

## **NEWS RELEASE**

### **DEADLINE LOOMS FOR IMVELO RESPONSIBLE TOURISM AWARDS**

Tourism and hospitality businesses in Africa have until Wednesday, 31 August to enter the 2011 Imvelo Responsible Tourism Awards programme.

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 Absa, the National Department of Tourism, Eskom, the Industrial Development Corporation, the Department of Water Affairs and Don't Waste Services, Imvelo is open to any type of tourism and hospitality business.

FEDHASA CEO Brett Dungan says Imvelo is now the leading responsible tourism project 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, and 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 years the awards have 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 and 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 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 011 467 5009 or visit [www.imveloawards.co.za](http://www.imveloawards.co.za).

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