14 UNWTO AWARDS
For Excellence and Innovation in Tourism
The UNWTO Awards for Excellence and Innovation in Tourism honor the inspiring work of individuals and organizations that have highlighted tourism’s potential to help transform our world into a place of prosperity and wellbeing for all. Recognition is given in seven categories for their remarkable work towards the development of a more effective, inclusive and sustainable tourism sector and their exemplary contribution to the Sustainable Development Goals (SDGs).

UNWTO is pleased to honor the laureate of the UNWTO Ulysses Prize for Creation and Dissemination of Knowledge in recognition of her remarkable work in advancing knowledge in tourism and the promotion of innovation and excellence in tourism.

The UNWTO Awards for Innovation in Tourism recognize the quality of notable projects in four categories - Public Policy and Governance, Research and Technology, Enterprises and Non-governmental Organizations. Most of the selected projects are clear examples of inspirational civic behaviors and certainly open the way for the development of inclusive tourism by offering great solutions to achieve sustainable development in tourism.

The UNWTO Ethics Award, launched last year, recognizes the efforts of companies for the 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 is proud to welcome you to the 14th edition of the UNWTO Awards Ceremony for Excellence and Innovation in Tourism, co-organized by IFEMA/ FITUR, and wish you a pleasant evening.
Welcome Message by UNWTO Secretary-General

As the International Year of Sustainable Tourism 2017 has come to an end, it is time for us to reflect upon the work carried out and accomplishments this wonderful adventure brought us. Throughout the Year, we have had the privilege to witness how the entire tourism community - policymakers, companies as well as the development community at large, joined forces to strengthen the role of tourism as a positive force for change.

This increasing commitment of the international community serves as recognition for the crucial role tourism can play in fostering each of the 17 Sustainable Development Goals (SDGs) and the 2030 Agenda. With the right policies in place, tourism can be a driver for peace, tolerance, and justice, contribute to job creation, the protection of nature and the enhancement of our cultural heritage.

Today, we gather to honor the efforts and work of individuals, companies and organizations who have dedicated their life to building a better future for people and the planet. I am confident that their exemplary engagement will inspire many more to contribute to the development of a more sustainable tourism sector. It is therefore an honor to extend my sincerest congratulations to all finalists and winners for their contribution to paving the way to a better future.

I would also like to express our utmost appreciation to our long term partner and friend, IFEMA-FITUR, for co-hosting the UNWTO Awards with UNWTO for the fifth consecutive year, as well as to all our sponsors for their active support in the promotion of sustainable tourism.
Clemente Gonzalez
President of the IFEMA Executive Committee
Welcome Message by the President of the IFEMA Executive Committee

The tourism industry constitutes one of the major drivers of the economy, and contributing to this is its high competitive level and ability to adapt to the new market trends and demands. FITUR thus launches yet another year the agenda of the worldwide tourism industry under the premises of sustainability and innovation as the key factors in the industry’s current transformation and development. Concepts that today coexist with the competitive essence of this industry as well as with its vocation for excellence, for talent and for the creative and managerial ability of all those who shape it.

These Awards organized by the World Tourism Organisation also seek to drive innovation and imply the recognition of the best action models in the categories of Public Policies and Governance, Enterprise, Non-Governmental Organisations and Research and Technology.

My most sincere congratulations to the World Tourism Organisation for this initiative and for its commitment to making of tourism a life-giving yet sustainable activity in its broadest dimension. For IFEMA and for FITUR, it is again a source of pride, for the fifth consecutive year, to form part of this initiative whose results have inspired the competitive and sustainable development of tourism, the promotion of the UNWTO’s values of the World Code of Ethics for Tourism and the Objectives of Sustainable Development.
Congratulatory Message from the Secretary for Social Affairs and Culture of the Macao Special Administrative Region, China, Dr. Alexis Tam Chon Weng

Winners of the 14th UNWTO Awards for Excellence and Innovation in Tourism once again prove that the roots of true achievement lie in the will to make changes and pursue excellence through vision and dedication to the development of global tourism industry.

