

Keynote of TO DO Award 2021 and TO DO Award Human Rights in Tourism –
Antje Monshausen, Bread for the World/Tourism Watch

Dear Ladies and Gentlemen, dear Friends of Responsible Tourism and – first of all – dear esteemed award winners, I am very proud to honor you today in this digital award ceremony.

Let me start with a quote by famous German poet Erich Fried: “Who wants the world to remain as it is, does not want it to remain at all.” This quote is written on the Berlin Wall, which today is a major tourism attraction, but was for decades the bloody borderline between two parts of one country. Living in Berlin, I can assure you that I not only believe in transformation, I know that it is possible. And projects and initiatives such as yours strengthen my deep believe that another, a better tourism is possible.

“Who wants the world to remain as it is, does not want it to remain at all” clearly contravenes any

attempt to leave everything as it is, nor to opt for progress at any costs. It is the invitation to honestly and frankly evaluate benefits AND costs of economic or political decisions. And this is what the To Do awards stands for. It looks at tourism not just in mere numbers, but tries to understand how tourism is integrated in the larger visions of communities. Looking from this perspective, tourism is not a goal in itself – but a vehicle for community well-being!

The To Do award is in its 27th year of existence. But its criteria were never more contemporary as today, in the midsts of the deepest crisis in tourism ever. Current debates around resilience, regeneration and sustainability in tourism show that criteria of the To Do award can serve as a guiding compass to the future of a better tourism

The initiatives that we are honoring today protect and enhance fragile ecosystems. They keep awake and revive traditions, which already helped them to survive the severest crises. Their tourism initiatives are integrated and support holistic and resilient economic development:

My first congratulation goes to **Esfahk Historic Village**: the villagers of the small oasis-town in Iran decided to rebuild their old village, after it lied in ruins for 30 years. The tourism income is an

additional economic source for the villagers. To avoid dependencies from tourism was always important pillar of the concept. A very wise decision- as we all know today.

I would also like to congratulate **Banteay Chhmar Community Based Tourism** project. 4 communities in Cambodia decided to renovate their old temples. To avoid negative consequences from tourism, they decided to go for the quality of visitors instead for their quantity. This will be an important asset when tourism starts again post-COVID.

Last but not least I want to congratulate **Rutas Ancestrales Araucarias**, a Chilean tour operator in the hands of an indigenous Mapuche community. During the last, difficult year, the community developed a new source of income by planting and cultivating traditional trees. When tourism restarts, they can include this in their programmes and even better explain how their spiritual world views are integrated in a healthy environment.

Congratulations to all three To Do award winners of 2020 and 2021!

Transforming tourism means first of all to respect the rights of people living in destinations. This is the reason why the ToDo Award has a sister since 2017 – the ToDo Human Rights award.

The 2020 award goes to **Fundacion Renacer, representing the multi-stakeholder initiative “La Muralla soy yo!”** from Cartagena, Colombia. La muralla soy yo is an inspiring example on how a destination can join ALL forces – from public sector to civil society, from formal to informal businesses, to protect children from sexual exploitation.

The 2021 ToDo Human Rights Award goes to **Equality in Tourism** , a global women´s network that tackles the injustice of discrimination against women in destinations, along the supply chain and in tourism leadership. By strengthening women´s rights, Equality in Tourism pushes the whole sector to become more inclusive and thus more resilient.

Don´t stop! is written on the trophy of the ToDo Human Rights Award - and I extend this wish to the 3 ToDo award winners from Cambodia, Iran and Chile: Your energy and passion is illuminating the path to a better future of tourism. Congratulations and my deep respect to all five of you.