



## 25<sup>th</sup> TO DO Award Ceremony

5<sup>th</sup> March 2020, 4:30 pm  
Palais am Funkturm

### **TO DO Award 2020 – Contest Socially Responsible Tourism**

At ITB Berlin, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e. V.) will present the winners of the TO DO Award 2020 – International Contest Socially Responsible Tourism. The two equal winners of the 25th contest edition are from Cambodia and Iran. Despite all their differences, they have important things in common: In an exemplary manner, they involve the local population in sustainable forms of tourism, create alternative sources of income and strengthen people's self-confidence in their own cultures and traditions.

### **TO DO Award Human Rights in Tourism**

For the fourth time, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e. V.), in cooperation with the Roundtable Human Rights in Tourism and Studiosus Reisen Munich, also awards the TO DO Award Human Rights in Tourism.

[www.todo-award.org](http://www.todo-award.org)

**CAMBODIA: The Banteay Chhmar Community Based Tourism (BCCBT)**  
**[www.visitbanteaychhmar.org](http://www.visitbanteaychhmar.org)**



The temple complex of Banteay Chhmar, after which it was named, is at the heart of the Banteay Chhmar Community Based Tourism Initiative in the North West of Cambodia. The temple complex built in the 12th century is regarded as one of the country's most important cultural treasures. Unlike in Angkor Wat one can enjoy the mystical charm of the temple more or less on one's own. In this unique setting the villagers of the four adjacent communities offer authentic insights into village life – from the Khmer era to the present day. They welcome tourists in their home stays, take them on their traditional ox carts to harvest paddy, or show them how to prepare local specialities.



In 2006, the villagers launched the initiative with the help of the French NGO »Agir pour le Cambodge«. Since then a democratically elected committee has been managing all the touristic activities. The objective is to create additional income opportunities apart from manioc and paddy cultivation. More than 90 families directly benefit from jobs in tourism. A village development fund is used to finance measures that benefit all villagers, e.g. English classes, or a waste disposal and recycling programme for plastics. In this way the initiative contributes significantly to opening up economic perspectives, improving the living conditions and preventing labour migration to the larger cities or to Thailand. What is particularly impressive is the poise and pride of the initially rather reserved villagers, guiding their guests through the temples and their villages.



**IRAN: Esfahk Historic Village**  
**[www.esfahk.ir](http://www.esfahk.ir)**

In South Khorasan Province, in the East of Iran, a devastating earthquake in 1978 destroyed many traditional mud houses, including the desert village of Esfahk. As a result the villagers rebuilt an entirely new Esfahk village, just two hundred metres away from the old village, using solid stone and concrete. However, they refrained from razing their old village to the ground. The today's elderly generation, kept romanticising their »beautiful life« in the historical village of Esfahk when talking about it with the younger villagers born after the earthquake. »Then let us turn what was bad into something good«, decided today's generation of well-educated villagers now in their 30s and 40s and founded a village committee in 2009 to carefully rebuild the old village, taking the reconstruction into their own hands.



After many years of deliberations and with the know-how of experts this younger generation managed to create a cultural and historical gem that can be used for tourism amidst the ruins of the former village. In the meantime, seven guest houses were renovated in the old mud house style, in addition to the traditional mosque, the former hammam, a restaurant offering local dishes, a café, a reception, and a handicraft shop. All are facilities in which men and women found a local job, take responsibility and as a team are excellent hosts.

**TO DO Award Human Rights in Tourism**  
**COLOMBIA: Fundación Renacer ¡La muralla soy yo!**  
[www.lamurallasoyyo.org](http://www.lamurallasoyyo.org)



»La Muralla«, the colonial protective wall of Cartagena, encloses the old city centre of the Caribbean metropolis in the North of Colombia. Cartagena is the most important tourism hotspot in the country. However, the NGO »Fundación Renacer/ECPAT Colombia« raised an alarm at the end of the 1990s, when a study brought to light that many visitors were seeking sex with children. Today, »La Muralla« is the symbol of a unique strategy by all the players in the city – civil society, tourism associations, hotels, youth organisations, schools, police and the office of the public prosecutor – seeking to protect the children in the city. They all proudly say: »¡La muralla soy yo!« »I am the wall!«



The foundation »Renacer« raises awareness for the issue among those at the forefront: taxi drivers, street vendors, masseurs, and the staff of parasol rentals. They are trained in sales and negotiation techniques, get legal advice and are offered language courses. In all these subjects the protection of children is included in the curricula. Hotel managers and staff also get training. All over the city Renacer trained social workers and school teachers. Hundreds of young people could be reached directly. In the first half of 2018 alone, as many as 80 persons were arrested in the context of sexual exploitation of minors and many of them are now put to trial.

## Jury Members 2020

Dr. Christian Adler, Ethologist  
Klaus Betz, freelance Journalist  
Ulrike Braun, DER Touristik  
Prof. Dr. Ludwig Ellenberg, Consultant  
Angela Giraldo, TourCert  
Rika Jean-Francois, ITB Corporate Social Responsibility  
Laura Jäger, Bread for the World / Tourism Watch  
Stephan Lockl, Federal Ministry for Economic Cooperation and Development (BMZ)  
Dr. Dietmar Quist, Consultant  
Hans Ulrich Schudel, Swiss Foundation for Solidarity in Tourism (SST)  
Birgit Steck, Consultant  
Petra Thomas, forum anders reisen



## Award Ceremony

### Keynote

Dr. Mathias John, Member of the Board, Amnesty International Deutschland e. V.

### Award Winners

#### TO DO Award

Sophal Tath & Sy Mao, The Banteay Chhmar Community Based Tourism, Cambodia  
Mohsen Mehdizade & Fatemeh Omid, Esfahk Historic Village, Iran

#### TO DO Award Human Rights in Tourism

Luz Stella Cardenas Ovalle, Fundación Renacer ¡La muralla soy yo!, Colombia

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Schweizerische Stiftung für Solidarität im Tourismus  
Swiss Foundation for Solidarity in Tourism

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REISEN**

Application for the TO DO Award 2021 are available: [www.todo-award.org](http://www.todo-award.org) and Facebook

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