

13 UNWTO AWARDS

For Excellence and Innovation in Tourism

Ceremony & Gala Dinner

18 January 2017 - IFEMA | FITUR, Madrid, Spain

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Welcome

The UNWTO Awards for Excellence and Innovation in Tourism recognize the creativity, dedication and endeavors of all those who are committed to advancing innovation and promoting sustainability in tourism.

The Awards are co-organized by UNWTO and IFEMA/FITUR for the fourth consecutive year on the first day of FITUR. The 13th edition of the UNWTO Awards is of particular relevance as it coincides with the launch of the International Year of Sustainable Tourism for Development 2017.

As in previous editions, the 13th UNWTO Awards is honored to present the laureates of the Lifetime Achievement Award and the UNWTO Ulysses Prize for Creation and Dissemination of Knowledge in recognition of their commitment in promoting sustainable tourism and the inspiring and important impact of their work for global tourism.

The finalists of the UNWTO Awards for Innovation will be announced in four categories - Public Policy and Governance, Research and Technology, Enterprises and Non-governmental Organizations – for the quality of the initiatives carried out and their ability to inspire the development of sustainable practices, promote socio-economic growth and respect the socio-cultural authenticity of host communities, in line with the principles of the UNWTO Global Code of Ethics for Tourism and the Sustainable Development Goals (SDGs).

UNWTO is also pleased to announce a new UNWTO Award category, the UNWTO Ethics Award. This Award aims to recognize companies for their excellence in the implementation of the principles of the UNWTO Global Code of Ethics of Tourism in their business operations and corporate social responsibility.

UNWTO and IFEMA/FITUR are proud to welcome you to the 13th edition of the UNWTO Awards for Excellence and Innovation in Tourism and wish you a pleasant evening.

Message by UNWTO Secretary-General, Mr. Taleb Rifai

The designation by the United Nations of 2017 as the International Year of Sustainable Tourism for Development represents a remarkable recognition of the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental.

The World Tourism Organization (UNWTO), as the lead UN agency for this initiative, is honored to oversee the organization and implementation of the International Year in collaboration with the tourism community, embracing the unique opportunity it offers to advance tourism on the 2030 Sustainable Development Agenda.

On this very special year, the UNWTO Awards for Excellence and Innovation in Tourism take on full significance as we honor the efforts and achievements of all those who take action to foster innovation and sustainability in tourism and work towards building a more sustainable and responsible future.

I would thus like to extend my most sincere congratulations to all finalists and awardees for their contribution to advancing tourism and for inspiring all of us.

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.

Message by the Chairman of the IFEMA Executive Committee, Mr. Clemente González Soler

Tourism is among the sectors with the greatest potential to contribute to the development of countries, as it is a strong generator of wealth that is increasingly aware of its commitment to the environment and sustainability. Today, these concepts coexist with the competitive essence of this industry, its vocation for innovation, as well as the talent and the creative capacity of those who form part of it. This profile is perfectly embodied in FITUR, which provides an excellent setting in which to observe the evolution of a sector that is prepared to take on the challenges entailed by technological developments and the emergence of new players and new markets. In short, it is a sector that is aware of its impact and proud of its exacting demands.

These awards, under the auspices of the World Tourism Organization, serve to promote all these values by identifying excellence and rewarding the best models of action, with a special focus this year on those committed to sustainability.

I convey my sincere congratulations to the World Tourism Organization for this initiative and for its commitment to the responsibility of making tourism a vital, and at the same time, sustainable activity for humanity. Let us hope that this year, declared by the United Nations as the International Year of Sustainable Tourism, is just the beginning of a long journey. IFEMA-FITUR is proud to have been chosen to host the global launch of this celebration.

Congratulatory Message by Executive Deputy General Manager of Suning Real Estate, China, Mr. Yong CHEN

It is an honor for Suning to render its support for the first time to the UNWTO Awards for Excellence and Innovation in Tourism.

Modern day tourism integrates the primary, secondary and tertiary industries. To make the tourism sector stronger, we are so desperate to encourage innovation in the cross-industry way. This year's awards finalists have strongly proved what they achieved in bringing innovation in this area.

