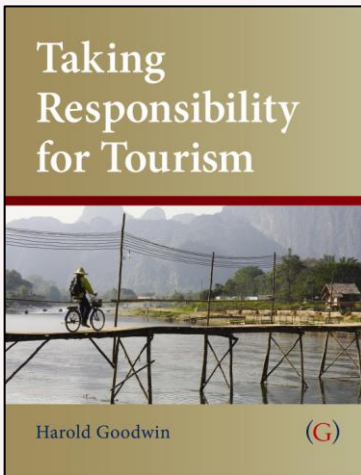


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*Harold Goodwin, Leeds Metropolitan
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Taking Responsibility for Tourism is about the globally vital necessity of realising sustainable tourism. It is a hugely important challenge to those who organise and sell travel and tourism, and those who consume it. Taking Responsibility for Tourism is not a book about a niche product; major trade associations and large and small tour operators are committing to the objectives of responsible tourism and shouldering their responsibilities.

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CONTENTS: Foreword-Acknowledgements-Abbreviations and acronyms-Preface; **Part One** : Introduction: Why Responsible Tourism?; 1. What is Responsible Tourism?; 2. Responsible Tourism and the UK Marketplace; 3. The Business Case for Responsibility; 4. Responsible Tourism in Destinations ; **Part Two** : 5. Responsible Tourism in Practice – Social Responsibility; 6. Economic Responsibility; 7. Environmental Responsibility ; 8. Conclusion; REFERENCES

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The 2011 Virgin Holidays Responsible Tourism Awards

Harold Goodwin, Professor, Leeds Metropolitan University and Chair of the Judges of the Virgin Holiday Responsible Tourism Awards

The Responsible Tourism Awards were launched in 2004, initially sponsored by First Choice Holidays they have been sponsored since 2007 by Virgin Holidays. The Awards were established by ResponsibleTravel.com when British Airways announced that they were no longer going to organise the Tourism for Tomorrow Awards, although these were subsequently re-launched by the World Travel & Tourism Council.¹ The Awards are also supported by World Travel Market which provides the venue for the Awards to be presented as part of World Travel Market on World Responsible Tourism Day, the second Wednesday of November each year. The media sponsors are particularly important to the Responsible Tourism Awards because we seek nominations from the public. Geographical Magazine has supported the Awards since the beginning. The Times was followed by the *Daily Telegraph* and now the *Metro*. This means that over the years the Awards have been seen by a millions of different readers.

The announcement of the Awards, subsequent encouragements to nominate and the publication of the results each year contribute to spreading the message about Responsible Tourism. Responsible Tourism is about taking responsibility for making tourism more sustainable, addressing economic, social and environmental sustainability. The Responsible Tourism Awards, like the World Travel Market's World Responsible Tourism Day,² use the 2002 Cape Town Declaration as its definition of what Responsible Tourism means: it is about making "better places for people to live in and for people to visit."³

Details of the categories, winners and highly commendeds can be found on the Awards website⁴. The Awards are not an accreditation scheme The Awards are not about certifying an organisation as responsible, but rather about recognising outstanding achievements that will help change the industry. We are looking for examples in each category which will excite interest and help us to drive the agenda forward, we particularly look for examples which will inspire and which are replicable.

The Awards aim to celebrate innovation, to inspire change in the industry, and to recognise organisations that demonstrate best practice. We, the judges and the organisers want

1 www.tourismfortomorrow.com

2 www.wtmwrtd.com

3 www.responsibletourismpartnership.org/whatRT.html & www.responsibletourismpartnership.org/Cape-Town.html

4 www.responsibletravel.com/awards/categories

the Awards to be the place to share stories about those organisations leading the way in responsible tourism. Some idea of the scale of the operation can be gained from the following statistics which also show how much the awards have grown. In 2004 there were around 700 nominations in 2011 there were 1,631, for 684 unique nominations. In 2004 107 were long-listed, in 2011 234 long-listed individuals and organisations were sent questionnaires. In 2004 there were 6 questions, in 2011 there were 19.

We look for examples of Responsible Tourism in practice which have some of the following characteristics

- Demonstrate the application of Responsible Tourism in taking responsibility for making tourism more sustainable across the triple bottom line of economic, social and environmental
- Credible evidence-based on the questionnaires we send out to all those who make the long list and the references which we take up
- Novelty –we want organisations with original ideas, innovative approaches to solving problems in responsible tourism, and unique initiatives that drive the Responsible Tourism agenda forward.
- A track record – proven results, demonstrable achievements illustrated with real data, well recorded metrics and detailed information about investment in responsible tourism initiatives.
- Replicability – practices and initiatives that are inspirational and have the potential to be applied elsewhere, adaptable concepts and ideas that could have an impact beyond their own business.
- Local focus – responsible tourism is not limited to a tick list of key requirements, we are interested in practices that address local issues and provide solutions with the local community in mind.

We seek nominations from the public and the industry, the nomination process is an open one but only those nominated can be considered for an Award, and then only if they make the substantial effort required to complete the questionnaire they are sent. There are six stages in the process:

1. In April each year nominations are sought
2. Staff and alumni of the International Centre for Responsible Tourism research all the nominations – they determine a long-list. They too are unpaid volunteers.
3. Long-listed businesses and individuals are then asked to complete a long questionnaire and provide referees.
4. In pairs the judges then review those long-listed nominations for which questionnaires have been completed. Each pair of judges make recommendations for two categories.
5. On the judging day, in September, there is debate around the table about the recommendations made by the judges to the judging panel and a collective decision is reached.

6. Where there are particular concerns or uncertainties we the undertake a further stage of due diligence.

Obviously some categories are stronger than others but we persevere with categories which only have small numbers of entrants, cruising and low carbon for example, because we are seeking to drive the agenda of change. In many categories competition is stiff. This reflects the change which has accelerated in the last five years. This makes it more challenging for the judges to select the inspirational stories that best serve as an example for the industry.

Small and large businesses win every year. Where a business or organisation is nominated for a second time they will only be awarded if they have made significant progress since the last time they were awarded.

The Judges have no knowledge of the sponsorship arrangements each year and they are not recompensed for their time for their travel expenses. They are genuinely independent volunteers and they come from a wide range of backgrounds:

- Tricia Barnett: Director of Tourism Concern
- Justin Francis: CEO and co-founder of Responsibletravel.com
- Harold Goodwin: Chairman of judges, Professor of Responsible Tourism management at Leeds Metropolitan University and director of the International Centre for Responsible Tourism
- Graeme Gourlay: Owner, Circle Publishing
- Dr Rebecca Hawkins: Considerate Hoteliers Association, CESH
- Debbie Hindle: Managing director, Four BGB Communications
- Sue Hurdle: Chief executive, The Travel Foundation
- Fiona Jeffery: Chairman of World Travel Market
- Ian Reynolds: Chairman at Citybond Holdings Plc, former chief executive ABTA
- Lisa Scott: Travel Editor, Metro
- John de Vial: Director of ABTA, The Travel Association, Travelife and The Travel Foundation
- Nikki White: Head of Destinations and Sustainability, ABTA
- Matt Walpole: Head of Ecosystem Assessment, UNEP-WCMC

In 2011 the judges decided to make 30 Awards. There has been interest from winners, journalists, those who have entered and been unsuccessful and other about the reason for the judges' decisions. The judges can only award from amongst those who are nominated and who make the time and effort to complete our extensive paperwork. We know that this is an onerous task. Competition in many of the categories is stiff and often the differences between the winners and highly commended and the others which made the final stage of the judging process are relatively small.

