



UN Tourism Presents Ulysses Award for Outstanding Contributions to Sector to Professor Larry Dwyer

Sydney, Australia, 19 November 2025 – UN Tourism has presented Professor Larry Dwyer with the prestigious Ulysses Prize in recognition of his commitment to using knowledge to guide action and creating lasting, positive change. The prize was awarded during a special ceremony at the University of Technology Sydney, where he serves as Professor and Adjunct Fellow.

The UN Ulysses Prize is UN Tourism's highest academic honor. It recognizes individuals who have made outstanding contributions to the creation and dissemination of knowledge in tourism. In this case, [Professor Dwyer has been recognized](#) for his career-long achievements in the field of tourism economics and policy, destination competitiveness and sustainable tourism development, as well as his commitment to sharing knowledge outside of the sector itself.

Receiving the award, Professor Dwyer observed that, while the wellbeing outcomes of industrial development are being emphasized by social scientists, tourism analysis and policy continues to focus more narrowly on the economic, social and environmental impacts of tourism development. The Ulysses Prize Laureate also emphasized that “tourism policies and programs should look beyond narrow, efficiency-driven economic indicators, to employ wellbeing measures to better gauge progress in tourism sustainable development.”

Academia joins UN Tourism in recognizing excellence

The Award was presented at a ceremony attended by academic staff from the University of Technology Sydney and other universities, as well as by policymakers and industry stakeholders both from across Australia and Sydney.

Professor Andrew Parfitt, Vice Chancellor and President of the University of Technology Sydney said: “Through his research, Larry has embodied the spirit of the United Nations Sustainable Development Goals – showing how evidence-based research can promote inclusive and sustainable growth. This recognition also shines a light on Australia's leadership in tourism research, and on the important role of universities in addressing global challenges.”

Professor Dwyer's focus on the wider social and economic impacts of the sector reflects UN Tourism's mission and key priorities.

UN Tourism Director of External Relations, Beka Jakeli, highlighted the global challenges facing the sector, including climate change as an existential threat, political unrest, macroeconomic fluctuations, and rapid shifts in supplier operations and consumer behaviour. “It is time to rethink traditional partnerships and build an effective and innovative Public–Private–Academia partnership model to guide evidence-based decision-making grounded in research findings for the long-term sustainability and resilience of the tourism sector,” he said.

Recognizing leadership and exploration

With 17 editions celebrated to date, the Ulysses Award symbolizes intellectual exploration and leadership, as exemplified by the legendary traveler it is named after. Recipients are typically distinguished scholars, whose work bridges theory and practice, influencing policy, governance, and industry strategies globally.

The prize aligns with the UN’s Sustainable Development Goals and the Global Code of Ethics for Tourism, reinforcing tourism’s role as a force for positive change.

Related Links

[UN Tourism Names Dr Larry Dwyer as Winner of 2025 Ulysses Prize](#)

[Agenda of the 17th Ulysses Prize Award Ceremony](#)

[Welcoming Remarks by Professor Andrew Parfitt](#)

[Introductory remarks by Mr. Beka Jakeli](#)

[Laureate’s Address by Professor Larry Dwyer](#)