

## NEWS RELEASE

### 2011 IMVELO RESPONSIBLE TOURISM AWARDS OPEN FOR ENTRIES

The 2011 Imvelo Responsible Tourism Awards programme is now open for entries.

Imvelo, running for the tenth year, awards businesses that implement sustained responsible tourism programmes.

Organised by the Federated Hospitality Association of Southern Africa (FEDHASA) in conjunction with the Department of Tourism, Absa, the Department of Water Affairs, the Industrial Development Corporation, Eskom and Don't Waste Services, Imvelo is open to any type of tourism or hospitality business in Africa.

FEDHASA CEO Brett Dungan says Imvelo has become the benchmark for responsible tourism practice in South Africa and has made a huge impact in the industry. A record number of 219 category entries were received last year.

Imvelo means 'nature' in South Africa's Nguni languages.

According to Dungan the awards are in line with the responsible tourism guidelines for the South African hospitality industry and the UN World Tourism Organisation's code of ethics. They are supported by the Heritage Environmental Rating Programme

He says Imvelo has created significant awareness of environmental management issues in the tourism industry. "Over the past ten years Imvelo has found and recognised world-class examples of responsible tourism practice."

Awards will be made in the categories Best social involvement programme, Best practice – economic impact, Best overall environmental management system, Best single resource management programme – for water, energy and waste, Most empowered tourism business and Investor in people. An overall Imvelo winner will be selected.

A Chairman's award could be made at the discretion of the FEDHASA chairman to any Imvelo entrant or any other organisation in the tourism industry that made a significant contribution to responsible tourism over the past year.

Entrants may enter in more than one category but entries must stipulate the category/categories that apply.

Entries should reach the organisers by 31 August 2011. They will be judged by a panel of specialists in responsible tourism practice and finalists will be visited personally to verify and evaluate their entries.

Winners will receive their awards at an awards ceremony to be held in Johannesburg on World Responsible Tourism Day, 9 November.

For more information contact Lynda Bacon on telephone 0861 333 628 or visit [www.imveloawards.co.za](http://www.imveloawards.co.za).

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