Here I have sought, on behalf of the judges, to indicate what gave the edge, and the award, to the winners and highly commendeds.

1 Best accommodation for the environment

This Award goes to a hotel, lodge or other accommodation run with an innovative approach to local environmental issues and carbon reduction.

Winner : Battlesteads, UK

Battlesteads⁵ is a three star hotel in Northumberland in the north of England in what was originally an 18th century farmhouse which became a pub and in 2005 became a 17 room hotel. The judges wished to recognise the outstanding and comprehensive approach of a small, 3* tourism business, an approach more normally associated with larger sophisticated corporate applicants and high end niche players. The judges were impressed by the inspiring leadership example this mainstream business represents, demonstrating as an exemplar a highly replicable model. The hotel has increased its turnover nine-fold with a carbon footprint increase of around 10%.

- The use of low-energy light bulbs throughout means that the whole hotel now uses less energy for lighting than the bar area alone did in 2006.
- a biomass boiler and solar thermal panels, now provide all the heating and hot water for the whole premises. The fuel for the biomass boiler comes from sustainable forestry only one mile away, meaning virtually zero fuel miles.
- on two acres of land, with two polytunnels, the hotel grows its own veg, fruit and salads, rainwater is captured in a huge tank to provide water for the entire garden and planters.
- Battlesteads has created 15 jobs and supported a wealth of local suppliers as virtually all the food used in the restaurant is sourced from within 25 miles.
- Battlesteads offers charging for electric vehicles and is ready for when models such as the Nissan Leaf go into full production.
- Battlesteads has also addressed wheelchair access⁶
- The hotel has specially planted its garden to encourage wildlife - the boiler house has a bat box and an owl box. There are now 28 species of birds and eight of bumblebees in the garden of the hotel.
- Battlesteads has the Green Tourism Business Scheme, Gold Award⁷.

Highly Commended: Campi ya Kanzi, Kenya

Campi ya Kanzi is community eco-lodge in the Chyulu Hills, in front of Mount Kilimanjaro this community lodge offers a classic luxury safari experience while caring for wilderness, wildlife and culture.

⁵ www.battlesteads.com

⁶ Steve Wilkinson www.accessibleplaces.net

⁷ www.green-business.co.uk One of very few in the UK to achieve this standard, is a leading example of how a business can successfully incorporate responsible tourism into their business in a transparent manner that improves the experience of their customers.

Water is often a major issue between lodges and communities. The judges were impressed by the efforts made by the lodge not to tap into the community's water resources, by developing a system that would move them away from using a spring or bore holes; and to return waste water productively back to the environment. Campi ya Kanzi harvests rain water. Non-drinking and cooking water is collected from the rains, and they have a 90,000 square ft water collection area: special PVC sheets are rolled out in the rainy season and the water is stored in water bladders (1,200,000 lt capacity). All water (grey and black) is naturally filtered, without using electricity, through septic tanks, a percolator and a reed bed system: it is then returned to the environment for the wildlife. This system is currently being developed to also supply drinking water.

Highly Commended: Kasbah du Toubkal

Kasbah du Toubkal was a winner of this award in 2004 and highly commended in 2010. This year the judges were impressed by the role which the Kasbah du Toubkal has played with other organisations in cleaning up Jbel Toubkal. The Mountain summit and access paths are littered everyday by the numerous trekkers who visit.

The Kasbah Du Toubkal has combined with The Summit Foundation from Switzerland and local Moroccan Association to offer its Annex in Imlil to become a visitor and study centre for the Mountain Propres⁸ initiative, a rubbish clean up in July 2011 collected over 1 ton of rubbish from the slopes of Jbel Toubkal and was done, not as in previous years by well-meaning visitors, but mainly by the local Moroccans and their friends. 1 ton has been bought off the mountain side and a new Carry In / Carry Out scheme has been initiated to stop any more build up. Over coming years the remaining estimated 9 tons will be removed and recycled. Mountain Propres activities include the reduction of plastic water bottles and more use of safe local drinking water.

The Judges wanted to Award Kasbah du Toubkal for demonstrating leadership in campaigning for the local area, and for establishing strong connections with local government to set up their rubbish clearance system as a pilot project that would roll out to other valleys.

2 Best in a marine environment

This Award goes to an organisation related to a beach or other marine environment, such as turtle conservation or a marine eco-tourism trip.

Winner: Peninsula Citizens for Sustainable Development, Belize

The judges were impressed by the campaigning that the Peninsula Citizens for Sustainable Development⁹ for local tourism development. They have worked with the Placencia

8 The Mohammed VI Foundation, Mawarid ('Plastic Free Marrakech') and a Swiss Ecological 'Summit Foundation' have created Mountain Propre ('mountain trained/tidy') –initiated in a three day expedition in July 2010 to clear up the litter and raise awareness for the need for guides, residents and walkers to preserve the landscape and take their litter home. 50 volunteers (and lots of donkeys) were involved in filling up 500kg of rubbish bags.

9 www.pcsdbelize.org

Chapter of the Belize Tourism Industry Association and Peninsula communities to prevent destruction of the authenticity of the Placencia Peninsula and its locally owned tourism businesses by the national government's proposed introduction of cruise tourism to the area. This campaign led to continuing community collaboration on Peninsula 20/20, a program to end reactive opposition to tourism development proposals from outside forces and to begin pro-active planning for the Placencia Peninsula to support and promote environmental stewardship and responsible and sustainable tourism that will primarily benefit locally owned businesses and members of our Peninsula communities. This community collaboration is supported not only by PCSD but also the Placencia Fishing Cooperative, the Seine Bight and Placencia Village Councils, the Placencia Tour Operators and Tour Guides Associations, the Southern Environmental Association and the Placencia BTIA.

Furthermore, in Belize, Environmental Impact Assessments must include a social/cultural/economic assessment component and Peninsula Citizens for Sustainable Development worked to make government officials and local communities recognize that piecemeal approval of too many second homes is severely hurting local businesses and altering the character of the area.

Highly Commended: Coral Cay Conservation, UK and Cambodia

Coral Cay Conservation¹⁰ sends volunteers to work with local communities on community-based coral reef and tropical forest conservation. They provide partnership assistance to projects inspired by and led by in-country partners, responding to community need. Coral Cay Conservation was Highly Commended for Volunteering in 2009 and in 2010 Highly Commended in the Marine category for its work in Fiji.

The judges were impressed this year by their collaboration with the Cambodian Ministry of Agriculture, Forestry and Fisheries in order to lay the foundation for the first large-scale Marine Protected Area (MPA) in Cambodia. By the end of 2011, the government will proclaim an MPA encompassing the islands of Koh Rong and Koh Rong Samloem which will conserve biodiversity hotspots. The area is home to many rare and endangered species, including Seahorse breeding grounds, Hawksbill and Green Sea Turtles, and Horseshoe Crabs which are on the IUCN Red List of Threatened species. Coral Cay Conservation is working in partnership with government agencies, along with a host of domestic and international organizations, as well as the local fishers and communities to realize Cambodia's first effectively managed MPA.

Highly Commended: Maple Leaf Adventures, Canada

Maple Leaf Adventures¹¹ is a locally owned company with a mission to generate local employment by appreciating, rather than depleting, the natural world. Their trips aboard a 92-foot sailing ship cruise the coast's islands and fjords and explore the ancient rainforests of British Columbia, Queen Charlotte Islands, Great Bear Rainforest, Vancouver Island and the Gulf Islands.

