

2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



## ***2nd UNWTO Global Conference on Talent Development and Education in Tourism: Strategies for Competitive Destinations***

**Marbella, Spain, 8-10 October 2017**

### **GENERAL INFORMATION**



In collaboration with:



**World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations**

Capitán Haya 42, 28020 Madrid, Spain. Tel: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – [omt@unwto.org](mailto:omt@unwto.org) / [unwto.org](http://unwto.org)

## **1. DATE AND CONGRESS VENUES**

The Conference will be held from 8 to 10 October 2017 in the following venues:

### **8 October**

#### **LES ROCHES MARBELLA GLOBAL HOSPITALITY EDUCATION**

Urb. Lomas de rio Verde,  
Carretera de Istán, Km. 1, s/n  
20602 Marbella – Málaga (España)  
Tel. +34 952 76 41 45

[www.lesroches.es](http://www.lesroches.es)



Les Roches Marbella is an institution specialized in of hotel and luxury tourism industries. It offers higher degree programs and postgraduate degrees in International Hotel Management and related sectors. All academic programs are taught in English and combine management subjects with professional practices in the best hotel chains and hotel establishments worldwide.

Les Roches Marbella International School of Hotel Management, as an official branch campus of Les Roches Global Hospitality Education and is accredited by the New England Associations of Schools and Colleges, Inc. through its Commission on Institutions of Higher Education.

Les Roches Ranks Number 2 Institution for Hospitality Management in the QS World University Rankings by Subject 2017, for reputation among employers, and among the top 5 worldwide for academic reputation.

In addition, all schools in Les Roches (Switzerland, Spain, USA, China and Jordan) are currently members affiliated to the UNWTO accepting the principles of the World Code of Ethics for Tourism, a fundamental frame of reference for responsible and sustainable tourism.

Located in the heart of the Spanish Costa del Sol and close to the famous port of Puerto Banus, Les Roches Marbella offers its international students a unique and dynamic educational environment that allows them to thrive from an academic, cultural and human point of view, while Prepare to develop their careers internationally. Currently more than 12,000 graduates of Les Roches occupy positions of responsibility in the main hotel establishments of the world in more than 129 countries. An international recognition that, together with a virtually full job placement since 90% of its graduates are working in industry and the rest undertake or continue to complete their specialization, gives the center a high degree of excellence.

### **9 & 10 October**

#### **PALACIO DE CONGRESOS Y EXPOSICIONES ADOLFO SUÁREZ**

José Meliá, 2  
29603 Marbella – Málaga (Spain)  
Tel. +34 952 82 82 44  
<http://www.turismo.marbella.es/en/>



## **2. REGISTRATION & BADGES**

We kindly ask all participants to confirm their participation by registering online at their earliest convenience ([UNWTO Event website](#)).

Welcome desks will be open for participants to collect their badges on **Sunday, 8 October from 9:30h to 18:00h** at Les Roches Marbella.

Participants will be required to wear the identification badges in the area reserved for the Conference, as well as during the social events.

## **3. ORGANIZING COMMITTEE CONTACT DETAILS**

<b>UNWTO COORDINATORS</b>	<b>COORDINATOR IN HOST COUNTRY</b>
World Tourism Organization (UNWTO) Madrid, Spain Email: <a href="mailto:unwtoam@unwto.org">unwtoam@unwto.org</a> Phone number: +34 91 567 81 00	Patricia Rodiles Institutional Development & PR Manager, Les Roches Marbella Marbella-Málaga, Spain Email: <a href="mailto:prodiles@lesroches.es">prodiles@lesroches.es</a> Telephone: + 34 952 76 41 45

## **4. ENTRY FORMALITIES**

Participants are requested to refer to the webpage of the Ministry of Foreign Affairs and Cooperation of the Government of Spain in order to obtain information on visa requirements and procedures: <http://www.exteriores.gob.es/Portal/es/ServiciosAlCiudadano/InformacionParaExtranjeros/Paginas/Inicio.aspx>

## **5. SANITARY REQUIREMENT**

No vaccinations are required.

