



## 执行委员会

第 122 届会议

卡塔赫纳德印第亚斯, 哥伦比亚

2024 年 11 月 13-15 日

议程项目 3(b)

### 总体工作方案的执行情况

CE/122/3(b) rev.1

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联合国世旅组织正走向绿色。执委会所有文件均可在联合国世旅组织网站获得: [www.unwto.org](http://www.unwto.org) 或使用此处快速响应码。



### 执行摘要

秘书处遵照全体大会第 25 届会议批准的工作方案优先事项报告新近开展的各项实施活动。

附件 I 概要介绍实地项目; 附件 II 是联合国旅游组织最新研究课题; 附件 III 所载为联合国旅游组织活动日程表; 附件 IV 介绍旅游研究委员会的最新进展; 附件 V 是旅游与可持续性委员会的报告; 附件 VI 为旅游与竞争力委员会的报告。

此外, [CE/122/3\(b\) RC-1](#) 号文件还载有统计委员会的统计报告, 其中包括有关环境与社会治理 (ESG) 框架的最新信息。



决定草案<sup>1</sup>

议程项目 3(b)

总体工作方案的执行情况  
(CE/122/3(b) rev. 1号文件)

执行委员会，

审议了秘书长关于本组织总体工作方案执行情况的报告，

1. 注意到这段时期开展的各项活动及取得的主要成果；
2. 欢迎在《格拉斯哥气候行动宣言》所取得的进展基础上，将旅游作为一个“主题日”纳入将于 2024 年 11 月 20 日在阿塞拜疆巴库举行的《联合国气候变化框架公约》第二十九次缔约方大会 (COP29) 的行动议程，并支持《巴库 COP29 次大会关于强化旅游业气候行动的宣言》，将其作为 COP29 次大会主席国行动议程小组推动的成果文件；
3. 欢迎《二十国集团旅游部长宣言》承认联合国旅游组织发挥领导作用，促进通过了第一个超越国内生产总值 (GDP) 的全球标准：“衡量旅游业可持续性统计框架”，及其在 2023 年印度担任二十国集团主席国期间牵头制定并在 2024 年巴西担任二十国集团主席国期间予以强化的“二十国集团旅游与可持续发展目标仪表板”；
4. 赞赏联合国旅游组织学院和联合国旅游组织在线学院不断成长，继续面向世界不同受众提供无障碍在线教学，以确保优质旅游教育惠泽众生、普及全球；
5. 赞赏通过“旅游促营商：投资国家”系列发展投资促进战略，突显不同国家旅游业的投资机会，强调本组织促进全球旅游投资的承诺；和
6. 纪念并庆祝联合国旅游组织即将成立 50 周年，强调本组织在旅游业中的价值和领导作用。

<sup>1</sup> 这是决定草案。关于执委会通过的最后决定，请查阅届会结束时发布的决定文件。

## I. 引言

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- 联合国旅游组织全体大会在乌兹别克斯坦撒马尔罕举行的第 25 届会议上，围绕三项战略目标和五项方案优先事项批准了 2024–2025 年工作方案和预算草案（见 A/RES/757(XXV) 号决议），如下：

**目标 1：**通过倡导、知识创造、政策指导和服务多样化，成为最具影响力的旅游组织。

**目标 2：**扩大组织和成员队伍。通过战略伙伴关系增加资源、能力和自主意识。

**目标 3：**变革组织，共创美好未来。实现更灵活、更有效的治理。奉行联合国价值观和多边主义，促进实现 2030 年议程。

**优先事项 1：**提高竞争力：扎实的旅游统计和联合国标准以及数据和市场情报，重新思考目的地定位和产品开发。

**优先事项 2：**促进可持续性和包容性：循环性、气候行动和生物多样性。减少不平等现象，促进文化发展。

**优先事项 3：**投资于人：加强教育和培训，强化人力资本，促进体面工作。

**优先事项 4：**促进投资和扩大创新：获取资金，加快采用新的营商模式。

**优先事项 5：**做好、做大机构建设：旅游政策、治理和复原力。

- 本文件概要介绍执行委员会第 121 届会议以来根据上述目标和优先事项开展的各项活动和举措。

- 下列信息载于各附件：

**附件 I：** 联合国旅游组织实地技术合作项目

**附件 II：** 联合国旅游组织最新研究课题

**附件 III：**联合国旅游组织活动日程表

**附件 IV：**旅游研究委员会

**附件 V：**旅游与可持续性委员会的报告

**附件 VI：**旅游与竞争力委员会的报告

- 此外，CE/122/3 (b) RC-1 号文件还载有统计委员会的报告，包括有关环境与社会治理（ESG）框架的信息。

## II. **目标 1：通过倡导、知识创造、政策指导和服务多样化，成为最具影响力的旅游组织**

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### A. 全球议程中的旅游业

- 二十国集团与旅游业：**联合国旅游组织参加了在巴西贝伦举行的二十国集团（G20）旅游工作组和部长级会议（2024 年 9 月 19–21 日），为主席国巴西设定的可交付成果做出了贡献。本组织在收集和出版 G20 新案例研究方面发挥了关键作用，并邀请各国为 G20 旅游与可持续发展目标仪表板提供意见，这个项目是印度担任 G20 主席国期间在其支持下开展的，并在巴西继任主席国期间得以推进。
- 目前，仪表板中收编了来自二十国集团和受邀国家的 170 个案例研究。在 G20 部长级会议期间，联合国旅游组织和主席国以“通过旅游建造一个公正的世界和可持续的地球”为题组织了一次会外活动。来自智利、印度、印度尼西亚、牙买加、西班牙、美利坚合众国和美洲开发银行（IDB）的代表参加了会外活动的部长级辩论。这场讨论有助于确定加快旅游业可持续性和融资，以及加强治理的政策和举措。

7. 联合国继续在联大议程中将旅游业列为优先，重点关注可持续和有复原力的旅游业，包括将生态旅游作为减贫和保护环境的一种手段。作为这些努力的一部分，联合国利用会员国的投入和其他联合国机构的贡献编制综合报告，详细介绍全球旅游业可持续发展的现状、进展和挑战。2024年7月，联合国旅游组织向联合国大会第79届会议提交了一份全球报告，作为A/79/228号文件发布。此外，从2024年10月中旬至11月初，联合国旅游组织支持会员国就该报告中产生的决议进行谈判，把握了塑造全球旅游政策的这一重要机会。
8. 联合国大会通过第 [A/RES/78/260号决议](#)，宣布2007年为国际可持续和充满复原力旅游年，之后，联合国旅游组织与乌兹别克斯坦共和国驻马德里大使馆合作，在为驻马德里外交使团举办的一次活动中推介了这一主题年。第 A/RES/78/260号决议要求联合国旅游组织与各国政府、联合国机构和国际组织合作，共同实施这一主题年。
9. 2027国际年提供了一个独特的机会，以探索和聚焦旅游业的潜力，促进将我们的世界重塑为一个繁荣昌盛、持久和平和普惠众生的新天地。国际年更为全球社会提供了一条路径，以拥抱可持续、有韧性的旅游举措和战略，强化旅游业对推进全球可持续性议程的支持力度与行动。联合国旅游组织殷切期待与各会员国合作，以确保该决议得到成功实施。
10. 根据第3(CXXI)号决定，执行委员会于2024年6月10-11日在西班牙巴塞罗那举行的其第121届会议上，批准了乌兹别克斯坦共和国关于建立**制定国际安全旅游守则政府间委员会**的提案（详见第 [CE/121/3\(b\) RC-3号文件及其附件](#)）。执行委员会还在同一文件中决定，该政府间委员会的设立将沿袭执行委员会第112届会议第4(CXII)号决定确立的建立制定游客保护国际守则委员会的同样办法。
11. 委员会第一次会议定于2024年年底举行，此前，秘书处邀请所有成员国加入政府间委员会，并指定一名具有相关专业知识的代表及委员会职能相关联络人。
12. 委员会将在其第一次会议上通过自己的《议事规则》，并在确保性别平衡和成员国公平地域代表性的前提下，从成员中任命一名主席和一名副主席，任期为2024-2025年。联合国旅游组织将担任委员会的秘书处。欧洲地区部(RDEU)将通过其主任并在必要时与本组织其他部门协调下，为委员会提供服务，协助处理守则的实质性问题，并由法律事务和国际标准办公室(LAIS)牵头处理磋商进程中的法律和程序事项。
13. 作为其职能的一部分，委员会将审议拟列入国际安全旅游守则的标准的格式和标题，并讨论其范围和内容，以确保全球旅游安全。委员会将酌情向执行委员会和全体大会提交提案和建议，供其决策。
14. 联合国旅游组织将参加2025年4月13日至10月13日在日本大阪举办的2025年世博会。并将携手代表联合国秘书处及其各基金和方案的其他46个实体，一起参加联合国馆的活动。在“为我们的生活设计社会未来”的总题目下，联合国旅游组织将在常设展区展示联合国旅游组织的工作，特别是其总体任务和受益方项目造成的影响。
15. 联合国旅游组织除参加展区活动外还建议开展其他活动，如介绍弘扬女性创业精神的联合国旅游组织全球初创企业竞选挑战赛的优胜者；主办旨在交流良好做法、加强文化合作以发挥投资杠杆作用的全球旅游投资论坛；以及2025年9月27日世界旅游日的小型活动。
16. 此外，为了在复原力方面取得进展，联合国旅游组织和(牙买加)全球旅游复原力和危机管理中心将在加勒比地区共同设计一个关于复原力的培训方案。

### III. 优先事项 1：提高竞争力

#### A. 赋能旅游业的统计和数据

17. 联合国旅游组织牵头制定的衡量旅游业可持续性统计框架得到了 9 月 21 日在巴西贝伦举行的 G20 部长会议的认可。《二十国集团旅游部长宣言》强调“编制关于旅游业的经济、社会和环境影响的可信、可比和综合数据的重要性”，以及“该框架将引导利害攸关方以数据为导向作决策，推动旅游业的可持续管理”的事实。它还响应了“联合国统计委员会关于国际捐助界和各国应支持和赞助对旅游业及其可持续性的衡量工作，同时兼顾各国国情、需求和优先的呼吁”。
18. 联合国旅游组织和世界可持续酒店业联盟正在联合实施旅游业的环境、社会和治理（ESG）共同框架。联合国旅游组织与牛津大学可持续发展目标影响实验室合作开发的“旅游企业环境、社会和治理框架”，则旨在帮助全行业各类企业更加统一、更加可靠地计量和报告其在可持续发展方面的努力及其影响。通过这项新协议，联合国旅游组织将与酒店业联盟一起测试这一框架，完善其各项指标和相关工具，并促进利害攸关方的参与。
19. 有关环境、社会和治理框架的完整信息连同统计委员会的报告，见 [CE/122/3\(b\) RC-1](#) 号文件。
20. 2022 年至 2024 年期间，联合国旅游组织在数据和统计方面向五个国家提供技术援助，实施了五个合作项目。这些举措旨在加强旅游统计系统，支持本组织成员国开发和建立旅游卫星账户 (TSA) 和试验账户。同样地，在洪都拉斯实施了一个统计援助项目。该项目包括对旅游统计现状进行诊断，举办技术人员能力建设讲习班，以及为该国编写包含后续行动的最后报告。有关全部技术合作项目的详情，见附件 I。
21. [世界旅游业晴雨表](#)和[联合国旅游组织仪表板](#)继续提供季度和月度最新数据，以及对国际旅游趋势和行业绩效的分析。2024 年 9 月的最新一期《晴雨表》提供了 2024 年 1 至 7 月间全球、(次) 地区和国家的最新结果，包括国际入境人数、旅游收入和支出。《晴雨表》还提供了基于最新联合国旅游信心指数的前景，以及国际旅游业出口总收入和全球旅游业直接 GDP 最新数据。
22. 2024 年版《联合国旅游组织要闻》概述了 2023 年的旅游趋势和主要成果，包括入境旅游分析，旅游业的经济贡献，全球和地区成果，出境旅游及排名等。
23. 联合国旅游组织和欧洲旅游委员会 (ETC) 继续合作，在数据实验室倡议范围内定期举办知识共享网络研讨会，此为欧洲国家旅游局和各部委充分利用旅游数据分析和市场情报系统的一个实践社群。最近一次网络研讨会于 7 月举行，讨论了人工智能及其在旅游业中的应用；而最近一次亲自出席的会议，则是在可持续性指标国际研讨会框架内，于 9 月份在奥地利维也纳举行的“数据驱动的目的地战略”研讨会。
24. 根据联合国旅游组织充分利用其附属成员的能力促进创新思维和合作项目，并分享数据和专门知识的战略，本组织继续在各大国际旅游交易会和会议上主办附属成员专场会议。这些会议为收集宝贵意见提供了合适的平台，同时也为附属实体提供了展示其项目和探索潜在合作伙伴的绝佳机会。附属成员执行局在 2024 年世界旅游市场框架内举行了一次会议，附属成员在会上介绍了有关旅游趋势的新数据和新发现。
25. 在 2024 年国际旅游交易会 (FITUR 2024) 框架内，艾玛迪斯公司 (AMADEUS) 与美洲地区部以及市场情报、政策和竞争力部合作，提交了第一份展望报告：[“2024 年旅游观察 - 聚焦美洲”](#)。第二份报告在美洲地区委员会 (2024 年 4 月) 会议上发布；第三份报告于 2024 年 10 月发布。在发布第二份和第三份报告的同时还举办了西班牙文和英文网络研讨会，以提供全面的市场情报，介绍旅游行业各个关键方面，并就新趋势、预订模式和不断变化的旅客期望提供有价值的见解。

## B. 产品开发

26. **葡萄酒旅游：** [联合国旅游组织葡萄酒旅游全球会议](#)第八届会议在亚美尼亚埃里温举行，以“每一瓶中的传承：打造原滋原味的葡萄酒旅游体验”为题，重点强调必须制定既能保护文化传统又能造福一方社会的战略。关键是在不断变化的葡萄酒旅游环境下复兴传统，实现现代化与文化传承之间的平衡。

27. **美食旅游：**

- (a) [首届亚太美食旅游地区论坛](#) 2024年6月在菲律宾宿务举行的联合国旅游组织东亚及太平洋地区委员会和联合国旅游组织南亚地区委员会第36次联席会议框架内举行，会议聚集了来自公共和私营部门的领导人，以及本地区和其他地区的顶级企业家和一流厨师。讨论结束时达成了[宿务美食旅游行动号召](#)，敦促公私部门领导人将美食旅游纳入政策，促进跨行业合作即与农业和创意产业的合作，支持小型企业，促进可持续做法。
- (b) [首届非洲美食旅游地区论坛](#)在津巴布韦第一夫人的赞助下于2024年7月在维多利亚瀑布举行，津巴布韦总统出席了会议，这标志着非洲大陆与东道国都向前迈出了重要一步。论坛还强调津巴布韦将致力于利用美食促进全国和非洲旅游业的可持续发展。论坛结束时提出了一个路线图，以指导制定非洲美食旅游议程，确保美食旅游普惠人类、造福地球。
- (c) 秘书处和巴斯克烹饪中心（BCC）正在探讨建立“实施联合国旅游组织-巴斯克烹饪中心发展美食旅游准则技能培养方案”，此为联合国旅游组织与长期合作伙伴及附属成员巴斯克烹饪中心的一个合作项目。培养方案旨在培养旅游专业人员和利害攸关方的能力，以有效执行联合国旅游组织与巴斯克烹饪中心共同制定并于2019年推出的发展美食旅游准则。