As the largest offline physical platform of Suning Holdings Group, Suning Real Estate inherits the outstanding commercial retail and O2O operation experience of Suning Holdings Group while focusing on the smart development and operation of contemporary urban space. Along with China's consumption level increase and consumption structure promotion, tourism market is booming. Guided by time trend, based on past practice and group-related resources, Suning Real Estate has set cultural and tourist real estate as the new strategic sector. Through practicing on the tourism resort, scarce landscape villa, golf club etc., Suning Real Estate insists on exploring the sustainable development pattern of cultural and tourist real estate business model, dedicating to provide more excellent cultural and tourist real estate products and higher-end cultural tourism experience for consumers from home and abroad..

Suning congratulates all winners of the 13th UNWTO Awards. Bravo for your outstanding achievements!

Congratulatory Message by Councilor for Tourism and Sports, Andalusian Regional Government, Spain, Mr. Francisco Fernández Hernández

Through these words, I would like to congratulate the finalists and winners of the 13th UNWTO Awards for Excellence and Innovation in Tourism, granted by the World Tourism Organization to recognize their commitment towards the protection and transmission of the knowledge that make tourism a more competitive and sustainable sector.

Excellence and Innovation are undoubtedly two of the pillars on which the development of the sector must be sustained. These are the main reasons the winners are an example to be followed for all those destinations, such as Andalusia, daily working under these same parameters in order to transform the tourist experience into economic and social profitability, the best experience for the traveler and the most pleasing of his memories.

From one of the richest and most diverse heritages in the world, Andalusia continues to add quality, innovation and sustainability to an already unique offer, which is tainted, couldn't be otherwise, by the warmth and hospitality of its people. These reasons should be enough to invite you to visit us - if you have not already done so - or to remind you - in case you've already been - to return to Andalusia, because this is a land that always surprises the visitor, where we will be delighted to receive you and where you can find everything, for everyone, throughout the whole year.

Congratulatory Message from the Secretary for Social Affairs and Culture of the Macao Special Administrative Region, China, Dr. Alexis Tam Chon Weng

I congratulate all winners of the 13th UNWTO Awards for your outstanding achievements. You truly inspire Macao and other tourism destinations around the world in our common pursuit of excellence and innovation.

Congratulatory Message by General Manager of PortAventura World, Spain, Mr Fernando Aldecoa

It is an honour for PortAventura World to support the UNWTO Awards for Excellence and Innovation in Tourism.

As a company that is committed to corporate social responsibility, PortAventura World Parks & Resort has included in its business strategy the Sustainable Development Goals (SDGs) promoted by the United Nations and commitment to the World Tourism Organization's (UNWTO) Global Code of Ethics for Tourism, to ensure that people from all around the world reach a better standard of living without harming the planet.

PortAventura World Parks & Resort has implemented actions designed to establish each one of the principles covered by these international initiatives. Service excellence, talent management, commitment to the protection of the environment, generation of value in the surrounding area, commitment to quality in its suppliers and PortAventura Foundation's active social campaigns, all form part of the company's culture as strategic pillars of Corporate Responsibility.

Currently, PortAventura World is in the final phase of construction of Ferrari Land, its third theme park which will make it the only resort in Europe with 3 parks. This is PortAventura's biggest project since it opened and it reinforces the commitment to innovation and development.

I extend my heartfelt congratulations to the World Tourism Organization for their outstanding work in promoting the values that make tourism a responsible activity that is committed to society.

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PROGRAMME

18:30 Welcome Cocktail Reception
19:00 – 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 Ethics Award

UNWTO Lifetime Achievement Award

Special recognition to the Patron of the 13th UNWTO Awards

Tribute to the cuisine of Andalusia region of Spain (Turismo Andaluz)

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

***The Gala Dinner will feature a fine example of the gastronomy of the Andalusia region of Spain prepared by Hotel Escuela Convento Santo Domingo, Archidona, Malaga, Spain.**



Geoffrey Wall

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

Professor Geoffrey Wall is a Distinguished Professor Emeritus at the Department of Geography and Environmental Management, University of Waterloo, Canada, where he has been teaching for more than 40 years.

