



# 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)*

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10/01/2018

### **08:00-10:00 Registration**

*Master of Ceremony: Anita Mendiratta, Founder & President, CACHET Consulting*

### **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 14<sup>th</sup> UNWTO Ulysses Prize Laureate**

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

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

Donald Hawkins, 1<sup>st</sup> UNWTO Ulysses Laureate

David Airey, 4<sup>th</sup> UNWTO Ulysses Laureate

Chris Cooper, 7<sup>th</sup> UNWTO Ulysses Laureate

Eduardo Fayos-Sola, 11<sup>th</sup> 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

Ministry of Tourism, Argentina

Ente Mendoza Turismo (Emetur), Argentina

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

Moderated by 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
- Smart Tourism System, SEGITTUR, Spain
  - Fernando de Pablo, President, SEGITTUR



**12:10-12:40 Refreshment Break**

**12:40-13:00 UNWTO Ethics Award**

Luis García Codron, CEO, Europa Mundo Vacaciones, 14<sup>th</sup> UNWTO Ethics Awardee

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

Moderated by Chris Cooper, Jury Member, 7<sup>th</sup> 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 UNWTO  
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, Director, National Park of the Tuscan-Emilian Apennines
- 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 Eunji Tae, 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**

*(\* 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*