



12th UNWTO AWARDS FOR EXCELLENCE AND INNOVATION IN TOURISM GUIDELINES

Madrid, 24 June 2015

INTRODUCTION

1. The UNWTO Awards, created by the World Tourism Organization (UNWTO), are the flagship awards for the global tourism sector. They recognize exceptional leaders for their excellence and innovative achievements in the categories of creation and dissemination of knowledge, and lifetime achievement for individuals, as well as public policy and governance, research and technologies, enterprises and non-governmental organizations (NGOs).
2. Since the inception of the UNWTO Awards in 2003, UNWTO has acknowledged the contribution of eleven distinguished scholars as well as more than seventy institutions - public, private or NGOs - for their innovative tourism initiatives, which have served as an inspiration for competitive and sustainable tourism development at the local, national, regional and international levels.
3. The contribution of the awardees is in line with the policies, priorities and programme of work of UNWTO, including the Global Code of Ethics for Tourism and the principles and standards set in the United Nations' Millennium Development Goals.

CATEGORIES

4. There are two categories of Awards for individuals:
 - a. UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge
 - b. UNWTO Lifetime Achievement Award
5. There are four categories of Awards for specific tourism initiatives:
 - a. UNWTO Award for Innovation in Public Policy and Governance
 - b. UNWTO Award for Innovation in Enterprises
 - c. UNWTO Award for Innovation in Non-Governmental Organizations
 - d. UNWTO Award for Innovation in Research and Technology



CRITERIA

6. **The UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge in Tourism** will be awarded to a distinguished scholar for his/her outstanding contribution to create and disseminate innovative knowledge in tourism.

The major criteria are:

- Demonstrated excellence and originality in their field
- A track record of knowledge creation that supports innovation, competitiveness, and sustainability
- Be an inspirational role model that encourages new and interesting ideas directly relevant to innovation in tourism, and has influence on present and future generations
- Personal, academic and professional achievements

The selection of the **UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge in Tourism** will be reserved to a separate, international Jury of Experts appointed by UNWTO which will be partially composed of previous Ulysses Prize laureates. No external nominations or applications shall be accepted.

7. **The UNWTO Lifetime Achievement Award** will be conferred to recognize the lifetime achievement of individuals with visionary leadership and significant contribution throughout the nominee's career as an inspirational role model for the development of tourism at the local, national, regional or international levels.

The major criteria are:

- Demonstrated excellence in their field
- An inspirational role model for the tourism sector

The Jury Committee may also give consideration to the following in assessing and comparing applications against the above criteria:

- Demonstrated leadership, innovation and creativity
- Contribution to development of international, regional, national or local tourism activities and/or economy
- Contribution in a relevant field
- Nature and length of activities or services
- Degree of difficulty of the achievements and sacrifices made
- Personal and professional achievements
- Community involvement and voluntary work
- Previous awards and recognition

The selection of the **UNWTO Lifetime Achievement Award** will be reserved to a separate, international Jury of Experts appointed by UNWTO. No external nominations or applications shall be accepted.

8. **UNWTO Awards for Innovation** merit distinction for the significant contribution of innovative tourism initiatives which are both competitive and sustainable in their character. Candidates shall have been highly inspirational and have made a significant impact on the tourism sector which can be replicated.

There are four categories:

a. UNWTO Award for Innovation in Public Policy and Governance:

An initiative is highly innovative and managed by a public or public-private institution that reflects tangible and sustainable improvements in policy, processes, and governance. It works towards an inclusive model of tourism governance which involves diverse tourism stakeholders.

b. UNWTO Award for Innovation in Enterprises:

An initiative presented by an active enterprise that operates projects or offers products or services that are innovative in the tourism field. This innovation could be demonstrated through environmentally-friendly applications, social corporate responsibility engagement and other innovative contributions.

c. UNWTO Award for Innovation in Non-Governmental Organizations:

An initiative managed by a non-governmental organization with a clear non-profit scope using grassroots, partnership, governance, and/or civil society actions as key factors for its achievements. The initiative is original and inspiring in its nature, objectives, resource management and results, highlighting tourism as a strategic tool for balanced and sustainable development in economic, social and/or environmental aspects.

d. UNWTO Award for Innovation in Research and Technology:

The award distinguishes a visionary pioneer whose initiative has helped either the private sector, a community, a destination or a country to maximize the opportunities related to the use of technology to advance in the development of sustainable tourism. The research project or technological innovation initiative is highly inspirational and has given evidence of its effectiveness with practical applications and a measurable impact in the tourism sector.