Macao is a destination where east meets west, where heritage and modern infrastructures stand side by side in harmony. The inscription on the World Heritage List and the designation as a Creative City of Gastronomy by UNESCO give Macao the leverage to develop our tourism industry. With the vision to transform Macao into a world centre of tourism and leisure, we aim to evolve into a diverse and sustainable tourism city that provides quality of life to our residents and rewarding experiences to our visitors.

The winning projects this year present us new ideas in the areas of public policy and governance, enterprises, non-governmental organizations, along with research and technology. They are all inspirations for tourism stakeholders to foster innovation in tourism and build a more sustainable and responsible industry at large.

Congratulations to all winners and I wish you all the best in your future endeavours.
TRAVEL.
ENJOY.
RESPECT.

#TRAVELENJOYRESPECT
Since its creation in 2003, the UNWTO Awards have been acknowledging the inspiring work of visionaries who, through their efforts and dedication, have fostered the development of sustainable initiatives and highlighted tourism’s potential to help transform our world into a place of prosperity and well-being for all.

With the right policies in place, tourism has indeed the immense power to contribute to gender equality, the preservation of ecosystems and biodiversity, the protection of natural and cultural heritage, and bring solutions to many other pressing challenges our world is facing today. In addition, an inclusive and participatory tourism can spur dialogue, foster mutual understanding and support efforts toward building a culture of peace.

Recognizing the above, the UNWTO Awards, through its different evaluation criteria aim to recognize the social and ethical impact of every project as a crucial component in the evaluation process, encompassing a much larger scope than at the beginning of this adventure which primarily focused on innovation and excellence. These new dimensions take full significance in the context of the International Year for Sustainable Tourism Development celebrated in 2017, and the decisive role that tourism can have in the contributing to the 2030 Agenda and the Sustainable Development Goals (SDGs).

In line with this, most of the selected projects are clear examples of how tourism can contribute to the SDGs and certainly open the way for the development of a more inclusive and responsible tourism by offering great solutions to engage local communities, empower women, enhance the cultural identity and promote dialogue through tourism.
18:00 – 19:00  Welcome Cocktail Dinner
Reception 19:00 – 21:00  UNWTO Awards Ceremony

**Welcoming Remarks**

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

**UNWTO Awards for Innovation**

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

**UNWTO Ethics Award**

**Special Programme for ‘Responsible Tourism’**

**Closing of the 14th UNWTO Awards Ceremony**
Valene L. Smith
14th UNWTO Ulysses Prize Winner
Professor Smith, recognized as the “Mother” of tourism social science studies, is a Professor Emeritus and Research Professor at the California State University, Chico, California, United State of America, where she has been teaching for 50 years.

As a pioneer in the field of tourism and a distinguished scholar in her discipline of anthropology, Valene L. Smith’s works are numerous and make her truly deserving of the Prize. A review of her accomplishments brings to light that she has not been locked into one culture, one nation, or one geography. In the true sense of the term, she is a globetrotter of the sociocultural global village we call home. Her research is lodged in different cultures and countries and hence her contributions are holistic in nature and scope. Significantly, unlike the majority of tourism scholars, she has also been a “practitioner” as an international tour guide for American Express in 1955, started her own travel service agency in 1959, and remains a Certified Travel Counsellor.

On other fronts, Valene Smith is named as an Outstanding Educator of America, recognized as a 2000 Women of the 20th Century, and is a recipient of the US Chamber of Commerce’s Community Service Award. Still on other fronts, among being an active member of American Anthropological Association, Society for Applied Anthropology, Society of Woman Geographers, Soroptimist International of Chico, American Association of University Women, American Fulbright Association, she has produced documentary films and has in place Valene L. Smith Museum of Anthropology in California. And, as a Licensed Private Pilot, she flies in full colours. Her Autobiography-Stereopticon: Entry to a Life of Travel and Tourism Research (Cognizant, 2015) tells her academic/professional story in her own words.

