UNWTO AWARDS
For Excellence and Innovation in Tourism

Ceremony & Gala Dinner
20 January 2016 – IFEMA | FITUR, Madrid, Spain
Welcome

The UNWTO Awards for Excellence and Innovation in Tourism, celebrating its 12th edition, recognizes all those that through new and responsible initiatives contribute to a more sustainable tourism sector.

The work of this year's 16 finalists in all four key categories - Public Policy and Governance, Research and Technology, Enterprises and Non-governmental Organizations - is an example of how the principles of the UNWTO Global Code of Ethics for Tourism and the objectives set in the Sustainable Development Goals (SDGs) can inspire sustainable and environmentally friendly operations, socio-economic development and the preservation of local culture and heritage.

UNWTO also has great pleasure to bestow the UNWTO Lifetime Achievement Award to the deceased Arthur Haulot, founder of the International Social Tourism Organization (ISTO/OITS), who dedicated his life to promoting social tourism and the right to tourism for all.

The 12th UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge in Tourism has been awarded to Dr. Richard Butler for his invaluable work in areas of capacity building and sustainability in the tourism sector.

UNWTO and IFEMA/FITUR are proud to welcome you to the 12th edition of the UNWTO Awards for Excellence and Innovation in Tourism and wish you a memorable evening.
Welcome Message by UNWTO Secretary-General, Taleb Rifai

2015 has been a remarkable year for the international community. World leaders agreed to a new development agenda that will guide us through 2030 in pursuit of the universal Sustainable Development Goals (SDGs) and signed off of a new climate deal.

Both are ambitious endeavors to which the tourism sector is fully committed to contribute as an effective means to foster sustainable development and inclusiveness. The recent, and much welcomed, designation by the United Nations General Assembly of 2017 as the International Year of Sustainable Tourism for Development further provides us with a unique opportunity to advance this agenda.

UNWTO, as the United Nations Specialized Agency for Tourism, has long been working to ensure that excellence and innovation in tourism can pave the way to make of the sector a tool to build a better future for all.

The UNWTO Awards for Excellence and Innovation in Tourism honor those visionaries and leaders that, with their everyday work, enhance the socio-economic progress of host communities, support the well-being of local people and protect the environment for future generations.

I would like to extend my sincerest congratulations to all the Award finalists and winners for their contribution and thank them for being such an inspiration to all.

I would also like express our utmost appreciation to our long term partner, IFEMA-FITUR, for co-hosting the UNWTO Awards with UNWTO and to all our sponsors for their continuous support in acknowledging and promoting excellence and innovation in tourism.
Welcome Message by the Chairman of the IFEMA Executive Committee, Luis Eduardo Cortés

The global tourism sector’s vision leads us to the reality of an increasingly competitive activity that is at the vanguard of innovation. Each year, FITUR shows us a panorama with new tourism operators, with emerging markets and destinations vying vigorously to carve out spaces of their own. In short, we are talking about a highly dynamic sector that demands the best out of each and every one of us.

This is what the World Tourism Organization does comprehensively through the UNWTO Awards initiative: identifying and rewarding the best of the best, those who strive for excellence in their work. This is no simple task in a sector that abounds with intelligence and innovation. These Awards recognize the values and developments that highlight the objectives of this important UN agency, whose field of responsibility—tourism—offers such an important contribution to humanity today.

I congratulate the World Tourism Organization on continuing to drive and promote the values that make tourism an activity that is innovative, responsible and committed to the economic and social development of peoples.
It is an honor for Macao, China to render its support for the first time to the UNWTO Awards for Excellence and Innovation in Tourism.

Excellence and innovation are main ingredients for any tourism industry stakeholder to be successful. It can be achieved by anyone anywhere, as long as the commitment is there, as the list of this year’s awards finalists reveals, with so many exceptional contributions made in public policies and governance, enterprises, non-governmental organizations, as well as research and technology.

As a tourism city, Macao has much to learn and benefit from its engagement with UNWTO and this flagship awards for the global tourism sector. According to the latest UNWTO international ranking of international tourist arrivals, Macao is nineteenth in the world and fifth in Asia Pacific, while in terms of international tourism receipts, the city comes fifth globally and second in Asia Pacific. The ranking signals the magnitude of opportunities and challenges Macao faces as a tourism destination. Macao wants to protect its heart and soul, alive on the city’s heritage and culture, while evolving into a World Centre of Tourism and Leisure, a vision that requires continuing innovation and a search for excellence in order to be fulfilled.

Macao congratulates all winners of the 12th UNWTO Awards. Bravo for your outstanding achievements!
Congratulatory Message from the Director of the Tourism Agency of Galicia (Turismo de Galicia), Spain, Maria Nava Castro Dominguez.

I would like to express my most sincere congratulation to the finalists and winners, as well as to the World Tourism Organization (UNWTO) for these prestigious Awards recognizing the creation and dissemination of knowledge, innovation in tourism, which showcases the sector’s importance and transversal character.

Each awarded initiative serves as inspiration for the development of a sustainable and competitive tourism sector that promotes ethical values.

