



29th TO DO Award Ceremony

6th March 2024, 6:00 pm
eTravel Stage (Red Stage) Hall 6.1

TO DO Award 2024 – Contest Socially Responsible Tourism

At ITB Berlin, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.) will present the joint winners of the TO DO Award 2024 – International Contest for Socially Responsible Tourism. The two recipients of the 29th edition of the award hail from India and Ecuador.

What sets both winners apart is their active involvement of the local community, intercultural encounters and exchanges between hosts and guests. All these efforts are harmoniously integrated with their own culture and traditions, ensuring sustainable and socially responsible tourism development.

TO DO Award Human Rights in Tourism

For the eighth time, the Institute for Tourism and Development, in cooperation with the Roundtable Human Rights in Tourism, is presenting the TO DO Award Human Rights in Tourism. This year, the award is granted to an outstanding initiative from Uganda.

www.todo-award.org

ECUADOR
Yunguilla Community
www.yunguilla.org.ec



The Yunguilla project, spanning nearly 30 years exemplifies the concept of "Responsible Management of Natural Resources." This initiative, agreed upon by a small community situated at 2650 meters above sea level. Transitioning from a subsistence economy, the approximately 250 residents have, since 1995, successfully halted deforestation and, alongside reforestation and environmental measures, transformed their area into an attractive ecotourism destination within the UNESCO Biosphere Reserve "Chocó Andino de Pichincha."



Located in a cloud forest region of the Andes at the top of a scenic valley near Quito, Yunguilla is surrounded by a biodiverse 8000-hectare forest, home to orchids, hummingbirds, and occasionally spectacled bears. Visitors can enjoy day excursions on historic Inca trails, guided cloud forest tours, and multi-day programs. These activities offer insights into the community's sustainable lifestyle and deep respect for nature. The homestay program is central to this experience, allowing guests to live with local

families, partake in shared meals, and understand their daily life and sustainable practices, like cheese making, jam production, and farming, all within the context of genuine hospitality.

INDIA
Fernweh Fair Travel – Uplifting Communities
www.fernweh-travel.com



Fernweh Fair Travel – Uplifting Communities in Gopeshwar-Chamoli, Uttarakhand offers immersive comfort-luxury tours in the Himalayas, known for its rich flora and fauna, including wildlife protection areas. The region is increasingly popular for trekking, bird watching, and wellness activities.

The founder, originally from this area, focused on creating employment opportunities for women, especially widows and victims of domestic violence, in a region where poverty is widespread. Recognizing the region's tourism potential, she initiated the project, which aimed at involving local women, enhancing their independence and



social recognition. The process involved convincing local politicians, villagers, and religious leaders, leading to a community-wide decision on tourism development. Accommodation was developed, immersive experiences and traditional meals were introduced. Training was provided for guest handling, with skills passed within families and the

community. A portion of profits supports environmental, educational, and community projects. Over 557 people, mostly women, now sustain their livelihoods through tourism-related income.

TO DO Award Human Rights in Tourism
UGANDA: Michael Kajubi - McBern Foundation
[www. mcbernfoundation.org](http://www.mcbernfoundation.org)



Michael Kajubi, founder of McBern Foundation, is dedicated to help marginalized groups, particularly LGBTQIA+ youths and the elderly. In 2013, Michael founded McBern Tours & Travel, a nature-focused tour operator in Uganda. His mission was to create employment and safe spaces for those often excluded due to their gender identity, sexual orientation, social status, or physical and cognitive impairments.

The McBern Foundation, which receives funding from his travel business, focuses on creating inclusive, non-discriminatory spaces and job opportunities. This initiative is crucial in Uganda, where strict laws severely discriminate against LGBTQIA+ individuals. By offering education, healthcare services, and capacity building, the foundation empowers marginalized members to lead self-determined lives and secure their livelihoods.

Kajubi's work is particularly significant given Uganda's harsh Anti-Homosexuality Act of 2023, which includes severe penalties for LGBTQIA+ persons. His foundation's efforts provide vital support and advocacy for those facing systemic deprivation in Ugandan society.



Jury Members 2024

Klaus Betz
Prof. Dr. Ludwig Ellenberg
Jürgen Harms
Rika Jean-Francois
Dr. Dietmar Quist

Jara Schreiber
Hans Ulrich Schudel
Petra Thomas
Prof. Dr. Harald Zeiss

Award Ceremony followed by a networking reception

Keynote

Rika Jean-Francois, Commissioner ITB Corporate Social Responsibility (CSR)

Award winners

TO DO Award

Rolando Collaguazo, Yunguilla Community, Ecuador
Poonam Rawat-Hahne, Fernweh Fair Travel, India

TO DO Award Human Rights in Tourism

Michael Kajubi – McBern Foundation, Uganda

supported by

Gefördert durch:



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wirtschaftliche Zusammenarbeit
und Entwicklung



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Application for the TO DO Award 2025 is available: www.todo-award.org

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