



11 UNWTO AWARDS

For Excellence and Innovation in Tourism
Ceremony & Gala Dinner

11 UNWTO AWARDS

Welcome

Thanks to the collective efforts of a committed community of organizations, entrepreneurs and academia, tourism has become a powerful engine for economic and social development. The UNWTO Awards for Excellence and Innovation in Tourism aim to recognize the work of all those who, every day, contribute with creativity and innovation to make tourism more responsible, more sustainable and universally accessible.

More than forty institutions - public, private or NGOs - have been acknowledged and awarded in previous editions and their achievements served as an inspiration to all. The contributions of the awardees are no doubt a major contribution to the mandate of UNWTO, including the respect and promotion of the principles of the Global Code of Ethics for Tourism and the objectives set in the United Nations Millennium Development Goals as well as the fore coming post-2015 development agenda.

Celebrating the 11th edition of the Awards, UNWTO would like to recognize 14 finalist organizations from 12 countries around the world that have led innovative tourism initiatives in Public Policy and Governance, Enterprises, Non-Governmental Organizations and Research and Technology. The winner for each of these categories will be announced at tonight's ceremony.

UNWTO would also like to recognize Dr. Eduardo Fayos-Solá with the UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge for his significant contributions to the practical application of tourism knowledge.

The UNWTO Awards for Excellence and Innovation in Tourism are organized by the UNWTO Knowledge Network as part of its mission to stimulate the creation, dissemination and application of knowledge, bridging theory and practise.

The UNWTO Award winners were thoroughly chosen and evaluated by an international jury committee formed by tourism policy makers, practitioners, academia, and previous UNWTO Awards laureates.

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PROGRAMME

18:00 – 18:30 Welcome Cocktail Reception
18:30 – 18:50 Opening of the 11th UNWTO Awards Ceremony

Welcome Remarks by

- Taleb Rifai, Secretary General of the World Tourism Organization (UNWTO)
- Luis Eduardo Cortés, President of FITUR|IFEMA
- Isabel María Borrego Cortés, Secretary of State for Tourism, the Government of Spain

UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge

UNWTO Ulysses Awards for Innovation

Public Policy and Governance
Enterprises
Non-Governmental Organizations
Research and Technology

Group Photo Session of the Awardees

20:10 – 21:00 Gala Dinner
21:00 – 21:30 Closing Act
21:30 – 22:00 Gala Dinner continues



Doctor

Eduardo Fayos-Solà

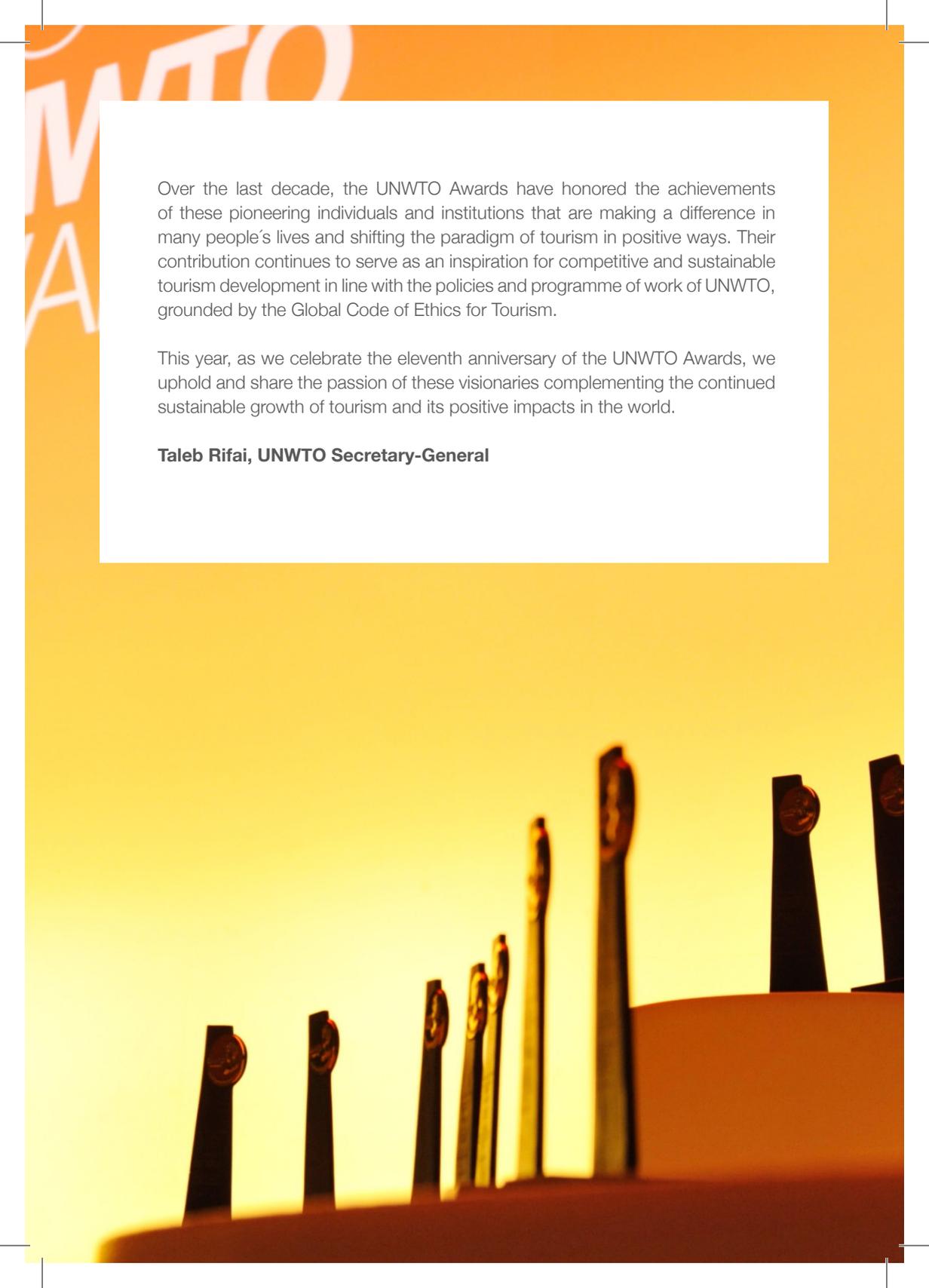
UNWTO Ulysses Prize for Excellence
in the Creation and Dissemination of Knowledge

