

**Title of the project/measure/product entered for the contest**

**Country**

**Website**

**Contact details of the person in charge of the project/measure/product**

**Name, surname**

**Company/organisation, legal form**

**Street, house number**

**Postal code, place**

**Fax**

**Landline phone**

**Mobile phone**

**E-mail**

**Skype**

**Being in charge of the project, I accept the conditions of the TO DO 2019 contest.**

**Place, date**

**Legally binding signature**

## Application form, page 2

### I. Questions regarding the contest criteria

All the documents submitted will be screened carefully by the contest organiser and presented to a jury for assessment.

**The answers to questions 1 to 8 (the contest criteria) constitute the most important part of your application.**

Links to online content do not replace answers to the questions.

Please answer the questions in a separate document of not more than five pages, explaining to what extent your project/measure/product meets these criteria.

Please feel free to complement your answers with suitable materials in separate documents (e.g. project documents, press reports, evaluations, photos, videos/DVDs).

#### 1. Participation:

In which way have the needs and interests of local people been taken into account in the planning phase and during implementation of the project? Please also explain in a transparent manner how participation (including participation of minorities) works in key decision-making.

**As the active participation of local people is the key criterion for a TO DO award, this question 1 should be answered in a differentiated manner.**

#### 2. Economic benefit:

How does your project/measure/product ensure that a broad part of the local population benefits from tourism in economic terms?

#### 3. Awareness raising:

How does your project/measure/product raise awareness of the risks and opportunities associated with tourism development and its impacts on economic, social, and cultural aspects of local people's daily lives?

#### 4. Cultural identity:

How does your project/measure/product strengthen local culture and the cultural identity of local people? How does it minimise or avoid tourism-related social and cultural damage? How does it promote intercultural encounters and exchange between hosts and guests?

#### 5. Decent work:

In which way does your project/measure/product include the creation of qualified jobs and/or the improvement of working conditions in tourism with regard to social security, working hours, training, and remuneration?

#### 6. Gender equity:

To what extent are women and men equitably involved in the planning and implementation of your project/measure/product, in terms of numbers of people, content, and responsibility? Have there been any changes in this regard since your project/measure/product was launched?

#### 7. Environmental sustainability:

Please explain if and how criteria of environmental and climate-related sustainability and the sustainable use of natural resources are taken into account.

#### 8. Sustaining the project:

How do you sustain your project/measure/product in economic and institutional terms? What are the problems or risks you see with regard to sustaining your project/measure/product on the long run?

## II. General information about the project/measure/product

Please answer the following questions 1 to 8 (using key words) in a separate document (max. 5 pages).

Of course, all the information given will be kept **confidential**.

Please also add a map showing the exact location of your project/measure/product.

1. Please describe the three most important reasons why, in your opinion, the project/measure/product submitted should be awarded a TO DO 2019.

1.

2.

3.

2. Please illustrate in brief the history and development of your project/measure/product. Who initiated and implemented it, when and why? Please also describe the general social setting of your project/measure/product.

3. Please describe your tourism programmes. What do you offer?

4. Which marketing channels do you use?

(E.g. tour operators, agencies; web portals; please also include relevant web links!)

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**5. How has the annual number of guests developed since the project/measure/product was initiated? What are your targets with regard to the number of guests/guest-nights and visitors?**

**6. Is the project/measure/product supported or accompanied by institutions/cooperation partners from outside? If so, since when and by whom? When will this support or consultancy end?**

**7. Do you network with similar projects/measures/products in your country or internationally? If so, with whom?**

**8. How did you learn about the TO DO contest?**

**Please submit your complete application and documents by 31st August 2018**

**by e-mail to:** info@studienkreis.org or

**by post to:** Studienkreis für Tourismus und Entwicklung e.V., TO DO 2019  
Bahnhofstraße 8, 82229 Seefeld, Germany