The Prize has particularly valued Professor Wall's pioneer research on tourism and climate change and his work on ecotourism and tourism planning. His ecotourism assessment framework and economic impacts assessment models have been effectively implemented in parks and protected areas in many parts of the world. Most of his research has been undertaken in Asia, with a recent emphasis on natural and cultural heritage and indigenous people.

A prolific writer and researcher, Professor Wall has published more than 200 publications in refereed journals, more than 100 book chapters and about 20 books and monographs. He has also supervised more than 100 graduate students; many of them are now leaders in the tourism field.

Professor Wall also has considerable involvement in practical international planning initiatives. For example, he contributed to the Bali Sustainable Development Project, directed two Five-Year projects in China on coastal zone management in Hainan, and on eco-planning and development; and has been an advisor on many tourism planning initiatives, from provincial to local level, especially in China. He is currently assisting the preparation of the application for UNESCO World Heritage sites in Western China.

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.



Tony and
Maureen
Wheeler

UNWTO Lifetime Achievement Award

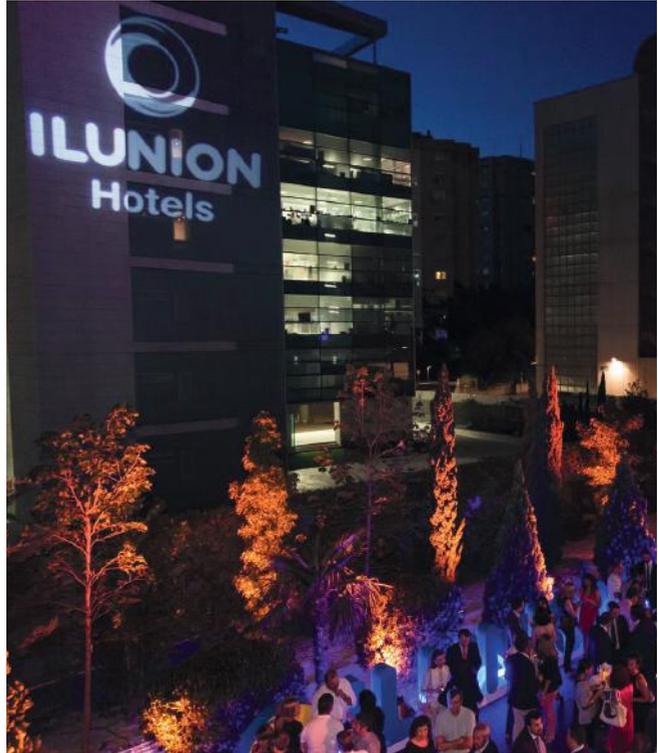
Tony and Maureen Wheeler are the founders of a global travel empire, The Lonely Planet. A trek along Asia's 'hippie trail' in 1972 led Tony and Maureen Wheeler to establish Lonely Planet Publications and over the following four decades to produce hundreds of guidebooks which have now sold well over 100 million copies in English as well as in numerous other languages. Lonely Planet also ventured into many other travel areas including a television series and an award-winning travel website. The New York Times described Tony as 'the trailblazing patron saint of the world's backpackers and adventure travelers.'

Since the sale of Lonely Planet, Tony and Maureen have been involved in numerous other activities, many of them with a travel connection. The foundation they first established within Lonely Planet now works with more than 50 projects in the developing world, principally in Southeast Asia and East Africa. The projects are mainly involved with education and health, but Tony and Maureen's interests extend far further.

The Tony & Maureen Wheeler Chair of Entrepreneurship at London Business School is held by Professor Rajesh Chandy whose work concentrates on entrepreneurship in the developing world. In Melbourne, Australia the creation of the Wheeler Centre for Books, Writing & Ideas played a key role in the city's recognition as a UNESCO City of Literature. Maureen is the Chairperson of the annual Melbourne Arts Festival and the Principal Patron of Opera Australia's production of Wagner's Ring Cycle in Melbourne in 2013 and 2016. Tony is a director of Global Heritage Fund, which works to protect and develop archaeological sites in the developing world.

Tony's interest in our world's more unusual travel destinations led him to write Lonely Planet's Bad Lands and later Dark Lands. He is currently working on a new book on The Islands of Australia – there are more than 8,000 of them – for the National Library of Australia and on Lonely Planet's forthcoming Epic Drives of the World.