Dr. Eduardo Fayos-Solà has been named this year's winner of the UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge making a significant contribution to the advancement of bringing tourism knowledge into practical application.

Dr. Eduardo Fayos-Solà has dedicated his career to advancing the theory and practice of tourism policy and governance from various positions in academia, the private sector, government, and international organizations. He began his career as an Assistant Professor at the University of Valencia and adviser to the first democratically elected parliament of Spain on public policy matters, including tourism. Later, Dr. Fayos-Solà was appointed Director General of the Tourism Institute of Valencia followed by his appointment as the Director General of Tourism Policy of Spain. In this capacity, one of his main accomplishments was the preparation, parliamentary approval, and implementation of Spain's first Tourism Policy Plan.

Between 1994 and 2011, Dr. Fayos-Solà held several positions at UNWTO, including Head of Education and Training and the Executive Secretary for the UNWTO Knowledge Network. Noteworthy accomplishments during this time include his contributions to the creation of the TedQual certification programme, the Network of Education and Research Centres, the SBest initiative for quality tourism governance in destinations and the Education and Science Council. He continues doing research, lecturing, and teaching postgraduate courses in tourism at academic and knowledge management institutions worldwide.

Since 2003, the UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge honors outstanding members of the academia for their significant contribution to the development of tourism education and research.

The background of the page is a warm, golden-yellow gradient, suggesting a sunset or sunrise. In the foreground, several dark silhouettes of UNWTO Awards trophies are visible, arranged in a line that recedes into the distance. The trophies have a distinctive shape with a circular emblem on top. In the top left corner, the letters 'UNWTO' are partially visible in a large, white, sans-serif font.

Over the last decade, the UNWTO Awards have honored the achievements of these pioneering individuals and institutions that are making a difference in many people's lives and shifting the paradigm of tourism in positive ways. Their contribution continues to serve as an inspiration for competitive and sustainable tourism development in line with the policies and programme of work of UNWTO, grounded by the Global Code of Ethics for Tourism.

This year, as we celebrate the eleventh anniversary of the UNWTO Awards, we uphold and share the passion of these visionaries complementing the continued sustainable growth of tourism and its positive impacts in the world.

Taleb Rifai, UNWTO Secretary-General



11 UNWTO AWARDS

For Excellence and Innovation in Tourism **Finalists**

(in alphabetical order)

UNWTO Ulysses Award for Innovation in Public Policy and Governance

Domestic Tourism Promotion Initiative “Y tú, que planes?”

Comission for the Promotion of Exports and Tourism PromPeru, Peru

A domestic tourism initiative seeking to nurture a travel culture among Peruvians by developing the habit of travelling and travel-planning. Through public-private collaboration, Promperú articulates supply and demand, offering competitive deals through their website by promoting non-traditional destinations and advancing sustainable tourism development nationwide.

