



## UNWTO TOURISM STORIES

### About the Project

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At UNWTO we seek to showcase the positive impact of tourism in people's lives around the world.

In this sense, we would like to continue the work initiated with the *Tourism Stories* book published in 2013. Offering a window into individual tourism worlds, and poignantly demonstrating how the sector has been a critical enabler for the advancement of individual lives and those of entire families and communities, the book quickly became a means of accessing and showcasing the higher purpose of the workings of the global tourism community.

As stated in the book's foreword by UNWTO Secretary-General Taleb Rifai:

*"These are the people who bring such meaning to our efforts to grow the tourism sector. This book, "Tourism Stories" is the first in a series of books that sets out to capture and showcase how tourism can change people's lives and how people can change their future and that of their communities."*

In anticipation of the UNWTO General Assembly in 2015 in Colombia, the UNWTO Secretary-General would now like to launch a second book together with a web platform featuring even more *Tourism Stories*.

Once again, the project will have at its core the following principles:

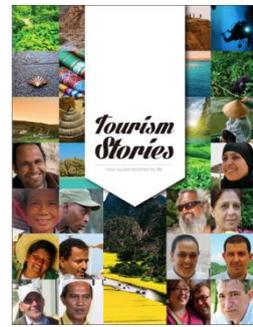
- Individual stories capturing the voices of people working in tourism – tourism's personal heroes
- Touching all regions of the globe
- Demonstrating the natural, often subtle but still vital, multiplier effect of tourism

while also:

- Showcasing the impact of tourism in the lives of individuals and their direct communities
- Exposing the value of tourism in advancing nation development

As a reference, take a look at the *Tourism Stories* Volume I here:

<http://www.e-unwto.org/content/v32763/>



## What we would need from you

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To identify one or two individuals with a story to tell, featuring how tourism has changed their lives, that of their families and/or communities in your country.

Have that person tell his/her story **on video** letting us know the following:

1. Tell us your name and your family situation.
2. Tell us where you are from, where you live now and what you do for a living.
3. Tell us how or why you started doing what you are doing.
4. Tell us about the challenges encountered.
5. Tell us how your work has changed your life and/or that of your family and/or community and what you like most about it.

We also would like at least 5 high resolution pictures of the person and surroundings. If there is no possibility of guaranteeing a minimum quality of filming material (latest generation mobile phone or HD 720p) but you are eager to share the story, please send it to us in text format together with the pictures.

Original materials (video transcripts or text format) should ideally be submitted together with a translated version into English, or another UNWTO official language.

## What we will do

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Once we receive your story we will select a maximum of 24 stories to be included in the hard copy, UNWTO branded book *Tourism Stories Volume II* to be published at the UNWTO General Assembly in Medellin, Colombia next September. The same stories together with all the other ones received will be featured on the web platform to be launched in a second phase of the project.

## The timeline

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Please let us know by 21 May 2015 a little something about the person you have selected, the impact on his/her life and community and how the story reflects the value of tourism in local/social/environmental development.

We would then kindly ask you to send us all materials - videos, high resolution pictures and texts - by 26 June 2015.

## Your contact person at UNWTO

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Gabriele von Hagen (media2@unwto.org) from UNWTO Communication & Publication, in collaboration with your Regional Programme at UNWTO.

We thank you in advance for your contributions!