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.



ILUNION Hotels

UNWTO Ethics Award

The pioneering policies of ILUNION Hotels in the area of universal accessibility carry an enormous potential to change attitudes, break down social barriers and make the accommodation sector more inclusive.

ILUNION Hotels has developed a specific business model of universal accessibility that comprises not only customers with disabilities and specific access requirements, but also its employees and suppliers. All the hotels of the group have obtained the Universal Accessibility Certificate from Bureau Veritas (UNE 170001-2), which guarantees that the hotels provide environments, rooms, and technical aids which ensure universal accessibility for all. ILUNION's workforce of 568 people includes 18,31% of employees with some form of disability, but if we consider both direct and indirect employees, the percentage reaches 40%. Furthermore, specific training plans in accessibility awareness guarantee a standard of excellence in the interaction between employees and customers. As the constant improvement in the area of accessibility is key part of the company's mission, specific plans are established every year to upgrade and improve the accessibility of the group's infrastructure and services.

For these reasons, ILUNION Hotels' innovative approach to accessibility represents a virtuous, innovative and replicable best practice of corporate social responsibility.

The UNWTO Ethics Award is a new category of the UNWTO Awards that was established in 2016 with the aim of recognizing tourism companies and associations for their commitment and work in the promotion and implementation of the principles of the Global Code of Ethics of Tourism. The Award is open to all companies and associations that are official signatories of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism.

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For Excellence and Innovation in Tourism **Finalists**
(in alphabetical order)

UNWTO Award for Innovation in Public Policy and Governance

Social Progress Index in Tourist Destinations of Costa Rica - Instituto Costarricense de Turismo, Costa Rica

The Social Progress Index (SPI) is a tool developed to measure the well-being of individuals living in tourism destinations. Incorporating the use of a new methodology and multidimensional indicators, this instrument successfully assesses the sustainability of tourism destinations, paving the way for benchmarking between territories. Most importantly, it serves as a guide for the development of new tourism policies and the launch of public-private collaborations that have a positive impact on local communities and foster the role of tourism as a catalyst for sustainable development.

Innovative Use of E-Tourism - Advisory Council of the Tourism Ministry, Egypt

Egypt's E-Tourism strategy was launched to help rebuild the country's image and recover from the significant decline in tourism since 2011. The new promotional strategy was built around the development of a digital campaign and the implementation of e-marketing tools in the tourism sector. The success of this innovative and fully inclusive strategy lies in the use of a 360 degree feedback mechanism between travelers and tourism agents and the development of capacity building programmes to all tourism stakeholders in virtual marketing.

Strategies for the Development of Sustainable Tourism in Guanajuato - Guanajuato Ministry of Tourism, Mexico

Recognizing the important potential of tourism as a catalyst for development, the Government of the State of Guanajuato in Mexico took a step ahead in setting tourism as a priority in the agenda through the implementation of the 2013-2018 Guanajuato State Tourism Plan (GSTP). The complex structure of the State Tourism Program is structured around five sectorial objectives and more than 90 actions and 8 goals distributed in all 7 regions of the State of Guanajuato, all aligned to reinforce the competitive advantage of the region and position the destination as one of the top Mexican tourism destinations.

Valencian Institute of Tourism Technologies (INVAT.TUR) - Valencia Region Tourism Board, Spain

Invat.Tur is the branch of Valencia Region Tourism Board specialized in the generation and transfer of tourism knowledge through the development of R+D+i projects and adaptation to new trends in tourism. Bringing together all tourism stakeholders, it serves as an efficient platform that contributes to improving the competitiveness of the region while also enhancing collaboration and advancing knowledge in tourism.

UNWTO Award for Innovation in Enterprises

Adding Color to Lives - Carlson Rezidor Hotel Group, Belgium

“Adding Color to Lives” is a global social action art project launched in 2015 by the midscale hotel brand, Park Inn by Radisson. This innovative project brings together youth in difficult life situations allowing them to express themselves through art and have a lasting impact on their communities while embracing their cultural heritage.