Fragrances and Tastes of Lošinj, Mali Lošinj Tourist Board, Croatia

The program develops innovative products and services deriving from Lošinj's flora. It builds on cross-sectoral participation that benefits hosts and guests alike transforming the island into a responsible and sustainable health tourism destination.

The Use of Open Innovation in Co-Creating Vienna's Tourism Strategy 2020, Vienna Tourist Board, Austria

The Vienna Tourist Board has created a technology-driven platform to consult, discuss and eventually cocreate its 2020 Tourism Strategy hence taking into account the input and agenda of the different actors of the tourism sector and its stakeholders.

UNWTO Ulysses Award for Innovation in Enterprises

Inspira Santa Marta Hotel, Hotel Santa Marta S.A., Portugal

Santa Marta Hotel has implemented high tech solutions to limit water consumption and CO2 emissions while it actively promotes environmental awareness among its clients and employees.

Isoitok Camp Manyara, The African Footprint Co Ltd, Tanzania

Isoik Camp Manyara is an eco-friendly, responsible tourism initiative that allows travelers to have a genuine experience with the Maasai community while protecting the environment. The organization actively supports the Maasai community by providing subsidized water, purchasing only through local suppliers and providing training on environmental good practices.

Routes the Coffee Cultural Landscape, Chamber of Commerce in Armenia Quindío, Colombia

The project has developed a rural tourism cluster in the Colombian Coffee Region through a public – private partnership in which stakeholders have implemented a model of competitive and sustainable tourism which prioritizes regional social development.

UNWTO Ulysses Award for Innovation in Non-Governmental Organizations

Conserving Wildlife and Empowering Communities in Namibia World Wildlife Fund for Nature, Namibia

WWF partners with local NGO's and the tourism sector to bring income into rural communities and empower Namibians to manage and benefit from their wildlife. WWF promotes Namibia as a Conservation Travel Destination attracting conscientious travelers.

Promotion of Local Culture in the Sundarbans Impact Zone in Bangladesh through Cultural Ecotourism and Entrepreneurship, Relief International UK, Bangladesh

The project enhances respect for culture and ecology in the Sundarbans and develops ecotourism by establishing ecotourism sites in collaboration with local traditional resource users, cultural actors, private tour operators and local forest department.

Taste of Fethiye, The Travel Foundation, Turkey

The program integrates local producers into the mainstream tourism supply chain. It links local farmers with hotels, supporting 32 small-scale farms and providing 11 hotels with fresh, quality goods that is responsibly produced and locally sourced.

Visit Amsterdam, See Holland, Amsterdam Marketing, The Netherlands

Through cooperation between Amsterdam Marketing, the regional, local and provincial authorities, tourist boards, and entrepreneurs in the tourism, culture and transport sector, Amsterdam has managed to increase its number of international visitors in 40%. The key is a marketing model which respects the different goals of all public and private partners, of the politicians and the inhabitants

UNWTO Ulysses Award for Innovation in Research and Technology

Building a Community of Conscious Globetrotter Making a Positive Impact through Ethical and Responsible Tourism, Freedom Explore Experience Empower, Australia

Freedom provides a collective channel to social entrepreneurs to connect directly with a conscious globetrotter community. They create professional online profiles for them to sell their services using a safe platform.

China Tourism Economy Monitoring and Early Warning System, China Tourism Academy, China

The China Tourism Economy Monitoring and Early Warning System is a complete mechanism that symmetrically reviews that nation's tourism economy performance and foresees the sector's development trends on a quarterly basis.

Key Figures: Amsterdam as a Convention Destination, Amsterdam Marketing The Netherlands

The program widens the audience of statistical data by reducing its complexity and creating emotional engagement. A view of Amsterdam was developed for meeting professionals with easy infographics in a cartoon style with potential for humour.

Visit Europe iPad App, European Travel Commission

VisitEurope is an application for iPad that aims at strengthening the Europe's image on long-haul markets and tackling the issue of seasonality through promotional activities and the implementation of new technologies in cooperation with major industry stakeholders.

The World Tourism Organization is the United Nations agency responsible for the development of responsible, sustainable and universally accessible tourism. As the leading international organization in this field, UNWTO promotes tourism as a driver of economic progress, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

The UNWTO Knowledge Network is a community of knowledge of entities and organizations with demonstrated research competency and extensive experience in tourism development and innovation. Within the UNWTO Knowledge Network, knowledge generators, policy makers and practitioners proactively participate in the creation, dissemination and application of knowledge, playing a prominent role in shaping the future of the tourism sector. The UNWTO Knowledge Network is responsible for organizing the UNWTO Awards for Excellence and Innovation in Tourism.

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