28. **城市旅游：**

- (a) 2024年3月，联合国旅游组织与联合国人居署合作，在西班牙毕尔巴鄂组织了关于“[推进可持续城市旅游：开发促进城市良好做法的工具](#)”的专家组会议，来自联合国机构的专家和国家、地区和地方政府、学术界、私营部门和民间社会的代表，在会上讨论了如何为城市旅游制定更好的政策和治理办法。会议得出的结论于2024年10月公布。
- (b) 2024年10月30日和31日在马德里举行的第一次伊比利亚美洲城市会议上，与[伊比利亚美洲首都城市联盟](#)（UCCI）签署了[谅解备忘录](#)，以便按照可持续发展目标和新城市议程，在UCCI成员城市的城市政策和战略框架内促进旅游业推动可持续、包容和有韧性的发展。
- (c) 在[团结共建可持续智能城市](#)（U4SSC）框架内，恢复了联合国旅游组织与西班牙国家旅游秘书处（SEGITTUR）共同牵头的[WG7 智能目的地平台](#)活动。该工作组的主要目标是制定帮助旅游目的地利用技术和创新实现智能和可持续发展的共同框架和系列指导原则。相关可交付成果预计将于2025年发布。联合国旅游组织一名代表在2024年9月19日在西班牙马德里举行的U4SSC第8次年会上做了欢迎致辞。
- (d) 2024年11月6日将结合在埃及开罗举行的世界城市论坛，举办“城市旅游：建造更可持续、更加包容、更有创造力和复原力的城市的政策与治理”场边活动。此次活动将由联合国旅游组织、联合国人居署和联合国教科文组织联合举办，旨在讨论政策和治理对于确保城市旅游业积极促进城市可持续、能包容和有韧性发展的关键作用。预计联合国旅游组织将与联合国人居署签署谅解备忘录，以加强在城市旅游领域的合作。
- (e) 2024年5月，联合国旅游组织与大韩民国釜山市政府通过意向书正式确立伙伴关系。该协议旨在通过促进能包容、有韧性和可持续的做法加强城市旅游。合作还将包括进行联合研究，参加国际会议，实施教育举措和能力建设方案等，推进旅游业的可持续发展。

## 29. 体育旅游:

- (a) 联合国旅游组织与波斯尼亚和黑塞哥维那驻马德里大使馆合作举办了“奥林匹克精神团结全世界”艺术展，以纪念萨拉热窝奥林匹克运动会举行 40 周年。为驻马德里外交使团举办这一活动的目的，是宣传大型体育赛事在促进旅游目的地发展方面的潜力。
- (b) 联合国旅游组织与国际汽车联合会 (FIA) 签署了谅解备忘录，以便筹备第三届世界体育旅游大会。谅解备忘录是在意大利蒙扎一级方程式大奖赛周末期间签署的。国际汽联主席穆罕默德·本·苏拉耶姆 (Mohammed Ben Sulayem) 被任命为联合国旅游组织“体育”类可持续旅游大使。双方同意成立联合国旅游组织/国际汽联体育旅游工作组，以促进和提高对这一旅游产品潜力的认识。
- (c) 联合国旅游组织 (2024 年 9 月 12 日) 出席了 2025 年马德里体育峰会介绍会，该峰会定于 2025 年 6 月 18-19 日在马德里举行。作为机构合作方，联合国旅游组织将与体育及相关产业（包括旅游业）的主要利害攸关方一起参加活动。是次活动将为体育旅游领域的网络建设和知识交流提供一个极好的机会。
- (d) 附属成员马德里地区政府将于 2024 年 11 月 28-29 日在西班牙马德里共同主办第三届世界体育旅游大会。此次大会将再度聚集这些领域的高层利害攸关方，共同分享关于体育旅游的创新理念、最佳做法和真知灼见，包括它对经济的影响，对可持续发展目标 (SDGs) 的贡献，以及通过体育活动和举办赛事有效推介目的地的战略。旅游目的地普遍认识到这一细分市场的潜力，并通过投资体育基础设施，申办体育赛事和实施推广体育产品的营销战略，将自己定位为体育旅游目的地。

## 30. 视听旅游

- (a) **国际论坛：“旅游、文化和视听产业-与电影结缘”**：联合国旅游组织与墨西哥金塔纳罗奥州政府（附属成员）于 4 月 19 日联合举办了一项国际专题活动，以探讨和促进旅游、文化和音像产业之间的协同增效作用，确定可在这些不同行业之间开展更高层次合作的主要领域。此次论坛是结合第十一届伊比利亚美洲电影业白金奖举办的，是西班牙语视听产业最大的盛会，吸引了众多制片人、演员、旅游景点和电影委员会在玛雅里维埃拉的 Xcaret 聚集一堂。相关摘要报告的西班牙文版本可点击此[链接](#)查阅。
- (b) 附属成员 CETT 在联合国旅游组织支持下于 10 月 10 日在 Platja d'Aro 组织了 2024 年 Terres Check-In 国际酒店业电影颁奖典礼，举办方为 Jordi Comas Matamala 基金会。第三届 Terres CHECK-IN 典礼除颁奖仪式外，还增加了专业表彰及培训和专业发展内容。

## 31. 地热和康养旅游:

- (a) 联合国旅游组织派代表参加了 2024 年 9 月 25-26 日在立陶宛德鲁斯金宁凯举行的欧洲水疗和浴疗大会开幕式。会议围绕康养旅游不断变化的前景和未来开展了讨论。
- (b) 联合国旅游组织支持附属成员 Expourense 9 月 26-27 日在西班牙奥伦塞举办 Termatalia 2024 活动。Termatalia 是欧洲和拉丁美洲之间地热旅游的重要桥梁，旨在推动康养旅游业的全面发展。每年吸引来自约三十个国家的专业人士，成为融合欧洲水疗传统与拉美潜力的重要场所，成功实现了协同增效。

## 32. 天文旅游:

- (a) 联合国旅游组织支持附属成员星光基金会 2024 年 10 月 1 日和 4 日在 Cee (西班牙加利西亚莫尔特海岸) 举办第二届国际天文旅游大会和第七届星光会议。这项活动还得到附属成员加利西亚旅游局的支持。
- (b) 联合国旅游组织与其专业附属成员合作，继续加强这方面的研究和行动。并发行了一份出版物，以指导旅游目的地开发天文旅游，成功创造融合自然、文化、历史、人种学和美食

元素的产品和体验。该出版物系与星光基金会共同编制，并得到拉帕尔马和特内里费岛两个附属目的地的支持。预计尤卡坦等其他附属成员及联合国旅游组织最佳旅游乡村亦将做出贡献。

### C. 竞争力和旅游政策

33. 旅游与竞争力委员会 (CTC) 2024 年 7 月 17 日 (在线) 举行第 15 次会议。会议由肯尼亚主持，重点讨论 2023 年 10 月 16-20 日在乌兹别克斯坦撒马尔罕举行的第 25 届大会 (A/RES/757(XXV) 号决议) 批准的旗舰倡议世界旅游报告的进展情况。这一由预算外资金资助的倡议旨在成为第一个从可持续发展的三个方面衡量国家一级旅游业绩和政策的指数，为衡量和测定世界范围旅游业的绩效提供参照。旅游与竞争力委员会成员将按商定的主要阶段修订和验证该倡议的进展情况，目前正在修订报告的标准和初始指数的结构 (详见附件 VI)。
34. 委员会已获悉拟议的时间表和主要行动，包括设立一个顾问小组，以支持倡议的发展。这个多学科独立外部机构将由公认的专家组成，他们具有与旅游业可持续性三个方面和该报告四大支柱相关的不同领域的专门知识，包括人类、地球、繁荣和治理。顾问小组将就标准和指标的制定以及报告编制过程中的其他相关问题向联合国旅游组织秘书处市场情报、政策和竞争力部 (MIPC 部) 提供技术咨询意见。

### D. 宣介、推广和营销

35. **联合国旅游组织 50 周年庆：**2025 年，世界旅游组织将庆祝其成立及与西班牙王国签订《东道国协定》50 周年。届时，联合国旅游组织将组织各种周年庆祝活动。周年纪念亦将与本组织启用西班牙马德里新总部同步。自联合国旅游组织在东道国举办的最重要的旅游交易会 FITUR 开始，本组织将在全年举办多场活动，包括在西班牙举行执行委员会第 123 届会议 (2025 年上半年)；在马来西亚举办 2025 年世界旅游日 (9 月 27 日)；在沙特阿拉伯举行全体大会第 26 届会议 (2025 年下半年)；以及与西班牙王国签署协定日 (11 月 10 日) 纪念活动，以突显这一重要的庆祝之年。
36. **打造非洲品牌：**联合国旅游组织第二次非洲品牌地区会议于 7 月 22 日至 24 日在赞比亚利文斯通举行，会议重点是如何提高非洲旅游业的竞争力。讨论内容包括媒体关系，社交媒体的影响，以及与创意产业合作等问题。主要结论包括改善航空联通性，开展品牌教育，以及建立首席执行官工作组。非洲旅游伙伴、Meta 和“无滤镜非洲”等私营部门组织参加会议并发表了见解。
37. **对目的地营销的技术援助**
  - (a) 2022 年至 2024 年期间，联合国旅游组织通过实施 4 个合作项目提供了技术援助，重点帮助制定旅游营销战略，增强成员国的营销和推介能力。2024 年 5 月至 11 月期间，于 2024 年 10 月举行了 (中国) 济南市国际旅游目的地规划和营销战略项目启动会议；而与世界银行合作的 (中国) 甘肃振兴与创新项目活动则于 2024 年 11 月完成。
  - (b) 联合国旅游组织继续与卡塔尔合作举办第二届卡塔尔旅游奖。本届旅游奖包括卓越服务、美食体验、标志性景点与活动、世界级活动、数字足迹、智能和可持续旅游，以及社区领导力等七个主要奖项。每一奖项下又设子项，凡 36 个，以确保全面涵盖卓越旅游体验的各个方面。最后颁奖仪式于 2024 年 10 月 27 日举行。
38. **联合国旅游组织特别大使：**在巴塞罗那举行的第 121 届执行委员会框架内，Parrilla Don Julio 的创始人 Pablo Rivero 和 Sagardi 集团创始人 Iñaki López de Viñaspre 被提名为联合国美食旅游特别大使。在联合国旅游组织亚太地区第一届美食旅游论坛上，大厨 Vicky Cheng 获得同样提名；在联合国旅游组织非洲地区第一届美食旅游论坛上，大厨 Adefila Adenike Abisola、Mounir El Arem、Yohanis Gebreyesus 和 Carl Joshua 亦获提名。奥运会排球奖牌得主 Gilberto Godoy 参加 2024 年巴黎奥运会期间被提名为联合国旅游组织负责任旅游特别大使。巴西厨师

Saulo Jennings 被任命为联合国美食旅游大使。他在美食旅游方面的专长和热情将有助于通过美食推动可持续发展、创新和文化交流。

39. 本组织与中国传媒集团旗下国际传媒机构中国环球电视网（CGTN）签署了谅解备忘录。该协定旨在提供一个合作框架，以促进两个实体在非排他性基础上就报道联合国旅游组织的相关活动进行合作。
40. **以质量导向和地域平衡方式扩大联合国旅游组织附属成员队伍：**联合国旅游组织附属成员是旅游领域最大的国际网络，自建立以来一直与本组织合作开展广泛的项目与活动。联合国旅游组织为质量导向、地域平衡地扩大联合国旅游组织附属成员队伍奠定了基础，以永久性加强本组织的附属成员网络，提高联合国旅游组织为其成员和全球旅游行业创造价值的能力。
41. 联合国旅游组织及其附属成员 Atrevia 一起开发了谈论旅游业当前和新出现议题的播客“行动中”。迄今还用西班牙语录制了以体育旅游为主的节目，附属成员马德里地区和 MadCup 参与了制作；另外还有附属成员 MAPFRE 参与制作的游客保护国际守则节目。今后还将在“行动中”录制更多不同主题的节目，如人工智能、LGBTQ 社群+旅游、可持续性或利基旅游产品等。
42. 鉴于疫后恢复、新冲突和新的暴力形态情况较为复杂，本行业需要倡导旅游业成为和平与文化间对话的催化剂，联合国旅游组织愿在《全球旅游业道德守则》指引下，激发未来青年世代旅游专业人员的热情。年轻人必将承担今天作为或不作为的后果，强烈要求有更多参与塑造自己未来重大机会。“未来峰会”期间将达成的《未来契约》，旨在在各个层面将青年人吸收进来，投资于优质教育和毕生学习，扩大和加强青年对联合国决策过程的参与。正因为铭记于此，下一届联合国旅游组织学生联盟将加大青年对旅游与和平关联性的呼声，激励青年人提出具体行动建议，向当地社区、主要决策者和学友同侪证实旅游与和平同呼吸、共命运的关系。

## E. 旅游促进农村发展和联合国旅游组织最佳旅游乡村

43. 联合国旅游组织旅游促进农村发展方案的设计愿景是要把旅游变成农村发展和福祉的推动力。它还旨在提升旅游在珍惜和保护农村地区及其相应景观、知识系统、自然和文化多样性、地方价值和活动方面的作用。更旨在根据可持续发展目标（SDGs），促进以创新和变革方式发展农村目的地的旅游业，从而为可持续发展的经济、社会和环境三大支柱做出贡献。
44. 作为该方案的一部分，联合国旅游组织为亚太地区的业界领导完成了一期高管培训课程。这个为期两天的培训课程在文莱达鲁萨兰国斯里巴加湾市举行，主题为“**战略和产品开发实用方法**”，来自亚太地区八个国家的国家旅游局（NTAs）和国家旅游组织（NTOs）的 33 名负责农村旅游战略和产品开发的官员参加了培训。
45. 联合国旅游组织推出了[协助农村目的地自我评估工具（STAR）](#)，这是一个赋能农村目的地评估和加强其旅游战略的先进在线自评工具。STAR 为地方当局提供了一个综合框架，藉以评估和改进其政策和行动，使之与可持续发展的最佳做法保持一致。用英语、法语、西班牙语和阿拉伯语举行了成员国参加的专题会议。还特别开会向联合国旅游网最佳旅游乡村成员推介这一工具。
46. 联合国旅游组织与附属成员 TUI 关怀基金会合作，共同向非洲农村地区的工匠提供支持。双方协议的重点是赋能冈比亚、摩洛哥、莫桑比克、纳米比亚、卢旺达、塞内加尔、南非、坦桑尼亚、突尼斯和赞比亚农村旅游目的地的艺人和工匠，特别是妇女和青年人。TUI 关怀基金会成为支持**旅游促进农村发展小额赠款方案试点阶段**首个合作伙伴。该方案 2024 年 10 月开始接受申请。民间社会组织和非政府组织将有资格获得最高 20,000 欧元的赠款，用于在 2025 年执行项目。
47. 成功举办了又一届最佳旅游乡村活动。2024 年评选共收到 63 个成员国的 264 份申请。自 2021 年启动以来，最佳旅游乡村活动过去四届总共收到 833 份申请。目前通过四届评选共有 185 个村庄获得最佳旅游乡村称号。
48. 2024 年，来自 16 个国家的 19 个参加“联合国旅游组织最佳旅游乡村升级方案”的村庄接受了联合国旅游组织专家的现场辅导，以促其更上一层楼。这项活动通过实地考察、访谈和焦点小组讨论，吸引了 1000 多个利害攸关方参加。完成辅导后向这些村庄和相关成员国提供了建议报告，

以支持它们继续推进其旅游业发展目标。这些村庄结束辅导后亦可通过“快速通道”程序，重新向最佳旅游乡村评选活动提出申请。

49. 2024 年 7 月，在秘鲁外贸和旅游部举办的仪式上，获得 2022 年和 2023 年最佳旅游乡村称号的秘鲁村庄在联合国旅游组织的见证下领取了表彰牌。此外，阿根廷驻西班牙大使也领取了 2023 年获得这一称号的阿根廷村庄 La Carolina 的表彰牌。

#### IV. 优先事项 2：促进可持续性和包容性

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50. 旅游与可持续性委员会 (CTS) 举行了两次重要的面对面会议。第一次会议于 2024 年 1 月 25 日在马德里第 44 届国际旅游交易会期间举行，标志着委员会新当选成员的工作正式开始。会议的重点议题是领导力。哥斯达黎加和克罗地亚分别当选为主席和副主席。