## **6. TRANSPORT**

With its strategic location and the enormous number of infrastructures, Marbella has nowadays managed to turn the city into an easily accessible place, connected through all kinds of transport with the rest of the world.

### **BY PLANE**

The closest airport is located at the city of Malaga. From there, you can arrive either by taxi or bus to Marbella. Please follow the instructions below.

#### **Distance to Marbella:**

- Málaga Internacional Airport 45 min / 45 Km
- Aeropuerto Internacional Gibraltar 60 min / 80 Km

## BY TRAIN

The best connection from Madrid is by AVE to Malaga.

### **Distance and cost to Marbella:**

- Train Station «María Zambrano» (AVE) 50 min / 65 km / 90 €

## **BY TAXI**

### **distance and cost to Marbella:**

- From Málaga airport 45 min / 45 Km / 80 €
  - From Málaga train station 50 min / 65 Km / 90 €
- Radio Taxi.: + 34 697 488 962 / [www.malagaradiotaxi.es/index.html](http://www.malagaradiotaxi.es/index.html)
- From Gibraltar airport 60 min / 80 Km / TBA
  - From Marbella bus station 7 min / 7 km / 12 €

## BY BUS

### **distance and cost to Marbella:**

- From [Malaga airport](#) (to Marbella bus station): 50 min / 8€

## **HOW TO REACH LES ROCHES MARBELLA:**

### **By car from Marbella downtown (10 min):**

1. Please take the motorway N340, in the direction of Puerto Banus.
2. After approximately 3 km, you will find a Muslim mosque on your right-hand side.
3. Just after the mosque, take the road exit to the right, indicated "Istan".
4. The exit Les Roches Marbella is about 1,5 km from the main road, on your left-hand side.
5. You will pass through the arch Sierra Blanca, at the entrance of Las Lomas de Rio Verde urbanization.
6. Once you pass the arch, take the first roundabout to your left. You will find us at the end of the road.

### **By car from Málaga airport (60 min):**

1. As you exit from Malaga Airport, take the ramp following direction Torremolinos / N-340 / Cadiz (white highway sign).
2. Take the E-15/A-7 towards Benalmadena/Algeciras.
3. Continue on the E-15/A-7 - E-15/ AP-7 towards Marbella/Algeciras for about 55 km (toll).
4. Take exit N° 181A – A7 toward San Pedro de Alcantara/Estepona/Algeciras.
5. After the tunnel, take the exit number 176, indicated as Istan-MA-427.
7. At the first roundabout, take the road to your right, and also to the right on the second roundabout.
8. After 1 km you will find, on your right-hand side, the arch Sierra Blanca, at the entrance of Las Lomas de Rio Verde urbanization.
9. Go under the arch and take the first roundabout to your left. You will find us at the end of the road.





## **CONFIRM YOUR ARRIVAL**




Don't forget to confirm your arrival with the [Organizing Committee](#) once your trip is planned. An airport shuttle service will be available for all participants on 8 October 2017. Exact times will be confirmed subsequently.

More information about the city: <http://www.turismo.marbella.es/en/>

## 7. ACCOMODATION

Participants are suggested to book their accommodation at negotiated rates at the following hotels:

