

ETC 2013 to Name Three Honorees for the Annual Responsible Tourism Showcase

As part of the Educational Travel Community's commitment to advancing responsible tourism, ETC hosts an annual Responsible Tourism Showcase to recognize the efforts of ETC members and their partners working diligently in the field to develop and implement responsible tourism initiatives.


Congratulations to the 2013 Responsible Tourism Showcase Honorees, who will be awarded their checks at the ETC 2013 conference in Orlando.

 **1st Place Honoree: \$1,500.00**



[Tropic Journeys in Nature](#), Quito, Ecuador

Founded in 1994, Tropic Journeys in Nature strives to protect endangered cultures that depend upon the environment in order to survive. Its flagship project, Huaorani Lodge in Ecuador, was opened some five years ago and serves as Tropic's hub for community-based ecotourism. The lodge is the recipient of numerous prizes and recognitions at the international level. Tropic Journeys in Nature is dedicated to a tourism based on respectful cultural exchange that is designed to strengthen local communities and their commitment to conservation.

 **2nd Place Honoree: \$1,000.00**
[Inkaterra](#), Lima, Peru



For over 30 years, Inkaterra has pioneered and promoted sustainable tourism in Peru. With the Inkaterra Machu Picchu in the heart of Andean cloud forest, and Reserva Amazonica, on the banks of the Madre de Dios River in the Amazonian forest, Inkaterra has introduced many thousands of people to the natural wonders and the indigenous cultures of Peru. Each year Inkaterra hosts more than 65,000 travelers providing authentic Peruvian nature experiences

while rescuing, presenting and showcasing the country's culture and nature for the world.



Third Place Honoree: \$500.00

[Condor Travel](#) for its Mullak'as-Misminay Project in the Peruvian Andes



In 2008 Condor Travel started a tourism-inclusive business project in Mullak'as-Misminay, located high in the Peruvian Andes in the Sacred Valley of the Incas. The project was focused on improving the living conditions of 150 families in Misminay through tourism, weaving, and agriculture, while enabling Condor to offer new experiences to its travel clients. This project continues today with a training program for porters, a handicraft (weaving) program, an agricultural program to improve irrigation and crop yield, and an experiential tourism program that includes adapting homes, housekeeping and cooking lessons, instruction on running small businesses, and visiting other communities to learn from their experiences.

Benefits to Responsible Tourism Showcase Honorees

- \$1,000 monetary award for the first honoree recipient to support the enhancement of the nominated program, project, or product. Additional monetary awards of up to \$500 each may be given to the runner-up honorees pending the availability of funds from year to year.
- Recognition at an ETC Conference Plenary session. If a representative for the honoree(s) cannot attend the ETC Conference, its best practices will still be featured at the Conference.
- Year-round website recognition with the winner's contact information and a link to the winner's website, if available.