10 www.coralcay.org

11 www.MapleLeafAdventures.com

The judges were impressed by the example Maple Leaf Adventures sets as a small company which works with First Nations communities in marine conservation. They support wildlife conservation programs financially, educate travellers in conservation and also use their position as business leaders to actively work for and advocate for environmental protection. They were instrumental in the recent landmark agreement to protect the Great Bear Rainforest, have been outspoken opponents of bear hunting in British Columbia, and have been leaders in working with First Nations to ensure that visitors do not negatively affect their cultures. And they have continued to grow the company through the recession.

3 Best responsible cruise or ferry operator

This Award goes to a cruise or ferry operator that acts responsibly towards the environment and local people.

Winner: DFDS Seaways Newcastle, UK¹²

DFDS is one of Europe's largest ferry companies, operating both consumer and freight routes between England, France, Belgium, Holland, Germany, Denmark, Norway, Sweden and Lithuania. In the UK, the company operates passenger services on routes from Newcastle to Amsterdam, Harwich to Esbjerg and Dover to Dunkirk. Since 2007, consumption per nautical mile has fallen by 7.9%, and DFDS is thus well under way to achieving its goal of a 10% reduction in energy consumption over five years.

In 2008 DFDS looked at their environmental commitments and decided that they would like to do more, to go beyond their statutory obligations and look to see where they could make a significant difference to marine conservation. The judges were impressed by the scale and range of the initiatives being taken to provide marine research and education by a ferry operation, many of which are replicable, contributing to environmental sustainability and enhancing the passenger experience. They were also impressed by their work partnering with Northumberland Tourism to promote local responsible tourism businesses and partners in the region.

- Working with ORCA¹³, DFDS began to survey all their routes for whales, dolphins and other wildlife. This revealed that there were many more opportunities to show people these cetaceans from DFDS ships than had been imagined. Over 100 marine wildlife surveys have been complete, wildlife education officers have been employed on two routes.
- An onboard 'Wildlife Centre' Equipped with binoculars and a spotting scope, dolphins and sea birds are regularly spotted from the centre. The passengers are involved in a range of innovative, engaging and fun educational activities. Around 10,000 people a year are encouraged to make small changes in their lifestyle that will benefit marine ecosystems.

12 www.dfdsseaways.co.uk

13 www.orcaweb.org.uk

- Working with ecotourism specialists School of Whales ¹⁴ DFDS have developed a programme of low-impact wildlife watching mini-cruises in search of migrating birds. These tours on the ferry route between Harwich, UK, and Esbjerg, Denmark are designed to be highly educational, teaching people how and why birds migrate before showing them migration in action along the Danish coast. The trips employ local Danish guides and rely on public transport networks for travel.
- Beginning in Autumn 2011, DFDS Seaways is jointly sponsoring an educational outreach programme in the Newcastle area which will be managed by marine conservation charity ORCA. The programme will use whales, dolphins and the historical story of fishing in the Northeast as vehicles to enthuse, inspire and educate people about the wider marine environment.

Highly Commended: Ullswater Steamers, Lake District UK

Ullswater Steamers¹⁵ which carries around 240,000 passengers per year was Highly Commended in 2008. Ullswater Steamers are a recreational transportation service providing a sustainable, environmentally friendly, public transport system linking some of the most iconic walking routes in the Lake District.

The judges were impressed by a cruise organisation taking steps to directly benefit and improve their destination, and their visitor payback scheme for every fare travelling from Howtown to Glenridding which has raised over £30,000. They have been awarded Green Tourism Business Scheme (GTBS) Silver for their environmental management practice, which involves comprehensive target and objective managements systems with monitoring records as support evidence. All evidence is inspected annually, checked by GTBS and published online.¹⁶ Glenridding Pier House has been refitted with the use of natural light, ventilation, LED, sensory lighting in non-public areas, double porch entrance, low e-argon filled glazing panels, improved thermal cavity installation by 75 mm, increased pipe lagging. By adjusting the boat schedule they achieved a reduction of 5.78 carbon tonnes in 2009/2010 period. Current invertors on vessels convert energy from 24V to 240V, replacing need for a generator and a host of other changes all of which have radically improved the company's environmental performance. The Western Belle, a heritage vessel, was refitted to modern environmental and sustainability standards

Ullswater Steamers attribute their attraction of 50,000 more visitors into the area to their commitment to promoting natural tourism highlighting the rich biodiversity of the area, for which they have been successful fundraisers for 20 years.

14 <http://schoolofwhales.com>

15 www.ullswater-steamers.co.uk

16 www.ullswater-steamers.co.uk/contribute_files/UllswaterSteamerSustainableProcurementcasestudyFinal.pdf

4 Best low carbon initiative

This Award goes to an organization or programme with a replicable and inspiring approach to reducing the carbon intensity of travel.

Winner: Eurostar, UK and France

Eurostar¹⁷ won the best transport category in 2004 and 2007. The judges were impressed that despite its evident advantage over air transport Eurostar has not rested on its laurels. Eurostar has continued to reduce its carbon emissions and has been encouraging its passengers to reduce theirs. They accommodate bikes on their trains and for frequent and business class travellers offer hybrid taxis in their core cities and launched the “Eurostar Ashden Award for Sustainable Travel”. Commissioning the film “Somers Town” helped bring awareness of the social struggles in and around Kings Cross and reflect our ambitions to improve the quality of life by helping to rejuvenate the area.

In 2007 Eurostar had just released findings from a carbon study which revealed that travelling by Eurostar emitted one tenth the carbon emissions of equivalent short haul flights, it was then that they introduced a Tread Lightly¹⁸ initiative targeting 35% reduction in CO₂ emissions per passenger journey by 2012. They have already achieved a 25% reduction. Eurostar has committed to reduce the CO₂ emissions of its own supporting services and suppliers by 25% by 2015.

Since 2007 they have reduced their waste to landfill by 40% and now send less than 2% of our waste to landfill with over 60% of waste being sent for recycling. In 2009 Eurostar started working with Worn Again who now take their old uniforms and up-cycle them into new saleable products. More recently they have started purchasing products recycled from old uniforms and Eurostar’s train managers have been working closely with Worn Again to design a train manager’s bag made from the redundant stock. Many of Eurostar’s initiatives and achievements are highly replicable by other railway companies.

Highly Commended: Intrepid, Australia

Intrepid¹⁹ takes over 100,000 travellers to 130 countries on all seven continents. Intrepid Travel is now part of the PEAK Adventure Group, a strategic venture between Intrepid Travel and TUI. Intrepid was Highly Commended as best tour operator in 2004, a category which they won in 2006 when they were also joint overall winner. In 2007 they were Highly Commended for Conservation of Cultural Heritage.

Many tour operators are beginning to address the issue of their own greenhouse gas emissions. The judges were impressed by Intrepid’s efforts to reduce its emissions across their global business. Intrepid have a policy of integrating their tours with local transport where possible rather than using specialist tour vehicles. Signatories to the United Nations

17 www.eurostar.com

18 www.eurostar.com/treadlightly

19 www.intrepidtravel.com

Global Compact²⁰ they have produced Global Sustainable Development Policy which addresses their activities as a business as well as the way the trips are operated. Intrepid has incorporated its Carbon Management Plan into KPI's across the company. They measure their emissions - everything from electricity, gas, waste, business travel to paper usage at 20 international offices and 10 domestic offices/sites. They have an automatic computer shut down and use Skype conferencing extensively.

5 Best contribution to conserving cultural heritage

This Award goes to a tourism organisation or initiative working to protect and promote cultural heritage.