**About the UNWTO Ulysses Award**

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. There are thirteen UNWTO Ulysses Laureates been awarded as of 2017.
Europamundo
2nd UNWTO Ethics Awardee
Europa Mundo Vacaciones, a Spanish Tour Operator, has created in 2011 a Foundation which has achieved remarkable results in the implementation of the UNWTO Global Code of Ethics for Tourism in its worldwide activities, particularly in its contribution in the area of community well-being and sustainable development of tourism.

In six years of activity, the Foundation has invested a total of EUR 1.5 million to support 104 projects in 27 countries in the areas of education, health, creation of companies and infrastructures, directly benefitting 186,849 individuals.

Recent examples of community development projects include those creating and consolidating self-sustaining health systems in the most populated and unprotected areas in countries, such as in remote provinces of Bolivia, Colombia, Morocco and Nepal, and consisted in the provision of basic health education and training to the local communities by qualified medical volunteers. Other outstanding projects supported by the Foundation were focused on the promotion of a sustainable development of tourism in disadvantaged areas, as the one carried out in Nicaragua, where the creation of jobs for the local communities was facilitated by a local foundation through the development of a sustainable tourist route in rural areas. A similar project in Lebanon was specifically addressed to the socio-economic inclusion of local and refugee women in isolated provinces.

The Foundation also strongly collaborates with the Corporate Social Responsibility (CSR) department of its company Europa Mundo Vacaciones in organizing social and environmental awareness campaigns and volunteering programs involving its employees, providers and clients.

About the UNWTO Ethics Award

The UNWTO Ethics Award was established in 2016 as a new category of the UNWTO Awards 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.
UNWTO Award for Innovation in Public Policy and Governance

MiBarrio applied research Project, Ente de turismo de la ciudad de Buenos Aires, Argentina

The MiBarrio initiative represents an excellent example of urban planning strategy aimed at improving the livelihood of the communities through tourism development. The extensive screening of the different neighborhoods allowed the city of Buenos Aires to identify less touristic urban areas and develop, in collaboration with the local inhabitants, new tourism products to specifically tackle the economic and social issues faced by the inhabitants. The resulting tourism experiences contribute to give a voice to the communities enhancing their unique identity while fostering social inclusion, entrepreneurship as well as the economic development of the area.

“Internet + Longmen” action plan, Management Committee of Longmen Grottoes World Cultural Heritage Park, China

The “Internet + Longmen” action plan was launched three years ago to further enhance the beauty of UNESCO World Heritage Grottoes of Longmen, one of the finest examples of Chinese Buddhist art. The sophisticated incorporation of technological elements such as intelligent application center contributed to the creation of a more pleasant experience for the visitor and raise awareness on the necessity to preserve the richness of the cultural site. The Longmen Grottoes site is the first “Internet + Smart scenic area” in China and is in line with the smart tourism development plan developed by the China National Tourism Administration.
The Tourism training talent (TTT) programme implemented by the national Portuguese tourism organization represents an excellent example of capacity building programme developed to prepare the future generations of tourism workforce. The comprehensive training programme is strategically built around the National Tourism Plan and takes into consideration the future needs of the sector. This project contributes to the improvement of the competitiveness of the sector and to the positioning of Portugal as a leading tourism destination.
UNWTO Award for Innovation in Enterprises

Conserving and expanding natural habitats, Great Plains Conservation and the Great Plains Conservation Foundation, Botswana and Kenya

Great Plains Conservation owns and operates nine luxurious, sustainable safari camps and products across Botswana, Kenya and soon Zimbabwe, conserving nearly one million acres of land outside of national parks and employing almost 600 people. All profits are invested back into supporting the conservation of the wildlife through the implementation of direct conservation actions and the engagement of local community.

Conservation and Livelihoods: Community managed ecotourism, Mangalajodi Ecotourism Trust, India

Mangalajodi, a picturesque village located in northeast India at the borders of a vast wetland, is home to over 200 of birds’ species. Once associated with poaching of birds, the villagers stand today as true defenders of wildlife thanks to a coordinated effort in implementing a solid awareness campaign on the importance of preserving natural species and the benefits associated with wildlife tourism.

