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TO DO Award 2022 Announced: When Visions Turn Into Reality

The Institute for Tourism and Development has announced the 27th edition of the TO DO Award, looking for innovative, socially responsible tourism projects in times of pandemic; TO DO projects provide inspiration to the tourism industry worldwide

Seefeld, 06/07/2021 – The Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) has announced the 27th edition of the **TO DO Award – International Contest Socially Responsible Tourism** and encourages players along entire tourism value chains worldwide to apply with their innovative and – above all – socially responsible projects. The deadline for submissions is **15th August 2021;** the prize money **5,000 Swiss Francs** each. This prize money will be donated by the Swiss Foundation for *Solidarity in Tourism.*

The TO DO Award honours initiatives that enable local people to participate and have a say in tourism projects, products and services. Local people's involvement in planning and design helps to tap additional sources of income and strengthen local economies. Socially responsible tourism can boost people's creative participation and value their cultural identity. Even during the Covid-19 pandemic, the Institute for Tourism and Development organised the TO DO Award in order to send a signal to socially responsible tourism projects, encouraging them, under the given circumstances, to be initiators and role models. Claudia Mitteneder, CEO of the Institute for Tourism and Development, says: "In these times, more than ever, tourism needs visions of how to cope with the consequences of the crisis on the one hand, and on the other hand visions of how sustainable, socially responsible solutions for tourism products and services may look like in the future. The projects submitted for the TO DO Award every year have this innovative power and may serve as examples for the entire sector. The Institute for Tourism and Development ensures that this idea and these concepts are made accessible to a broad public".

Small-scale tourism with potential

The Institute for Tourism and Development is convinced that the future belongs to socially responsible products and services with sustainable effects in global tourism. Things cannot and must not continue in a "business as usual" mode if

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everybody involved is to benefit from the tourism projects. The projects can create and secure jobs in the destinations, reduce social discrimination, and conserve resources on the long run. Tourism based on small-scale enterprises always takes into account the needs and experiences of local people, provides opportunities for intercultural exchange, and contributes to mutual understanding.

Claudia Mitteneder: “Now the challenge is to strengthen the economic potential of the TO DO projects. We do so, among other things, by providing a marketing platform for these best-practice projects from developing countries, emerging economies, and industrialised countries. In any case, we look forward to a large number of projects from all over the world that could provide stimulus for the entire sector“.

Having been selected by a jury and checked by an expert upon location (depending on the Covid-19 situation), all TO DO winners will be awarded at ITB Berlin in March 2022. The conditions of participation and the application form can be found at www.todo-contest.org.

Along with the 27th TO DO Award, the Institute for Tourism and Development also announced the 6th **TO DO Award Human Rights in Tourism**. This award honours initiatives, projects, and individuals that provide examples of best-practice in the protection of and respect for human rights principles in tourism. It is not possible to apply directly for this award. An expert jury monitoring the market selects potential award winners and evaluates their efforts.

Cooperation partners *German Federal Ministry for Economic Cooperation and Development, Bread for the World/Tourism Watch, forum anders reisen, ITB Berlin, Swiss Foundation for Solidarity in Tourism, Studiosus Reisen München GmbH*

Prize Money *The Swiss Foundation for Solidarity in Tourism awards every TO DO Award winner with a prize money of 5,000 Swiss Francs.*

The Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) 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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