Winner: Agri-Tourism, Maharashtra, India

The Agri-Tourism Development Corporation²¹ began in the village of Baramati in 2005. ATDC now has 500 trained farmers and 152 Agri-tourism locations across the state of Maharashtra. Those farmers involved in the initiative across the state have experienced a 25% growth in their income. Agri-tourism is a means of conserving local agricultural heritage along with diversifying business opportunities and securing a viable and sustainable livelihood.

The judges were impressed by the success of this initiative in assisting farming families to diversify their economic activities and increase their incomes, encouraging youth to continue farming; and its achievement in attracting back local artists who had left their rural communities with what is primarily a domestic tourism experience. ATDC contributes to the conservation of cultural heritage in two ways: by enabling farmers to maintain their farms and rural way of live; and by fostering the artistic traditions of rural communities in Maharashtra, contributing to the maintenance of this cultural heritage. ATDC describes its purpose as to “keep farm in the family and the family in the farm.”

This approach is highly replicable and the judges welcomed the opportunity to make the award to an enterprise meeting the demand primarily from domestic Indian tourists. Survey evidence in 2004, showed that 43 % of urban Indians did not have any relative in the villages, but also that they wanted to visit villages and for a nostalgic experience and to relive the enjoyment of their childhood memories. Since 2005 ATDC has pioneered the concept of Agri-tourism and trained 500 farmers, and 150 Agri-tourism centres are now running in Maharashtra.

Highly Commended: Nutti Sami Siida, Sweden

Nutti Sámi Siida²² is a small Sámi owned and operated ecotourism company based in the village of Jukkasjärvi in Swedish Sápmi, in the municipality of Kiruna. It was founded in the winter of 1996/97. Nutti Sámi Siida provides natural and cultural experiences based

20 www.intrepidtravel.com/ourtrips/rt/Our_Approach_to_Sustainability_COP_2010.pdf

21 www.agritourism.in

22 www.nutti.se

on the Sámi culture, the indigenous culture of Fennoscandia, and the reindeer.

The business is based on Sámi cultural knowledge and practices linked to the land; it contributes to the conservation of natural areas, maintains Sámi lifestyles and provides benefits for local communities. Nutti Sámi Siida carefully preserves and develops the traditional Sámi knowledge of taming and training reindeer to pull sleds contributing to the maintenance of an endangered cultural practice. Nutti Sámi Siida provides tours over several days where each guest drives his/her own reindeer with a sled through the vastness of Sápmi. The use of traditional transport as part of a cultural heritage experience contributes to the enjoyment of the tourist and to the conservation of the culture associated with it, and it is often environmentally friendly.

The Judges were impressed by Nutti Sámi Siida providing employment during quiet times in reindeer husbandry, and for creating employment opportunities that incentivise young people to stay in the area, maintaining their culture, instead of moving to more urban areas.

6 Best destination

This Award goes to a resort, village or an entire country that manages tourism well for the long-term benefit of tourists, conservation and local people.

Winner: Destination Roros, Norway

Destination Røros²³ manages the old mining town of Røros, including the neighbouring five municipalities, providing sales and marketing, and organising the Røros winter market and the Christmas market. Røros was recognised as a UNESCO World Heritage site in 1980, although evidence of conservation of the town's traditional wooden structures predates this. The old mining town of Røros, with 3700 inhabitants, attracts more than 1 million visitors each year. The challenge for Destination Røros is the maintenance of world heritage, sustainability and business development, since 2009 it has been one of Norway's four pilot areas for sustainable tourism. Amongst the initiatives which impressed the judges were its

- hospitality and 'Local Knowledge' program developed in 2010. Over 90 businesses and 350 people have so far enrolled and the first companies have completed the programme;
- sustainable business development programme available to its 175 member businesses;
- local food safari's with local food guides educated by Destination Røros promoting local food from 28 local producers as well as the summer mountain farms in the area.
- engagement of 25 students from the University NTNU in Trondheim have been involved in designing new sustainable waste systems.

- role in maintaining the charter winter market (Rørosmartnan²⁴) which dates back to 1853 and which plays an important part in maintaining the local culture.

Highly Commended: Forest of Bowland, UK

The Forest of Bowland,²⁵ Area of Outstanding Natural Beauty (AONB) is internationally important for its heather moorland, blanket bog and rare birds. The AONB is managed by a partnership of landowners, farmers, voluntary organisations, wildlife groups, recreation groups, local councils and government agencies. In 2005 the Forest of Bowland AONB became the first protected area in England to be awarded the European Charter for Sustainable Tourism in Protected Areas²⁶ the Charter was re-awarded in September 2010. The Charter is awarded to protected areas that are delivering tourism that is both nature and landscape friendly and which contributes to the economic development of the region. The Charter approach ensures that organisations, local people and businesses are working together to protect the area, whilst at the same time increasing opportunities for visitors to discover and enjoy its special qualities.

The judges were impressed by the holistic and inclusive approach to taking responsibility for sustainability:

- 37 local businesses have achieved European recognition as Sustainable Tourism Business and 37 businesses have achieved GTBS accreditation;
- 130 tourism businesses participate in the Forest of Bowland sustainable tourism network
- about 100 businesses host Bowland Tourism Environment Fund collection boxes to support environmental projects in the AONB;
- others are following their lead in establishing the partnership West Pennine Moors, the Green Eden Project and Cotswolds AONB have visited and there has been interest from Girona (Spain) and Latvia to

7 Best for poverty reduction

This Award goes to an organisation that acts to reduce poverty among communities.

Winner: Robin Pope Safaris Zambia and Malawi

Joint Overall Winner

Robin Pope Safaris²⁷ (RPS) is one of the oldest photographic safari companies operating in Zambia and more recently, Malawi. They operate 6 safari lodges/camps in Zambia's South Luangwa National Park, along with mobile safaris through protected areas, and cur-

²⁴ www.rorosmartnan.no

²⁵ www.forestofbowland.com

²⁶ www.european-charter.org

²⁷ www.robinpopesafaris.net/about-rps/our-history/

rently two lodges in Malawi.²⁸ Jo Pope from Robin Pope Safaris was winner in the personal contribution category in 2005.

Robin Pope Safaris were pioneers of responsible tourism in Zambia and have supported many community projects over the last 20 years, including rural village schools. In 2009 Jo Pope set up a charitable local organization called Project Luangwa²⁹ to bring together safari operators in Zambia's Luangwa Valley to ensure that tourism benefits neighbouring communities fully through the delivery of education and business development programmes financed by the lodges and their guests and sponsors. This charitable organization grew out of Robin Pope Safaris' 20 years commitment to grass roots sustainable community development initiatives such as the successful Kawaza School Fund and Kawaza Village Tourism Project where RPS took the exceptional step of pioneering cultural tourism development in Zambia. The judges recognise the contribution which Robin Pope Safaris have made to local communities in South Luangwa, the significance of having engaged other businesses in the Valley in Project Luangwa and the extension of their approach to Malawi.

Highly Commended: Feynan Lodge, Dana, Jordan

Feynan Ecolodge³⁰, owned by the Royal Society for the Conservation of Nature, was constructed in 2005 at the western edge of the Dana Biosphere Reserve, it was developed to provide economic opportunities for local communities and generate revenue for the conservation of Jordan's wild places. In September 2009, EcoHotels took over the management and operation of the lodge.

EcoHotels, is a Jordanian startup, an NGO/private sector partnership. This partnership allows RSCN, mandated by government to manage all of Jordan's nature reserves, to concentrate on conservation work, while EcoHotels focuses on tourism development and guest eco-experiences. Feynan Ecolodge exclusively employs locals. The judges were impressed by the initiatives taken by EcoHotels to green its operation and to maximise the local economic benefits

Feynan Ecolodge provides employment in an area where there are few jobs and poverty is an issue facing the community. Many of the Bedouin still live traditionally in tents and children were expected to shepherd the goats all day in and around Feynan. Feynan has provided alternatives to the destructive overgrazing of the reserve that was once commonplace, while preserving a traditional way of life. Now, parents have the opportunity to work thanks to ecotourism and see the benefits of their children attending school.