Please receive our sincere congratulations from Galicia. This land of contrasts, the finish-line of Saint James’s Way, awaits you with open arms.
12th UNWTO AWARDS
For Excellence and Innovation in Tourism
PROGRAMME
18:30 Welcome Cocktail Reception
18:45 – 22:00 UNWTO Awards Ceremony and Gala Dinner*

Welcoming Remarks

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

UNWTO Awards for Innovation

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

UNWTO Lifetime Achievement Award

Tribute to the cuisine of Galicia, Spain (Turismo de Galicia)

Cocktail – courtesy of the National Secretariat for Tourism of Paraguay (Senatur)

*Dinner will be served during the Ceremony, featuring Galician cuisine by Michelin-starred chef, Mr. Pepe Solla.
Richard Butler
UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge
Professor Richard Butler demonstrated his valuable expertise from his PhD dissertation focusing on the highlands and islands of Scotland up until today. His understanding of tourism, his insights as a geographer and his empirical work in Canada led him to produce one of the most influential theories about tourism – the Tourism Area Life Cycle (TALC). His publication in The Canadian Geographer (1980) remains one of the most cited academic papers on tourism and its contents and developments have been massively influential in the development of tourism destinations throughout the world.

Apart from his interest in tourism destination development his other main areas of research are tourism in remote areas, seasonality and the sustainability of tourism. Over nearly forty years he has produced some 17 books and more than 100 journal papers and chapters in books on these and related topics. He has also been a regular contributor to conferences, research and consultancy projects, university programmes and international studies throughout the world, including the recent sessions on seasonality for the World Tourism Organization (UNWTO). He is a founder member and former President of the International Academy for the Study of Tourism and a past President of the Canadian Association for Leisure Studies.

His impressive career and achievements over the last forty years placed him at the forefront of academic research in tourism, becoming one of the most highly respected and best known researchers and scholars in the field of tourism.

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.
Arthur Haulot
UNWTO Lifetime Achievement Award
Born in Belgium in 1913, Arthur Haulot founded the International Social Tourism Organization (ISTO/OITS) in Belgium in 1963. The Organization regrouped 170 active organizations in 35 countries in the Americas, Europe and Africa. The ISTO/OITS is currently an international non-profit organization whose mission is to promote access to leisure, holidays and tourism for all.

Mr Haulot was also President of the International Union of Official Travel Organisations (IUOTO), precursor of the World Tourism Organization (UNWTO).

Mr Haulot was instrumental in the foundation of the European Travel Commission (1946), the first Regional Commission within IUOTO, where he became chairman and played a key role in the granting of United Nations (UN) consultative status to IUOTO in 1948 and the designation by the UN of 1967 as the International Year of Tourism. In 1973, he founded the International Bureau of Social Tourism and became its Secretary General until 1988.

Honorary doctorate from the Free University of Brussels, Mr Haulot was a writer, a poet and the founder of the Biennale de Poésie de Liege. Arthur Haulot was also the director of ‘Journal of Poets’ and the president of the International House of Poetry. He was a member of the Socialist Party, established the basis of the National Youth Council and one of the pioneers for ensuring the rights to tourism for all, social tourism.

Mr Haulot dedicated his life to tourism – in 1938 he was appointed as inspector at the National Holiday Office workers and later in 1939 as Commissioner General for Tourism, a post he held for thirty-three ears.

Mr Haulot passed away on May 25, 2005. The posthumous Award will be presented to his family during the UNWTO Awards Ceremony on 20th January 2016 in the framework of the Spanish Tourism Fair FITUR.

The UNWTO Lifetime Achievement Award is conferred to recognize a lifetime achievement of individuals with visionary leadership and significant contribution throughout the nominee’s career as an inspirational role model for the development at the local, national, regional or international level.
UNWTO Award for Innovation in Public Policy and Governance

Responsible Tourism and Free of Crime. Alcaldía Medellín, Colombia

A public sector initiative to fight the sexual exploitation of children in the tourism sector in Medellín, Colombia. Working closely with the United Nations Office on Drugs and Crime (UNODC), the Office Under Secretary of Tourism of the Mayor’s Office of Medellín has been working tirelessly since 2012 to fight against the commercial sexual exploitation of children (CSEC) associated with travel and tourism by promoting and implementing actions among actors of the public-private sector to work together towards responsible tourism.

Re-inventing the government in Tourism. Pemkab Banyuwangi, Indonesia

The project developed by the government of Banyuwangi in Indonesia promotes the use of Information and Communication Technologies (ICT) in tourism. Moving ahead from its traditional functions to serve in areas of education, health or social, the government of Banyuwangi strategically reinvented its role by implementing ICT in its working routine, resulting in the significant improvement of the efficiency of its administration and in the quality of the promotion of its destination.
East Africa Tourism Platform, Kenya

A regional tourism body dedicated to promoting the interest of the private sector in the East African Community (EAC) integration process. By fostering dialogue between the private sector and the national governments, EATP successfully led a number of initiatives such as visa facilitation, joint marketing initiatives or the harmonization of standards and codes of conduct of tourism, positively enhancing the competitiveness and hence tourism of the area.

