UNWTO COMMISSION FOR THE AMERICAS
Fifty-second meeting
Asuncion, Paraguay
17 May 2011

Item 5 (c) of the provisional agenda

Execution of the UNWTO Programme of Work in the Americas 2011

(c) Ulysses Prize and Awards

Note by the Secretary-General

The Secretary-General informs the Members of the Commission on the Ulysses Prize and Awards.
GENERAL RULES
GOVERNING THE UNWTO ULYSSES AWARDS

Rule 1 – Purpose

(1.1) The purpose of the UNWTO Ulysses Awards, hereafter referred as to as “award”, is to reward initiatives and projects undertaken by public institutions in tourism (governmental, public-private partnerships), tourism enterprises and non-profit institutions (NGOs, civil society, etc.) for their innovative contributions to tourism policy, governance and other areas of tourism such as the environment, new technologies, etc.

(1.2) This contribution should be in line with the principles and standards set in the UN Millennium Development Goals and the policies and priorities of the World Tourism Organization.

Rule 2 – Designation, amount and periodicity of the awards

(2.1) There are three categories of Awards that are entitled:

UNWTO Ulysses Award for Innovation in Governance
UNWTO Ulysses Award for Innovation in Enterprises
UNWTO Ulysses Award for Innovation in Non-Governmental Organizations

(2.2) Up to three awards are given in each category.

(2.3) The UNWTO Ulysses Awards’ prizes shall consist of a trophy. No financial compensation will be given instead of the awards.

(2.4) The full staff support and operating/management costs of the Awards shall be funded by the UNWTO and/or other sponsors and donors. All funds received shall be kept in a special account for the UNWTO Ulysses Awards.

(2.5) The UNWTO Ulysses Awards shall be given annually.

Rule 3 – Conditions / qualifications of candidates

(3.1) Candidates shall have made a significant contribution to the promotion of innovative tourism initiatives in the field of governance, tourism policy as a public policy, applied technologies, poverty alleviation, gender equality and other areas related to the United Nations Millennium Development Goals.
(3.2) The Award may be conferred upon a specific project or programme presented by the corresponding institution or entity. Individuals are ineligible to apply for the UNWTO Ulysses Awards.

(3.3) Awarding criteria for:

(a) UNWTO Ulysses Award for Innovation in Governance:
The programme is highly innovative and managed by a public or public-private institution that pursues itself innovative ways of achieving tourism governance. It works towards an inclusive model of tourism governance which involves diverse tourism stakeholders.

(b) UNWTO Ulysses Award for Innovation in Enterprises:
The programme is highly innovative and presented by an active enterprise that operates projects or offers products or services that are innovative in the tourism field. This innovation could be demonstrated through the use of new technologies, the use of environmentally-friendly applications, innovative contributions to tourism policy and/or governance, social corporate responsibility, etc.

(c) UNWTO Ulysses Award for Innovation in Non-Governmental Organizations:
The programme is highly innovative and managed by a non-profit organization (NGO, foundation, civil society, etc.) carrying out programmes and activities in the tourism sector, using innovation, governance, etc. as key factors for their programmes.

(3.4) The award-winners shall not be subject to any discrimination whatsoever on the grounds of nationality, religion, race, gender or age.

Rule 4 – Designation of the award-winners

The award-winners shall be selected by a jury.

Rule 5 – Jury

(5.1) The Jury will be formed by an Experts’ Committee. The UNWTO Ulysses Committee shall consist of an Honorary President, an Executive President and experts appointed amongst the UNWTO.Knowledge Network and other bodies.
(5.2) Members of the Jury must have internationally recognized reputation in the field of tourism.

(5.3) Members shall receive no financial compensation for their service on the Jury. The working language for the Jury’s deliberations shall be English.

(5.4) The Jury shall conduct its business and deliberations in conformity with these General Rules. Decisions shall be taken by consensus to the fullest extent possible and, otherwise, by secret ballot until a simple majority is obtained.

(5.5) The Jury will make its decision public no less than 5 weeks before the UNWTO Ulysses Awards Ceremony. Virtual meetings may be held throughout the year.

Rule 6 – Nomination of candidates

(6.1) The UNWTO Knowledge Network Secretariat shall invite the submission of nominations to all Member States and other public, private and non-governmental tourism institutions around the world.

(6.2) Nominations shall be submitted to the UNWTO Knowledge Network Secretariat through the UNWTO Ulysses Awards Entry form.

(6.3) Each nomination shall be accompanied by a descriptive report of the programme submitted and three written recommendations. Other supporting documents are encouraged to be submitted for consideration.

(6.4) The closing date for the submission of nominations shall be fixed by the UNWTO Knowledge Network Secretariat every year. Candidatures received after the deadline will not be considered, except those sent by ordinary mail which are postmarked on or before the deadline.

(6.5) Past winners are ineligible to apply for the UNWTO Ulysses Awards.

