



26th TO DO Award Ceremony

9th March 2021, 2:00 pm
ITB NOW (stream no. 2)

TO DO Award 2021 – 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 2021 – International Contest Socially Responsible Tourism. The award winner of the 26th contest edition from Chile involves in an exemplary manner, the local population in sustainable forms of tourism, creates alternative sources of income and strengthens people's self-confidence in their own cultures and traditions.

TO DO Award Human Rights in Tourism

For the fifth 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



In 2012, young Mapuche in Curraehue, Chile, called their community members for a meeting, with the objective of identifying new economic perspectives in their native villages while remaining true to their ecological and cultural values. They managed to achieve just that with Rutas Ancestrales Araucarias. With their heart and soul, personal initiative, and without any external funding they established a community-based tourism initiative.

Rutas Ancestrales Araucarias officially appears as a tour operator. Central to the community-based tourism concept are the roughly 30 partners. On seven different routes they familiarise guests with the Mapuche's culture and ways of life.

The activities along the routes are manifold – from story-telling about the Mapuche's world view or their traditional medicinal plants to visits to farms and vegetable gardens. Every route also includes hikes in their beloved “territorio” – the unique scenery of mountains and valleys. On different occasions, guests and hosts get opportunities to talk to each other, whether during joint meals, traditional Mapuche games or while producing handicraft – from the weaving and dyeing of wool to the processing of plant fibres. Guests staying over night will be put up with families and have dinner with them. During their entire stay, guests are accompanied by a guide.

The particular strength of the project lies in the fact that it gives a voice to the Mapuche in Currarehue. An authentic voice that they use – the elderly as well as the young ones – to recount how they experience and master the process of continuously finding a balance between different worlds: A balance between tradition and modernity, between how others see them and how they see themselves, between traditional livelihoods in Currarehue and educational and income opportunities in the cities.

The organisation was founded in 2018 with the objective of a consistent transformation of gender relations to create new, just, and sustainable forms of tourism and structures that maintain it. In its practical work the organisation initiates projects and measures to promote gender equality, better access of women to areas of work in tourism, equal participation in decision-making processes within the entire tourism sector. In particular, »Equality in Tourism« gathers data on the gender situation in the tourism sector, as a basis for the development of strategies for change.

Women represent more than half of the formal sector and the majority of the informal sector in global tourism. There is evidence that they are still paid less and treated worse than men, simply because they are women. »Equality in Tourism« works to abolish these unacceptable grievances in practice and is committed to dissolving stereotypes and patriarchal expectations concerning the role of women. Only very few women hold managerial positions and part of the work done by women in tourism remains unpaid. These examples testify to the need for the work »Equality in Tourism« is doing.

The lack of equal opportunities for women, especially in decision-making, does not only negatively affect their own lives, both at home and in their jobs, but also their families and entire communities. The absence of women at the centre of decision-making in tourism continues to be an obstacle to the advancement of women, men and their families, whether in rural Africa or in urban Europe.

»Equality in Tourism« is an outstanding example of how a small initiative can grow into a movement spanning the globe.



Jury Members 2021

Klaus Betz, freelance Journalist
Prof. Dr. Ludwig Ellenberg, Consultant
Angela Giraldo, TourCert
Rika Jean-Francois, ITB Corporate Social Responsibility
Laura Jäger, Consultant
Peter-Mario Kubsch, Studiosus Reisen München GmbH
Antje Monshausen, Bread for the World/Tourism Watch
Dr. Dietmar Quist, Consultant
Hans Ulrich Schudel, Swiss Foundation for Solidarity in Tourism (SST)
Petra Thomas, forum anders reisen
Prof. Dr. Harald Zeiss, Harz University of Applied Sciences

Award Ceremony

Keynote

Antje Monshausen, Bread for the World/Tourism Watch

Award Winners

TO DO Award

Romá Martí, Rutas Ancestrales Araucarias,
Chile

TO DO Award Human Rights in Tourism

Tricia Barnett, Equality in Tourism
International, Great Britain

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im Auftrag des



Bundesministerium für
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der Vereinten Nationen
für Bildung, Wissenschaft
und Kultur

unter Schirmherrschaft
der Deutschen UNESCO-Kommission

Brot
für die Welt
TOURISM WATCH



Studiosus



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

Application for the TO DO Award 2022 are available: www.todo-award.org and Facebook

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