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14 UNWTO AWARDS FORUM

For Excellence and Innovation in Tourism

Programme

15 January 2018 - 10:00 -17:10

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

14 UNWTO AWARDS

for Excellence and Innovation in Tourism

08:00-10:00	Registration Master of Ceremony: tbc
10:00-10:10	Opening Session Opening Remarks by Zurab Pololikashvili , UNWTO Secretary-General Welcome Remarks by Carlos Andradas , 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 Innovation' Eduardo Fayos-Sola , 11th UNWTO Ulysses Laureate David Airey , 4th 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: <ul style="list-style-type: none">- 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: <ul style="list-style-type: none">• Building Planning and Design Standard (BPDS), EarthCheck, Australia<ul style="list-style-type: none">- Stewart Moore, Founder and Chief Executive Officer, BPDS• eVisitor - Croatian national tourist information system, Croatian National Tourism Board, Croatia<ul style="list-style-type: none">- Lucijana Natalija Jerković, PR Manager, Croatian National Tourist Board• Smart Tourism System, SEGITTUR, Spain<ul style="list-style-type: none">- Fernando de Pablo, President, SEGITTUR
12:10-12:50	Refreshment Break
12:50-13:00	UNWTO Ethics Award Luis García Codrón , CEO, Europa Mundo Vacaciones, Awardee of the 2nd edition of the UNWTO Ethics Award
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:

- 13:00- 14:00**
(Cont.)
- MiBarrio Applied Research Project, Ente de Turismo de la 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 Silveti**, 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