51. 第二次会议于 2024 年 9 月 9 日至 10 日在哥斯达黎加圣何塞举行，尤其具有创新意义。会议期间，来自全球各地的专家和利害攸关方聚集一堂，共同探讨旅游业的未来，气候变化行动及其认证系统等关键可持续性问题。会间还举行了活跃的专题讨论会，探讨旅游业如何结合更广泛的全球可持续发展目标深化合作及可行动的项目。有关这些会议的更多信息详见附件 V。

##### A. 气候行动和循环经济

52. 旅游被首次纳入 [UNFCCC COP29 行动议程](#)，并计划于 2024 年 11 月 20 日在阿塞拜疆巴库连同城市化主题和交通主题一并庆祝旅游主题日。阿塞拜疆共和国国家旅游局的合作对旅游业取得这一里程碑式的成就起到了重要作用。这一成就也反映了联合国旅游组织及其成员在多边体系内外为旅游气候行动发挥的领导作用及其贡献。

53. COP29 关于加强旅游业气候行动的主席倡议的总体目标，是加强旅游业气候行动作为支持国家气候目标的行业政策的定位。作为 [COP29 旅游主题日](#) 庆祝活动的一部分，将在联合国气候变化框架公约正式方案“蓝区”范围内组织首次旅游气候行动部长级会议，随后再举行两次高级别主题圆桌会，分别讨论计量与去碳化，以及再生（适应）和资金问题。

54. COP29 主席倡议包括以下目标：1) 通过发起 COP29 行动议程小组领导的《关于加强旅游业气候行动的 [COP29 巴库宣言](#)<sup>2</sup>》实现政策转变。COP29 行动议程小组鼓励各国政府、联合国机构、国际组织和多边开发银行的代表支持这一倡议；2) 通过加强《格拉斯哥旅游业气候行动宣言》实现行业参与；3) 通过承认联合国衡量旅游业可持续性统计框架 (MST) 作为衡量气候影响的工具，实现基于科学的方法；4) 通过在联合国系统和主要利害攸关方之间建立加强旅游业气候行动的全球协调和伙伴机制，实现制度化。

55. 第二十九次缔约方大会主席国的目标是加强旅游业利害攸关方，特别是国家旅游管理部门对《格拉斯哥气候行动宣言》的参与，将其作为推进衡量、缓解（去碳化）和适应（再生），支持国家气候政策的统一框架。截至 2024 年 9 月，共有 850 个组织签署了《格拉斯哥宣言》。2024 年 4 月，48 个组织因未遵守拟议的行动框架被取消成员资格。

56. 在举行联合国气候变化第二十九次缔约方会议前夕，在联合国气变公约加勒比地区合作中心的支持下，联合国旅游组织于 2024 年 10 月为加勒比地区的旅游部长主办了一次在线技术会议。在线会议的目的是结合正在进行的审查，探讨以国家自决方式将旅游业纳入《巴黎协定》国家自主贡献 (NDCs) 的机会，以确保旅游行业既是气候目标的主要贡献者，又为参加 COP29 的讨论做好了准备。

57. 联合国旅游组织继续发挥其作为同一个星球可持续旅游方案和《旅游业气候行动格拉斯哥宣言》牵头机构的作用，于 2024 年 5 月在线主办了 [旅游业气候行动全球圆桌会议](#)。这一旅游业气候行动实践社群会议旨在作为一个战略核心平台，将签约方和成员国/气候问题协调人等在塑造和影响旅游业气候行动方面举足轻重的主要利害攸关方凝聚在一起。

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<sup>2</sup> 详见附件 9：COP29 加强旅游业气候行动宣言。

58. 根据《格拉斯哥宣言》框架中概述的气候行动报告承诺，启动了第二次报告工作，于 2024 年 7 月至 9 月开展了一次调查，以评估签约方在履行承诺方面取得的进展。目前正在对收到的最新进展情况进行系统审查，汇总结果将在 COP29 期间（作为主要收获）与定于 2025 年 1 月发布的 2024 年执行情况报告一并发布。

59. 在环境署与巴西政府合作于 2024 年 9 月举办的同一个地球网络论坛期间，联合国旅游组织主办了“旅游业新思维：建设永续、低碳、再生和包容的旅游业”专题会议。本次会议展示了促进地球健康和社会公平的战略和方法的成功范例，重点关注三个关键领域：减少食物浪费，消除塑料污染以及气候缓解和适应战略。

60. 2024 年 9 月，环境署与联合国旅游组织合作在线组织全球旅游塑料倡议 (GTPI)签署方协商会议，讨论了以下问题：通过加强与供应商的接触查明可再用替代品；动员价值链各利害攸关方，并加强目的地一级的协调；以及 2025 年至 2030 年期间继续执行全球旅游塑料倡议的范围。截至 2024 年 9 月，已有 231 个组织加入全球旅游塑料倡议。

61. 2024 年 9 月 29 日，在国际食物损失和浪费宣传日 (IDAFLW) 当天，发布了西班牙文本《旅游业减少食物浪费全球路线图》。该路线图的目标是加快旅游业利害攸关方采用减少食物浪费战略的步伐。路线图旨在提高旅游业利害攸关方对更可持续和循环管理食物带来的机遇的认识，特别强调减少食物浪费是一项成本效益好和对环境负责的战略。

62. 2024 年 7 月，Booking.com 与联合国旅游组织合作开发的酒店业可持续发展新系列在线培训课程在旅游在线学院发布。在线课程的重点是 1) 能源和气候行动；2) 食物管理；3) 水效率；和 4) 社区参与。课程免费提供。

## B. 推进循证可持续政策

63. 国际可持续旅游观察站网络 (INSTO) 是目的地推行的一项以参与、循证和透明做法实现可持续旅游发展的引领潮流且不断壮大的行动。目前共有 44 个目的地是确认的 INSTO 成员，其中美洲 14 个，亚太地区 16 个，欧洲 14 个。其规模仍在扩大，最近哥伦比亚的安蒂奥基亚和奥地利的蒂罗尔成功提出加入申请，还有其他几个目的地也在考虑之列。

64. 这一壮大是长期进程的一部分，许多目的地正在经历转型变化，以确保持久的影响。其中一个重要的例子，是 2024 年 5 月 28 日至 6 月 1 日在黄山举办的联合国旅游组织 2024 年中国可持续旅游观察站培训方案。这项以乡村旅游可持续发展和治理为重点的培训活动提高了整个地区旅游专业人员的能力，增强了 INSTO 网络对循证决策的支持，更体现了 INSTO 日益增长的影响力，尤其是在促进乡村旅游发展的可持续性方面。除此之外，7 月 23-25 日，马来西亚旅游和艺术部与联合国开发署马来西亚办事处合作，在马来西亚吉隆坡为马来西亚各州举办了关于建立观察站和 INSTO 网络 11 个强制性监测领域的讲习班。

65. 除地区讲习班和培训方案外，INSTO 还组织了 18 次网上技术研讨会，展示其成员和选定专家在 11 个关键计量领域的经验、管理办法和监测工作。这些网上研讨会是奉行可持续发展旅游目的地的重要工具和资源。联合国旅游组织还为马拉加 (Málaga) 可持续旅游观察站提供了支持、意见和指导，帮助它解决一个对很多地区都很重要的问题，即努力改善旅游目的地水资源的管理办法。该项目包括在马拉加举办一次讲习班，旅游业利害攸关方、地方当局和供水公司纷纷派员参加，共商用水效率问题。此外，还组织了两场在线讲习班，以促进全球观察站之间的知识共享。这些活动有助于加强当地利害攸关方应对旅游业水资源挑战的能力。

66. 马略卡岛可持续旅游观察站 10 月 16 日在马略卡岛帕尔马主办的 2024 年 INSTO 全球年会，进一步确认了这项举措在支持旅游目的地引领可持续旅游变革方面的全球领导地位。

67. 联合国旅游组织继 2024 年 INSTO 全球年会后，又与马洛卡旅游基金会和马洛卡管委会一道，于 2024 年 10 月 17 日至 18 日举办了第三届可持续旅游目的地峰会。第三届峰会为旅游目的地以询问政策和参与式做法为重点讨论其在旅游业可持续转型中的领导作用，提供了一个全球平台。

- 68. 峰会的形式旨在支持旅游目的地努力实施和促进可持续发展。峰会通过小组讨论和讲习班探讨了若干关键问题，如长寿对旅游的影响，可持续的运输系统和当地社区参与旅游业的发展等。这些讨论强调了旅游目的地采取前瞻性做法，同时兼顾当前和未来挑战的必要性。
- 69. 峰会通过召集专家和目的地代表同堂议事，确认了目的地在促进可持续旅游方面的主导作用。精心策划的主题和专家小组，再次确认了这些问题在制定长期可持续发展战略中的重要性，同时承认目的地在制定负责任旅游的全球标准方面可以发挥的变革性影响。

### C. 包容性

- 70. 联合国旅游组织正在编制《无障碍旅游良策简编》，重点介绍 2023 年 11 月在圣马力诺举行的无障碍旅游国际会议上介绍的成功事例。这些范例的特点是残疾人和老年人参加旅游，包括政府推行的政策和战略，以及私营部门、目的地和民间社会倡导的产品和经验。
- 71. 联合国旅游组织、ONCE 基金会和西班牙标准化协会 (UNE) 2024 年 9 月发布了一套指导方针，受众是希望通过应用 ISO 标准 21902:2021 使其无障碍产品更加畅通的旅游运营商、旅行社和旅游经纪。专家审评过程的主要伙伴方为旅游业的代表 Sage Travel Inclusion 和 *Impulsa Igualdad*，以及欧洲无障碍旅游网络 (ENAT)。
- 72. 联合国旅游组织和印度尼西亚旅游和创意经济部与巴厘岛旅游理工学院合作，联合举办了第二届亚洲及太平洋旅游业妇女赋能问题地区会议（2024 年 5 月，印度尼西亚巴厘岛）。考虑到妇女占亚太地区旅游业劳动力的 53%，但集中在低技能、低收入和非正式的岗位上，使她们获得社会保障的机会有限，且危机时期易受伤害，会议强调所取得的成就之余，更考虑了如何消除阻碍妇女经济和社会赋能的障碍。
- 73. 7 月份在津巴布韦维多利亚瀑布举行的联合国旅游组织首届非洲美食旅游地区论坛期间，在津巴布韦第一夫人和非洲各国部长的大力支持下，作为边会举行了非洲旅游业女性领导人委员会 (WITLAC) 闭门会议，讨论解决妇女在非洲旅游业中面临的挑战，如男女薪酬差距，缺乏机会和不公平市场准入等问题。
- 74. 赋予妇女权能，是联合国旅游组织非洲议程“旅游促进包容性增长”的最优先领域之一。在塞拉利昂旅游和文化事务部的合作下，将于 2024 年 10 月 29-31 日在弗里敦举行“妇女参与旅游业地区大会：超越赋权及至教育、创新和获得资金”，来自非洲地区的女部长、私营部门主要利害攸关方、国际组织和地区社团将纷纷与会。
- 75. 联合国旅游组织与联合国妇女署以“确保妇女安全参与宗教旅游”为题，联合举办了一次网络研讨会。作为联合国妇女署关于在所有情况下终止性骚扰的全球政策系列的一部分，该网络研讨会帮助提高了人们对宗教旅游中基于性别的暴力以及世界各地现有防范措施的认识。会议为与会者提供了英文、西班牙文和阿拉伯文口译服务。
- 76. 联合国旅游组织 10 月份发布了拉丁美洲和加勒比妇女参与旅游业地区报告（西班牙文），其中描述了该地区妇女参与旅游业的情况，探讨了旅游业中妇女赋权的机会和面临的障碍。报告还向该地区旅游业利害攸关方提出一系列推动实现性别平等的具体建议。
- 77. 作为 2024 年 8 月 8 日在大韩民国釜山举行的釜山国际旅游城市论坛的一部分，举行了联合国旅游组织可持续和公平旅游促进城市发展特别会议，目的在于促进可持续城市旅游的创新和变革做法。会议讨论了城市发展，无障碍化和通用设计，文化旅游和技术一体化等关键挑战，以突显加强社会包容的必要性。
- 78. 联合国旅游组织积极支持各成员国在旅游业内促进包容性和加强人力资本。2024 年完成了在旅游价值链中纳入当地社区和增强妇女权能等几个关键项目。与世界旅游联盟（2024 年 11 月）在中国的合作侧重增进对社区旅游的认识；在东帝汶的项目（2024 年 5 月）则以加强妇女赋权为中心。

此外，在摩尔多瓦实施了一个由爱沙尼亚政府资助的标志性项目（2024 年 6 月），通过试点技能培训，实施培训培训教员计划，开办在线课程和创建支持性网络，250 多名女性旅游业主和当地利害攸关方从中受益。这一举措是与摩尔多瓦国立大学和当地投资机构“投资摩尔多瓦”合作实施的，进一步增强了当地旅游活动的能力和可持续性。

79. **LGBTQ+旅游：**附属成员国际男女同性恋旅游协会（IGLTA）与联合国旅游组织合作组织了一次网络研讨会，重点讨论 LGBTQ+旅游和旅行对目的地的影响。在这次在线活动中，特别安排附属成员贝尼多姆旅游局介绍了“贝尼多姆 LBGTQ+欢迎你目的地”案例研究。附属成员随时准备与联合国旅游组织在这一领域继续密切合作。

#### D. 道德

80. 世界旅游道德委员会（WCTE）2024 年 6 月 4 日（在线）召开第 31 次会议，确定了四个主要优先领域：1) 旅游教育促进可持续发展；2) 体面工作、包容性增长和社区赋能；3) 技术和数字平台；以及 4) 社会可持续性和文化间对话。

81. 关于《旅游道德框架公约》(FCTE) 及其《任择议定书》，有四个国家（阿尔巴尼亚、黎巴嫩、尼日利亚和塞舌尔）加入了该公约，其中两个国家（阿尔巴尼亚和塞舌尔）还加入了《任择议定书》。该《框架公约》尚未生效。再次邀请联合国旅游组织成员国和联合国会员国表示同意接受《框架公约》及其《任择议定书》的约束。

82. 2024 年下半年，联合国旅游组织将与世界旅游道德委员会合作举办一系列以《旅游道德框架公约》为重点的地区网络会议。这些网络会议将概要介绍《框架公约》，说明成员国表示同意受其约束的流程。此外，还将讨论在有关《框架公约》及其条款的调查中提出的问题，为更深入地了解和参与《框架公约》提供平台。

83. 2024 年 9 月 27 日以“旅游与和平”为主题的世界旅游日当天，委员会以《全球旅游业道德守则》第 1 条为指导发表声明，重申旅游业作为世界人民之间和平、互谅和友谊催化剂的关键作用。呼吁尽一切努力支持受冲突影响目的地的和平谈判，并坚守《联合国宪章》的各项基本原则。

#### E. 文化

84. 联合国旅游组织与意大利南方大学（USI）签署了一项协议，以便就创意产业，特别是各种时尚表现形式在为文化旅游目的地创造新产品和新体验以及贸易机会方面的作用，开展基线研究。相关报告将成为成员国处理这一尚属新颖课题的参考文件。

85. 在以美洲为重点的《土著旅游良策简编》(2023 年) 的成功基础上，联合国旅游组织和世界土著联盟正在编写也包括亚洲和太平洋地区范例的良策简编。该简编将包含政策建议，以及有关该地区负责任的游客与土著文化接触的贴士。

