Studienkreis
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Because Gender Matters

The TO DO Award Human Rights in Tourism 2021 goes to "Equality in Tourism international"; the London-based organisation is committed to full gender equality for women in all areas of tourism; "Without the economic contribution of women, the tourism and hospitality sector would collapse"

Seefeld, 23/02/2021 – This year, the international organisation »Equality in Tourism« will be honoured with the "TO DO Award Human Rights in Tourism". The award, which by now receives global recognition, will be awarded for the fifth time. It honours initiatives, projects, and individuals who are extraordinarily committed to the protection and respect of human rights principles along the entire touristic value chain. The "TO DO Award Human Rights in Tourism" is awarded annually by the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) in cooperation with the *Roundtable Human Rights in Tourism* and the tour operator *Studiosus*.

Equality is Key

»Equality in Tourism« 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. For the London-based NGO, the human rights approach is a constructive one for the tourism industry.

Apart from strategic needs analyses which make it possible to understand the relations within and between communities and to develop methods for positive change, »Equality in Tourism« develops gender awareness programmes. Organisational development and programme delivery – including strategic planning, change management, training programmes, and feasibility studies are also included in the range of activities. In addition, the organisation implements programmes in communication management for small enterprises, and gender and human rights impact assessments to identify and describe a benchmark for gender equality.

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 inacceptable 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.

Women are systematically discriminated
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.

Claudia Mitteneder, CEO of Studienkreis: “The ‘TO DO Award Human Rights in Tourism‘ creates awareness of discrimination and eventually human rights violations in tourism and wants to contribute to keeping human rights on the tourism agenda. »Equality in Tourism« is an outstanding example of how a small initiative can grow into a movement spanning the globe. The well-deserved award therefore goes to London“.

Winner of the TO DO Award Human Rights 2020 honoured belatedly
As last year’s ITB was cancelled at short notice because of Covid-19, the winner of the “TO DO Award Human Rights in Tourism“ 2020 could not be honoured at a live event at the trade fair. That’s why at this year’s online TO DO award ceremony the project **La Muralla ¡soy yo!, Colombia** will also be presented and honoured. We will also show a video of the award winner of 2020.

Actively applying for this award is not possible. Potential award winners are identified by an expert jury which will then assess their efforts. The award ceremonies take place in the context of ITB in Berlin.

The virtual award ceremony will take place on 9 March 2021 at 2:00 pm and may, upon registration, be viewed on the streaming portal of ITB NOW (stream no. 2).

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector,

carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

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