- Over 80 families from the local community, around 400 people, directly benefit from Feynan Ecolodge.
- The staff of 25 is entirely from the local community, everyone from lodge manager to housekeeping staff,
- Another 6 people work in the leather and wax workshops attached to the lodge

28 In Lake Malawi National Park and Majete National Park

29 www.projectluangwa.org

30 www.feynan.com

- Around 45 drivers provide shuttle service to guests to and from lodge on the 8 km/5 mile dirt track leading to the lodge, two men provide camel and donkey transport services to lodge clients
- A local woman is the exclusive bread supplier (working from her tent), another woman handles laundry, and another man provides ancillary support and services to the operation. Guides are all from the local community.
- EcoHotels will soon be starting regular classes at the local school to educate children about the importance of conservation and the environment, in addition to arts and English classes.

8 Best tour operator for local experiences

This Award goes to an operator taking innovative steps to give travellers a real sense of their destination, perhaps by organising homestay programmes or connecting travellers with local people through educational, leisure, or craft initiatives.

Winner: SockMob Events / Unseen Tours, London

Joint Overall Winner

SockMob Events³¹ is a new venture; bringing a very different form of tourism to London. SockMob Events is a social enterprise, a volunteer network engaging with London's homeless. Their Unseen Tours programme provide entertaining and poignant walks "with trained homeless guides offering you a historical but also unexplored perspective of the city, as perceived through the lens of homelessness. Uniquely, the tours interweave the guides' own stories and experiences, introducing a new social consciousness into commercial walking tours." They have had about 1500 clients.

The consumer proposition is sharply focussed "Want to challenge your view of what it means to be a person living in London? Then come on our alternative walking tours and discover one of the world's most vibrant and paradoxical cities as you've never seen it before!" "Unseen Tours have been created to challenge as well as entertain, combining history with contemporary insights and anecdotes of street life. Crucially, they also help our homeless guides to make a living as they take the lion's share of ticket revenue."³²

The judges were impressed by the vision of this new addition to London's tourism, an opportunity to see London through different eyes and to hear a voice which is generally silent in tourism and a way of creating livelihood opportunities for London's homeless. Favela and township tours in Brazil and South Africa, slum tours in Kenya and India have been the subject of controversy in recent years, but the judges were impressed by Sock Mob's approach.³³ Sock Mob Events coach the seven guides and help with initial research, facts and dates, but the stories they share with you are very much their own individual

31 www.sockmobevents.org.uk

32 www.sockmobevents.org.uk 17th October 2011

33 See for example haroldgoodwin.blogware.com/blog/_archives/2010/6/28/4565003.html and slumtourism.net

creations. The ethos of the tours is clear from their website: “We hope you will enjoy the privilege of learning from them as much as we have.”

The number of tours has grown from two at launch in August 2010 launch to five by July 2011. “We started with four guides – all technically defined as homeless (using the broader definition that includes rough sleeping, squatting, sofa surfing and temporary hostel residence) in August 2010. Since then, one has since been re-housed while another earned enough money from the tours to access independent housing. Another of them has also been reconnected with friends and family whom she lost contact with after she fled from a violent marriage 15 years ago, after developing the confidence to share her story in several international publications that covered her tour in particular.”

It is unusual for the judges to award a business which has been operating for only a little more than a year, but they were excited by the vision and the achievement and wanted to draw threw attention of as many others as possible to the model – it is highly replicable. Eight international school and college groups taken the tours international company and charity delegates have taken the tours as “part of their aim to see a different side to London and understand more about the realities of local life.”³⁴

Highly Commended: Wild Rose Escapes, Scotland

Wild Rose Escapes³⁵ is a small highly specialised operator; they run craft, wild cookery and relaxation holidays in the heart of the Highlands. The craft holidays concentrate on collecting and using natural dyes, felt making and batik. The cookery courses teach foraging for wild foods and a range of prehistoric and traditional cooking methods outdoors. The relaxation retreats combine elements of craft and cooking with yoga, walking and wildlife. They operate a Fleece to Felt which is about guests engaging with local people and their environment. Guests visit farms and crofts to see sheep grazing, talk to farmers and crofters about their lives and watch them hand shear. They walk to gather wild dye plants and gain artistic inspiration from the dramatic landscapes. They then learn the arts of natural dyeing and hand felting in the open air in a woodland setting. It covers the complete process from the field to a finished article and teaches people traditional skills which were once common in the Highlands but are now nearly lost.

The judges were impressed by the authenticity of the experience and the contribution made by Wild Rose Escapes to celebrating local traditions and sustaining the local economy. They are inviting locals to join the guests for dinner, taking guests to music events, using local accommodation, cafés and pubs and employing local people: a yoga teacher, wildlife guide, walking/mountain guides, story teller & even a belly dancer. They generate business for the village shop, child-minders and taxi drivers, help support community facilities by using village halls/community centres and help to keep the local bus network going by increasing the number of people using it.

The Wild Rose website contains an explicit statement of their ethics.

34 www.sockmobevents.org.uk 17th October 2011

35 www.wildrose-escapes.co.uk

- We do our best to have a positive impact on the places and people in the area where we live and work and on the people who come and stay with us.
- We ensure that as much of the money generated from our holidays goes into the local economy as is possible. We only source services and products from outside the local area as a last resort.³⁶

9 Best volunteering organisation

This Award goes to an organisation offering volunteering opportunities, such as the chance to work on conservation or social projects.

In previous years the judges have focussed primarily on the process, how volunteering organisations select, screen and support volunteers, how they are placed and on the degree of transparency about the costs of volunteering. This year the judges focussed on the impact of volunteering in destinations.

Winner: Global Vision International (GVI), UK

GVI³⁷ places ~3,500 volunteers each year in around 60 countries. Established in 1998 GVI volunteers fund the programmes and around 60-70% of the income goes to fund field operations. GVI runs a National Scholarship Programme to provide the same training for nationals as is provided for volunteers. In Mexico two of GVI's senior staff were trained that way.

The judges were impressed by the scale of its operations and by its commitment to responsible practices:

- GVI teaches over 10,000 people each year, 1,000 preschool, 8,000 primary and 2,000 adults on six continents, providing over 24,000 hours of primary student lessons per day.
- In Guatemala children from Itzapa attend the GVI school for half a day and are supported by GVI to attend the national school for the other half. GVI's students (many of whom were illiterate when they started) were in the top 5% nationally when examined in 2011, with marks ranging from 80-100% compared to a national average of 45%.
- GVI has almost 1,000 fuel efficient stoves in place across Latin America.
- Wherever possible GVI arranges accommodation for volunteers in nearby locations with larger tourist populations to minimise negative impacts. In both tourist and non-tourist locations, GVI staff and volunteers have very strict codes of practice, which include rules regarding photos, language and gifts.
- GVI volunteers are taught and witness indigenous dance, costumes, songs and stories, which is intended to keep those traditions and pride in them alive within the local communities.

³⁶ <http://www.wildrose-escapes.co.uk/our-ethics> accessed 17 October 2011- there is more on the website.

³⁷ www.gvi.co.uk

Mindful of the on-going debates about volunteering we asked GVI some additional specific questions, they along with GVI's responses are in the box.