Rule 7 – Procedure for the awarding of the Awards

(7.1) The Awards shall be awarded by leading representatives of the World Tourism Organization and/or its Knowledge Network at an official ceremony held for that purpose.
(7.2) If a programme chosen for an award has been produced by more than one partner, the award shall be awarded to them jointly.

**Rule 8 – Appeals**

No appeals shall be allowed against the decision of UNWTO with regard to the selection of the Awards. All candidates and application materials for the Awards shall remain confidential.

**Rule 9 – Amendments to the General Rules of the Awards**

Any amendment to the present General Rules shall be submitted to the UNWTO Knowledge Network for consideration.
2011 UNWTO ULYSSES PRIZE AND AWARDS

The UNWTO is opening the nomination process for the 2011 UNWTO Ulysses Prize and Awards and invites all interested parties to submit nominations and applications as soon as possible. The deadline for the receipt of entries for the UNWTO Ulysses Awards is 31st March 2011.

The UNWTO Ulysses Prize and Awards are conferred to highlight and showcase Innovation and Application of Knowledge in Tourism. The Ulysses Prize is given to a distinguished researcher, whether in the academia, government or private industry, for an outstanding contribution to knowledge in tourism. The Ulysses Awards are granted to projects undertaken by public institutions in tourism (governmental, public-private partnerships), tourism enterprises and non-profit institutions (NGOs, civil society, etc.), which merit distinction for their innovative contributions to tourism policy, governance, and other areas of tourism, such as the environment, cooperation for development, new technologies, social corporate responsibility, etc.

In awarding these distinctions, the UNWTO seeks to recognize and stimulate knowledge creation, dissemination and innovative applications in tourism and to bring to light the latest advances in this area. This has a transversal effect on governance and society at large.

Recognition is given in the following categories:

- **The UNWTO Ulysses Prize** is given to a distinguished researcher, whether in academia, government or private industry, for outstanding contributions to innovation and knowledge in tourism. A Ulysses Prize Advisory Committee will nominate and select candidates. No external candidatures for this Prize are accepted.

- **The UNWTO Ulysses Awards** are given to:
  - A project of a *public institution* (government, public-private partnership, governance initiative, etc.) for innovation in tourism,
  - A project of a tourism *enterprise* for innovation in tourism,
  - A project of a *non-profit organization* (NGO, civil society, etc.) for innovation in tourism.

An entry form for the Ulysses Awards is attached, with detailed information on how to apply. Candidates should supply ample information regarding the nature of their project, programme, product or service and how it has contributed to innovation in tourism.
The General Rules for the Ulysses Awards are also attached. They clarify the conditions, details and requirements to apply for the corresponding award.

The deadline for the submission of nominations for candidates for the UNWTO Ulysses Awards is 31st March 2011.

Finalists will be informed of their selection at least five weeks prior to the UNWTO Ulysses Ceremony.

The UNWTO Ulysses Prize and Awards will be conferred during the UNWTO Ulysses Prize and Awards Ceremony, to be celebrated in Madrid on the 31st May 2011.

The requested documentation must be sent to:

Eduardo Fayos-Solà
Executive-Secretary, UNWTO Knowledge Network

Alba Fernández Alonso
Coordinator, UNWTO Knowledge Network

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PAST AWARDEES OF THE UNWTO ULYSSES PRIZE AND AWARDS

UNWTO ULYSSES PRIZE RECIPIENTS

2003: Prof. Don Hawkins
2004: Prof. Brent Ritchie
2005: Prof. Jafar Jafari
2006: Prof. David Airey
2007: Prof. Bernard Morucci
2008: Prof. Pauline Sheldon
2009: Prof. Chris Cooper

UNWTO ULYSSES AWARDS RECIPIENTS

2006: Blackstone Valley Tourism Council (USA)
       ACCOR (France)
2007: Tourism KwaZulu Natal (South Africa)
       Ministry of Tourism of Brazil (Brazil)
       SEGITTUR (Spain)
       European Network of Tourism Villages (Portugal)
       Dinastía Vivanco Foundation (Spain)
2008: General Commission for Tourism and Antiquities (Saudi Arabia)
       Valencia Tourism (Spain)
       Intelligent Leisure Solutions and Discover Travel Group (Brazil)
       JSC Gero Serviso Garantija, Restaurant Verkiai (Lithuania)
       Business Foundation European Community-Chile Eurochile (Chile)
       Québec Tourism Industry Corporation (Canada)
2009: Tourism of Portugal, IP (Portugal)
       Costa Rican Institute of Tourism (Costa Rica)
       Ministry of Tourism and Sports (Thailand)
       The Slovenian Tourist Board (Slovenia)
       Riu Hotels & Resorts (Cape Verde)
       Modul University Vienna (Austria)
       Catalan Association of Travel Agencies (Spain)
       Foundation of the Spanish Railroads (Spain)
       BIRD Biodiversity Research and Development Center (Nepal)
       The Travel Foundation (United Kingdom)