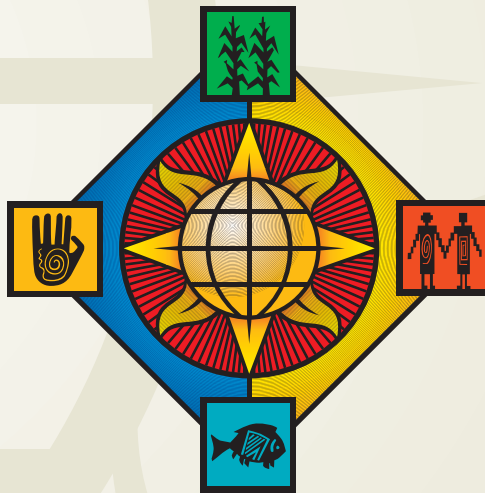


# Imvelo 2007

Responsible Tourism awards  
for the African hospitality and  
tourism industries



## Imvelo Awards for responsible tourism



environment & tourism

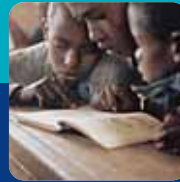
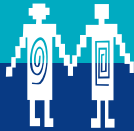
Department:  
Environmental Affairs & Tourism  
REPUBLIC OF SOUTH AFRICA



FEDHASA

Federated Hospitality Association  
of Southern Africa





## What is responsible tourism?

### **Responsible Tourism**

- generates economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage to the maintenance of the world's diversity

- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- minimises negative economic, environmental and social impacts, and
- is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

*Responsible Travel Handbook 2006*

## Who is FEDHASA?

The Federated Hospitality Association of Southern Africa (FEDHASA) represents the interests of the hospitality industry in South Africa. Its members include hotels, restaurants, conference centres, caterers, self-catering accommodation, B&B's,

guesthouses, clubs, taverns, shebeens and service providers to the hospitality industry.

FEDHASA is the custodian of the Imvelo Awards for Responsible Tourism.

## Tourism in South Africa

- Approximately 8 million foreign tourists visit South Africa every year
- Foreign Direct Spend through tourism amounts to some R50 billion
- Tourism contributes more than 7 percent to the Gross Domestic Product
- Close on 540 000 people are directly employed in tourism

## What is Imvelo?

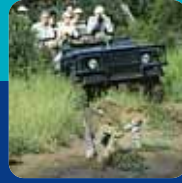
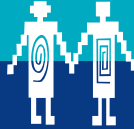
Imvelo means 'nature' in South Africa's Nguni languages.

The Imvelo awards were initiated to coincide with the World Summit on Sustainable Development that was held in South Africa in 2002. They recognise tourism and hospitality businesses that make a real, measurable and sustained contribution to Responsible Tourism.

To be made for the sixth time this year, the Imvelo awards have had a huge impact on tourism in South Africa, creating significant awareness of environmental management issues in the industry.

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. Imvelo is supported by the Heritage Environmental Rating Programme.





## Imvelo award categories

Hospitality and tourism establishments or businesses, irrespective of size, can enter any of the following Imvelo award categories:

### **Best Social Involvement Programme**

The judges will be looking for examples of corporate and social responsibility that could include community investment initiatives, local outsourcing, community health, welfare and education activities, promotion of local SMME enterprises as well as local HIV/Aids and other social programmes.

### **Best Practice – Economic Impact**

The economic impacts of tourism on local communities will be recognised, including local purchasing and economic practices, employment equity, Black Economic Empowerment, employee training and development of and adherence to general and industry-specific legislation.

### **Best Overall Environmental Management System**

This category is judged on combined environmental issues, including management systems and procedures, conservation activities, social and economic initiatives, communications systems and overall awareness creation.

### **Best Single Resource Management Programme**

Three awards will be made in this category to recognise operational efforts that are being made to reduce and manage water, energy or waste.

### **Chairman's Award**

The FEDHASA Chairman may, at his discretion, make a special award to any Imvelo entrant or any other organisation in the tourism industry that has made a significant contribution to the development and implementation of Responsible Tourism practice over the past year.

*Hospitality and tourism establishments, business and associations may enter in more than one category but entries must stipulate the category/categories that apply.*

### **Overall winner**

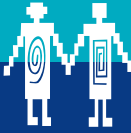
An overall Imvelo winner will be selected from the various categories – this may or may not be the winner of the Chairman's award.

## Judging

Entries in the 2007 Imvelo awards programme will be judged by a panel of specialists on Responsible Tourism practice. Finalists will be visited personally to verify and evaluate their entries.

To qualify for one of the awards, entrants are urged to ensure that their entries include sufficient information to enable the judges to learn about measurable actions that entrants have taken to promote Responsible Tourism.





## How to apply

- Applications should clearly indicate the type of establishment or business and the category/categories being entered.
- The entry form should be completed and accompany a written motivation.
- All submissions will be judged against industry and international best practice and adherence to the Responsible Tourism Guidelines
- Applications should not exceed 10 pages and should be submitted in English.
- E-mail entries will be accepted. Should entrants want to include supporting material such as brochures, videos or press clippings, entries can be sent by mail or courier.
- Entries should reach the organisers by 31 August 2007.
- Entries will be returned on request.
- The organisers may call for additional information from any Imvelo finalist to clarify or verify their submissions.

## Where to send entries

Imvelo entries can be e-mailed to [junxion@iafrica.com](mailto:junxion@iafrica.com), mailed to Imvelo Awards 2007, PO Box 14176, Hatfield, 0028 or delivered to Junxion Communications, 32 Onida Avenue, Val de Grace, Pretoria.

## Awards ceremony

Imvelo finalists and winners will receive recognition at an awards ceremony in Johannesburg in October 2007.

They will be profiled in the 2007 Imvelo Responsible Tourism Awards publication and receive widespread publicity.

### The Federated Hospitality Association of Southern Africa

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Welcome