Ecobnb, The Community of Sustainable Tourism - Ecobnb, Italy

Ecobnb is an innovative start-up offering a network of eco-sustainable accommodations, recognized today as an important Italian Community of Sustainable Tourism and a growing community in Europe. Through the establishment of sustainability requirements for all selected accommodations, Ecobnb has managed to offer an alternative tourism experience to travelers, while bringing together a community of responsible tourists that contributes to the preservation of the environment and the promotion of sustainable tourism.

UNWTO Award for Innovation in Non-Governmental Organizations

A Sustainable Tourism Supply Chain - Fundación Tropicalia, Dominican Republic

The project “Inclusion of Micro-and Small Enterprises in the Sustainable Tourism Supply Chain” was developed in 2013, providing a solution to the non-existent tourism structure faced by the town of Miches, Dominican Republic. The new business model enhances regional market access to local farmers and microenterprises by including them in the sustainable tourism value chain designed to supply Tropicalia, a sustainable luxury development of Cisneros Real Estate. Fundación Tropicalia further develops the supply chain by promoting trade among farmers, assisting them in the access to funding and offering technical assistance and training. The programme is supported by the Inter-American Development Bank’s Multilateral Investment Fund (IDB/MIF).

Govardhan Ecovillage - Eco Tourism as a catalyst for rural development - Govardhan Ecovillage, India

Govardhan Ecovillage (GEV) is a community located in Maharashtra, India, that has developed an innovative tourism model combining both tourism and the promotion of sustainable development. The community offers the travelers the possibility of receiving training in various areas including rural development, environment conservation and organic agriculture. Furthermore, through the training institutes developed by GEV, best practices learnt from their experience in organic agriculture are shared with surrounding local community.

Culture Heritage: Tools for Sustainability of a World Heritage Site - Petra National Trust, Jordan

Petra National Trust’s Education Outreach and Awareness (EOA) program is a unique and innovative educational program launched to promote the preservation and sustainability of Petra Archaeological Park (PAP). PNT works with local communities to raise awareness among children and youth about the cultural and natural values of Petra by underscoring the links between good practices in cultural heritage management, sustainable tourism development, and long-term economic gains.

UNWTO Award for Innovation in Research and Technology

Carmacal Carbon Calculator for Travel Packages - ANVR (Dutch Travel Trade Association), Netherlands

Carmacal is an innovative tool developed to measure the carbon footprint of tourism activities through the analysis of the involved modes of transport, accommodations and other activities. This user friendly and web-based carbon calculator provides a useful solution for all tour operator, travel agency or destination interested in reducing their carbon emissions and benefiting from both the economic and environmental benefits linked to it.

Tourism 4.0. Turismo de Portugal - IP, Portugal

Tourism 4.0 is an initiative developed by Turismo de Portugal that aims at promoting entrepreneurship, support travel and tourism startups as well as foster innovation in tourism in the country. Under this initiative, Turismo de Portugal acts as an advisory body and coordinator by promoting the establishment of alliances and partnerships between the different agents, facilitating the access to funding and offering training and strategic advices to SMEs'. As a result, several initiatives have been launched since the creation of the programme, contributing to the fostering of an active entrepreneurial environment in Portugal.

Encyclopedia of Tourism - Ulysses Foundation, Spain

The Encyclopedia of Tourism is a directory which gathers comprehensive and up-to-date tourism knowledge, offering access to over 700 publications. It is available in hardcopy, eBook and online. The project also fosters a knowledge community where experts are invited to share their expertise and the community, together with editors, can revise publications.

