



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

7<sup>th</sup> March 2023, 2:00 pm  
Congress-Stage Hall 3.1

### **TO DO Award 2023 – Contest Socially Responsible Tourism**

At ITB Berlin, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.) will present the equal winners of the TO DO Award 2023 – International Contest Socially Responsible Tourism. The two winners of the 28<sup>th</sup> contest edition are from Uzbekistan and Sweden. What distinguishes both winners is the active involvement of the local population, the creation of income opportunities for locals in tourism, and the support of intercultural encounters and exchanges between hosts and guests. All this is done in harmony with their own culture and traditions, ensuring sustainable and socially responsible tourism development.

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

For the seventh time, the Institute for Tourism and Development also awards the TO DO Award Human Rights in Tourism, in cooperation with the Roundtable Human Rights in Tourism and Studiosus Reisen Munich.

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

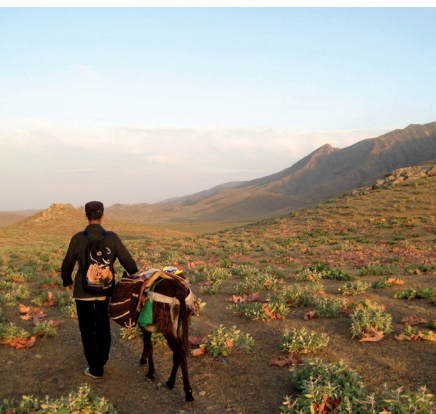
## UZBEKISTAN

### Responsible Travel – Nuratau Community Based Tourism Project

[www.nuratau.com](http://www.nuratau.com)



The Nuratau Community Based Tourism Project was launched in 2008 by local enthusiasts to provide additional subsistence income for the people living in the remote villages of the Nuratau Mountains in Uzbekistan. Today, the project consists of 14 picturesquely situated family guest-houses in 6 villages, and the number is growing. Approximately 200 guests can be accommodated here. The accommodation is built of natural stone, mud and wood, and has communal showers and toilets. Double rooms and shared rooms are available, many are lovingly decorated with local handicrafts. A tasty and healthy cuisine made from products of the immediate surroundings delights the guests.



During their stay, visitors to the project can immerse themselves in the everyday culture of the people, take part in cooking and handicraft workshops and concerts, go for walks along the mountain streams in the green valleys or combine a visit to several villages on a valley hopping tour on foot, horse or donkey. If desired, participation in social projects can be organised: Participation in the harvest, English courses for children and guides, renovation of community buildings such as schools and much more. In this way, the guests get a very sensitive insight into village life, cultural peculiarities and the social rules in the villages. So far, 26 of these social projects have been realised – a sample of intercultural competence.



**SWEDEN**  
**Nutti Sámi Siida**  
[www.nutti.se](http://www.nutti.se)

Nutti Sámi Siida tells the story of the Sámi, the indigenous people of northern Europe. As a semi-nomadic people, their ancestors moved for centuries with herds of reindeer from summer pastures in the mountains to winter pastures in the tundra. But the Sámi are losing more and more land to mining, wind farms and infrastructure. Climate change is making traditional reindeer herding even more difficult.

Originally, the reindeer herders Nils and Carina only wanted to earn extra money with the guided tours in order to be able to feed their reindeer in a bad winter. Today, Nutti Sámi Siida's self-image goes much further. It has become a platform for their culture – for tourists as well as for



the Sámi themselves. They find their own narrative, whether in the open-air museum they have built themselves, on their guided tours, or in their own souvenir store where they sell authentic handicrafts. They do not paint a romanticised picture of days gone by, nor do they butcher historical oppression and ongoing discrimination. They look forward with confidence and pride, describing their own personal experiences and challenges. Through exchanges with the travellers, as well as with other Sámi, young Sámi reflect on their identity, culture, and way of life and explore new ways to manage their traditional livelihoods in harmony with the modern world and advancing climate change.

**TO DO Award Human Rights in Tourism**  
**NEPAL: SASANE Sisterhood Trekking and Travels**  
[www.sasanesisterhoodtrek.com](http://www.sasanesisterhoodtrek.com)



SASANE

SASANE Sisterhood Trekking & Travel brings a unique approach to ecotourism and sustainable travel through the tour guide training of local women. They're trained to lead tours through the rural mountain villages of Nepal. These women rise up from underprivileged community groups and are survivors of domestic violence, child marriage, and human trafficking.



SASANE's mission breaks the chain of gender violence and human trafficking. They provide a dignified and viable source of income to the impoverished and targeted women in their communities. During planning the tour and trekking packages and its destinations, SASANE systematically conducts interviews and surveys with local representatives in rural communities to understand their needs and preferences.

The survivors working with SASANE are native to Nepal and its rural communities and belong to the marginalized population with severe economic and social restrictions. This puts them in a unique position to understand the needs of the communities who are more vulnerable compared to others. All the valuable insights gathered during project planning are used to carefully design and implement the project.

# Jury Members 2023



Prof. Dr. Ludwig Ellenberg, Consultant  
Angela Giraldo, TourCert  
Laura Jäger, Consultant  
Rika Jean-Francois, ITB Corporate Social Responsibility  
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)  
Laura Steden, DER Touristik  
Petra Thomas, forum anders reisen

## Award Ceremony

### Keynote

Prof. Dr. Harald Zeiss, Harz University of Applied Sciences

### Award Winners

#### TO DO Award

Sherzod Norbekov & Nurali Narbekov, Nuratau CBT Project, Uzbekistan  
Klara Enbom Burreau & Nils Torbjörn Nutti, Nutti Sámi Siida, Sweden

#### TO DO Award Human Rights in Tourism

Jeny Pokharel & Sanjiv Upadhyaya, SASANE Sisterhood Trekking and Travels, Nepal

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Swiss Foundation for Solidarity in Tourism

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Application for the TO DO Award 2024 is available: [www.todo-award.org](http://www.todo-award.org)

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