

World Responsible Tourism Awards

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Viaggi Solidali's Migrantour project wins accolades at World Responsible Tourism Awards 2016

Italian tour operator Viaggi Solidali has been named the Silver Winner of the 'Best Innovation by a Tour Operator' category at the 2016 World Responsible Tourism Awards at WTM London sponsored by Belize in a special ceremony held during World Responsible Tourism Day at WTM in London.

One of 13 finalists from all over the world, Viaggi Solidali has been recognised its innovative city tours, [whereby tourists are guided around migrant-dominated by local 'intercultural' residents or 'companion' \(Migrantour\)](#). The result is a successful, off-the-beaten-track insight into the diverse cultural experiences in popular cities, with 150

'intercultural companions' running over 20 different tour itineraries in Turin and beyond. The 'Best Innovation by a Tour Operator' category is sponsored this year by the Belize Tourism Board.



Speaking on behalf of the judging panel, an eminent collection of responsible tourism leaders from across the industry, NGOs and public organisations, Professor Harold Goodwin, Chair of Judges said:

"In this category the judges were looking for an inspirational tour operator which is successfully addressing community, cultural or environmental issues in tourism in a new and innovative way

"The judges were impressed by this new form of urban tourism and its ability to increase mutual understanding between communities in a period when migration is in the political spotlight.

The potential these businesses have to inspire change is not lost on Justin Francis, founder of the Awards and CEO of organisers Responsible Travel.

"When I founded these awards in 2004 it was the aim to highlight what is possible to achieve through responsible tourism and hold the winners up as examples to be replicated by the wider tourism industry. Our winners are the future of tourism".

Karen Bevans, Director of Tourism for the Awards headline sponsor, the Belize Tourism Board commented; *"The Belize Tourism Board has always valued and embraced the principles and pillars of responsible travel so it's a real privilege to support and congratulate all the winners of this year's awards. The opportunity to sponsor the awards has provided an important platform to highlight the importance of responsible travel globally and also to showcase Belize's commitment to developing tourism in a way which reflects these principles. We hope that not only will the finalists inspire businesses in Belize to follow their example, but that they will help drive positive change in tourism globally".*

Commenting on the calibre of the winners, Simon Press, Senior Exhibition Director for World Travel Market London and Awards judge says: *"The standard of entries into this year's World Responsible Tourism Awards at WTM London has been of a phenomenally high standard. As we celebrate ten years of World Responsible Tourism Day at WTM*

London, the joint winners perfectly demonstrate the type of projects WRTD is looking to highlight and encourage. Both winners put the local communities at the heart of what they are looking to deliver.”

Full details of the 2016 Gold & Silver Winners can be found on the Awards website at <http://www.responsibletravel.com/awards>.

The full judges’ reasons can be found at: <http://www.responsibletravel.com/awards/winners/2016.htm> after 12:45pm on Tuesday 8th November 2016.

All 2016 winners are available for interviews and high resolution images can be obtained in the Dropbox links below, or by contacting Sarah Faith on awards@responsibletravel.com 01273 82926

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