

Poverty champion

Guludo Beach Lodge, winner of the best for poverty reduction category, 2009

In 2002, when Amy Carter-James (pictured) was just 22, she decided she wanted to use tourism to support a community in desperate need of help. So she headed to Mozambique with her boyfriend Neal to set up Guludo Beach Lodge, a camp that sleeps 22 people sat in 12km of white sand. 'Mozambique was the perfect emerging destination. It had lots of potential and was also in the middle of extreme poverty,' she says. 'We took a translator with us and talked to the local community. Their only question was: "When can you start?"' Five per cent of the couple's

income goes to their charity, Nema, which is responsible for changing the lives of the 15,000-strong community. Some highlights include setting up a school feeding programme and showing the villages how to set up their own farms. 'Being around such poverty is heart-wrenching and it's been a real roller coaster of emotions,' says Carter-James. 'I've seen people die and whole villages sing and dance when they get clean water. So many places claim to be green and they're not, so winning the award gave us recognition that we're doing the right thing. It was so fulfilling.'



Your chance to celebrate the winners

The Virgin Holidays Responsible Tourism Awards 2010 recognise individuals, companies and organisations that use travel to benefit local wildlife and communities and, unlike other awards, the winners are nominated by you, the tourists. So please tell us who deserves to be celebrated for their work.

local habitat, such as a national park or wildlife sanctuary.

Best for conservation of cultural heritage (Jamaica Tourist Board): A tourism organisation or initiative working to protect and promote cultural heritage.

Best for poverty reduction (PromPeru): An organisation that acts to reduce poverty among communities.

Best volunteering organisation (Swaziland Tourism Authority): An organisation offering volunteering opportunities, such as the chance to work on conservation or social projects.

Best destination (Oman Ministry of Tourism): A resort, village or a country that manages tourism well for the long-term

benefit of tourists, conservation and local people.

Best personal contribution (Oman Ministry of Tourism): A person who has made an outstanding contribution to responsible tourism.

> The judges

Professor Harold Goodwin: Chair of judges, professor of responsible tourism management at Leeds Metropolitan University and director of the International Centre for Responsible Tourism

Justin Francis: CEO and co-founder of responsibletravel.com

Fiona Jeffery: Chairman of World Travel Market

Tricia Barnett: Director of Tourism Concern

Graeme Gourlay: Owner, Circle Publishing

Dr Rebecca Hawkins: Considerate Hoteliers Association, CESH

Debbie Hindle: Managing director and founder, BGB Communications

Sue Hurdle: Chief executive, The Travel Foundation

Ian Reynolds: Chairman at Citybond Holdings Plc, former chief executive ABTA

Nikki White: Head of destinations and sustainability, ABTA

John de Vial: Director of ABTA, The Travel Association, Travelife and The Travel Foundation

Matt Walpole: Head of ecosystem assessment, UNEP-WCMC

Lisa Scott: Travel editor, Metro

> The categories

Best tour operator for local economies (sponsored by Oman Ministry of Tourism): A tour operator making the best contribution to the local economy by employing local people, staying in local accommodation, sourcing local products, crafts and experiences, and encouraging travellers to purchase locally.

Best accommodation for the environment (Tourism Western Australia): A hotel, lodge or other accommodation run with an innovative approach to local environmental issues and carbon reduction.

Best accommodation for local communities: A hotel, lodge or other accommodation with a positive impact on the local supply chain and people.

Best in a mountain environment (Oman Ministry of Tourism): An organisation related to a mountain environment, such as an eco-friendly ski resort (top right) or a trip that contributes to the welfare of mountain porters.

Best in a marine environment (Fiji Visitors Bureau): An organisation related to a beach or other marine environment, such as turtle conservation (above right) or a marine eco-tourism trip.

Best cruise or ferry operator (Oman Ministry of Tourism): A cruise or ferry operator that acts responsibly towards the environment and local people.

Best low-carbon transport and technology (The Quito Visitors Bureau, Ecuador): An organisation or initiative that is developing or promoting low-carbon transport or technology.

Best for conservation of wildlife and habitats (South Australian Tourism Commission): A group or initiative working for the conservation of wildlife and/or its



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Small but perfectly formed

Beechenhill, highly commended for best small accommodation category, 2009

Sue Prince's typical visitors are worn-out city types in desperate need of fresh air and a good sleep. 'We send them home with colour in their cheeks,' she says proudly. Her B&B and organic dairy farm sit in the rolling hills of the Peak District. Why does she think she won the award? 'Because we are thoughtful. We get our bacon from a friend who has pigs, we use our own eggs, our own fruit and we never use pesticides,' she says. 'We also recycle everything possible. Winning this award was the pinnacle of achievement; I was speechless.'



Back to school**Way Out Experiences, highly commended in the best for conservation of wildlife and habitats category, 2009**

Afzaal Mauthoor did his bit for responsible tourism by setting up a jungle school for orang-utans in Sarawak, Malaysia. Mauthoor, an environmentalist, set up Way Out Experiences in 2004 and The Great Orang-utan Project (GOP), which allows tourists to volunteer in the jungle school. GOP takes baby and juvenile orang-utans who have been rescued from the illegal pet trade and rehabilitates them so they can survive in the jungle again.