1. How do you ensure you select the appropriate people to work with children/orphans?

These people are selected through pre-departure interviews from our regional coordinators who have usually been on the project, either as staff or as a volunteer. This and regular site visits and field meetings ensures that those assessing the suitability of the volunteers know the programmes inside out and are able to ascertain suitability as well as set the right expectations. We also have a huge range of programmes ensuring that if the programme applied for is not suitable for whatever reason, GVI's staff can usually suggest something that is. It's important however to emphasise that on occasions where we feel there is not a suitable match we will turn people away. Ideal candidates demonstrate suitable or transferable skills such as teaching qualifications and previous travel and/or volunteer experience. Finally, candidates and staff are all background checked as per the below.

2. Do you do full CRB checks?

Yes, for volunteers and staff alike. Despite this not being legally required, we have been conducting CRB checks (and national equivalents for non-UK participants) for years and were one of the first volunteering organisations to roll this out across the board for our community projects. On top of this volunteers are not left unsupervised with children or vulnerable adults and there are teachers and/or project staff present at all times.

3. How do you match volunteers' skills with different levels of activity with children?

During pre-departure interviews, the volunteers are verbally assessed as to their fitness levels and also any prior teaching experience. Once the volunteers arrive they are slotted into the relevant teams depending on experience and ability by the field staff in conjunction with the local teachers/volunteers and staff. Also we try hard to use the skills of those coming out where applicable, for example artists have helped with murals, scientists with things like numeracy or for older children hygiene, and those keen on drama helping with plays. Of course where we have teachers they are invited to comment on national curricula and teaching methods and will sometimes bring new teaching concepts with them that the volunteers and local teachers alike can go on to use.

4. Do you think there are risks for children associated with repeated breaking of tight bonds formed with volunteers?

Yes, we are in full agreement that short term programmes with no long term support are bad for the children involved and can often do more harm than good. This is one of the strengths of conducting community based volunteering through an organisation like GVI. Die hard solo travellers may argue that it's very easy to jump on a plane pretty much anywhere in the world and find a school that will welcome a little assistance, which is true, however we would urge them to consider fully what real long term effects will this have above making them feel good about what they've done?

5. **If yes, how do you manage this?**

Our programmes are only initiated with long-term assistance, support and capacity building as a key part of their planning. Shorter term volunteers act as teaching assistants to longer term volunteers, staff and local teachers.

It's only once they are there longer that they may get to manage classes more directly. This effectively manages the bond building at different levels depending on how long the volunteers will be there. We are also very lucky in that due to the quality of our teaching programmes, many participants will return (sometimes repeatedly) either as project staff or volunteering again. At GVI we have only been running shorter term volunteering on our community programmes in the last few years. We have done this having built up over a decade of experience as to how it would work before moving forwards and after the formation of a dedicated and experienced field team comprising GVI staff and our local partners and teachers. We carefully monitor the effects on the children and continue to see them achieving excellent exam results, in some cases amongst the top in their age groups nationally.

6. **Is there any independently published evidence to demonstrate the benefits to the children?**

I gave the example in our forms of the school I recently visited in Guatemala where the children were consistently performing at a level of 80% or higher, well above the national average of around 45% and less in the indigenous communities we work in there. This is an instantly quantifiable result, showing clear benefits from the volunteers being there. Much harder to quantify are the changes in the children, which can easily be observed to include increased confidence, attention, interest in schooling and the potential it has to change their lives and the ability to form strong childhood friendships. To try and pull this information out, we are currently working with a number of organisations on various fronts to develop some cross the board monitoring and evaluation as to the impacts of educational programmes and also best practice codes of conduct. This includes discussions with VSO and serving on committees for the Year Out Group in the UK, The International Ecotourism Society in the US and WYSE Volunteer and Travel Internationally. On top of this we are currently in consortium formation discussions for the next part of the UK governments International Citizens Service, during which we will be aiming to monitor development of individuals as volunteers and also as students.

Highly Commended: Tiny Island Volunteers, London and Maldives

Tiny Island Volunteers³⁸ was established in 2009 and places 70-100 volunteers each year, all of whom are CRB checked. Tiny Island Volunteers is a family run enterprise with part of the family based in London and part in the Maldives. The management and administration staff in London and the Maldives work as volunteers. Tiny Island Volunteers is funded by the fees paid through International Volunteers and is managed responsibly with over 60% going directly to the host island ensuring that all the volunteers needs are covered and most importantly to ensure that the island programmes run effectively without taking

38 www.tinyislandvolunteers.com

any vital aid from the islands themselves. 100% of profits go directly back into community programmes and initiatives, including the day to day running of the Community Marine Conservation Centre, Youth Development Programmes (with 273 youth participating), Hydroponics Farming and Nutrition, Conservation Clubs and Conservation Education.

The judges were impressed by the range of activities which a relatively small organisation is able to support in the Maldives and the way in which a different form of tourism is being used to bring opportunities and development to the less developed islands. They were also impressed that Tiny Island had worked to respond to the unique problems of youth anti-social behaviour caused by tourism in the Maldives, where the industry counts for 28% of the country's GDP.

The following list gives a flavour of the range of activities supported by Tiny Island Volunteers³⁹:

- Youth development Programme, including football training camps/volleyball tournaments and training – to address anti-social behaviour among local youths
- Bottle Green house and furniture recycling campaign
- Women's fitness and nutrition programme
- Earth Warriors Conservation Club
- Strengthening the national response to combat drug abuse in the Maldives' Outreach Programme for drug users
- Solid waste management project in Maldives including composting/bio gas and Ban the Bag campaign
- Plant 1000 trees campaign
- Hydroponics Farming and Nutrition Programme
- English Improvement Classes
- Free weekly Eco Cinema
- Community Funded Pre School support and education

10 Best for conservation of wildlife and habitats

This Award goes to a group or initiative working for the conservation of wildlife and/or their local habitat, such as a national park or wildlife sanctuary.

Winner: Lilongwe Wildlife Centre, Malawi

Lilongwe Wildlife Centre⁴⁰ is a wildlife rescue, conservation and education centre located right in the heart of Malawi's capital city, it provides sanctuary for rescued, orphaned and injured wild animals, promotes conservation by working with the government and local communities through education and community outreach and welcomes visitors to expe-

³⁹ For more see their website www.tinyislandvolunteers.com

⁴⁰ www.lilongwewildlife.org

rience the benefits of conservation for themselves, as a centre for both the people and wildlife of Malawi. Lilongwe Wildlife Centre is a Malawian Non-Governmental Organisation registered as a not-for-profit trust. The area is still accessible to the local community for controlled and sustainable collection of firewood; only dead wood can be collected, along with exotic species which are replacing indigenous species.

The judges were impressed by how much had been achieved since 2007 when it was established; they now have over 20,000 visitors per year. The centre was established on reclaimed land in the city, the Centre has protected a 90 hectare urban wilderness reserve originally under threat from development by gaining support from the public, community chiefs and key government departments and showing its value as a centre for both the people and wildlife of Malawi. The Lilongwe Wildlife Centre has developed a visitor centre that is accessible to all including the poorest sections of the community who would never have the chance to visit their own national parks – and especially the thousands of school children who have participated in subsidized environmental education programmes. 43% of visitors are children from local schools and churches. Their entrance is heavily subsidized by other visits – the cost for an international tourist is MWK950 (£3.65) compared to a government primary school child which is just MWK35 (12p). They regularly arrange for orphanages in the local communities to attend for free. The Lilongwe Wildlife Centre has demonstrated that it is possible to generate visitor/non-donor revenues to cover operational costs of both the sanctuary and education projects (as of 2011) in spite of the challenging economic and political climate.

