

Jury Members TO DO Award 2025

Klaus Betz
Prof. Dr. Ludwig Ellenberg
Rika Jean-Francois
Joana Meier
Dr. Dietmar Quist

Hans Ulrich Schudel
Alien Spiller
Katharina Stechl
Birgit Steck

Award Ceremony followed by a networking reception

Keynote

Petra Thomas (forum anders reisen)

Award winners

TO DO Award

Miguel Ángel Carvajal Palacios, Get Up And Go Colombia, Colombia

TO DO Award Human Rights in Tourism

Neha Arora – Planet Abled, Austria/India

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

Application for the TO DO Award 2026 is available: www.todo-award.org

Contact

Studienkreis für Tourismus und Entwicklung e.V.
Bahnhofstr. 8
82229 Seefeld
Germany

Phone: +49 8152 99901-0
Fax: +49 8152 99901-66
info@studienkreis.org
www.studienkreis.org





30th TO DO Award Ceremony

**5th March 2025, 6:00 pm
eTravel Stage Hall 6.1**

TO DO Award 2025 – Contest Socially Responsible Tourism

At ITB Berlin, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e. V.) will present the winner of the TO DO Award 2025 – International Contest for Socially Responsible Tourism. The recipient of the 30th-anniversary the award comes from Colombia.

What distinguishes this project is its strong emphasis on community involvement, fostering intercultural encounters and meaningful exchanges between hosts and guests. These efforts are closely connected with local culture and traditions, promoting sustainable and socially responsible tourism development.

TO DO Award Human Rights in Tourism

For the ninth 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 India/ Austria/India.

www.todo-award.org

COLOMBIA

Get Up And Go Colombia

<https://getupandgocolombia.org>



In 2016, recent graduates from the Universidad de Cauca in Popayán, Luisa Romero and Miguel Carvajal, launched "Get Up and Go Colombia." They started with city tours for tourists in the Spanish-colonial-style center of the southwestern Colombian city, introducing visitors to their hometown. Conflict victims were trained as guides, alongside disadvantaged youths, displaced indigenous people, and international volunteers. By 2019, 10,000 tourists had taken part in their tours, supporting the peace process and discovering Popayán.



The COVID-19 pandemic hit the organization hard, but it did not shut it down. City tours and excursions to the surrounding countryside, including extensive bike treks, resumed in 2021 and were complemented by the opening of Café Tiuspa, a unique meeting place in the city center. The café became a hub for sharing information about Popayán, holding discussions on social and political issues, and fostering

connections between locals and visitors. Spanish courses for tourists and English, German, and French courses taught by tourists for locals were introduced, alongside cultural evenings with games, music, dance, and coffee art. Many passing travelers became long-term visitors.

Recent conflicts in the Departamento de Cauca have impacted the organization. Excursions are now limited to the city's surroundings due to safety concerns, making treks to the El Tambo mountains impossible. In response, Café Tiuspa has strengthened its role as a community hub.

"Get Up and Go Colombia" is both an invitation for foreigners to visit Colombia and a call to Colombians to take action and make their country a more attractive tourist destination. The project has become a source of inspiration for the country, promoting local pride through tourism and strengthening awareness of the importance of peace in society.

TO DO Award Human Rights in Tourism
AUSTRIA/INDIA: Neha Arora – Planet Abled
<https://planetabled.com>



Neha Arora is the founder of Planet Abled, a globally recognized and awarded travel brand promoting inclusive travel for people with disabilities and the elderly. Her 39 years of experience of knowing her parents' needs (her father is blind, and her mother is a wheelchair user), gives her a unique perspective on the needs of people with disabilities, as she creates a Planet more Abled.

Over the years, Planet Abled has been a service provider for disabled travellers, a destination consultant, and an ecosystem builder for the tourism industry. Planet Abled's core focus is mainstreaming accessibility into the tourism frameworks, practices, and market opportunities to enable growth, scale, and a customer-centric approach and have an amplified positive impact on travelers with all types of accessibility needs.

With offices in India and Austria, Planet Abled's mission is to integrate accessibility and inclusion into the sustainable tourism conversation globally while mapping it to the SDGs. Thereby filling the huge gap between what an establishment considers accessible and what the disabled consumer expects to experience, thus leading to a movement.



Neha Arora has established herself as a pioneering force in the tourism industry with her commitment to making travel more inclusive and accessible. As a sought-after speaker at prestigious international events, she continues to inspire change and drive innovation in this important sector. Her exceptional contributions have earned her numerous awards and accolades, making her a key voice in inclusive travel and accessibility.