

# **CT AWARD- CONNECTING CULTURES 2024**

## **(CT CC 2024)**

## CT AWARD- CONNECTING CULTURES 2024 (CT CC 2024)



### **Promoting intercultural exchange:**

The prize could be awarded to projects or initiatives that promote exchange between different cultures and nations. This can be done, for example, by building partnerships, exchanging travelers or organizing intercultural events.



### **Sustainable Tourism:**

An important aspect of international understanding is the promotion of sustainable tourism. The award could be given to companies or organizations that promote environmentally friendly practices in tourism, support local communities and preserve cultural diversity.



### **Promoting interfaith dialogue:**

The prize could also be awarded to projects that promote interreligious dialogue in tourism. This could be done, for example, by organizing interfaith meetings, visiting religious sites or promoting understanding and respect for different religious traditions.



### **Education and awareness:**

The award could be given to initiatives that work to educate and raise awareness among travelers. This can be done by providing informational materials, training, or workshops to promote understanding of other cultures and traditions and reduce prejudice.

## CRITERIA FOR THE SUBMITTING

- Text of max 600 words (German or English) 1 DinA4 page with 3 pictures (300dpi)
- Sender of the project/measure: ...
- 1 Video max 1 minute (60 Sec)
- Nomination: 3 winners , 6 nominees  
( Last year's winner can not hand in same project in 2024)
- submitted via Tourism Board .....
- Submission 30 November 2023 to CT Board/President in German or English.

## DAS PROJEKT:

- Must have existed for at least one year
- Should be a new comer idea/project, startup,
- Should promote the local community
- Shall promote smaller companies
- Shall be an innovation
- To be marketed digitally
- May include inter-religious dialogue
- Shall preserve culture, cultural legacy S
- shall prove an "openness"

# JURY

- The current jury will be kept for another year (after that suggestions/voting by the members)
- The jury will evaluate the submissions on December 5. The winners will be informed by the presidents / board after the jury meeting on December 5, at least 1 month before the CMT) immediately with exclusion period (VÖ) to ensure a timely to enable travel planning for the event at CMT
- The jury makes a detailed justification in the laudation . The sponsors such as CMT and FVW remain
- Hanse Merkur needs a platform for sponsoring criteria for implementation

# JURY



**Petra Thomas**, is managing director of forum anders reisen e.V., the association for sustainable tourism. Since 2010, the archaeologist and art historian has represented the interests of the sustainability association vis-a-vis politicians and the public. At the same time, Petra Thomas is involved in the board of the industry initiative Human Rights in Tourism e.V. as well as in the board of the Study Group fur Tourismus und Development (Study Group for Tourism and Development) and contributes her many years of tourism expertise to numerous advisory boards and committees



**Bente Grimm**, is a sociologist (M.A.) and has been a member of the team at the Institute for Tourism and Spa Research in Northern Europe GmbH (NIT), based in Kiel, since 2003. The tourism researcher focuses on the topics of mobility and tourism acceptance and has also been responsible for travel analysis modules for many years. In her work, the topic of sustainability, and here in particular the social factors (which also include international understanding) plays an important role



# JURY



**Marco Giraldo**, has led the internationally renowned consulting and certification organization for sustainability and corporate responsibility in tourism since 2015. Develops and is responsible for numerous projects in international development cooperation. Passionate about sustainability – acting credibly and working together in partnership



**Günter Ihlau**, is responsible for destinations and crisis management at TUI. Delegated from this function for the following national and international offices: Advisory Board for Tourism BMWI, Board of Directors DZT. Advisory Board ITB, Chairman Destination Committee DRV, Board of Directors CIST. International as Vice President UNWTO Aff. Members, Vice President Ifto, Member Destination Affairs Ectaa





# JURY



**Guido von Vacano** – Member of the Management Messe Stuttgart

Committed to various projects and events in the field of sustainability and international understanding



**Klaus Hildebrandt**, has been with fww|TravelTalk since 1992 and editor-in-chief of Germany's leading trade medium for the travel industry since 2000. The economics graduate also moderates many events such as the fww|TravelTalk Congress or the workshops with travel agencies and tour operators abroad