Highly Commended: Great Ocean Eco Lodge, Cape Otway, Australia

The Great Ocean Ecolodge⁴¹ is located just off the world famous Great Ocean Road in Victoria, Australia. The Great Ocean Ecolodge is the charitable business enterprise of the Conservation Ecology Trust⁴², all profits generated by the Ecolodge are distributed to wildlife conservation projects. Located within the grounds of the Conservation Ecology Centre, the Ecolodge is surrounded by pristine bushland, lush rainforests, secluded beaches and steep cliffs.

The Ecolodge underwrites a significant portion of the costs of the Conservation Ecology Centre's work; the Ecolodge also provides an avenue for engagement. The Ecolodge is operated sustainably with solar power, solar hot water, pure rainwater and organic dining. Guests venture out into the bush with conservation researchers to help save endangered species and explore the Great Ocean Walk.,.

The judges were impressed by this example of using tourism revenues to fund conservation work and the engagement with conservation to enhance the guest experience. The Tiger Quoll is the largest remaining carnivorous marsupial remaining on the Australian mainland. The Conservation Ecology Centre organization has established the Tiger Quoll Flagship Programme for conserving Tiger Quolls and the ecosystems they depend upon across the landscape, monitoring biodiversity, establishing corridors, developing endan-

41 www.greatoceanecolodge.com

42 www.capeotwaycentre.org

gered species detection techniques, engaging the community, managing competing feral pests and coordinating across public and private land for effective conservation outcomes.

Highly Commended: Okonjima, Africat Namibia

Okonjima,⁴³ the home of the AfriCat Foundation, was established as a small 'guest farm' in 1986. Established in 1993 on Okonjima, the AfriCat Foundation started off as a sanctuary for cheetah and leopard rescued from irate livestock farmers. Today, AfriCat works for the protection and long-term conservation of all large carnivores in Namibia and has built a reputation for environmental education, carnivore research, rescue, release & rehabilitation programmes, as well as carnivore welfare, human-wildlife conflict mitigation and community support projects - throughout the whole of Namibia.

The judges were impressed by the mutually beneficial relationship between conservation and tourism which has been developed at Okonjima. Interested visitors are able to experience, the work of the AfriCat Foundation, and learning about carnivore conservation and at the same time generating money to support conservation. Tourists have funded the establishment of the park, and their presence directly employs dozens and dozens of guides, trackers, rangers, waiting-staff, housekeepers, cooks, kitchen hands, maintenance engineers, and their families, many of whom live at Okonjima.

Okonjima's initiatives include:

- AfriCat's Environmental Education and Awareness Programme, which includes School Outreach and visits to the AfriCat Environmental Education Centre, and encourages an understanding and appreciation of wildlife and nature amongst Namibia's youth. 22,000 Namibian youth have passed through the AfriCat Environmental Education Centre so far.
- The AfriCat Livestock Protection Programme has trained personnel to advise and support farmers in the repair and maintenance of fences, the building of strong kraals, and the herding of livestock.
- Over the past two years Okonjima has created a Nature Reserve of some 200 square kilometres – which has underpinned Okonjima's conservation efforts, by functioning as a research, release and rehabilitation area, permitting the AfriCat Foundation to advance the study of many of Namibia's indigenous carnivore species

An increasing number of tourism lodges are holding cheetahs, leopards and other wild animals in captivity for entertainment purposes. Okonjima supports the conservation of wild animals in their natural habitat and has set an example by withdrawing "the touching of" cheetahs and from "appearing on the lawn in front of the lodge" - more than 10 years ago.

11 Best in a mountain environment

This Award goes to an organisation related to a mountain environment, such as an eco-friendly ski resort or a trip that contributes to the welfare of mountain porters.

Winner: Himalayan Holidays, Pakistan

Himalayan Holidays⁴⁴ has been providing travel services up the Karakoram Highway and into Gilgit, Hunza Valley, the Khyber Pass, Peshawar, the Kaghan Valley and Baluchistan. They are committed to treading lightly - low volume, low impact trekking/touring is they say “the best way of preserving the beautiful and fragile places we visit”.

The judges were impressed by the way Himalayan Holidays have addressed the Responsible Tourism agenda as part of their effort to rebuild their business in the wake of crises which have followed 9/11, the 2005 earthquake, the Afghan war and the bin Laden incident in Abbottabad. It is not easy to attract international tourists to Pakistan. Himalayan Holidays have taken number of initiatives which have impressed the judges:

- The Khanpur Water based sports program provides business for small boat operators, about 80 families derive income from it
- The “Vacations for All” programme in the Kaghan and Astore valleys provides tented accommodation for 2USD per night for a family of 4. This provides summer jobs for local’s as camp supervisor; every day 10-12 local jeeps and pony operators take tourist to side valleys for day trips.
- The “One Tourist Three Trees” campaign has created awareness amongst the Pakistani tourists.
- The Himalayan Holidays snow leopard insurance tour to Bunji, much appreciated by the local community as compensation will be paid for goats killed by this endangered cat.

It has become extremely challenging, to bring a single foreign tourist to Pakistan, but Himalayan Holidays say that “with hope for the future we try to keep going with domestic campaigns.

Highly Commended: Mountain Lodges of Peru

In 2006 Mountain Lodges of Peru⁴⁵ sponsored the creation of an NGO Yanapana Peru which has two objectives: to elevate the level of education for more than 150 families in the area; and to give an incentive to the local population to take an active role in the development of tourism in the area.

The judges were impressed by the commitment of Mountain Lodges of Peru to continue to use porters and mule drivers, ancient activities which they see as part of the cultural values of the Andean Communities along the Salkantay and other routes. They work with the communities to ensure that this remains a cultural asset for the future generations, and

⁴⁴ www.himalayanholidays.pk

⁴⁵ www.mountainlodgesofperu.com

increase their incomes and quality of live, to make them realize that this activity could be profitable for them, not only a survival activity like used to be. Mountain Lodges of Peru provides salaries at double the market rate and with the support of the municipalities press other travel operators on this route and other routes to pay more.⁴⁶ They have also supported the creation of an Association for the porters and mule drivers. They provide medical insurance at the San Jose Clinic, with no cost for emergency treatments and special discounts in non-emergency treatments and bring vets from the United States and Lima to attend an average of 1,200 horses, mules, donkeys, per year, including medicines.

Highly Commended: Whistler Blackcomb British Columbia, Canada.

Whistler Blackcomb Mountain Resorts is the largest mountain resort operation in North America servicing over two million visitors annually. In 2010, Whistler co-hosted the 2010 Olympic games with the city of Vancouver. Whistler Blackcomb won the Mountain Environment category in 2006. The judges were impressed by their renewable energy achievements more recently, the extent of their public reporting of their sustainability performance⁴⁷ and their ambition in Whistler 2020 (in collaboration with local government) which “is about enriching community life, enhancing the resort experience, ensuring economic viability, protecting the environment and partnering for success.”⁴⁸

In the last two years they have supported the construction and completion of a renewable micro hydro energy project in the middle of their ski area. The annual production of electricity from this project equals the yearly consumption of Whistler Blackcomb mountain operations. The project now produces 32 to 36 gigawatt hours of renewable energy annually, which is the equivalent of operating 3,000 to 4,000 homes in British Columbia.