#### F. 旅游业生物多样性行动

86. 联合国旅游组织在应对全球生物多样性挑战方面发挥着至关重要的作用，其工作重点是在 2030 年前推进自然积极型旅游。这一行动倡议的目的，是通过 2022 年建立的“自然积极旅游伙伴关系”，在与世界旅行及旅游理事会（WTTC）和全球可持续酒店联盟的合作下，推动实现旅行和旅游对自然的正面价值，与 2020 年后昆明-蒙特利尔全球生物多样性框架（GBF）保持一致。

87. 一个重要的里程碑，是在 2024 年地球日发布了支持全球生物多样性框架实施的“[自然积极旅行和旅游行动](#)”报告。由于旅游业被视为逆转生物多样性丧失的关键，联合国旅游组织正在推进全球生物多样性框架的 23 项目标，特别是那些以生物多样性主流化、环境影响评估和减少环境危

害为中心的目标。在 2024 年 9 月举行的旅游与可持续性委员会第 19 届会议上，自然积极旅游伙伴关系 (NPTP) 伙伴方还强调了可持续旅游实践的重要性，强调在努力减少旅游业的影响的同时，促进对恢复生物多样性的投资。

88. 2024 年 5 月 22 日，联合国旅游组织为纪念国际生物多样性日发表了“[将生物多样性纳入国家旅游政策](#)”的报告。这份综合研究报告探讨旅游业与生物多样性之间错综复杂的关系，剖析物种内部、物种之间以及生态系统内的多样性。回顾 80 项国家旅游政策如何体现了生物多样性的价值，并按政策叙事、政策说明、战略方案和监测承诺四个主要分节进行了深入研究。报告陈述了对当前落实工作的深刻见解，为政策制定者和利害攸关方提供了宝贵资源，促其采取进一步行动以实现可持续发展。
  
89. 2024 年 10 月，联合国旅游组织参加了在哥伦比亚卡利举行的《生物多样性公约》(CBD) 第 16 次缔约方会议，与哥伦比亚政府合作主办了“旅游业的净积极承诺”正式边会，并参加了企业与生物多样性论坛以及高级别会议。这些努力进一步突显了联合国旅游组织的决心，不仅要减少旅游业对环境造成的危害，还要积极激励企业、政府和社会投资于保护自然、恢复生物多样性的努力。

### 优先事项 3：投资于人

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90. 为实现建立扎实的旅游业学习路径目标，本组织正在编制其第三份教育出版物“[旅游业本科和研究生课程创新](#)”，以支持成员国在高等教育文凭中推行多学科方法。同时考虑纳入一些新的专业，如旅游数据科学、可持续旅游和旅游企业管理等。还鼓励将旅游作为一门选修课纳入工程学等不同专业课程。
  
91. 联合国旅游组织还出版了“[将旅游作为学习科目纳入高中教育工具包](#)”。这将为各国提供资源，将旅游无缝纳入教学大纲，在学生中及早培养对旅游职业的兴趣和认知。现在，应成员国要求，即可按照国际文凭组织 (IBO)、美国酒店与住宿教育学院 (AHLEI) 和剑桥评估国际教育三种主要方法中的任一种方法，精心制定实施计划。目前正与哥伦比亚、哥斯达黎加、克罗地亚 (萨格勒布)、阿拉伯联合酋长国和赞比亚讨论此事。
  
92. 同样地，[国际可持续旅游理科学士课程](#) 9 月正式开课，共有来自哈萨克斯坦、乌兹别克斯坦、沙特阿拉伯、格鲁吉亚和瑞士的 30 名学生。该专业经瑞士政府认可，由联合国旅游组织和卢塞恩应用科学与艺术大学提供，已在马德里开始第一学年的学习。
  
93. [联合国旅游组织在线学院](#) 目前提供超过 38 门课程，预计到 2024 年底将设置 18 个学术伙伴方提供的约 50 门课程。共有近 30 000 名学生 (54% 为女性) 在平台注册。注册人数排名前 10 的国家是印度、沙特阿拉伯、西班牙、智利、哥伦比亚、厄瓜多尔、墨西哥、阿根廷、意大利和印度尼西亚。在沙特阿拉伯王国支持下，现已完成并上传下列新的内容：
  - 商业活动管理 (英文)
  - 旅游业的创新与数字化转型 (英文)
  - 目的地营销 (英文)
  - 餐厅运营 (英文)
  - 烹饪艺术与美食 (英文)
  - 烹饪运营基础知识、餐饮管理和新技术 (英文)
  - 培训培训教员 (英文)
  - 可持续目的地管理 (英文)
  - 酒店运营 (英文)
  - 旅游业客户服务 (西班牙文)

94. **联合国旅游组织奖学金计划:**

- (a) 向成员国颁发了 250 份免费课程证书。将在在线教育委员会下届会议上确定 2024 年向成员国发放奖学金一揽子计划。
- (b) 已向赞比亚、津巴布韦和 (哥伦比亚) 桑坦德地区等成员国和附属成员增发 250 份奖学金。

95. 质量仍然是主要支柱。[联合国旅游组织旅游教育质量认证](#)网络汇集了世界范围 115 个机构的 296 项认证方案。按地区分布情况如下: 亚太地区 (63.17%)、欧洲 (21.96%)、美洲 (13.18%)、中东 (1.35%)、非洲 (0.34%)。

96. **QUEST 认证:**

- (a) 阿根廷埃斯基尔联合旅游促进委员会 (Ente Mixto de Promoción Turística de Esquel) 已启动联合国旅游组织 QUEST 认证程序
- (b) [智利 Valparaíso 地区旅游公司和阿联酋阿布扎比文化和旅游部](#)与其他目的地管理组织 (DMOs) 一起, 获得了联合国旅游组织颁发的 QUEST 证书。QUEST 认证是对高质量优秀目的地管理组织的承认。

97. 同样, 在本报告期内还开展了具有影响力的技能发展活动:

98. [联合国旅游组织学院](#)开办了不同的高管教育课程:

- (a) 沙特阿拉伯旅游师资培养课程。含 12 个在线单元, 共 450 人参加, 分为学术管理人员、旅游专业教师、酒店专业教师和教培评估人员等四个不同专业方向 (2024 年 1 月至 9 月)。
- (b) 墨西哥地区旅游与社会包容课程, 45 人参加 (7 月 15-19 日, 墨西哥城)。
- (c) 9 月 16-20 日在马来西亚沙捞越举办了第 18 期联合国旅游组织亚太地区旅游政策和战略高管培训课程, 侧重点为高端/豪华旅游市场。今年的培训强调豪华旅游如何在各行各业创造大量收入和就业机会, 从而提升目的地的品牌形象和声誉。

99. 此外, 联合国旅游组织目前正与 (法国) 索邦大学和 (西班牙) 萨拉曼卡大学合作开设国际旅游法博士课程。

100. 同样, 联合国旅游组织也在与澳门旅游大学合作开办两个联合品牌硕士课程。

101. 与沙特阿拉伯合作开办的[通过电子学习开发人力资本项目](#)取得以下成果:

- (a) 联合国旅游组织在线学院课程组合扩增了 10 门课程。
- (b) 沙特阿拉伯王国的旅游教育质量审计程序业已启动并完成, 5 所沙特顶尖大学的旅游课程将获得认证, 毕业典礼将于 2024 年年底举行。此外, 由于旅游教育质量作为该国旅游课程基准引起了极大的兴趣, 另有 5 所沙特大学正通过审计程序获得认证。
- (c) 旅游劳动力市场观察站: 旨在通过能力建设和劳动技能分析, 促进在沙特王国创造增值就业的机会。为实现这一目标, 联合国旅游组织承诺编制两份综合报告: 人工智能对旅游就业和旅游业数字化及未来的影响分析; 以及旅游劳动力市场综合报告。这两份报告计划于 2024 年年底前完成。
- (d) 通过实施人工智能导师和人工智能反馈工具等人工智能功能, 对平台进行重要升级。

102. **技术援助：**联合国旅游组织支持各成员国加强人力资本，实地培训旅游从业人员。爱沙尼亚政府资助的一个标志性项目于 2024 年 6 月在摩尔多瓦实施并完成，该项目包括实施试点技能培训，培训培训教员计划，在线课程，以及创建一个惠及 250 多名女性旅游业主和当地不同利害攸关方的网络。该项行动是与摩尔多瓦国立大学和当地投资机构“投资摩尔多瓦”合作实施的。

103. 另一方面，**国际学术机构与联合国旅游组织的合作<sup>3</sup>已成为现实：**

- (a) 利雅得旅游与酒店管理学院（沙特阿拉伯利雅得）：该学院正力推在境内开办创新旅游课程，并为沙特的研究活动提供持续指导。
- (b) 撒马尔罕学院（乌兹别克斯坦撒马尔罕）：该国际学院 2024 年 10 月开办，已推出第一个合作项目：为 60 名教授举办培训培训教员课程。接下来几个月还将继续实施商定的其他培训方案。

104. 联合国旅游组织还在继续推进：

- (a) 非洲烹饪艺术国际旅游学院（津巴布韦维多利亚瀑布）：作为该项合作的第一步，与旅游及酒店业部签署了谅解备忘录。
- (b) ZITHS Mukuni 国际旅游与酒店管理学院（赞比亚利文斯敦）：与旅游部签署了谅解备忘录。三个主要里程碑是：共同主办 2025 年地区旅游教育峰会；制定将旅游教育纳入高中课程战略；以及设计旅游行业研究生资质。
- (c) 与多米尼加共和国国家职业和专业培训学院（INFOTEP）签署谅解备忘录，通过在拉丁美洲和加勒比地区创造教育机会，促进教育和旅游人力资本开发，并在未来与联合国旅游组织合作建立一所国际学院。

105. 此外，**联合国旅游组织还：**

- (a) 与北京第二外国语学院签署了共同开办旅游管理硕士课程的协议。该方案每学年将为本组织提名且符合课程要求并被北二外录取的学生，提供十五（15）个全额奖学金，资助等数学员学习；
- (b) 启动了通过 WhatsApp 提供的职业培训方案，为酒店业和职业旅游从业人员提供客户服务和客户体验在线培训；
- (c) 与巴塞罗那 CETT 大学达成协议，通过 Whatsapp 为哥伦比亚卡塔赫纳培训 200 多名出租车司机；和
- (d) 根据 2024 年世界旅游目的和平主题，与哥伦比亚 Externado 大学合作开发旅游与社会变革证书课程。

106. 为加强合作铺平道路的其他教育谅解备忘录：

- (a) 国际文凭组织 (IBO)：将开始合作建立旅游职业相关课程，促进旅游职业教育。
- (b) 联合国旅游组织与 Westfield 签署谅解备忘录后，在 2024 年 2 月发放的 15 个奖学金基础上又发放了 3 个奖学金。

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<sup>3</sup> 国际学术机构属非控制实体，适用全体大会第 656 (XXI) 号决议中通过的适用于第 II 类实体的条件和标准（见附件 II, A/21/8 (I) (f)）。

- (c) 与以色列外交部国际发展合作署签署谅解备忘录，以支持制定和实施联合培训和能力建设活动，促进国内和国际人力资源开发。
- (d) 与（阿拉伯联合酋长国）沙迦大学签署谅解备忘录，以促进和推动培训机会和教育方案，特别是可能联名设立的策略传播学硕士学位。

## V. 优先事项 4：促进投资和扩大创新：获取资金，加快采用新的营商模式

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### A. 促进投资旅游业文化

107. 投资旅游业已成为世界各国最重要的战略优先之一。2019 年至 2024 年间，旅游业共收到 2 127 个公布的绿地外国直接投资 (FDI) 项目，资本投资总额达 1 169 亿美元，这是一个强劲的信心指标，在全球创造了近 284 000 个潜在就业岗位。通过传统与非传统投资相结合的方式投资旅游业，为支持经济发展，创造就业机会和实现可持续性提供了一条康庄大道。

108. 迄今为止完成了以下工作：

- (a) **通过报告和指导原则创造知识、促进投资：** 编制旨在指导潜在投资者和决策者的信息资料。这类资源有利于知情决策过程，有助于促进经济发展。
- (b) 提出全球性见解：
  - 与《金融时报》联合发布 2024 年旅游绿地投资报告
  - 与联合国贸发会议联合制定“旅游业可持续投资指导原则”
  - 拉丁美洲和加勒比旅游投资首份报告
  - 2024 年全球投资报告
- (c) **旅游促营商：投资指南**单行本出版物。自上届执行委员会以来交付了三个新版本：
  - 秘鲁（2024 年 7 月 16 日，利马）。
  - 赞比亚（7 月 23 日，赞比亚利文斯敦）。
  - 亚美尼亚（2024 年 9 月 12 日，亚美尼亚埃里温）。
  - 格鲁吉亚（2024 年 9 月 27 日，格鲁吉亚第比利斯）。
 推出四个翻译版本：
  - 厄瓜多尔，英文版
  - 秘鲁，英文版
  - 乌兹别克斯坦，中文版
  - 乌拉圭，英文版
 正在更新 3 个版本：多米尼加共和国、哥伦比亚和巴拉圭。
 正在编写 25 个全新版本：阿尔及利亚、阿根廷、巴林、巴巴多斯、巴西、佛得角、哥斯达黎加、萨尔瓦多、危地马拉、洪都拉斯、印度尼西亚、牙买加、哈萨克斯坦、墨西哥、摩洛哥、纳米比亚、阿曼、巴拿马、沙特阿拉伯、南非、塞拉利昂、塔吉克斯坦、多哥、突尼斯和土库曼斯坦。

109. **投资论坛和能力建设：** 作为联合国旅游组织在确定全球议程中传统和非传统投资方面的积极作用的一部分，继续增加自办论坛数量和对主要投资活动的参与。

- (a) 世界投资促进机构协会 (WAIPA) 中美洲及加勒比地区会议和讲习班：制定吸引外国直接投资旅游业的有效战略，（2024 年 7 月 17 日，多米尼加共和国圣多明各）。

- (b) 联合国旅游组织第二次非洲品牌地区会议：主题为“宣传非洲，释放旅游投资和旅游业增长潜力”，（2024年7月22-24日，赞比亚共和国利文斯敦）。
- (c) 世界投资促进机构协会与联合国旅游组织联合举办的大师班系列网络研讨会：“打造和展示可投资的项目”，（2024年6月27日）。
- (d) 世界自由区组织第十次世界大会，以及参加“旅游自由区：促进新发展的实在选择”特别旅游会议（2024年9月23-25日，阿联酋迪拜）。
- (e) 联合国旅游组织第一次非洲和美洲峰会：（2024年10月2-5日，多米尼加共和国蓬塔卡纳）。
- (f) 全球旅游投资与创新论坛：（2024年11月12-15日，哥伦比亚卡塔赫纳德印第亚斯）。

110. **关于投资的技术援助：**联合国旅游组织正在加强与世界投资促进机构协会、国际金融公司、联合国贸易和发展会议、联合国工业发展组织、拉美开发银行和世界自由区组织等主要战略伙伴的合作。此外，本组织还与东南非共同市场等地区实体合作促进旅游投资。这些伙伴关系旨在：

- (a) 扩大旅游相关项目与活动的范围和影响，为成员国提供全面支持。
- (b) 为发展旅游业创造更有利的环境，使成员国能抓住新的投资机会，推动旅游业可持续增长。
- (c) 加强政策制定与实施，确保旅游投资大力促进经济多样化和复原力。
- (d) 促进取得融资和咨询服务，这对实施大型旅游基础设施项目和旅游业绿色转型至关重要。

111. 2024年8月16日，与世界自由区组织签署谅解备忘录，以促进投资和发展机会，创造就业机会，推动地方经济。总体而言，这些战略伙伴关系均旨在为联合国旅游组织成员国提供附加值和额外服务，增强其有效吸引和管理旅游投资的能力。联合国旅游组织通过发挥其合作伙伴的优势与专长，力求创建一个更具活力、更可持续的旅游行业，为全球经济增长和发展做出重大贡献。