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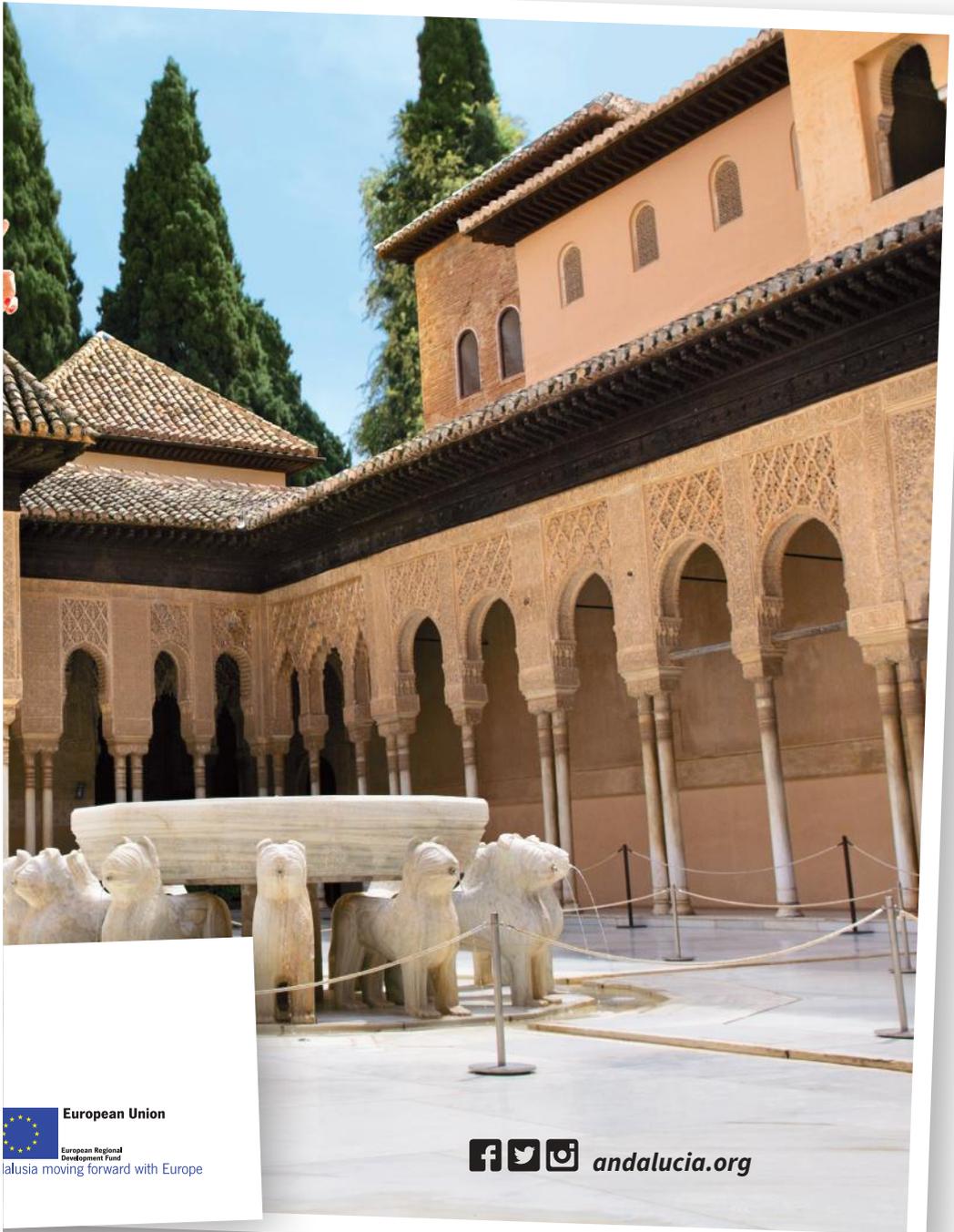
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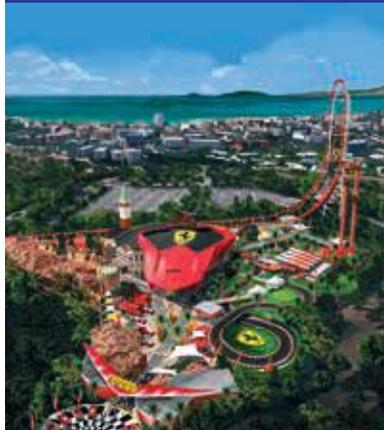


