

## NEWS RELEASE

### IMVELO RESPONSIBLE TOURISM AWARDS – FINALISTS ANNOUNCED

The finalists in the 2008 Imvelo Responsible Tourism Awards programme, organised by the Federated Hospitality Association of Southern Africa (FEDHASA) have been announced.

Imvelo, running for the seventh year, recognises tourism and hospitality businesses that make a real, measurable and sustained contribution to responsible tourism.

A record number of 134 category entries were received this year.

Brett Dungan, chief executive officer of FEDHASA says 20 tourism businesses made it to the finals in this year's awards programme.

The finalists are Accor Hospitality South Africa, AWOL Tours, the Drakensberg Sun Resort, the Fish River Sun, Oubaii Golf Resort, Paradise Touring, the Peninsula Hotel, the Sandton Convention Centre, Shiluvuvaru Lakeside Lodge, the Southern Sun Cape Sun Hotel, Stormsrivier Adventures, Sun City Resort, the Table Bay Hotel, the Table Mountain Aerial Cable Car Company, The Falls Resort – Zambia, the Vineyard Hotel, Voluntours, White Shark Projects, Wild Coast Sun Resort and Wilderness Safaris: Pafuri Camp.

According to Dungan Imvelo has made a huge impact on tourism in South Africa, creating significant awareness of environmental management issues in the industry.

“These environmental issues,” he says, “do not only relate to the natural environment. In fact, there is a strong emphasis on the social and economic environment in which businesses find themselves, especially in the context of modern-day South Africa and the realities around the infrastructure developments and other preparations leading up to 2010.”

Imvelo – which means ‘nature’ in South Africa’s Nguni languages - forms part of an ongoing hospitality industry campaign to encourage industry members to accept voluntary guidelines promoting responsible tourism.

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.

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. 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.

Winners will receive their awards at an awards ceremony to be held in Johannesburg on 12 November.

The 2008 awards are supported by Absa, the Tourism Empowerment Council of South Africa, the Department of Environmental Affairs and Tourism, the Industrial Development Corporation and the Johannesburg Tourism Company.

For more information contact Lynda Bacon on tel 011 467 5009 or visit [www.imveloawards.co.za](http://www.imveloawards.co.za)

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