Tourismus und
Entwicklung e.V.

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31st TO DO Award: International Competition for Socially Responsible Tourism Open for Entries

Call for applications by the Institute for Tourism and Development | Submissions accepted until 31 July 2025 | Prize money and international visibility for winning projects

Seefeld, 23 June 2025 – For over three decades, Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) has honored outstanding global examples of socially responsible tourism through the TO DO Award. In 2025, once again, projects and initiatives from around the world are invited to apply. The award seeks concepts and hands-on best practices that create fair opportunities for economic participation for local populations in tourism destinations. The submission deadline is 31 July 2025.

Eligible for the award are projects that actively involve local people from the outset in planning and implementation and allow them to share directly in the economic benefits of tourism. In addition, initiatives should respect local cultural identities, promote meaningful exchange between visitors and host communities, and integrate the principles of ecological, social, economic, and cultural sustainability.

Each TO DO Award is endowed with 5,000 Swiss Francs, provided by the Swiss Foundation for Solidarity in Tourism. After evaluation by an independent jury and an on-site assessment, the winning projects gain international visibility and are invited to present their work to a global audience from the tourism industry, politics, and civil society at the ITB Berlin 2026 – offering valuable opportunities to network and connect.

“In light of global challenges, stakeholders in the tourism industry are more than ever called upon to assume responsibility and contribute to strengthening the economic and geopolitical stability of the regions they operate in,” says Claudia Mitteneder, Managing Director of the Institute. “Especially now, we need initiatives that show how travel can be designed to be fair,

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respectful, and sustainable – for the benefit of both local communities and travelers."

Conditions for participation and **application form** for the TO DO Award 2026

In addition to the TO DO, the TO DO Award Human Rights in Tourism is presented. This award honors initiatives and individuals who have shown outstanding commitment to upholding human rights principles in tourism. No application is required for this prize; recipients are selected by an independent expert jury.

Cooperation partners *AER FAIRWEG, Bread for the World (Brot für die Welt)/Tourism Watch, forum anders reisen, ITB Berlin, Swiss Foundation for Solidarity in Tourism (Schweizerische Stiftung für Solidarität im Tourismus), Studiosus Reisen München GmbH*

Price money *Each TO DO Award winner receives 5,000 Swiss Francs, donated by the Swiss Foundation for Solidarity in Tourism.*

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

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