## B. 创新的挑战和竞争

112. **旅游业的人工智能议程：**目前，联合国旅游组织通过反思技术便利旅行、提高影响力和填补道德和市场竞争缺口的关键作用，正在引领旅游业的人工智能议程。

- (a) 联合国旅游组织在2024年世界旅游市场（WTM）期间与世界旅行及旅游理事会联合举办了主题为“人工智能造福旅游业”的年度部长峰会。
- (b) 此外，在世界旅游市场期间，还与萨克森大学合作发布一份关于人工智能在旅游和酒店业的应用的报告。该报告全面分析了人工智能对本行业的影响，为行业利害攸关方提供了重要启示。
- (c) 6月12日，在日内瓦举行的国际电联FG-MV最后一次会议期间，国际电联与联合国旅游组织联合发布国际电联元宇宙焦点小组内元宇宙旅游工作组的技术报告，题目是“在元宇宙中旅行的未来：环境与使用案例”。这份56页的报告编列了旅游业可能的使用案例和技术应用，分析了就此制定标准或准则的必要性。

113. **创新方案：**联合国旅游组织制定新的方案，以寻求对本行业最紧迫挑战的解决办法。本组织自2018年至今建立了一个由380名顶尖创新者组成的网络，并期待扩大当地初创企业源，继续为所有地区提供具体支持。该网络的分布情况是：欧洲（39%）、美洲（32%）、中东（12%）、亚太地区（9%）、非洲（8%）。

#### 114. 全球和地区方案:

- (a) 在联合国旅游组织第一次非洲美食旅游地区论坛期间（2024年7月26-28日，津巴布韦），举办了推动非洲创新地区竞选挑战赛，参赛者为响应前几次创新征召活动的初创企业。这些代表加纳、摩洛哥、卢旺达和津巴布韦的企业业主上台展示了他们为提升行业价值链开展的项目。经评审团审议评选，PaBvute Gourmet（津巴布韦）因其对地区美食和旅游业的巨大潜在影响拔得头筹。
- (b) 与巴斯克烹饪中心合作举办的第四次美食旅游创业大赛征集工作已经结束，共收到69个国家的179份申请。决赛预期将于11月18日在巴林麦纳麦举行。
- (c) 由Almosafer赞助的名为“科技女创造可持续旅游业”的第二次联合国旅游组织科技女性初创企业大赛已结束报名。大赛吸引了来自中东11个国家的84名参赛者。决赛（9月30日至10月2日）在迪拜“世界未来酒店业峰会”上举行。
- (d) 与拉美开发银行（CAF）合作开展的联合国旅游组织绿色项目创新挑战赛业已圆满结束。该挑战赛热情征集关于对环境负责的低碳旅游，应对气候变化复原力，通过旅游实现对保护区的保护，以及旅游目的地生态系统及生物多样性的再生等方面解决方案。共收到本地区22个国家的504份申请，活动足迹遍布30个国家。最终入围者已经选出，最后胜出者除其他多种机会外，将获得种子资金资助，以进一步发展其解决方案。
- (e) 2024年11月6日星期三，在英国伦敦举行的世界旅游市场部长峰会期间，联合国旅游组织与世界旅行及旅游理事会在人工智能造福旅游业框架内，联合发起“联合国旅游组织人工智能与深度技术扩展挑战赛”。这项全球活动邀请创新者提出对五个关键类别的解决方案，即：品牌价值、人工智能伦理、旅游流量管理、教育科技和落实技术力量建设智能目的地。专题会议作为对话、合作和创新的重要平台，专门探讨旅游业中的人工智能和新兴技术，强调人工智能对旅游业的变革潜力。

#### 115. 国家自己主导的方案:

- (a) 社区旅游创新挑战赛：与哥伦比亚商业、工业和旅游部以及FONTUR合作举办，现已圆满结束，共收到来自全国各省的570多份申请。该赛事公布了22名入围者，邀其参加了6月20日至22日在联合国旅游组织最佳旅游乡村哥伦比亚乔阿奇村举办的速成训练营。在为期两天的活动中企业业主们接受了辅导，课题包括融资渠道、可持续性、市场营销、公开演讲、竞选准备、妇女赋权和创新等。活动最后以“创智赢家”（Shark Tank）形式进行，评审团成员做了反馈点评。决赛预计将在卡塔赫纳德印第亚斯举行的执行委员会第122届会议期间举行。
- (b) 联合国旅游组织美食旅游竞选挑战赛，津巴布韦：主题为“推动非洲创新”的竞选挑战赛于2024年7月在首届美食旅游地区论坛期间举行。来自摩洛哥、卢旺达、加纳和津巴布韦的五名创业者从针对性竞争中脱颖而出，展示了他们为本地精心设计的可扩展解决方案，以应对美食和旅游价值链中的地区性挑战。来自津巴布韦哈拉雷的国家项目因其可扩展性、创意概念和生动演示拔得头筹。胜出的初创企业得到巴斯克烹饪中心（BCC）的支持，获颁联合国旅游组织在线学院奖学金，并跻身于全球400家初创企业和项目组成的联合国旅游组织创新网络。
- (c) 在法国推出的联合国旅游组织初创企业伙伴关系挑战赛：2024年10月，在法国经济、工业和数字主权部协助下发起了一项国家挑战赛。其目的是通过创新和技术重塑旅游业的未来。挑战赛聚集了初创企业、大型公司、公共机构、投资人和教育工作者，共同推动法国旅游业可持续、无障碍和包容性发展。挑战赛的主要目标是促进法国初创企业与大型公司之间的合作，共同应对旅行技术方面的紧迫挑战，同时培养开放式创新伙伴关系，为旅游业提供符合可持续发展目标（SDGs）的可持续解决方案。入选者将受益于量身定制的辅导和培训，并在

2025 年末举行的联合国旅游组织法国旅游技术探险 (TTA) 活动平台上, 向投资人、行业领袖和主要利害攸关方展示其创新成果。

- (d) 联合国旅游组织协助举办 2024 年 10 月 1 日 **韩国釜山第一届飞跃亚洲旅游初创企业挑战赛**, 作为评委会成员提供机构支持。该挑战赛是 2024 年“飞跃亚洲”活动的一部分, 重点在于提高釜山旅游初创企业的能力。超过 98 家公司参加了竞争, 从中选出 10 家初创企业推介其创新理念, 3 家企业因其卓越的创造力、可行性和商业潜力最终获胜。联合国旅游组织给予了宝贵支持, 包括提供辅导和后续援助并正式表彰获奖者, 以进一步增强这些旅游企业的可持续全面能力。
- (e) **与哈萨克斯坦的发展旅游谅解备忘录:** 此外, 联合国旅游组织与哈萨克斯坦旅游和体育部签订了谅解备忘录 (MoU), 以加强该国旅游业的发展。谅解备忘录将聚焦数字化、教育、创新、投资和农村发展等关键领域, 将哈萨克斯坦定位为该地区可持续和创新型旅游实践的领跑者。

#### 116. 旅游技术探险创新论坛:

- (a) 将与摩洛哥王国合作, 在该国举办摩洛哥旅游技术探险创新论坛国家竞赛, 为旅游业新的经营模式作出示范。
- (b) 联合国旅游组织与法国经济、工业和数字主权部合作, 将于 2024 年 10 月在巴黎组织一次全国性联合国旅游组织初创企业大赛和技术探险活动, 并预期将以后的比赛活动扩大到地区一级。
- (c) 研讨会: 通过社区旅游创新促进旅游业发展。研讨会在 4 月 29 日举行, 随后又于 2024 年 4 月 30 日在古巴瓦拉德罗举行了地区委员会会议。

#### 117. 此外, 联合国旅游组织与璞跃 (Plug and Play) 合作, 在 6 月 11 日至 14 日举行的 2024 年硅谷峰会上成功介绍了本组织的工作。此次活动包括参加旅游博览会和伙伴方圆桌会议, 两者都为与行业利害攸关方接触, 讨论合作机会, 分享对联合国旅游组织使命的见解提供了平台。这些活动为建立有意义的行业伙伴关系, 提高联合国旅游组织工作的知名度, 有效地奠定了基础。

### VI. 优先事项 5: 做好、做大机构建设

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#### 118. 有关设立地区办事处和专题办事处的情况, 见 CE/122/4 号文件。

#### 119. 专题办事处:

**乌拉圭:** 2024 年 9 月 3 日, 首个专题办事处“拉丁美洲及加勒比地区旅游法观察站” 在乌拉圭蒙得维的亚揭幕。乌拉圭总统路易斯·拉卡列·普 (Luis Lacalle Pou) 博士出席了这一活动, 标志着观察站的正式成立。观察站预计将于 2025 年投入运行, 办公地点设在蒙得维的亚联合国之家。观察站将成为该地区各国的一个参照点, 帮助它们就制定旅游立法, 应对监管挑战和发现增长和创新机遇, 交流相关知识和最佳做法。

拉丁美洲及加勒比地区旅游法观察站 (“拉加观察站”) 系与美洲开发银行共同开发的一项创新举措, 它是学术专家网络支持下的一个以持续和系统方式收集、整理、分析、更新和传播拉丁美洲及加勒比地区 (“拉加地区”) 现行和制定中的旅游法律法规的开创性数字平台。拉加观察站由若干重要部分组成, 其中包括一个编集拉加地区旅游法规的名为 “*Turismo LEX*” 的数据库; 一个旨在分析拉加地区旅游法现状的报告和诊断单位; 以及虚拟教室、实践社群和法规质量指标等。它还提供技术援助服务, 按照联合国旅游组织管理自愿捐助项目的规则和规章, 协助制定、审查和优化旅游法律法规。

拉加观察站第一阶段实施工作已经展开。在学术合作者网络的支持下, Turismo LEX 数据库正在根据拉加地区现行旅游立法进行更新, 目标是在 2024 年年底前对拉加地区的旅游法律法规做出广泛梳理和总体分析。这将有助于查明拉加地区旅游法律框架的主要趋势和重大发展。联合国旅游组织通过拉加地区观察站, 将有能力编写出版物, 提出建议, 汇编最佳监管做法、法律范本和能力建设倡议。2024 年 6 月对美洲地区所有成员国进行了一项调查。秘书处收集到成员们最感兴趣的主題和预期的优先成果, 为联合国旅游组织制定拉加观察站年度工作方案提供了指导。

120. 有关建立拉加观察站和撒马尔罕丝绸之路专题办事处的情况, 详见 CE/122/4 号文件。

121. 外部实体(第 II 类实体)<sup>4</sup>:

- (a) 联合国旅游组织继续支持克罗地亚政府和附属成员萨格勒布大学建立可持续旅游研究与发展中心。
- (b) 联合国旅游组织继续支持希腊共和国政府建立东地中海沿海和海上旅游研究与监测中心。

## 宣介、推广和营销

122. **联合国旅游组织 50 周年庆:** 2025 年, 世界旅游组织将庆祝其成立及与西班牙王国签订《东道国协定》50 周年。届时, 联合国旅游组织将组织各种周年庆祝活动。周年纪念亦将与本组织启用西班牙马德里新总部同步。自联合国旅游组织在东道国举办的最重要的旅游交易会 FITUR 开始, 本组织将在全年举办多场活动, 包括在西班牙举行执行委员会第 123 届会议(2025 年上半年); 在马来西亚举办 2025 年世界旅游日(9 月 27 日); 在沙特阿拉伯举行全体大会第 26 届会议(2025 年下半年); 以及与西班牙王国签署协定日(11 月 10 日)纪念活动, 以突显这一重要的庆祝之年。

123. **打造非洲品牌:** 联合国旅游组织第二次非洲品牌地区会议于 7 月 22 日至 24 日在赞比亚利文斯通举行, 会议重点是如何提高非洲旅游业的竞争。讨论内容包括媒体关系, 社交媒体的影响, 以及与创意产业合作等问题。主要结论包括改善航空联通性, 开展品牌教育, 以及建立首席执行官工作组。非洲旅游伙伴、Meta 和“无滤镜非洲”等私营部门组织参加会议并发表了见解。

124. 对目的地营销的技术援助

(a) 2022 年至 2024 年期间, 联合国旅游组织通过实施 4 个合作项目提供了技术援助, 重点帮助制定旅游营销战略, 增强成员国的营销和推介能力。2024 年 5 月至 11 月期间, 于 2024 年 10 月举行了(中国)济南市国际旅游目的地规划和营销战略项目启动会议; 而与世界银行合作的(中国)甘肃振兴与创新项目活动则于 2024 年 11 月完成。

(b) 联合国旅游组织继续与卡塔尔合作举办第二届卡塔尔旅游奖。本届旅游奖包括卓越服务、美食体验、标志性景点与活动、世界级活动、数字足迹、智能和可持续旅游, 以及社区领导力等七个主要奖项。每一奖项下又设子项, 凡 36 个, 以确保全面涵盖卓越旅游体验的各个方面。最后颁奖仪式于 2024 年 10 月 27 日举行。

125. **联合国旅游组织特别大使:** 在巴塞罗那举行的第 121 届执行委员会框架内, Parrilla Don Julio 的创始人 Pablo Rivero 和 Sagardi 集团创始人 Iñaki López de Viñaspre 被提名为联合国美食旅游特别大使。在联合国旅游组织亚太地区第一届美食旅游论坛上, 大厨 Vicky Cheng 获得同样提名; 在联合国旅游组织非洲地区第一届美食旅游论坛上, 大厨 Adefila Adenike Abisola、Mounir El Arem、Yohanis Gebreyesus 和 Carl Joshua 亦获提名。奥运会排球奖牌得主 Gilberto Godoy 参加 2024 年巴黎奥运会期间被提名为联合国旅游组织负责任旅游特别大使。巴西厨师

<sup>4</sup> 符合全体大会第 656(XXI)号决议意义的第 II 类实体(见附件 II)在法律上不属于本组织, 本组织也不对其承担法律或财务责任。联合国旅游组织按正式安排中规定的工作领域和工作条件与这类实体合作。

Saulo Jennings 被任命为联合国美食旅游大使。他在美食旅游方面的专长和热情将有助于通过美食推动可持续发展、创新和文化交流。

126. 本组织与中国传媒集团旗下国际传媒机构中国环球电视网（CGTN）签署了谅解备忘录。该协定旨在提供一个合作框架，以促进两个实体在非排他性基础上就报道联合国旅游组织的相关活动进行合作。
127. **以质量导向和地域平衡方式扩大联合国旅游组织附属成员队伍：**联合国旅游组织附属成员是旅游领域最大的国际网络，自建立以来一直与本组织合作开展广泛的项目与活动。联合国旅游组织为质量导向、地域平衡地扩大联合国旅游组织附属成员队伍奠定了基础，以永久性加强本组织的附属成员网络，提高联合国旅游组织为其成员和全球旅游行业创造价值的能力。
128. 联合国旅游组织及其附属成员 Atrevia 一起开发了谈论旅游行业当前和新出现议题的播客“行动中”。迄今还用西班牙语录制了以体育旅游为主的节目，附属成员马德里地区和 MadCup 参与了制作；另外还有附属成员 MAPFRE 参与制作的游客保护国际守则节目。今后还将在“行动中”录制更多不同主题的节目，如人工智能、LGBTQ 社群+旅游、可持续性或利基旅游产品等。
129. 联合国旅游组织秘书长已批准本组织参加 2025 年 4 月 13 日至 10 月 13 日在日本大阪举办的 2025 年世博会。并将携手代表联合国秘书处及其各基金和方案的其他 46 个实体，一起参加联合国馆的活动。在“为我们的生活设计社会未来”的总题目下，联合国旅游组织将在常设展区展示联合国旅游组织的工作，特别是其总体任务和受益方项目造成的影响。联合国旅游组织除参加展区活动外还建议开展其他活动，如介绍弘扬女性创业精神的联合国旅游组织全球初创企业竞选挑战赛的优胜者；主办旨在交流良好做法、加强文化合作以发挥投资杠杆作用的全球旅游投资论坛；以及 2025 年 9 月 27 日世界旅游日的小型活动。
130. **扩大全球合作：**
  - (a) 展望未来，联合国旅游组织将举行其非洲和美洲地区部第一次联席会议（2024 年 10 月 3-5 日，多米尼加共和国蓬塔卡纳）。两个地区委员会的成员将在会上讨论通过投资、教育、文化渊源、创意产业和创新，开展南南合作的问题。
  - (b) 卫生与旅游伙伴联盟由世卫组织欧洲办事处和联合国旅游组织共同协调，重点负责编集从 COVID-19 大流行病中吸取的经验教训，制定卫生与旅游交互领域的政策建议。第二次会议于 5 月 22 日至 24 日在希腊雅典举行，由世卫组织威尼斯办事处、世卫组织欧洲办事处和世卫组织雅典办事处共同组织，并得到联合国旅游组织的支持。会上介绍了联合国旅游组织关于 COVID-19 疫情期间旅行限制的 12 份报告的结论，其中分析了限制模式，特别是健康和卫生标准，可持续性绩效和旅游依赖性。会议为参与式，探讨关键的健康和旅游问题，为详述相关结论的成果文件奠定基础，并最终明确健康与旅游的主要交互领域，为更好地预防、应对和从未来影响旅游行业的紧急情况中恢复，提供政策建议。
131. **机构间合作：**
  - (a) 联合国旅游组织与欧洲自行车骑手联合会继续合作，共同推动自行车旅游成为发展乡村旅游的驱动力。联合国旅游组织参加了 2024 年 9 月 23-25 日在丹麦维堡举行的欧洲自行车路网暨骑行（EuroVelo & Cycling）旅游大会。
  - (b) 联合国旅游组织与粮农组织继续加强其在山区旅游和旅游促进农村发展领域的伙伴关系。联合国正在支持粮农组织编写全球重要农业文化遗产系统（GIAHS）旅游指南，以激发旅游潜力，改善乡村社区的生计。

