Studienkreis
für Tourismus und
Entwicklung e.V.

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**Studienkreis für Tourismus und Entwicklung e. V.**

Bahnhofstraße 8
82229 Seefeld

Tel. +49 8152 99901-0
Fax +49 9152 99901-66

info@studienkreis.org
www.studienkreis.org

**Vorstand** Hans Ulrich Schudel
**GF** Claudia Mitteneder

Vereinsregister Nr. 100 542
Amtsgericht München

USt-ID DE 811659075

# Impressive Anniversary: TO DO Award 2020 – Around the World in 25 Years

**For a quarter of a century, the Institute for Tourism and Development has been honouring best practice projects in socially responsible tourism; Claudia Mitteneder: "Thinking of the world of tomorrow – today!"**

**Seefeld, 04.06.2019** – For the 25th time, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) has announced the TO DO Award – International Contest Socially Responsible Tourism. Exemplary projects may now be submitted for the anniversary year. Deadline: 15 August 2019.

Claudia Mitteneder, Executive Director of Studienkreis: "Looking at these 25 years of TO DO awards, we may very proudly say: A better world is possible! Translated into the work of Studienkreis this means that thanks to the several hundred model tourism projects which our contest highlighted and/or awarded there has been a considerable increase in awareness of socially responsible forms of travel. People travelling nowadays give more consideration to the social, ecological, and economic impacts of tourism tomorrow and in the future".

Studienkreis launched the renowned contest in 1995 and has since organised it every year. The idea behind the TO DO Award is to honour successful projects for socially responsible tourism, gathering examples of best practice which were designed to have broad positive effects in the respective regions. Since the contest was launched, almost 500 projects from more than 90 countries have been submitted to Studienkreis – 59 of which received an award.

The projects should pursue one essential objective: They need to give priority to the interests of the local population. A fundamental requirement is the consistent participation and involvement of all stakeholders along the entire touristic value chain, both in the planning and in the implementation of tourism projects. Generally, such direct involvement takes place if people participate as early as in the development of a concept, if remuneration is fair, if those involved get initial and continued training, and if their culture is being strengthened at the same time.

Claudia Mitteneder: "The TO DO Award encourages project organisers – public institutions, private companies and/or organisations in the tourism industry as

well as legal entities and individuals – to submit existing projects. We are looking back at 25 years in which we have travelled around the globe with our award winners and have awarded projects between Peru and India, Palestine and Australia. All these outstanding projects have one aspect in common: They promote forms of tourism which equally focus on people's well-being, the protection of natural resources, and long-term economic success".

Having been selected by a jury and assessed by an expert on location, all winners will be honoured with TO DO Award at ITB Berlin in March 2020.
You will find the conditions of participation and an application form at www.todo-contest.org (in German and English).

Along with the 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 the protection of and respect for human rights principles in tourism. For this award it is not possible to apply directly. 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 a 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**
Studienkreis für Tourismus und Entwicklung e.V.
Claudia Mitteneder, Executive Director
Phone: +49 8152 999010 | presse@studienkreis.org