12 Best accommodation for local communities

This Award goes to a hotel, lodge or other accommodation with a positive impact on the local supply chain and local people

Winner: Fauzi Azar Inn, Israel

Fauzi Azar Inn⁴⁹ is a 200-year-old Arab mansion turned 14 room guest house, offering both dormitory beds and private rooms in a unique old-world atmosphere. The Inn employs ten staff, all Nazarene residents. The Inn runs a volunteer program where volun-

⁴⁶ There are more than 300 mule drivers in the Salkantay area, who support more than 1,000 family members. Until Mountain Lodges of Peru’s involvement in the Salkantay area, these mule transportation suppliers were being paid daily wages of US\$4 – US\$5 per day by other local tour operators, an unfair wage which did not represent the value of their work. Today, Mountain Lodges of Peru’s offers a daily wage of US\$10 per day. Since this benchmark was introduced into the market and the work of the mule drivers was redefined and offering adequate working conditions, the mule drivers have organized themselves and now the lowest daily wage accepted by mule drivers is US\$7 – US\$8, which the market has now accepted. This has meant a significant improvement in the economic possibilities of these local people.

⁴⁷ Whistler Blackcomb Sustainability Report 2011

⁴⁸ www.whistler2020.ca

⁴⁹ www.fauziazarinn.com

teers from around the world can support both the Inn and local community. It is also the base camp of the Jesus Trail where hikers can find information and up to date trail conditions. They have printed and given away 50,000 copies of the Nazareth map. Nazareth is in Arab northern Israel, it is sometimes referred to as the Arab capital of Israel its population is largely Palestinian Arab. The opening of the Fauzi Inn in 2005, contributed to changing the image of Nazareth in the eyes of locals and tourists alike. "Though some would see it as helping the competition, we are proud of the fact that three more guesthouses have opened since ours, and show this by offering free business consulting and support to new tourism endeavours in the city."⁵⁰ For over a decade, the government did not invest in Nazareth, yet now offers a special grant for tourism entrepreneurs in the old city, paying up to 24% of their start-up costs.

The judges were impressed by the contribution which the Fauzi Inn has made to the development of tourism in Nazareth. They count as a significant achievement their success in 'creating face-to-face interaction between people, being an initiator of communication between tourist and local, between people of different races and religions'. They provide a daily free Old City Tour which takes our guests to places not found in any guidebook, giving them a more authentic view of what the city and its people have to offer, which introduces guests to local shop owners, enriching the authenticity of the guest's experience while supporting the business owners, they encourage guests to return at their own leisure. Over 2,500 people have taken the tour. They host the Flavours of Nazareth festival where local restaurants can show off their specialities to guests and locals alike.

Highly Commended: Semadep Safari Camp, Kenya

Semadep Safari Camp⁵¹ is a camp in the Maasai Mara run by the Maasai Community. SEMADEP⁵² is a community base organisation structure, owned, run and managed by Maasai pastoralists in Siana which has a population of 18,000 people. Founded in 1997, SEMADEP has 27 members both male and female from Sekenani village, their objective is "to prepare and enable the Maasai communities to acquire the necessary skills to manage their own development in relation to themselves, their livestock, and land."⁵³

They created the Safari Camp, with five permanent tents, in 2006 to generate revenue which will support the community welfare projects and to enable the Sekenani Maasai community to participate in tourism and wildlife conservation. The judges were impressed by the success of Semadep in

- supporting orphans and vulnerable children the number of orphans enrolled in school has risen, and school payments vouchers are available in the office.
- providing 1,000 people with access to hand-pumped clean water.
- providing access to computers and internet services through the community information centre.

50 Application form

51 www.semadepcamp.com

52 Sekenani Maasai Development Project

53 www.semadepcamp.com 17th October 2011

13 Best in responsible tourism writing

This Award goes to an article or piece of writing making a unique and inspiring contribution to understanding issues in responsible tourism

Winner: Catherine Mack, Irish Times

The judges were impressed by a thought provoking piece by Catherine Mack⁵⁴ on tourism and water consumption *Tourism must tap into water issue* which was published in the Irish Times in September 2010.⁵⁵ The consumer-facing piece is impressive for highlighting water consumption issues for mainstream travellers.

“You can also choose a tour operator which has a clearly defined responsible tourism policy, but this is not just an issue just for ecotourism specialists anymore. The mass tourism industry needs to act and we are all part of that mass. Saving water on holiday is not just the right thing to do; it is supporting a human right. When the United Nations launched an International Decade for Action called “Water for Life 2005-2015” the former UN Secretary-General Kofi Annan said. “This is an urgent matter for human development and human dignity. Together we can provide safe, clean water to all the world’s people.....together we must manage them better”.”

Highly Commended: Nick Haslam, Geographical Magazine

The judges were impressed by Nick Haslam’s⁵⁶ piece in Geographical Magazine in January 2010⁵⁷ on the *World’s Oldest Tour Guides* which told how Australia’s Aboriginals are telling their own story and gaining by engaging in tourism. The article is notable for its open and honest representation of a complex issue.

“When you talk about indigenous tourism, you have to remember that Aboriginal people have been tour guides since long before Cook came here.’ The speaker is Neville Poelina, chairman of the Western Australian Indigenous Tourism Operators Committee (WAITOC) and a driving force for indigenous tourism in the Kimberley, the rugged, sparsely populated region in Western Australia’s far north.

For Neville Poelina, the future for Aboriginal participation in tourism has never looked so good. ‘My mother used to wear a dog tag so that she could prove she was allowed to stay in Broome after dark,’ he says. ‘Now, one day I’m down in Canberra lobbying the minister for the environment wearing a suit – the next I’ll be back in the bush, half naked, with my son, hunting with a boomerang and spear.

‘I think that Aboriginals are realising now that we can have a foot in both camps, and that people really want to hear the story of the land from us – the original caretakers.’”

54 www.ethicaltraveller.co.uk

55 www.irishtimes.com/newspaper/travel/2010/0911/1224278608966.html

56 www.nickhaslam.co.uk

57 www.geographical.co.uk

Highly Commended: Gail Virginia-Simmons, The Observer and The Australian

The judges were impressed by Gail Virginia-Simmons ⁵⁸ *Sicily's First Eco Village Blooms* which was published in the UK in October 2009 and Australia in January 2010.⁵⁹ The article was about Carmelina Ricciardello, who lets out properties in the small Sicilian village of Sant' Ambrogio and its surroundings to tourists, and offers what she calls a "Sicilian experience": a glimpse of a way of rural life that is fast disappearing. The piece was notable for highlighting the human story behind a significant tourism initiative.

"She has put recycling containers in each property, and sells jars of jam and limoncello liqueur made by local people. But it's not easy to persuade the villagers of the benefit of what she is doing.

"Life in Sicily has been very hard. People have felt betrayed by the government and exploited by the Mafia, and they are mistrustful of outsiders. So I have to show them I am not just doing this for myself."

So it's not just the houses she rents that concern her, but the community in general. She has introduced recycling bins to the village, and established a competition for the best balcony, many of which are decked with blooms.

The villagers also face other problems: "Many of the young people are leaving Sant' Ambrogio for the larger cities, so I am trying to set an example to show that they can better themselves and earn money without leaving the village, by creating a sustainable tourism project for them here.""

If you are reading this and thinking that you know of other, or better, potential winners of the Awards please nominate them next year, only those who are nominated and do the paper work, can be winners. There will be a similar report on the Awards in the November 2012 edition of Progress in Responsible Tourism.

Links

www.haroldgoodwin.info

www.responsibletourismawards.com

58 www.travelscribe.co.uk

59 The Observer (<http://www.guardian.co.uk/travel/2009/oct/18/gail-simmons-sicily-tradition-tourism>) and the Australian (<http://travelscribe.files.wordpress.com/2010/01/aus23jan2010tr0081.pdf>)