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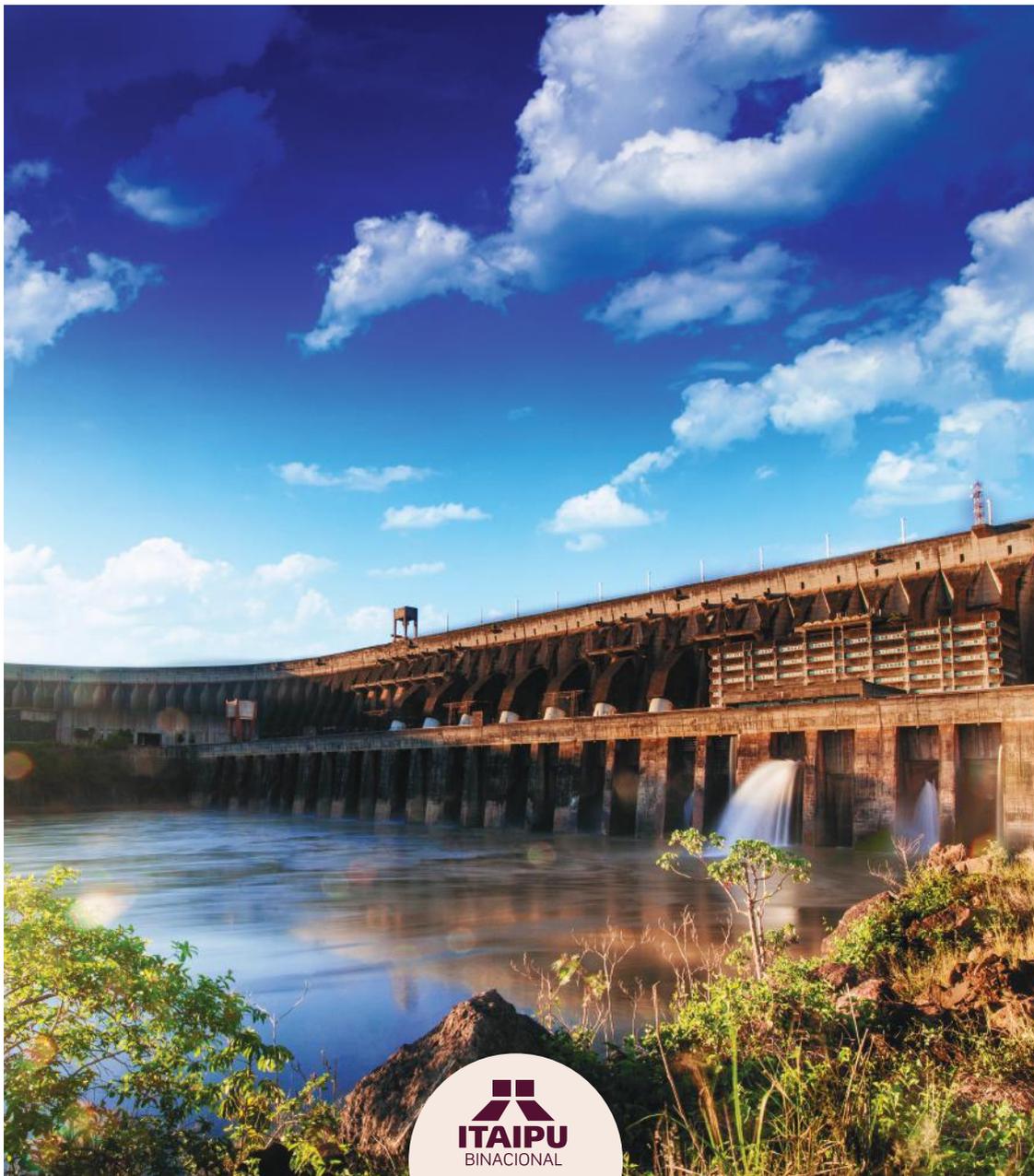
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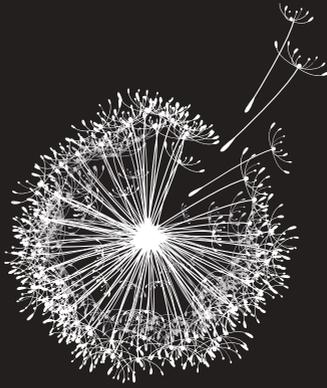

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The World Tourism Organization is the United Nations agency responsible for the development of responsible, sustainable and universally accessible tourism. As the leading international organization in this field, UNWTO promotes tourism as a driver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



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



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