- (c) 联合国旅游组织继续在**地中海联盟**组织的活动中分享其专业知识，特别是在蓝色经济领域。
- (d) 联合国旅游组织与 40 多个联合国实体和 130 个联合国国家团队一道，为联合国实体的“青年 2030 计分卡”做出贡献，因而第二次被收入 2024 年 7 月发布的“青年 2030 进展报告”。
- (e) 联合国旅游组织与**国际航空运输协会(国际航协)**密切合作，共同改善美洲地区的联通性。联合国旅游组织参加了国际航协在美洲各地举行的“美洲变革之翼”(WOCA)会议(智利，2024 年 4 月；阿根廷，2024 年 9 月；危地马拉，2024 年 11 月)。在这些会议上，航空业领导人、监管机构和主题专家聚集一堂，讨论航空运输的首要问题和发展机遇，共商未来的行动，以便更好地利用航空运输，使其成为整个美洲地区经济和社会发展的引擎。
- (f) 联合国旅游组织与**伊比利亚美洲国家首都城市联盟 (UCCI)**继 2024 年 6 月签署谅解备忘录后继续加强合作，并出席了伊比利亚美洲城市第一次会议(马德里，2024 年 10 月 30 日和 31 日)。
- (g) 联合国旅游组织和伊比利亚美洲总秘书处(SEGIB)继 1 月份签署谅解备忘录后继续密切合作。两机构正在拟定以可持续发展目标为中心实施各项活动的战略。

132. 联合国旅游组织继续组织外联行动，促进实施旗舰倡议“[通过旅游实现可持续发展目标：项目指标工具包\(TIPs\)](#)”。在此背景下，联合国旅游组织正与有意在旅游项目的实施及其日常旅游相关业务中采用这种方法的多边开发银行、大学以及公共部门机构商议采取有针对性的行动。另外，TIPs 现已出西班牙文版本。

### 133. 技术援助和丝绸之路：

- (a) 提供技术援助是旅游业发展的基石，有助于本组织成员国朝着更可持续、更加包容和更有创意的旅游实践前进。2022 年至 2024 年期间，联合国旅游组织在 38 个成员国执行了 50 个项目，主要侧重总体规划，投资模式，市场营销，可持续旅游治理和管理，旅游集群，人力资源战略，统计开发(旅游卫星账户和仪表板)，质量标准(酒店分类)，妇女赋能和奖励计划制作等关键领域。
- (b) 由于条例和标准对本组织成员国至关重要，在本报告期内实施或重启了四个技术合作项目，以支持各成员国。重启项目以在摩洛哥和刚果共和国建立酒店分级制度为重点，以便统一非洲中部各成员国的酒店分级标准，已实施的一个项目是厄瓜多尔探险旅游模式监管项目。
- (c) 联合国旅游组织继续通过制定规划和治理工具加强机构建设，促进知情决策。这方面实施了两个项目：一个在危地马拉(评估可持续旅游总体计划)，一个在博茨瓦纳；同时执行了两项评估任务，一是向(尼日利亚)埃基蒂州派团帮助制定总体计划；二是向(西班牙)加那利群岛的拉帕尔马岛派团评估该岛在 2021 年火山爆发后的重新定位。这些项目和任务旨在协助成员国制定旅游政策和总体计划，并评估其工作对可持续发展目标的影响。还与希腊 Skiathos 岛市政府讨论了先前已完成项目的第二阶段。
- (d) 随着旅游业接近恢复到大流行病发生前的水平，联合国旅游组织继续支持成员国建设复原能力，制定恢复计划和战略。在本报告期内，完成了希腊和坦桑尼亚两个技术合作项目。

有关技术合作项目的进一步情况，详见[附件 1](#)。

### 134. 《游客保护国际守则》(ICPT)

- (a) 联合国旅游组织一直积极支持成员国在国家、地区和国际各个层级制定和统一适用于旅游业的法律和监管框架。自三年前通过[《游客保护国际守则》\(ICPT\)](#)以来，已有[二十四\(24\)个成员国加入《守则》](#)。其中五(5)个国家(哥斯达黎加、厄瓜多尔、洪都拉斯、

巴拉圭和乌拉圭）已经提交了关于在国家一级落实《守则》各项原则和建议的报告。拟于执行委员会 2025 年届会框架内设立的一个技术委员会，将根据《守则》加入国提交的报告，收集各国在实施《守则》建议方面的做法、经验和可能遇到的困难等相关信息，以协助秘书长监测《守则》的实施情况。技术委员会将适时制定关于《守则》的加入和实施情况的“全面报告”，交秘书长转呈全体大会第 26 届会议。

- (b) 继去年（西班牙）萨拉曼卡大学与（法国）巴黎第一大学合作主办的首次《游客保护国际守则》旅游法国际研讨会取得成功之后，又编写了一份专门讨论《守则》的学术出版物。这篇学术出版物收录了研讨会期间专家们讨论《守则》各相关主题的专论文章。这篇集体著述从研讨会丰富的讨论中吸取营养，为变化中的旅游法和消费者保护领域提供了宝贵的见解。
- (c) 在去年成功举办首届旅游法国际研讨会的基础上，又将于 2024 年 11 月 26-28 日在阿根廷科尔多瓦举行第二届旅游法国际研讨会。是次研讨会的重点议题是“旅游法：可持续性和普及性”，将全面探讨可持续旅游业的社会、经济和环境方面，以及从旅游法的角度看跨部门的普及性要素领域。研讨会将聚集来自成员国的学者、专家和私营部门旅游法从业人员，以及其他联合国机构的代表，共同探讨可持续和无障碍旅游的主要法律问题，以及经济、社会和环境层面的主要规范和监管挑战。

**135. 附属成员改革:**联合国旅游组织力求通过前述“促进以质量导向和地域平衡方式扩大联合国旅游组织附属成员队伍战略”，不断更新和加强附属成员队伍建设。除加强沟通和营销工作以吸引新的主要实体外，联合国旅游组织还将开展以下工作：

- (a) 收取入会费，以利联合国旅游组织筛选候选人，评估其是否适合成为附属成员。
- (b) 增加经常参与联合国旅游组织活动的活跃附属成员数量，减少拖欠会费的附属成员数量。

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## Annex I: UN Tourism technical cooperation projects on the ground

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1. **Technical Cooperation:** The provision of onsite technical cooperation assistance has played an instrumental role in advancing UN Tourism's mission of addressing the unique needs of Member States, fostering inclusive economic growth, and driving job creation through tourism.
2. Between 2022 and 2024, UN Tourism has executed **50 projects across 38 Member States**, focusing on **key areas** such as master planning, investment models, marketing, sustainable tourism governance and management, tourism clustering, human resources strategy, statistics development (TSA and dashboards), quality standards (hotel classification), women empowerment, and award scheme development. Detailed information on all projects can be found in Annex I.
3. During the **reporting period**, **15 projects** have been initiated, implemented, or completed, aligning with the five priorities of the Programme of Work (PoW). Additionally, over **14 project proposals** have been developed, all aimed at generating future initiatives that will support our Member States across all five regions.
4. As tourism approaches pre-pandemic levels, UN Tourism will continue to focus on delivering concrete, on-the-ground innovative and technical solutions, fostering cross-regional collaboration to implement practical projects, and providing direct support to Member States in advancing sustainable tourism development. Through hands-on expertise and tailored interventions, the department will ensure impactful, real-world results.

### A. GLOBAL INITIATIVES

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Safety of Destinations	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	TBD	TBD	TBD	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Global Needs assessment in the field of Safety of Destinations to be launched shortly</li> <li>• Tailored technical assistance support to be offered based on the results and analysis of the global needs assessment</li> </ul> <p><b>Remarks:</b></p> <p>Concept under development</p>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Halal tourism standards and a certification framework	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p>	TBD	TBD	TBD	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Ensure regulatory, legal, and institutional consonance between countries.</li> <li>• Common criteria and standards to enhance international competitiveness and service quality.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Concept Note on project available.</li> <li>• UN Tourism currently looking for external financing source.</li> </ul>

## B. AFRICA

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Tourism Legislation Project	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2024-2025</p> <p>6-8 month estimated project duration</p> <p><b>Angola</b></p>	Ministry of Tourism	Ministry of Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• In 2020, UN Tourism signed an Agreement with the Ministry of Tourism of Angola for a needs assessment mission. The needs assessment detailed requirements for the development of i) tourism master plan; ii) review and improvement of tourism statistics and iii) value chain analysis.</li> <li>• A new project focused on capacity building training in tourism statistics is currently being discussed.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Hotel Classification and Licensing	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	2021-2024 <b>Benin</b>	Ministry of Tourism	World Bank	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Formulation of new regulatory texts for granting licenses and accreditations for tourism trades and activities.</li> <li>Review and improvement of the current hotel classification system.</li> <li>Development of a computerized system for automating formalities and granting approvals through a one-stop shop.</li> </ul> <p><b>Remarks:</b></p> <p>Second phase of the project was finalized and has ended in July 2024.</p>
Tourism Statistics	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p>	2021-2024 <b>Benin</b>	Ministry of Tourism	World Bank	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Assessment of the current tourism statistics system.</li> <li>Support for the Government in data collection and tourism surveys.</li> </ul> <p><b>Remarks:</b></p> <p>New expert recruited to support and finalize the development of an experimental Tourism Satellite Account (TSA) for Benin which was officially presented and validated. Project finalized in July 2024.</p>
Tourism Planning and Development for Kasane/Kazungula	<u>Main contribution</u> to the priorities	2019-2024 <b>Botswana</b>	Ministry of Environment, and Tourism	Ministry of Environment, and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Completion of the Tourism Master Plan for Kasane/Kazungula in December 2021.</li> <li>Preparation of Development Guidelines and Customized Investment Models for Kasane-Kazungula priority tourism sites.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Phase 1: Formulation of a Sustainable Tourism Master Plan for Kasane/Kazungula  Phase 2: The Preparation of Development Guidelines and Customised Investment Models for Kasane-Kazungula Priority Tourism Sites	<p><b>Priority 1:</b> Enhance competitiveness</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 4:</b> Boost investment &amp; scale up innovation</p> <p><b>Priority 5:</b> Build better and strong institutions</p>				<p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The second Phase was successfully completed during October 2023 with the preparation of the Investment Plan including urban design and infrastructure guidelines for the priority sites.</li> <li>Additionally, a poster and booklet for each site were prepared to be presented during any related investment event.</li> <li>Discussions with the local team coordinator are still ongoing to identify the requested activity to be conducted with the remaining balance.</li> </ul>
Updating Tourism Satellite Account	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p> <p><u>Secondary contribution</u> to the priorities:</p>	2024-2025 <b>Botswana</b>	Ministry of Environment, and Tourism	Ministry of Environment, and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Needs Assessment</li> <li>Prepare the action Plan for the two years.</li> <li>Conduct requested Surveys.</li> <li>Deliver Capacity building</li> <li>TSA Launch</li> <li>Institutional Framework for the Development of the TSA</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The proposal was submitted to Botswana and pending their approval to go on with the preparation of the agreement.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
	<b>Priority 5:</b> Build better and strong institutions				
Service Excellence in Tourism Sector	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 3:</b> Invest in people</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	2024-2025 <b>Botswana</b>	Ministry of Environment, and Tourism	Ministry of Environment, and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Needs Assessment</li> <li>• Present findings to Gov.</li> <li>• Preparing the Strategy and present the draft for final feedback</li> <li>• Finalize the Strategy with the roadmap.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• The proposal was submitted to Botswana and pending their approval to go on with the preparation of the agreement</li> </ul>
Formulation of a National Tourism Strategy for Botswana  <b>Component 1:</b> Formulation of the National Tourism Strategy.	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1:</b> Enhance competitiveness</p>	2020-2025 <b>Botswana</b>	Ministry of Environment and Tourism	Ministry of Environment and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Submission of the final version of the Strategy to the Ministry in August 2022.</li> <li>• Sign of a new Amendment to the Agreement in July 2023 for further collaboration, focusing on Tourism Development Area 1 (Gaborone).</li> <li>• Sign of a new Amendment in June 2024 to extend the timeframe of the agreement to complete the technical assistance requested by the Ministry for the tourism development of Gaborone.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Component 2: Planning for Tourism Development Area 1: Gaborone	<u>Secondary contribution</u> to the priorities:  <b>Priority 4:</b> Boost investment & scale up innovation  <b>Priority 5:</b> Build better and strong institutions				<b>Remarks:</b> <ul style="list-style-type: none"> <li>The National Master Plan divided the country into 8 Tourism Development Areas (TDA). The new collaboration includes the development of TDA1 which is Gaborone, the capital, and its surrounding area and the identification of the main and priority sites within it for further development of investment guidelines.</li> <li>The priority sites were identified, and the Ministry requested to start with the five sites within Gaborone for further physical and urban planning. The assignment is ongoing, and the main sites proposals are under the final formulation in terms of physical planning and development aspect.</li> <li>The concept note for the final phase for the preparation of the investment guidelines is currently under the Ministry's revision and approval, along with an amendment to the current agreement to include the additional budget.</li> </ul>
Statistical Assistance	<u>Main contribution</u> to the priorities  <b>Priority 1:</b> Enhance competitiveness  <u>Secondary contribution</u> to the priorities:  <b>Priority 5:</b> Build better and strong institutions	2024-2025 2-month project estimate <b>Cabo Verde</b>	Member State <b>Cabo Verde</b>	National Institute of Statistics	<b>Key Steps:</b> <ul style="list-style-type: none"> <li>Diagnosis: Carry out a diagnosis on the current situation of the experimental exercise of the Cape Verde Tourism Satellite Account.</li> <li>Training: Train technicians involved in the preparation of the Cape Verde CST, with special emphasis on improving cooperation between institutions, and the development of household/resident surveys.</li> </ul> <b>Remarks:</b> <ul style="list-style-type: none"> <li>Cabo Verde currently studying ToR with feedback pending.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
					<ul style="list-style-type: none"> <li>Ongoing project negotiations between Member State and UN Tourism.</li> </ul>
Harmonization of a hotel classification system for the Member States of the CEMAC  (Project led by RDAF)	<u>Main contribution</u> to the priorities  <b>Priority 5:</b> Build better and strong institutions	2024-2025 <b>Central African Economic and Monetary Community (CEMAC)</b>	Member States of the CEMAC (Cameroon, Central African Republic, Chad, Equatorial Guinea, Gabon and Republic of the Congo)	CEMAC	<ul style="list-style-type: none"> <li>The harmonization of a hotel classification system for the Member States of the CEMAC in order to boost trade and facilitate the convergence of economic policies within the sub-region – implementation to start in 2024 once the funds are transferred by CEMAC.</li> </ul>
Update of Tourism Master Plan	<u>Main contribution</u> to the priorities  <b>Priority 5:</b> Build better and strong institutions  <u>Secondary contribution</u> to the priorities:	2024-2025 6-8 months project time <b>Equatorial Guinea</b>	Ministry of Culture, Tourism and Craft Promotion	Ministry of Culture, Tourism and Craft Promotion	<b>Key Steps:</b> <ul style="list-style-type: none"> <li>Improve institutional capacities and public-private coordination.</li> <li>Establish a new tourism vision that brings together all tourism actors, both public and private.</li> <li>Improve external competitiveness, the quality and sustainability of the tourism offer (thus increasing spending and the average stay), and the specific weight of the sector within the economy of Equatorial Guinea.</li> <li>Strengthen the involvement of the local community in tourism development, thus contributing to a more solid, sustainable and inclusive recovery.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
	<b>Priority 2:</b> Foster sustainability and inclusiveness				<p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Equatorial Guinea currently studying ToR with feedback pending.</li> <li>Ongoing project negotiations between Member State and UN Tourism. UNDP identified as potential project partner.</li> </ul>
Assessment Mission to Nigeria-Tourism Policy and Master Plan for Ekiti State	<u>Main contribution to the priorities</u>  <b>Priority 5:</b> Build better and strong institutions	2024 <b>Nigeria</b>	Government of Ekiti State Nigeria	Government of Ekiti State Nigeria	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>A detailed project document was prepared during the mission for the development of the Tourism Master Plan for Ekiti State</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Based on the project document, further arrangements will be made with the Ministry of Tourism of Nigeria and the Government of Ekiti State for the implementation of the Tourism Master Plan project.</li> </ul>
Establishment of a New System of Tourism Hotel Classification	<u>Main contribution to the priorities</u>  <b>Priority 5:</b> Build better and strong institutions	2013 – 2024 <b>Morocco</b>	Ministry of Tourism, Air Transport, Handicrafts, and Social Economy	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Development of new hotel classification criteria.</li> <li>Training of government inspectors in the application of the new system.</li> <li>Conducted more than 900 Mystery Guest visits.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Once the decrees on Hotel Classification are officially approved by the Government, UN Tourism</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
					will conduct official mystery guest visits in 1600 establishments.
Establishment of a New System of Tourism Hotel Classification	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	2017 – 2024 <b>Republic of Congo</b>	Ministry of Tourism and Environment	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>First phase: revision of hotel classification criteria</li> <li>Second phase: formulation of a Tourism Law and Governance scheme</li> <li>Third phase: training of inspectors and classification of hotels</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The next phase to be implemented is accompanying the Ministry's auditors on classification visits.</li> </ul>
Tanzania Tourism Recovery through Digital Transformation and Local Economy Development	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p> <p><u>Secondary contribution</u> to the priorities:</p>	2022 - 2024 <b>Tanzania</b>	Tanzania Association of Tour Operators	UNDP	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>The project includes two components that are jointly implemented with UNDP Tanzania: <ul style="list-style-type: none"> <li>UN Tourism Training Programme in Tanzania: Tourism International Digital Marketing and Communication</li> <li>Preparation of an Integrated Tourism and Local Economic Development Strategy</li> </ul> </li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The Strategy was presented to key tourism stakeholders in a validation workshop in September of 2023 and subsequently completed based on</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><b>Priority 3:</b> Invest in people</p> <p><b>Priority 5:</b> Build better and strong institutions</p>				feedback and inputs received. The final Strategy is planned to be presented to tourism stakeholders during a conference on 27 September 2024 in Arusha to celebrate World Tourism Day.

