Studienkreis
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TO DO Award 2019: That's How Socially Responsible Tourism Works!

At the 24th award ceremony of the international TO DO contest, awards will go to projects in Peru and India; innovative projects strengthen the tourism sector at local level

Seefeld, 29/01/2019 – This year's awards of the international TO DO contest go to projects in Peru and India. The two award winners particularly stand out in their commitment to socially responsible forms of tourism with ecological, economic and socially sustainable effects.

In all their efforts, the projects honoured with the TO DO Award 2019 focus on the interests of the local population, in both planning and tangible implementation. In this way they create solid perspectives for economic prosperity in the respective regions. Furthermore, they protect the cultural identity of the population and promote equal opportunities, diversity, and social progress.

In this year's 24th round of the TO DO which was announced by the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung), 19 applications from 16 countries were received. The majority was from developing and newly industrialised countries. After the applications had been assessed by a 13-member expert jury, the two projects were nominated for the TO DO Award 2019. Experts were then sent to the project sites to evaluate the projects on location. Both evaluations were entirely positive and representatives of the projects from Peru and India will receive the awards on 7th March 2019 at ITB in Berlin.

Award Winner "Awamaki" (Peru)

In the language of the indigenous Andean population "Awamaki" means "handmade". In 2009 the organisation "Awamaki" was founded, marketing handmade textiles and handicraft. Its objective is to support indigenous women as independent entrepreneurs, to market their textiles made from alpaca and sheep wool in a fair manner, and to provide small businesses with access to the global market. Furthermore, "Awamaki" promotes sustainable tourism projects in the communities. The programme is multifaceted; apart from guided trekking tours various courses are offered. Tourism is meant to generate an additional income and to counter poverty and emigration. "Awamaki" has come to be

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regarded as a model for other organisations and regions, showing how tourism can be implemented in a socially responsible manner.

Award Winner "Open Eyes" (India)

In 2011, the tourism initiative "Open Eyes" was founded in Delhi. It is a social enterprise meant to help open the eyes for new perspectives in the country. With "Women in Tourism", for example, new jobs around tourism are created and the women, including blind women, are being prepared for their new activities. The organisation takes care of the financial and organisational matters. The touristic products and services are concentrated in New Delhi, Jaipur, and Agra, encompassing wellness, round trips within India and guided city tours, e.g. to the markets and neighbourhoods of Delhi. Furthermore, Open Eyes supports a café in Agra run by women who became victims of acid attacks. The projects already show effects: The women's income has increased considerably – by 25 percent and more.

Both projects meet all the criteria of the TO DO Award – Contest Socially Responsible Tourism by the Institute for Tourism and Development and will be awarded with the TO DO Award on 7th March 2019 during ITB in Berlin. The award ceremony will take place at 16:30 at Palais am Funkturm on the ITB trade fair grounds. Representatives of the projects will be present and will receive the awards. Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development, will hold the laudatory speech. After the award ceremony, we will invite you to a reception. There will be opportunities for interviews with the award winners.

Please also visit us at our information booth at ITB in hall 4.1, stand 257. Meetings can already be arranged.

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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