

International Environmental Award 2007 of the German Travel Association (DRV)

Final date for entries: August 31st, 2007
Conditions for Participation

The DRV International Environmental Award

Public Interest does increasingly focus on environmental protection within the tourism sector. The individual tourist as well as the tourism industry and the public sector must do their utmost to protect and improve the environment.

The DRV German Travel Association has annually awarded the international prize „Tourism and the Environment“ for outstanding conservation projects since 1987.

Former prize winners are:

- 1987 Conservation organisations committed to rescuing the Tara Gorge in Montenegro (former Yugoslavia)
- 1988 The Bernese Oberland Tourist Association for their project „Bäumiger Sommer“ (Summer of Trees)
- 1989 Annapurna Conservation Area Project; a regional development project in Nepal
- 1990 Grup Balear d'Ornithologia i Defensa de la Naturalesa; a very successful conservation group in the Balearics
- 1991 The Tourist Association of Uhldingen-Mühlhofen, a rural community on the lake of Constance; for their many environmental protection measures
- 1992 Health Resort Hotel Kürschner, Kötschach-Mauten (Austria);
- 1993 Mari Daskalanonakis and her environment team of Maria Valerga and Judy Smith-Spala from Grecotels, Crete (Greece)
- 1994 Tirol Werbung for their environmental quality sign
- 1995 Alfred Mandl, ALSATOUR, Cabo Verde with his project „Integrierter Tourismus“ (Is an integrated Tourism possible?)
- 1996 Shamwari Game Reserve, South Africa
- 1997 CORPOMEDINA for its support towards sustainable tourism in Venezuela
- 1998 President Gayoom's Environmental Awareness and Conservation Initiative, Maldives
- 1999 Dana Project, Royal Society for the Conservation of Nature, Jordan

- 2000 Ecotourism Project „ABACA“, of the Pacific Economic Cooperation Council, Fiji
- 2001 M.E.E.R. La Gomera, an educational and research project for the protection of whales and dolphins, La Gomera, Spain
- 2002 Ecotourism around the Fresh Spit and Curonian Spit – Network of great natural reserve and touristic protagonists, Poland, Russia, Lithuania
- 2003 The Explore Nepal Limited, for the protection of the Nepalese environment and culture, Nepal
- 2004 Tourism Western Australia for its project “Welcome to Country” of the Western Australian Indigenous Tourism Operators Committee (WAITOC), Australia
- 2005 Boogie Pilgrim, Madagascar, for its tourism project in the Anjozorobe highlands which combines measures of environmental protection with the ecological promotion of tourism and the maintenance of income of the native people
- 2006 International Diving School, Coral Sands Hotel in Hikkaduwa, Sri Lanka for the restoration of degraded coral reefs through coral transplantation

Conditions

The Award is made to individuals, groups, organizations, companies and communities who have achieved notable success in protecting or improving the environment – the countryside, the animal and plant world, the ground, water and air, as well as man and his culture; and who – at the same time – have supported tourism.

Projects and activities having the following objectives will be considered:

- protection of the natural habitat to enable its environmentally safe use for tourism
- promotion of environmental awareness and conservation activities in the destination countries, in the tourism industry, and amongst the tourists themselves
- development of practical concepts in order to ensure a sustainable tourism
- creation of effective conditions and prerequisites for an environmentally safe tourism
- to minimise negative environmental impacts or to re-create destroyed elements of the environment in tourism regions

Measures designed to improve the infrastructure, such as drainage systems, waste disposal sites, sewage plants, etc. or the establishment of nature conservation projects which are only partly related to tourism usually are excluded. Projects taking into consideration both environmental and cultural aspects are more likely to be awarded.

The winner of the Award will not necessarily be the largest or the most expensive project. It is more important for the Jury to see an effective, exemplary and innovative contribution to furthering environmentally safe tourism. The documentation of the success so far achieved is of equal importance for the Jury members, as well as the implementation and methods of success control.

Application Requirements

Please send your application (German or English) to:

Deutscher ReiseVerband e.V. (DRV)
Referat Umwelt und Kultur
Postfach 64 02 38
10048 Berlin
Germany

The following information is required:

I. General Information:

1. Name of the project
2. Applicant/organisation/company/commune
3. Contact person address and telephone, e-mail
4. The name of the person who is authorised to receive the award, should the project/activity be selected as the winner
5. Homepage of the project

II. Short description

The short description of one page should consider the following questions:

1. Which Ideas and aims are pursued by the project?
2. Description of the project regarding environment, culture and social action
3. Which improvements has been achieved for environment (i.e. landscape, fauna, flora, soil, water, air) culture and people?
4. Description of the innovative elements of the project?
5. In which way is the ecological tourism supported? What do you offer?
6. How successful is the project so far ? (development of the attendance figures)

7. Is the project self-financed or do you receive borrowings?
8. Has the project the character of a model which is transferable?
9. How is the radiation of the project - regional and national?

III. Detailed description

The detailed description should elaborate on the questions above. Photo copies of the publications, press reports, official surveys etc. which provide evidence of the importance of the project or activity for tourism and the environment should be attached.

Final date for entries is August 31st, 2007.

Further information may be obtained from Annette Frohn by
telephone +49 30 2 84 06 - 19, fax +49 30 2 84 06 - 30, email frohn@drv.de.

Members of the DRV International Environment Jury are:

1. Jürgen Marbach, Managing Director LTU, Düsseldorf
2. Prof. Dr. Edgar Kreilkamp, Universität Lüneburg
3. Walter Krombach, Managing Director of the Willy Scharnow Foundation for Tourism, Frankfurt
4. Prof. Dr. Andreas Troge, President of the German Federal Environment Office, Berlin;
5. and three travel industry representatives of the DRV-Committee on Environment and Culture.

Award Ceremony 2007

The award will be presented at a special ceremony in November 2007 during the 57th DRV Annual Congress in Belek/Turkey. The authorised person of the winning project will be invited to Belek at the expense of the DRV.

A report in the leading German trade papers will generate major press coverage for the award-winning project, resulting in many German and international contacts. There is also the possibility of the DRV providing support for the prize-winner in organising a journey for representatives of the press to the award-winning project.