Green Certifications Program, Puerto Rico Tourism Company (PRTC), Puerto Rico

The Green Certifications Program recompenses agents of the hotel industry that comply with the sustainable criteria established by the Puerto Rico Tourism Company, whereby demonstrating their commitment to sustainable tourism.
UNWTO Award for Innovation in Enterprises

Plentifulness Project, Projeto Fartura, Brazil

The Plentifulness project has brought together various stakeholders from Brazil’s gastronomic sector in over 22 states. This project, through the development of gastronomy tourism products, supports local economic development involving the entire food tourism value chain.

Beach Clean-up, Garuda Indonesia Bali, Indonesia

Since 2012, Garuda Indonesia has joined forces with Coca-Cola Amatil Indonesia (CCAI) and Quiksilver Indonesia (QS) through the Bali Beach Clean Up program—a bold action founded by CCAI and QS in 2008 that aims to minimize the impact of waste on the beautiful beaches of Bali, strengthening the tourism sector which will help improve the welfare of local people, and support the programme of the Balinese Government.

Treetop Walking Path, Anykščiai Regional Park Direction, Lithuania

An innovative trekking tourist attraction, unique in the Baltic States and Eastern Europe, located in the Anykščiai forest reserve. The path offers visitors the opportunity to explore both natural and cultural heritages in an inspirational and creative way. It is also accessible to disabled tourists.

First Professional Experience Project, Meliá Hotels International, Spain

The Meliá Hotels International, a major Spanish Hotel chain, introduced an innovative social-work model aimed at promoting the employability of young people at risk of exclusion by enhancing their skills in real-life trainings.

World’s first 100 % electric tourbus, Switzerland Explorer Tours, Switzerland

A public-private initiative, Switchbus offers the ability for visitors to experience sustainable mountain tours via innovative 100% electric buses that emit zero emissions and are able to travel long-distance.
UNWTO Award for Innovation in Non-Governmental Organizations

The ChildSafe Movement, Friends-International, Cambodia

The ChildSafe Movement, created in 2005 by Friends-International, is a leading child-focused international NGO and social enterprise at the forefront of work with underprivileged communities in Asia. This global movement efforts surround the protection of children from all forms of abuse and drives awareness of child protection among all tourism industry stakeholders.

Coral Reef Reborn, Yayasan Karang Lestari, Indonesia

Yayasan Karang Lestari launched an initiative to protect coral reefs in Pemuteran Bay, resulting in the transformation of a poor fishing village into a flourishing destination of choice for marine tourism in Bali. The key of this successful transformation lies in active community participation which enhanced a sense of belonging amongst the villagers, encouraging Gotong Royong (communal work), one of the core tenets of Indonesian philosophy.

Sisterhood of Survivors Program, Samrakshak Samuha Nepal (SASANE), Nepal

SASANE was established in 2008 by former female victims of human trafficking on the principle that survivors can create social change. Sisterhood of Survivors (SOS), one of SASANE’s innovative programs grassroots effort to empower human trafficking survivors by training them to become trekking and tour guides and successful hospitality staff, so they can have access to the resources and gain economic benefits of the rapidly growing tourist industry in Nepal.

Children in the Wilderness, South Africa

By exposing children to their wildlife heritage, Children in the Wilderness (CITW) aims to create a network of learning sanctuaries that uplifts our children and conserves our planet. The programme combines leadership skills, environmental education and recreation – all in a unique and safe wilderness environment. A key focus is also placed on increasing self-esteem, teaching new skills and imparting knowledge. The programme currently operates in six countries: Botswana, Malawi, Namibia, South Africa, Zambia and Zimbabwe.
UNWTO Award for Innovation in Research and Technology

Mobile Application Bike Rijek, Rijeka Tourist Board, Croatia

Developed by the RijekaTourist Board, Bike Rijeka is an innovative mobile-app that offers tourists the opportunity to explore the valuable heritage of the region by bike, guiding them through a selection of more than 40 existing bike paths.

The Itaipu Tourism Complex, Fundação Parque Tecnológico Itaipu, Brazil

The Itaipu Tourism Complex, a major tourist attraction located in the southern region of Brazil, demonstrated its commitment to make a positive impact on the environment thanks to the implementation of an innovative sustainable management model governed by six sustainable principles.

Korea Medical Tourism Online Platform, Korea Tourism Organization, R.O. Korea

Visit Medical Korea, an integrated online platform, provides two-way services to both medical service providers and foreign customers, enhancing the regional medical tourism in the country.
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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.
QUIERO
GALICIA

“Quiero descubrir,
quiero sentir, quiero mar,
quiero descansar...”

TODO LO QUE DESEAS
AQUÍ SE PUEDE HACER REALIDAD

Disfrutar del contacto con la naturaleza frente a la inmensidad del océano Atlántico, tener a tu alcance 90 senderos homologados, 1,600 kilómetros de costa, bosques, monasterios...
Galicia, el lugar donde tus deseos se hacen realidad.