Studienkreis
für Tourismus und
Entwicklung e.V.

Presse-Information
Nr. 07/2022

TO DO Award 2023: The Most Sustainable Tourism Projects – Apply Now!

TO DO Award enters into its 28th round; international contest honours innovative, socially responsible tourism projects; model initiatives for tourism that is beneficial to all

Seefeld, 05/07/2022 – For the 28th time, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) has announced the **TO DO Award – International Contest Socially Responsible Tourism**.

It invites projects and initiatives that develop socially responsible forms of tourism to hand in their applications by **15th August 2022.**

*The organisers of the contest are looking for initiatives that involve the local population in the development of tourism projects, allowing people to directly participate in the economic success of these initiatives. P*rojects may be *worthy of the award if they also respect the c*ultural identity of local people and promote intercultural dialogue between guests and the local population. *The projects may be located anywhere in the world. They should contribute to making tourism more sustainable,* equally addressing its ecological, social, economic and cultural dimensions.

The TO DO may be awarded to several projects at a time. It comes with prize money of **5,000 Swiss Francs** each, sponsored by the *Swiss Foundation for Solidarity in Tourism.*

Claudia Mitteneder, Executive Director of Studienkreis: “The global pandemic has shown the vulnerability of the tourism sector. There are no alternatives to direct encounters and first-hand experiences. Dialogue can only happen if people get in contact. The socially responsible projects that we honour with the TO DO Award offer such opportunities. They indicate what tourism may and should look like in the years to come if it is to benefit everybody involved“.

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Wide Outreach for Award Winners

Studienkreis awards the TO DO in order to provide winners with a large and attractive platform, so that they may present their projects to tour operators and travellers. Every year, the respective award winners are presented at ITB in Berlin. Studienkreis also facilitates an exchange between representatives of the projects and the European tourism industry and politics. In addition, the award ceremony attracts good media coverage.

Claudia Mitteneder: “People’s active involvement in touristic value chains is a prerequisite for socially responsible development in the destinations. To ensure their participation, tourism must remain part of development cooperation“.

Having been selected by a jury and checked by an expert on location (depending on the Covid situation), the winning projects will be awarded with the TO DO Award at ITB Berlin in March 2023. Please find the conditions of participation and the application form here.

Along with the 28th TO DO Award, Studienkreis has also announced the **TO DO Award Human Rights in Tourism**. This award honours initiatives, projects, and individuals that provide good examples of safeguarding human rights in tourism. It is not possible to apply directly for this award. Monitoring the market, an expert jury will select potential award winners and evaluate 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 prize money of 5,000 Swiss Francs.*

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.

Contact for the press

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