The Jury Committee may give consideration to the following in assessing and comparing applications against the above criteria:

- Demonstrated creativity and authenticity
- Contribution in the relevant field
- Contribution to economic and/or social development of international, national, regional or local community
- Length of activity or project and its impact
- Educational or training features
- Future goals and likely impact
- Environmental conservation and preservation of natural and cultural heritage
- Ethical aspect in relation to the UNWTO Global Code of Ethics for Tourism

The Jury Committee may also give special consideration to a candidate whose initiatives clearly promote, adhere and contribute to the implementation and dissemination of the Global Code of Ethics for Tourism and to the achievement of the Millennium Development Goals.

FORM OF THE AWARDS

9. The UNWTO Awards will take the form of a trophy or a medal which will be accompanied by a certificate. No financial compensation will be given in connection with the Awards.

ELIGIBILITY

10. Applications for the UNWTO Awards for Innovation can be made by any individual or stakeholder whose accomplishments are related to the tourism sector.
11. The submitted initiatives are expected to have attained a certain degree of implementation. Non implemented initiatives shall not be considered.
12. Current staff members of the UNWTO shall be ineligible to submit an application or receive the UNWTO Awards. Nor shall be considered initiatives which have or have had UNWTO's participation in their design and/or implementation.
13. Applications received after the deadline will not be considered.
14. Organizations are advised to present one initiative per year. Previously awarded initiatives without any further development will not be considered.
15. Applications shall be submitted to the UNWTO Knowledge Network in a digital format containing all the mandatory documents as listed in the "Statement of Understanding and Acceptance" and should be addressed to awards@unwto.org. Applicants may send originals and additional documents to UNWTO via regular mail, which will be made available to the Jury members only upon their request:

UNWTO Knowledge Network
World Tourism Organization
Capitán Haya 42
Madrid 28020, Spain
(Tel.: +34 915678100; Fax: +34 915713733)

16. The Guidelines of the 12th UNWTO Awards for Excellence and Innovation in Tourism, Statement of Understanding and Acceptance, and the Awards application form are available for download from the UNWTO website (<http://know.unwto.org>).

JURY

17. The awardees will be selected by an international Jury of experts, appointed by UNWTO.
18. The names of Jury members may be published on the UNWTO website. Any attempt to contact the Jury members will result in immediate dismissal from the Awards.
19. Jury members shall receive no financial compensation for their service.

ANNOUNCEMENT OF AWARDEES & AWARDS CEREMONY

20. UNWTO will announce the awardees of the **UNWTO Awards for Innovation** in the first week of December 2015.
21. The 12th UNWTO Awards Ceremony will be held with the support of the International Tourism Trade Fair (FITUR / IFEMA) on 20 January 2016 in Madrid, Spain.
22. Prior to the ceremony, the UNWTO Awards Symposium will be held on 19 January 2016 to highlight and share the knowledge and best practices of the 12th UNWTO Awards finalists.

TIMETABLE OF EVENTS

23. The list underneath provides the dates relevant to the UNWTO Awards. UNWTO, at its sole discretion, may adjust these Guidelines as well as the Timetable of Events at any time and in any way deemed necessary in order to carry out the procedures herein established.

30 October 2015	Deadline of reception of applications
1 st week December	Announcement of the Awardees
19 January 2016	UNWTO Awards Symposium
20 January	12 th UNWTO Awards Ceremony