Mauthoor and his team from the local community help these orang-utans find the instinct that is buried deep inside them. 'One of our guys, who is no more than 5ft, climbs to the top of a

tree with just a piece of rope and the apes follow him, it's amazing,' says Mauthoor. GOP also teaches the apes how to forage for their own food – many have been brought up on bananas, which you won't find in the rainforest.

Tourists can opt for a two or four-week holiday and although they can't touch the animals (the whole point is to dehumanise them), they can help prepare food and create stimulating games. 'Getting recognition for our work showed us we sat nicely in the responsible travel movement and that out of all the self-indulgent industries, tourism can actually help vulnerable species and people,' says Mauthoor.

**How to enter**

- Choose a project, organisation or individual for an award in one of the 13 categories and tell us why you're nominating them.
- Include your contact details and theirs.
- Submit your nominations by Monday, June 14 at www.responsibletourismawards.com/nominations or you can post your choice to Responsible Tourism Awards, responsibletravel.com, Pavilion House, 6 Old Steine, Brighton, East Sussex BN1 1EJ
- Nominations aren't limited – you can nominate as many people for as many categories as you like.
- If you choose a winner, you could be put into a prize draw to win a holiday to the Masai Mara (see page 16).

For more information, visit www.responsibletourismawards.com or contact Alexander Lyons, Responsible Tourism Awards manager, at awards@responsibletravel.com or <http://twitter.com/RTAwards>

The judging process

- Once you've made your nomination our team at The International Centre for Responsible Tourism in Leeds will choose 20 for each category.
- They are then sent a questionnaire asking them to detail their commitments, policies, communications and practices in all areas of responsible tourism, demonstrating their ability to create change for local communities and the environment.
- Then our team of 13 judges assess the questionnaires, speak to referees provided by each organisation and conduct independent checks with their contacts around the world.
- The panel then meet, under the direction of Professor Harold Goodwin, to debate their final selection for the winner in each category.

METRO PROMOTION**AND THE SINGHA WINNER IS...**

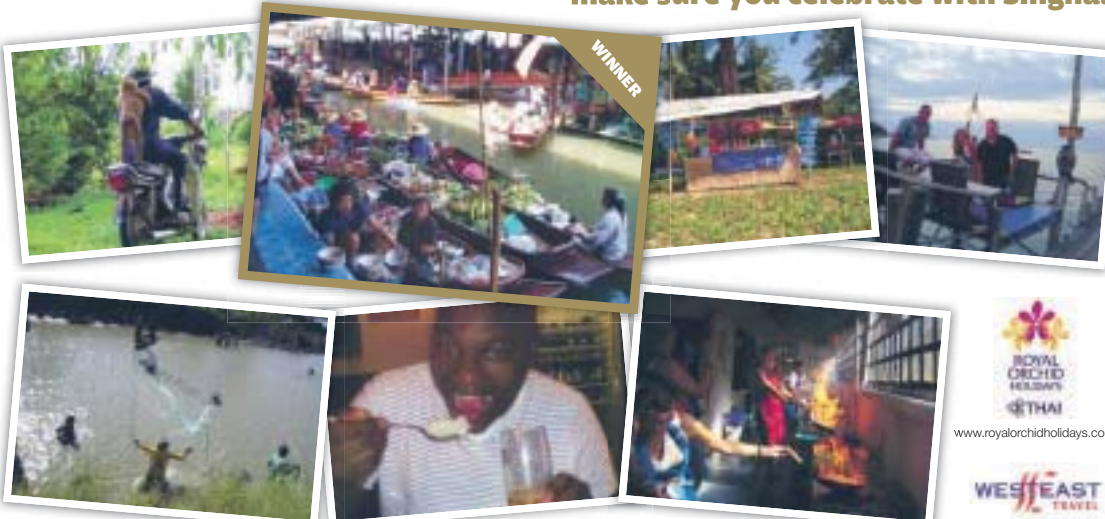
To celebrate Thai New Year, Metro teamed up with the Original Beer of Thailand - **Singha** - and asked you to send us photos of your favourite Thai experiences for the chance to win an amazing trip for two to Thailand, with Royal Orchid Holidays and WestEast Travel.

We received well over a thousand entries and our favourites were showcased on metro.co.uk for you to choose the winner. There were pictures of new friends getting together to enjoy a Thai sunset, people learning to cook Thai style and someone enjoying the flavours of Thailand here in the UK... just like Thailand itself, the entries were diverse and fun!

Congratulations to Richard Hand from Reading for sending in his picture of a vibrant Thai experience. Richard and a friend will be jetting off with Thai Airways for a four-night stay in a five-star hotel in Bangkok with a further six nights in a luxurious hotel in Phuket. They'll get to enjoy a tour of the Singha Brewery, an elephant trek, river cruise, and the exotic flavours and sights of amazing Thailand first hand.

To stay in touch and to share your Thai experiences, head over to www.facebook.com/ILoveThailand

Check out the top entries here and make sure you celebrate with Singha!



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