<b>Official Hotels</b> (Bed and Breakfast and TAX included)	<b>Special UNWTO rates (EUR per night)</b>		
	<b>Dates</b>	<b>Single Room</b>	<b>Double Room</b>
<p><a href="#">Gran Meliá Don Pepe ***** (Hotel Partner)</a></p>  <p><b>Reservations through <a href="#">landing page</a></b>  <b>Tel:</b> (+34) 952 770300  <b>Email:</b> <a href="mailto:comercial.gmdonpepe@melia.com">comercial.gmdonpepe@melia.com</a>  <b>Code:</b> 2ndUNWTO-Les Roches Global Conference            50 rooms available until <b>Sept 7 2017</b></p>	Oct 7 to Oct 11	209,00€	225,50€
<p><a href="#">Marbella Club Hotel ***** (Hotel Partner)</a></p>  <p><b>Reservations:</b>  <b>Contact:</b> Marta León  <b>Tel:</b> (+34) 952 822 211  <b>Email:</b> <a href="mailto:mleon@marbellaclub.com">mleon@marbellaclub.com</a>  <b>Code:</b> 2ndUNWTO-Les Roches Global Conference</p> <p>25 rooms available until <b>September 10, 2017</b> (minimum stay 3 nights); quantity to be updated upon availability.  <b>IMPT: to Include Reservation Form (Sp/Eng) issued by the hotel upon reservation</b> (attached)</p>	Oct 7 to Oct 11	395,00€	395,00€
 <p><a href="#">Alanda Hotel Marbella **** (Hotel Partner)</a></p> <p><b>Reservations:</b>  <b>Contact:</b> Maria Emila Urpi  <b>Tif:</b> +34 952 89 96 00  <b>Emails:</b> <a href="mailto:Reservations@alandahotelmarbella.es">Reservations@alandahotelmarbella.es</a>  <b>Code:</b> 2ndUNWTO-Les Roches Global Conference</p> <p>70 rooms available until <b>September 1, 2017</b>; quantity to be updated upon availability.</p>	Oct 7 to Oct 11	95,00€	100,00€
<p><a href="#">Hotel Senator **** (Hotel Partner)</a></p>  <p><b>Reservations:</b>  <b>Tif:</b> (+34) 902 533 532</p>	Oct 7 to Oct 11	94,60€ Standard 122,10€ (Sea view)	111,10€ Standard 138,60€ (Sea view)

<p>Email: <a href="mailto:grupos.senator@playasenator.com">grupos.senator@playasenator.com</a>  <a href="mailto:grupos2.senator@playasenator.com">grupos2.senator@playasenator.com</a>  Code: <b>2nd UNWTO Global Conference Marbella</b></p> <p>30 rooms available until <b>September 1, 2017</b></p>			
<p><a href="#">Hotel San Cristobal ***</a> (Hotel Partner)</p>  <p><b>Web Promocode: OMT2017</b></p> <p>On October 07, 2017: 30 rooms  On October 8 and 9, 2017: 40 rooms  On October 10, 2017: 25 rooms  Until <b>September 1, 2017</b></p>	<p>Oct 7 to  Oct 11</p>	<p>Single Premium Room:  75,00€  Standard Single Room:  65,00€</p>	<p>Doble Premium Room:  91,00€  Standard Doble Room:  79,00€  Standard Triple Room:  109,00€</p>
<p><a href="#">Hotel Fuerte Marbella ****</a> (Hotel Partner)</p>  <p><b>Reservations:</b>  <b>Contact:</b> Lola Muñoz  <b>Tif.:</b> (+34) 952 92 00 18  <b>Email:</b> <a href="mailto:mice@fuerte-group.com">mice@fuerte-group.com</a>  Code: <b>UNWTO Global Conference Marbella</b></p>	<p>Oct 7 to  Oct 11</p>	<p>10% discount over the  best available rate</p>	<p>10% discount over the best  available rate</p>
<p><a href="#">Amare Marbella Beach Hotel ****</a> (Hotel Partner)</p>  <p>(Adults only)</p> <p><b>Reservations:</b>  <b>Contact:</b> Lola Muñoz  <b>Tif.:</b> (+34) 952 92 00 18  <b>Email:</b> <a href="mailto:mice@fuerte-group.com">mice@fuerte-group.com</a>  Code: <b>UNWTO Global Conference Marbella</b></p>	<p>Oct 7 to  Oct 11</p>	<p>10% discount over the  best available rate</p>	<p>10% discount over the best  available rate</p>

Prices are indicated per room per night. Prices include breakfast and taxes.