Community and resilience: two villages tackle depopulation, Valle dei Cavalieri, Italy

Cavalieri community-based cooperative was created to counter the depopulation of the village of Succiso in Italy, whose population passed from over 1,000 inhabitants in the 1950s to 64 inhabitants some years ago. Thanks to the strong involvement of the community, innovative and authentic tourism attractions were developed resulting in the development of the tourism activity and the enhancement of the unique cultural identity of the village.

Three-Pillar Innovation Initiative, Balesin Island Club, Philippines

Launched in 2012, the Balesin Island Club was designed to function in perfect harmony with nature, as demonstrated by its strategy which was intentionally developed around the three pillars: the use of technologies to achieve sustainable practices, a sustainable consumption of resources and the local community empowerment. The integrated eco-friendly planning, along with the various campaigns and actions led by the hotel represent a successful example of an entity committed to promoting sustainable tourism.
UNWTO Award for Innovation in Non-Governmental Organizations

Educating and empowering local communities for sustainable Tourism futures, The Sumba Hospitality Foundation, Indonesia

The Sumba Hospitality Foundation is initiating a sustainable tourism development plan for Sumba through the concept of full boarding permaculture school and green hotel for underprivileged Sumbanese youth providing vocational education, focusing on practical and soft skills, nurturing environmental awareness and cultural identity and empowering local communities to promote responsible tourism.

Connecting people through local experiences, Triponyu.com, Indonesia

Triponyu.com is a booking application that offers unique tours of the local communities in the Solo and Central Java area. These offers are not only unique but also contribute to job creation, preserve the community's heritage, environmental landscape, and the sense of well-being that is felt by locals. The tours are designed and conducted by the locals who are now become active players through this scheme as they receive 93% of revenues that derived from this initiative.

IT.A.CÀ – Migrants and Travelers, Festival of Responsible Tourism, Associazione YODA, Italy

IT.A.CÀ is the first festival in Italy dedicated to responsible tourism involving about 250 organizations working in the fields of responsible tourism. The festival is composed of more than 300 free events such as guided tours and itineraries, workshops, meetings and seminars, 0 km lunches, expositions, and concerts.

Strengthening community tourism, Grupo Ecologico Sierra Gorda, México

During 30 years of community work, Grupo Ecológico Sierra Gorda has developed nature-based solutions to generate opportunities for numerous communities that live in the Sierra Gorda Biosphere Reserve, the last well-preserved natural area in Central Mexico. This project operates in an integral way, encouraging the formation of ecological citizenship through the Community Environmental Education Program. The initiative aims at preserving the integrity of the ecosystems and enhance the natural beauty of the scenic scene through the empowerment of landowners.
UNWTO Award for Innovation in Research and Technology

Building Planning and Design Standard (BPDS), EarthCheck, Australia

BPDS sets out a holistic sustainability framework that enables undertaking an integrated assessment of the expected environmental, social, cultural and economic performance of a project. Projects that adopt the BPDS can quantifiably demonstrated significant operational cost reductions, regenerative environmental outcomes and positive social and cultural values. The benchmarking and certification software at the core of this initiative is leading the way in the sustainability movement within the tourism sector.

eVisitor - Croatian national tourist information system, Croatian National Tourism Board, Croatia

eVisitor is a unique online information system that provides insight into tourist traffic and accommodation capacities (commercial and non-commercial) in Croatia. It generates statistical reports and marketing indicators in real time (i.e length of stay, location, gender, age, country of residence, type of facility, destination, etc), which enables more efficient monitoring of tourist traffic and revenues, allowing better control over the collection of accommodation fees creating a synergistic effect of all Croatian tourism stakeholders and contributes to ensuring their competitiveness.

Smart Tourism System (SIT), SEGITTUR, Spain

Smart Tourism System (STS) is a crucial element in the Smart Destinations project as it allows different data sources to be analyzed, selected according to the destination’s needs, and for information to be gathered, processed, and analyzed, transforming it into knowledge. The STS offers the necessary information for the decision-making process of companies and administrators at the destination.
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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.
Más de 100 millones de MWh
Récord mundial en producción de energía.