



14 UNWTO AWARDS FORUM

Provisional Programme

Time: Monday, 15 January 2018, 10:00 -17:10

/ Venue: Paraninfo, Universidad Complutense de Madrid (Calle de San Bernardo, 49, 28015 Madrid)

11/01/2018

08:00-10:00 Registration

Master of Ceremony: xxx

10:00-10:10 Opening Session

Opening Remarks by Zurab Pololikashvili, UNWTO Secretary-General

Welcome Remarks by Carlos Andradadas, Rector of Complutense University of Madrid

10:10-10:25 Keynote Speech by the 14th UNWTO Ulysses Prize Laureate

Valene L. Smith, Professor Emeritus and Research Professor of Anthropology at California State University, Chico, USA, 14th UNWTO Ulysses Prize Laureate

10:25-11:00 Special Session on 'Evolution of UNWTO Awards for Innovation'

Donald Hawkins, 1st UNWTO Ulysses Laureate (tbc)

David Airey, 4th UNWTO Ulysses Laureate

Chris Cooper, 7th UNWTO Ulysses Laureate (tbc)

Eduardo Fayos-Sola, 11th UNWTO Ulysses Laureate

11:00-11:20 Case presentation of 'Innovation and Sustainability in Tourism Destinations': 'Wine Tourism Prototype of Argentina'

Introduction by Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO

Presentation by

Valentín Díaz Gilligan, Subsecretario General de la Presidencia - Presidencia de la Nación Argentina

Cristina Mengarelli, Director, Tourism Development, Ente Mendoza Turismo (Emetur), Argentina

11:20-12:10 UNWTO Award for Innovation in Research and Technology:

Moderated by Elcia Grandcourt, Program Director, Regional Programme for Africa UNWTO

Presentation and Panel Discussion by the finalists

- Building Planning and Design Standard (BPDS), EarthCheck, Australia
 - Stewart Moore, Founder and Chief Executive Officer, BPDS
- eVisitor - Croatian national tourist information system, Croatian National Tourism Board, Croatia
 - Lucijana Natalija Jerković, PR Manager, Croatian National Tourist Board
- Smart Tourism System, SEGITTUR, Spain
 - Fernando de Pablo, President, SEGITTUR



12:10-12:50 Refreshment Break

12:50-13:00 UNWTO Ethics Award

Luis García Codron, CEO, Europa Mundo Vacaciones, UNWTO Ethics Awardee

13:00- 14:00 UNWTO Awards for Innovation in Public Policy & Governance:

Moderated by Chris Cooper, Jury Member, 7th UNWTO Ulysses Laureate
Presentation and Panel Discussion by the finalists

- MiBarrio Applied Research Project, Ente de Turismo del Ministerio de Modernización, Innovación y Tecnología del Ciudad Autónoma de Buenos Aires, Argentina
 - Gonzalo Robredo, Presidente, Ente de Turismo de la Ciudad Autónoma de Buenos Aires
- “Internet + Longmen” action plan, Management Committee of Longmen Grottoes World Cultural Heritage Park, China
 - Jiang Jiawei, Assistant Director, Monitoring Centre for UNWTO Sustainable Tourism Observatories
- Tourism Training Talent (TTT), Turismo de Portugal, Portugal
 - Luís Araújo, President, Turismo de Portugal

14:00-15:00 Lunch Break (VIPs and Finalists are invited for the cocktail luncheon)

15:00-16:00 Presentations by the finalists of the UNWTO Award for Innovation in Enterprises:

Moderated by Donald Hawkins, 1st UNWTO Ulysses Laureate
Presentation and Panel Discussion by the finalists

- Conserving and expanding natural habitats, Great Plains Conservation and the Great Plains Conservation Foundation, Botswana and Kenya
 - Dereck Joubert, CEO, Great Plains Conservation
- Conservation and Livelihoods: Community managed ecotourism, Mangalajodi Ecotourism Trust, India
 - Sanjib Kumar Sarangi, Head, Natural Resource based Livelihood Programs
- Community and resilience: two villages tackle depopulation, Valle dei Cavalieri, Italy
 - Fabrizio Silvetti, Valle dei Cavalieri Member - Responsible for communication
- Three-Pillar Innovation Initiative, Balesin Island Club, Philippines
 - Joshua O. Torres, Director of Sustainability Projects, Alphaland Corporation



16:00-17:00 Presentations by the finalists of the UNWTO Award for Innovation in Non-Governmental Organizations:

Moderated by Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO
Presentation and Panel Discussion by the finalists

- Educating and empowering local communities for sustainable tourism futures, The Sumba Hospitality Foundation, Indonesia
 - Inge De Lathauwer, Founder, The Sumba Hospitality Foundation
- Connecting people through local experiences, Triponyu.com, Indonesia
 - Alfonsus Aditya Prabowo, CFO/CBDO, Triponyu.com
- IT.A.CÀ – Migrants and Travelers, Festival of Responsible Tourism, Associazione YODA, Italy
 - Pierluigi Musaro, Director, IT.A.CÀ Festival
- Strengthening community tourism, Grupo Ecologico Sierra Gorda, Mexico
 - Martha Isabel Ruiz Corzo, Director, Grupo Ecologico Sierra Gorda

17:00-17:10 Closing Session

ZHU, Shanzhong, Executive Director, UNWTO
Miguel Mirones, Chairman of the UNWTO Affiliate Members Board

(Finalists in alphabetical order of representing countries.)*

About the UNWTO Awards Forum. – *The UNWTO Awards Forum showcases the outstanding achievements of UNWTO Awardees and Ulysses Prize Laureates. It also serves as a world-class platform to share and learn about the most innovative trends and development for the tourism sector*