Rates shown are valid from 1 to 10 September, 2017 (Please see booking deadlines for each establishment) and they are subject to availability. Subsequent to the deadline, the hotels will not be able to guarantee special discounted rates and regular rates will be offered. Participants who wish to extend their stay should contact the hotels and see their feasibility according to availability.

Hotel reservations should be made by attendees to the Conference directly according to the chosen option. When making the reservation, it is necessary to identify as a participant to the Conference and use the codes mentioned for each establishment. Kindly consult the cancellation policy of each establishment.

## **8. LANGUAGES AT THE CONFERENCE**

The languages of the Conference will be Spanish and English. Simultaneous translation will be provided in both languages.

## **9. BRIEF INFORMATION ABOUT MARBELLA**

### **Marbella: An exclusive environment**

Marbella is a city that is more popularly known as the Spanish Riviera reserved for the jet set and famous, however Marbella is equally rich in culture and history that is lesser known to the average tourist. In a short span of only 50 years, Marbella has been transformed from a small fishing and farming village into a world renowned international tourist destination. Marbella alone is home to approximately 150,000 inhabitants; however this number expands to nearly two million during the tourist season in summer.

Marbella is one of the best known Spanish Cities, not only in Spain, but also on the international level. Marbella is located in the region called Andalusia in Spain. Located along the Mediterranean Sea in the province of Malaga, its geographical location provides a special microclimate with mild temperatures throughout the year, an average of 18,7 degrees and generous sunshine (average 300 days per year) within twelve months.

This is certainly, one of the charms of a city always wrapped in light with world-wide tourism as basic activity through a wide range of possibilities: 26 km of beaches, 17 golf courses, luxury hotels, well-known restaurants, four marinas, among which the most famous Puerto Banus, the really cozy old town, cultural activities, an intense night life and a really beautiful natural environment.

### **Near cities**

- ✓ San Pedro de Alcántara: 13 km.
- ✓ Fuengirola: 30 km.
- ✓ Estepona: 31 km.
- ✓ Benalmádena: 41 km.
- ✓ Torremolinos: 47 km.
- ✓ Malaga: 62 km.
- ✓ Gibraltar: 80 km.

## **11. PRACTICAL INFORMATION**

- ✓ **Exchange rate:** The local currency is the Euro, its symbol is €. Notes exist for the values of 5, 10, 20, 50, 100, 200 and 500. Foreign exchange can be done in banks, currency exchange offices and hotels. Credit cards are accepted in most hotels and commerce.
- ✓ **Official time:** Marbella is one an hour ahead of the Greenwich Mean Time (GMT +1).

✓ **Climate:** Marbella is famous for its internationally renowned and privileged climate. The annual average temperature is around 18.5° C, with 320 days of sunshine a year. Weather forecasts do not suggest any significant changes and the rain here does not usually exceed 50 days each year, December and January being the time of year with the highest precipitation.

The average temperature seen in October is 18°C (64°F). Average highs get to 22°C (72°F) which are mostly seen in the last end days of the month with the beginning of the month experiencing daily highs of 26°C (78°F). Average lows get down to 17°C (62°F). Average rainfall sees a large increase from September, but should not be a concern for your holiday.

✓ **Official languages:** Spanish.

✓ **Telephone:** The international code of Spain is +34.

✓ **Electric current:** 220/50 (volts/hz). (Europlug, Schuko)

✓ **Clothing:** It is advised to take cloths adequate for warm weather. For the sessions, men usually wear suit jacket and tie, and ladies wear normal business dress.

✓ **Opening hours:**

Banks normally open Monday to Friday from 08:30 to 14:00.

Shops and Shopping Centers are open Monday to Saturday from 10am to 10 pm.

Hospitals are open daily 24hrs.