### C. AMERICAS

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
Tourism Intelligence System and Study Case in Sustainable Tourism for Medellín	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2 –</b> Foster sustainability and inclusiveness</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 5 –</b> Build better and strong institutions</p>	<p>2024 – 2025</p> <p><b>Colombia</b></p>	<p>Chamber of Commerce of Medellín</p>	<p>Chamber of Commerce of Medellín</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Create a diagnosis and action plan for implementing a Tourism Intelligence System using a federated data model to enable a holistic approach to urban management and decision-making.</li> <li>• Design and conduct a case study examining the relationship between tourism and short-term rentals, digital nomads, security, and potential gentrification, identifying best practices, challenges, and effective solutions.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• A Concept Note is under the review of the Chamber of Commerce of Medellín.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
Sustainability of tourism in the Dominican Republic – National Policy and Strategy	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2 – Foster sustainability and inclusiveness</b></p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 4 – Boost investment &amp; scale up innovation</b></p> <p><b>Priority 5 –</b> Build better and strong institutions</p>	<p>2024 – 2026</p> <p><b>Dominican Republic</b></p>	<p>Ministry of Tourism of the Dominican Republic (MITUR)</p>	<p>Ministry of Tourism of the Dominican Republic (MITUR)</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Conduct a diagnostic of the current state of the tourism sector, identifying its challenges, opportunities, initiatives, and priorities in terms of social, economic, and environmental sustainability.</li> <li>Define a Sustainable Tourism Policy for the Dominican Republic to reorient the existing legal framework, laying the foundations for transforming the current tourism model towards sustainable growth.</li> <li>Develop a coordinated and participatory Sustainable Tourism Strategy for the Dominican Republic that outlines a vision and model for the country and the necessary strategic initiatives for the sustainable development of the tourism sector.</li> <li>Create an enabling environment for policy and strategy implementation by strengthening the capacities of the Ministry of Tourism (MITUR), and key public and private stakeholders in the tourism value chain.</li> <li>Develop an innovation ecosystem that facilitates the creation and implementation of sustainable solutions and technologies to address the challenges of the tourism sector.</li> <li>Establish a comprehensive monitoring, evaluation, and learning system to ensure the effective and coordinated implementation of the Sustainable Tourism Strategy of the Dominican Republic.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>A Concept Note is under the review of MITUR.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<ul style="list-style-type: none"> <li>Ongoing project negotiations between Member State and UN Tourism</li> </ul>
Adventure Tourism Legislation	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5 –</b> Build better and strong institutions</p>	2023-2024 <b>Ecuador</b>	Ministry of Tourism	UN Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>The project provided legal advice regarding the regulation of adventure tourism modalities within the country.</li> <li>Online and onsite capacity building training for tourism stakeholders of the public and private sphere took place in May-June 2024.</li> <li>The expected potential benefits of strengthening the adventure tourism niche market are several and include the optimal and sustainable use of available natural heritage, the diversification of available tourism products, and the development of products that offers good opportunities for local development, indigenous community participation and business development.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Project successfully concluded, with final project Advisory Report on regulatory updates, including a consent form for travellers, officially delivered in July 2024.</li> </ul>
Evaluation of the Tourism Master Plan	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5 –</b> Build better and strong institutions</p>	2024 (August – November) <b>Guatemala</b>	Instituto Guatemalteco de Turismo (INGUAT)	Instituto Guatemalteco de Turismo (INGUAT)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Evaluate the progress and impact of the Guatemala Sustainable Tourism Master Plan 2015-2025, focusing on the social, environmental, and economic impacts of actions undertaken by INGUAT and the tourism sector in relation to the Sustainable Development Goals (SDGs).</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 2 – Foster sustainability and inclusiveness</b></p>				<ul style="list-style-type: none"> <li>Identify opportunities and weaknesses of the Guatemalan tourism sector and generate recommendations for the future update of the Master Plan.</li> <li>Organize a planning and monitoring workshop for public and private stakeholders.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>A project document was approved, and the agreement is scheduled to be signed in September 2024.</li> <li>A first mission to the country will be conducted in October 2024.</li> </ul>
Statistical Assistance Project	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1 – Enhance competitiveness</b></p>	2024 <b>Honduras</b>	Institute of Tourism of Honduras	Institute of Tourism of Honduras	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Continuation of a long-standing project aimed at strengthening the country's statistical system.</li> <li>UN Tourism expert to carry out a diagnosis of the current statistical tourism situation of Honduras, implement capacity-building trainings for technicians, and prepare a final report for follow-up actions.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Continuing with the work initiated in 2017, the overarching aim is to improve the coverage and quality of basic tourism statistics, as well as to ensure that all statistical actions undertaken within the country are aligned with the International Recommendations for Tourism Statistics, 2008.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<ul style="list-style-type: none"> <li>Project officially commenced in July 2024 and to be finalized by 2024.</li> </ul>
Information Systems, Promotion, and Sustainability of Tourism	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1 –</b> Enhance competitiveness</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 2 –</b> Foster sustainability and inclusiveness</p> <p><b>Priority 4 –</b> Boost investment &amp; scale up innovation</p> <p><b>Priority 5 –</b> Build better and strong institutions</p>	2024 <b>Perú</b>	Ministry of Tourism of Perú & Regional Province of La Libertad	TBC	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Develop a tourism information and intelligence system for informed decision-making by authorities and stakeholders in the tourism value chain.</li> <li>Strengthen the capacities of institutions and stakeholders in the tourism value chain in the region, promoting inclusion, entrepreneurship, and innovation for sustainable development and quality in the sector.</li> <li>Develop and strengthen tourism products and destinations, generating content and tools for the promotion and positioning of the region.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>A Concept Note was submitted in August 2024 and is under the review of the Ministry and the regional government.</li> </ul>

## D. ASIA AND THE PACIFIC

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Phase I: International Tourism Marketing Strategy for Yunnan Province  Phase II: Source market strategy for the French Market	<u>Main contribution</u> to the priorities  <b>Priority 1:</b> Enhance competitiveness	2018 - TBD  <b>Yunnan Province, China</b>	Yunnan Provincial Tourism Commission	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Approval of both strategies</li> <li>• Conducting of the final training seminar in 2020</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Both strategies have been approved. The final training seminar was carried out in 2020. The follow-up activities were put on hold due to COVID-19.</li> </ul>
Component I: Tourism Master Plan for Heilongjiang Province  Component II: Master Plan for Snow and Ice Tourism	<u>Main contribution</u> to the priorities  <b>Priority 5:</b> Build better and strong institutions  <u>Secondary contribution</u> to the priorities:  <b>Priority 1:</b> Enhance competitiveness	2019 - TBD  <b>Heilongjiang Province, China</b>	Heilongjiang Provincial Tourism Commission	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Conducting of the final review meeting and training seminar in January 2020</li> <li>• Submission of final plans to Heilongjiang</li> <li>• Approval of final plans by Heilongjiang</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• The final review meeting and training seminar were carried out in January 2020. Final plans were submitted to Heilongjiang and approved. The final project activities were put on hold in 2020 due to COVID-19.</li> </ul>
Phase I: International Tourism Destination	<u>Main contribution</u> to the priorities	2019 – 2025  <b>Jinan City, Shandong</b>	Jinan City Tourism Commission	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Project activities for Phase I had initially started late 2019 just before the Covid-19 pandemic and were resumed in May 2023. The Jinan International Tourism</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Plan for Jinan City, Shandong Province  Phase II: Marketing Strategy for Jinan City for the Expatriate Source market (Phase II)	<b>Priority 1:</b> Enhance competitiveness	Province, China			<p>Destination Plan was completed and approved in January 2024. Preparation of Terms of Reference for Phase II of the project completed and submitted to Jinan for approval.</p> <p><b>Remarks:</b></p> <p>Launching of Phase II activities and Inception Meeting scheduled for November 2024.</p>
Gansu Revitalization and Innovation Project	<u>Main contribution</u> to the priorities  <b>Priority 1:</b> Enhance competitiveness  <u>Secondary contribution</u> to the priorities:  <b>Priority 3:</b> Invest in people	2023-2025  Gansu Province, China	Gansu Provincial Department for Culture and Tourism	Gansu Provincial Government, under the umbrella of the World Bank	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>The project focuses on three main deliverables – a Provincial Tourism Human Capital Strategy, an International Tourism Marketing Strategy for the Province, and Capacity Building Training for Tourism Stakeholders of Gansu Province at UN Tourism Headquarters.</li> <li>The Tourism Human Capital Strategy started in January 2024 and is planned to conclude in November 2024.</li> <li>The International Marketing Strategy commenced in February 2024 and is planned to conclude in February 2025.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Overall, the project aims to provide the Gansu Province of China with technical assistance in the area of tourism development by addressing structural shortcomings, including rural-urban disparities and a lack of connectivity between identified “hubs and spokes” that negatively impacts tourism length-of-stay and spending, and limits the development of self-sustainable creative</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p>tourism products; deficiencies in the sphere of tourism skills and competencies, primarily regarding the international marketplace; and limitations in the international awareness of the Gansu Province as a key Silk Road node and passageway.</p> <ul style="list-style-type: none"> <li>• The activities that officially commenced in November 2023 will be completed by the first half of 2025.</li> <li>• First project management meeting held in Gansu between UN Tourism and Gansu Province Culture and Tourism Department in April 2024. UN Tourism participated in the international marketing situation analysis mission in June 2024.</li> <li>• Participation of UN Tourism at the 7<sup>th</sup> Silk Road (Dunhuang) International Cultural Expo on 20-22 September and activity related missions in the second half of 2024.</li> </ul>
Developing local communities through sustainable tourism development	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2 –</b> Foster sustainability and inclusiveness</p>	2024 <b>China</b>	Destinations with community-based tourism projects	World Tourism Alliance (WTA)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Focus on the development of a community-based tourism roadmap providing local communities and tourism stakeholders with practical insight as to how to implement attractive, sustainable and competitive tourism products.</li> <li>• Community-based tourism roadmap, in English and Chinese, to be officially launched during the Xianghu Dialogue in Sanya, Hainan Province on 29 October to 2 November 2024.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Agreement signed in May 2024 and project implementation to be completed by 2024.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
<p>Strengthening Planning, Management, Product Development and Marketing of Tourism on the Local Islands in the Maldives</p> <p>Phase 1: Assessment mission – 8 weeks</p> <p>Phase 2: Full project – 3 years</p>	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2 –</b> Foster sustainability and inclusiveness</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2024-2027</p> <p><b>Maldives</b></p>	<p>Ministry of Tourism</p>	<p>TBD</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>In the first week of September 2024, UN Tourism undertook a project identification mission to the Maldives and prepared a concept note for this new project.</li> <li>It is proposed to first carry out an assessment mission to study the carrying capacity for tourism development on local islands and come up with clear recommendations how to strike a sound balance between the economic benefits of tourism, available infrastructure and amenities, environmental protection, and cultural and social well-being of the host communities.</li> <li>The consultations held and insights gained from this assessment mission will also be used to develop a comprehensive proposal for the full project.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>It is the ambition to field the assessment mission in the first semester of 2025 and to launch the full project in the beginning of 2026. Arrangements are being made for this with the Ministry and Development Partners.</li> </ul>
<p>Strengthening the National Tourism Statistical System</p>	<p><u>Main contribution</u> to the priorities</p>	<p>2023- 2025</p> <p><b>Sri Lanka</b></p>	<p>Tourism Development Authority</p>	<p>Sri Lanka Tourism Development</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Signing of a new agreement with SLTDA to implement Phase II completed in May 2023</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
and Compilation of TSA tables Phase II	<b>Priority 1:</b> Enhance competitiveness			Authority (SLTDA)	<ul style="list-style-type: none"> <li>• Presentation of the first draft of TSA for Sri Lanka at a National Conference in November 2023 and approved by SLTDA and stakeholders.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Sri Lanka institutions are currently conducting the surveys, based on UN Tourism recommendations, a period that spans over several months. Once the surveys have been completed, a revised draft final TSA will be prepared and discussed with stakeholders.</li> </ul>
Development of Visitor Experience Model and Best Practices for Visitor Management at Select Tourism Sites in Sri Lanka	<u>Main contribution</u> to the priorities  <b>Priority 2:</b> Foster sustainability and inclusiveness	2025  <b>Sri Lanka</b>	Tourism Development Authority	Sri Lanka Tourism Development Authority (SLTDA)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Request from SLTDA in June 2024 and online meeting held in July to discuss further and Terms of Reference shared</li> <li>• Concept Note prepared and shared with SLTDA in September 2024 and currently under review.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• The objective of the project is to design an effective and sustainable visitor experience and management model for selected cultural, natural, and man-made sites in Sri Lanka with a view to helping improve the visitor experience, considering the carrying capacity of the sites.</li> </ul>
Women Empowerment and Tourism Recovery - Timor-Leste	<u>Main contribution</u> to the priorities	2022-2023  <b>Timor-Leste</b>	Ministry of Tourism, Commerce and Industry	EIF	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Signing of the agreement in March 2022</li> <li>• Completion of project activities focusing on awareness raising and capacity building to support women to benefit better from the tourism recovery process</li> <li>• Carrying out of a Tourism Gender Analysis in the second semester of 2022</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><b>Priority 2:</b> Foster sustainability and inclusiveness</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 3:</b> Invest in People</p> <p><b>Priority 5:</b> Build better and strong institutions</p>				<ul style="list-style-type: none"> <li>Carrying out of a tourism and gender training needs analysis in the second semester of 2022</li> <li>Delivery of a Training of Trainers Seminar in November 2022</li> <li>Organization and delivery of a vocational training programme, including several short seminars for women working in the tourism sector in the first semester of 2023</li> <li>Formulation of project sustainability and action plan and final reports for the donor in the second half of 2023.</li> <li>The project findings were presented at 2nd Regional Conference on the Empowerment of Women in Tourism in Asia and the Pacific in Bali, Indonesia, in May 2024.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>UN Tourism received a letter of appreciation from the Vice-Minister of Timor-Leste for the technical assistance provided to the country through this project. During the implementation of the project, UN Tourism established contacts with ILO regarding collaboration to support the tourism sector in Timor-Leste, and in May 2024, both agencies undertook a joint mission to Timor-Leste to prepare a proposal for a new project on Strengthening Responsible Tourism in Timor-Leste.</li> </ul>

