



# Application for TO DO!2011

Contest  
Socially Responsible Tourism

Deadline of  
application:  
August 31, 2011

Organizer of the contest:

**Studienkreis für  
Tourismus  
und Entwicklung e.V.  
Institute for Tourism and  
Development**

Cooperation partners  
(partly since 1995):

Federal Ministry for  
Economic Cooperation and  
Development

Church Development Service  
(EED) – Tourism Watch

ERV – Europäische Reisever-  
sicherung AG

ITB Berlin

Swiss Foundation for  
Solidarity in Tourism (SST)

Studiosus Reisen München  
GmbH

TUI Deutschland GmbH

Prize money:

ERV – Europäische Reisever-  
sicherung AG

Swiss Foundation for  
Solidarity in Tourism (SST)

Official address of the  
contest:

Studienkreis für Tourismus  
und Entwicklung e.V.,  
Bahnhofstraße 8,  
D-82229 Seefeld  
phone: +49(0) 81 52/99 90 10,  
fax: +49(0) 81 52/99 90 166.  
E-Mail: info@studienkreis.org  
www.to-do-contest.org

---

Title of the entered project or measure

---

Name, address, telephone no., fax no. of the applicant

---

Who is responsible for the entered project or measure?  
(Name, address, telephone no., fax no., e-mail address of contact person)

Responsible for the entered project or measure is:

- a public institution/organization
- a private company/organization in the tourism industry
- other legal entity or private individual

As applicant I accept the conditions of participation of the TO DO!2011.

**I have answered the questions on page 2 of this application form and supplied it with enclosures.**

---

Place and date

Legal signature

---

Repeat signature in capital letters

**Enclosures: Detailed documentation on the project or measure, according to the questions on page 2 of this application form.**

**Please do not submit any project which is still in the planning or implementation phase. One of the conditions for the participation in the TO DO! contest is that the project must have been implemented for at least two years.**

Please explain **on a separate sheet of paper** how and to which extent your project/measure is fully or partly in line with the contest criteria of the TO DO!2011 (questions 1 to 6) and document your answers with suitable material (e.g. through project documents, press reports, expert opinions, photographs or video material if available). Please also reply to the other questions below (additional questions, basic information, and tourism and economic data).

**1. Participation:**

How have the different interests and needs of the local people been taken into account during the planning/implementation phase of the project/measure?

**2. Awareness raising:**

In the framework of your project/measure, in which way has the awareness of the local population been raised in respect to the chances and risks of tourism development and its effects on economic, social and cultural aspects?

**3. Broad effect:**

In which way has a broad population stratum been benefiting from positive economic, social and cultural effects of tourism in the framework of your project/measure?

**4. Qualified jobs in tourism:**

In which way has the attractiveness of jobs in tourism been guaranteed for the local people through your project/measure (e.g. through improved working conditions related to pay, social security, working hours, further education and training)?

**5. Strengthening identity:**

How has the local culture as well as the cultural identity of those living in tourism destination areas been enhanced by your project/measure?

**6. Minimising/avoiding damage:**

Through which activities in the framework of your project/measure has tourism-related social and cultural damage in the destination area been minimised or avoided?

Please also answer these three **additional questions:**

**7. Environmental compatibility:**

Could you give examples which document that your project/measure is in line with environmental compatibility?

**8. Gender Justice:**

Are there any examples which document that women as well as men were involved in the planning/implementation phase of your project/measure? Considering gender relations, have there been any improvements of the status/situation of women through your project/measure?

**9. Safeguarding the future:**

Through which measures/mechanisms is the economic and institutional sustainability of the project guaranteed? For the future of the project, where do you see problems and risks?

For the purpose of easing both your and our work we ask you to give us some general data related to your project/measure (on a separate sheet of paper). It goes without saying that this information is strictly confidential.

**Basic information:**

1. Please illustrate in brief the history of the origins and development of your project. When, why, through whom was it founded and implemented?
2. Is the project/measure supported and accompanied by outside institutions/cooperations? If so, since when and through whom? When will this support or consultancy be terminated?
3. Are there links/networks with similar projects or institutions in other regions or countries?
4. If possible, please enclose a photocopy of a map showing where your project is situated.
5. How did you get to know about the TO DO! Contest? Through:
  - media
  - embassy
  - NGO
  - consultancy
 others: .....

**Tourism and economic data:**

1. What is the concept of your tourism programmes, what are you offering?
2. How is the project marketed? Are there partnerships with tour operators or travel agencies?
3. Since the start of your project, how has the number of guests developed year by year?
4. Do you make any profit yet?
5. Are you in a position to build up equity capital?