



UNWTO AWARDS SYMPOSIUM -Provisional Agenda-

Programme – Tuesday, 27 January 2015, 15:00 – 19:00
Venue: IFEMA, N107-108

15:00-15:10

Opening Session

Carlos Vogeler, Director, Executive-Secretary, UNWTO Member Relations
Luis Eduardo Cortes Muñoz, Executive President, IFEMA

15:10-16:00

Stories of Innovation, the road to Excellence

(Finalists of the 11th UNWTO Awards for Excellence and Innovation in Tourism)
Moderated by: Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

Presenters:

- **Domestic Tourism Promotion Initiative “Y tú, qué planes?”**, Ms. Maria Soledad Acosta Torrelly, Director of Tourism Promotion - Commission for the Promotion of Exports and Tourism - PromPeru (Peru)
- **Routes the Coffee Cultural Landscape**, Ms. Maria Claudia Campo Florez, Project Coordinator - Chamber of Commerce in Armenia, Quindío (Colombia)
- **Visit Amsterdam, See Holland** Mr. Boudewijn Bokdam, Project Manager - Amsterdam Marketing (The Netherlands)
- **Conserving Wildlife and Empowering Communities in Namibia**, Mr. James Sano, Vice President - World Wildlife Fund for Nature (Namibia)
- **Promotion of Local Culture in the Sundarbans Impact Zone in Bangladesh through Cultural Ecotourism and Entrepreneurship**, Mr. Islam Nazrul, Country Director - Relief International (Bangladesh)

Q&A

16:00-16:15

Innovation as a key for tourism competitiveness

(Best paper awardee of the 2nd UNWTO Knowledge Network Global Forum)

Presenters:

- “Productos turísticos innovadores que eleven la competitividad de los Pueblos Mágicos del Estado de México” Authored by: Hazael Cerón, Eduardo Puente Santos and Rosalía López Silva, Universidad Anahuac
Presented by: Hazael Cerón, Universidad Anahuac

16:15-17:00

Stories of Innovation, the road to Excellence

(Finalists of the 11th UNWTO Awards for Excellence and Innovation in Tourism)
Moderated by: Eun Ji Tae, Coordinator, Knowledge Network, UNWTO



Presenters:

- **Fragrances and Tastes of Lošinj**, Ms. Durdica Simicic, Director - Mali Lošinj Tourist Board (Croatia)
- **Inspira Santa Marta Hotel**, Mr. Nicolas Roucos, General Manager - Hotel Santa Marta S.A. (Portugal)
- **Taste of Fethiye**, Ms. Vicky Erdogan, Hotels & Marketing Manager - The Travel Foundation (Turkey)
- **Building a Community of Conscious Globetrotter Making a Positive Impact through Ethical and Responsible Tourism**, Annie Beaulieu, Founder and CEO - Freedom Explore Experience Empower (Australia)

Q&A

17:00-18:00

Stories of Innovation, the road to Excellence

(Finalists of the 11th UNWTO Awards for Excellence and Innovation in Tourism)

Moderated by: Marcelo Risi, Senior Media Officer, UNWTO

Presenters:

- **The Use of Open Innovation in Co-Creating Vienna's Tourism Strategy 2020**, Mr. Clemens Költringer, Marketing Analyst - Vienna Tourist Board (Austria)
- **Key Figures: Amsterdam as a Convention Destination**, Mr. Olivier Ponti, Research Manager - Amsterdam Marketing (The Netherlands)
- **China Tourism Economy Monitoring and Early Warning System**, Mr. Xu Chen, Researcher - China Tourism Academy (China)
- **Visit Europe iPad App**, Mr. Eduardo Santander, Executive Director - European Travel Commission

Q&A

18:00-18:55

Special Discussion: The New UNWTO Ulysses Prize Laureate on the Focus

Moderated by Carlos Vogeler, Director, Executive-Secretary, UNWTO Member Relations

With participation of the UNWTO Ulysses Prize Laureates:

Dr. Eduardo Fayos-Sola, 11th UNWTO Ulysses Prize Laureate
Dr. David Airey, UNWTO Ulysses Prize Laureate (2006)
Dr. Jafar Jafari, UNWTO Ulysses Prize Laureate (2005)
Dr. Don Hawkins, UNWTO Ulysses Prize Laureate (2003)

18:55-19:00

Closing Session