

## **NEWS RELEASE**

### **2010 IMVELO RESPONSIBLE TOURISM AWARDS OPEN FOR ENTRIES**

Tourism and hospitality businesses in Africa can now enter the 2010 Imvelo Responsible Tourism Awards programme.

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

Organised by the Federated Hospitality Association of Southern Africa (FEDHASA) in conjunction with Absa, the Department of Tourism, the Tourism Empowerment Council of South Africa and the Industrial Development Corporation, Imvelo is open to any type of tourism 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 183 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. "The awards have found and recognised world-class examples of responsible tourism practice over the years."

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 July 2010. 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 in November.

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

(Ends)

---

Released by: Martin van Niekerk  
Junxion Communications  
Tel 012 804 8812

On behalf of: Brett Dungan  
FEDHASA  
Tel 011 467 5009

Date: 21 April 2010

---