## E. EUROPE

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
UN Tourism Technical Assistance for the Thassos Island of Greece	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5:</b> Build better and strong institutions</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p>	<p>2023-2024</p> <p><b>Thassos Island, Greece</b></p>	Municipality of Thassos	Municipality of Thassos	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>The project's main scope is to support the tourism recovery efforts of the island of Thassos after the pandemic, through firstly assessing the marketing initiatives of the island of Thassos and its tourism product offer during the pandemic, and then providing recommendations on improvements.</li> <li>UN Tourism will also work with Thassos Municipality and ICF on the implementation of the Thassos Residents Study (TRS). The study will collect information on how local residents view and engage with tourism on the island, both in terms of the sector's economic impact as well as its socio-cultural impacts.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Agreement signed in August 2023 and project implementation to conclude at the end of 2024.</li> <li>Project being implemented alongside the UN Tourism Affiliate Member, ICF.</li> </ul>
Empowering Young Women: Sustainable Livelihoods through Tourism Phase II	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 3 – Invest in People</b></p> <p><u>Secondary contribution</u> to the priorities:</p>	<p>2023 – 2024</p> <p><b>Republic of Moldova</b></p>	<p>Ministry of Culture, Invest Moldova Agency, Moldova State University</p>	<p>Estonia Development Corporation</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Phase II launched in October 2023 with the signing of an MoU with Moldovan implementing partners</li> <li>Comprehensive (3 components) training programme devised December 2023</li> <li>UN Tourism review and monitoring mission carried out in February 2024, coinciding with the delivery of the pilot skills training and the training-of-trainers for the gender equality in tourism online courses.</li> <li>11 skills training completed successfully by end-April 2024 benefitting 256 female tourism entrepreneurs.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><b>Priority 2 –</b> Foster sustainability and inclusiveness</p>				<ul style="list-style-type: none"> <li>4 online courses on gender equality in tourism successfully delivered by end June 2024, benefitting 47 participants from various stakeholders' groups.</li> <li>Creation of an online network of 149 female entrepreneurs in tourism for continued consultation and mutual support</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The series of training rolled out is widely recognized and supported by key tourism players in Moldova and has gained attention from development partners in the country.</li> <li>A potential follow-on project is in the pipeline.</li> </ul>
UN Tourism Assessment Mission to La Palma	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5:</b> Build better and strong institutions</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p>	2024-2025 La Palma de Gran Canaria, <b>Spain</b>	Member State and regional tourism authority	UN Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>UN Tourism mission to assist the tourism authorities of the Cabildo de La Palma on how to improve destination management, public-private cooperation modalities and the integration of sustainability principles in tourist products and destinations on the island.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Assessment mission to take place in 2024-2025</li> <li>Delivery of a Concept Note to guide future tourism development projects.</li> </ul>

## F. MIDDLE EAST

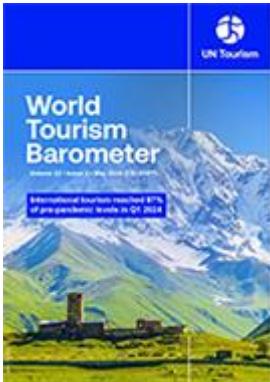
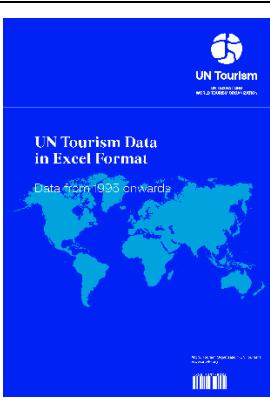
Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
Formulation of a Roadmap for the Development and Promotion of Sustainable Wellness Tourism with Zero Carbon Footprint	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2024-2025</p> <p><b>Egypt</b></p>	Ministry of Tourism and Antiquities	Ministry of Tourism and Antiquities	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Roadmap for the Development and Promotion of Wellness Tourism in Egypt that provides guidance to tourism and wellness stakeholders to develop, position and strategically market wellness tourism as an attractive tourism product in Egypt with a view to attracting new investments and more visitors to the country from both local and international markets and, thus, increasing revenue and employment as a result of wellness tourism activities.</li> <li>The Roadmap will build on the vision and recommendations presented in Egypt's National Tourism Strategy and related policy documents, making a detailed situation analysis and coming up with specific recommendations for strengthening wellness tourism in Egypt.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Administrative preparations for project implementation currently underway.</li> <li>Project implementation expected during second half of 2024.</li> </ul>
Implementation of Hotel Classification Scheme	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2024-2025</p> <p><b>Oman</b></p>	Hotel sector in Oman	Ministry of Heritage and Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Detailed review of the current scheme</li> <li>Introducing the new scheme</li> <li>Official launch of the new scheme</li> <li>Capacity building</li> <li>Introduce the new software.</li> </ul>

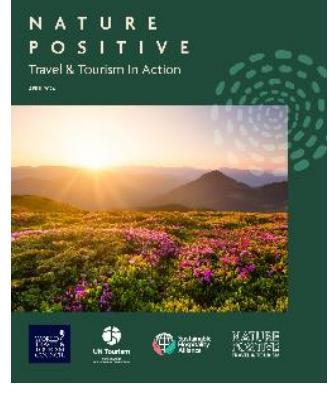
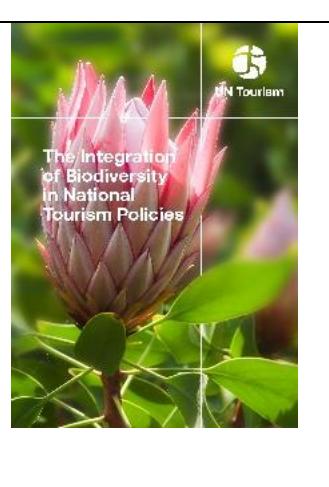
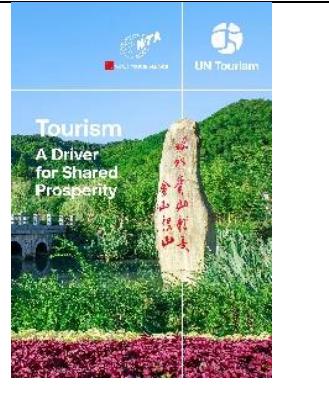
Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p> <p><b>Priority 4:</b> Boost investment &amp; scale up innovation</p>				<p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The updated project document was submitted to Oman and pending some administrative procedures to go on with the preparation of the agreement</li> </ul>
Organizing Qatar Tourism Awards	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1 –</b> Rethink Destination Positioning</p> <p><u>Secondary contribution</u> to the priorities:</p> <p><b>Priority 4 –</b></p>	<p>2018-2024</p> <p><b>Qatar</b></p>	<p>Qatar Tourism</p>	<p>Qatar Tourism</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Project activities for the organization of the first addition of Qatar Tourism Awards was successfully completed in November 2023</li> <li>A new Agreement was signed for using the remaining balance of this project, and previous old projects, for the organization of second edition of Qatar Tourism Awards</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The activities of the second edition are ongoing and the final awards ceremony is in October 2024</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
	Boost investment & scale up innovation				

## Annex II: List of latest UN Tourism research and publications

	<p><b>White Paper: Security and Safety in the Tourism Sector.</b> (Translation from French original published in 2021)</p> <p>The <i>White Paper: Security and Safety in the Tourism Sector</i> presents in three volumes the fruit of a key partnership between the World Tourism Organization, the African Union Development Agency and the West African Economic and Monetary Union. Its aim is to give tourism sector stakeholders all the tools they need to design and implement their own security policies, in line with their own objectives, resources and constraints. This publication aims to play a major role in strengthening the resilience of the tourism sector, in Africa and the rest of the world, and thus contribute to the inclusive growth and sustainable development of local economies.</p>
	<p><b>Volume 1: Close links between tourism, security, safety and development</b></p> <p>This volume 1 is a theoretical introduction to the close links between tourism, development, safety and security. The first part of the book examines the relationships between these concepts while including them in a more general perspective of understanding tourism as an ecosystem of actors, economic activities and destinations. Thus, it develops a more global approach to tourism by defining its actors and its short- and long-term stakes, its recent history and its major trends.</p>
	<p><b>Volume 2: Compendium of Technical Guides on Risks and Initiatives</b></p> <p>This volume 2 is a collection of technical guides, divided into two parts: risks and initiatives. It is intended to be as easy to access and as practical to use as possible to allow the reader to quickly become familiar with a risk or an initiative. Besides, this volume aims at enabling the readers to either effectively combat the risk in question, or to quickly understand the necessary means to implement such an initiative, as well as its objectives.</p> <p><b>Volume 3: Case studies and testimonials</b></p> <p>The main argument of volume 3 is that investment in initiatives to improve safety and security is effective and necessary for the development of a competitive tourism sector. Such investments can only be made with a strong political commitment and long-term involvement of decision makers who want to see an attractive, resilient and sustainable tourism sector developing in their country.</p>

	<p><a href="#">World Tourism Barometer - Volume 22, Issue 2, May 2024</a></p>
	<p><a href="#">Alcanzar los Objetivos de Desarrollo Sostenible a través del turismo – Toolkit con indicadores para proyectos</a> (Translation from English original published in 2023)</p> <p><i>Achieving the Sustainable Development Goal through Tourism – Toolkit of Indicators for Projects (TIPs), developed in partnership between the World Tourism Organization (UNWTO) and the Japan International Cooperation Agency (JICA), is a comprehensive resource designed to guide users in aligning tourism development projects with the Sustainable Development Goals (SDGs). It also serves to encourage the integration of sustainable tourism practices into policies, financing frameworks, and business operations.</i></p> <p>With adaptable indicators and practical guidance, this toolkit explores the link between tourism and each of the 17 SDGs and selected targets and supports the measurement and monitoring of the impact of tourism projects.</p>
	<p><a href="#">UN Tourism Data in Excel Format – Data from 1995 onwards</a> provides updated statistical data in separate Excel™ files (one per country). It includes statistics on outbound tourism, inbound tourism (arrivals/nights of tourists and visitors) and basic indicators related to tourism activities for more than 220 countries and territories.</p>

	<p><a href="#">Nature Positive – Travel &amp; Tourism in Action</a></p> <p>Launched on Earth Day 2024, "Nature Positive Travel &amp; Tourism in Action" is a collaborative report by the Nature Positive Tourism Partnership, comprising, UN Tourism, WTTC and the Sustainable Hospitality Alliance. It supports the Kunming-Montreal Global Biodiversity Framework and features over 30 case studies showcasing innovative global actions. The report provides actionable guidance to help businesses strengthen tourism's resilience while promoting biodiversity stewardship.</p>
	<p><a href="#">The Integration of Biodiversity in National Tourism Policies</a></p> <p>This report examines the complex relationship between tourism and biodiversity, including species diversity and ecosystems. It evaluates how 80 national tourism policies address biodiversity and aims to enhance understanding of these references. The report is divided into four subsections, focusing on the integration of biodiversity in policy narratives, statements, strategic programs, and monitoring commitments. By offering insights into current integration efforts, it serves as a valuable resource for policymakers and stakeholders, encouraging further action toward a sustainable future.</p>
	<p><a href="#">Tourism – A Driver for Shared Prosperity</a></p> <p>Co-edition with WTA.</p> <p>To be published by the end of October 2024</p>
	<p><b>Tourism Doing Business</b></p> <ul style="list-style-type: none"> <li>– Investing in Georgia</li> <li>– Investing in Armenia</li> <li>– Invirtiendo en El Salvador</li> <li>– Investing in Uzbekistan (Chinese translation from English original)</li> <li>– Investing in Zambia</li> <li>– Invirtiendo en Perú</li> <li>– Investing in Ecuador (revised version)</li> <li>– Investing in Uruguay</li> <li>– Investing in Jordan</li> <li>– Invirtiendo en Cuba</li> <li>– Investing in Albania</li> </ul>

## Annex III: Calendar of UN Tourism events

## Calendar September-December 2024

Activity/Event's Name	Who are we partnering with?	Month	Start Day	End Day	City	Department	Brief Description
Webinar - Ensuring women's safety and participation in religious tourism	UN Women	September	3	3	n/a	ECSR	Webinar jointly-organized with UN Women to discuss women's safety and participation in religious tourism and explore measures to prevent gender based violence. Speakers from 4 world regions secured, interpretation into ES and AR.
19th Meeting of the CTS	MoT Costa Rica	September	8	10	San José	SDT	19th Meeting of the CTS
8th UN Tourism Global Conference on Wine Tourism	Tourism Committee of the Republic of Armenia	September	11	13	Yerevan, Armenia	OFSG, RDEU, TMIC	Presentation of Tourism Investment Guidelines for Armenia; high-level strategic discussion on questions: - How to strengthen the links between wine, tourism and culture as a means to revive and promote traditions; - How to effectively incorporate traditions into the wine tourism experience; - Communicating traditions in wine tourism.
UN Tourism - ETC DataLab presential session in the framework of the International Seminar on Sustainability Indicators organized by ETC	European Travel Commission	September	13	13	Vienna	MIPC	How collaboration among NTOs, DMOs and private stakeholders can enhance the collection and use of sustainability indicators for market intelligence and decision-making

STAR Online Working Sessions with Member States (English session)	NA	September	19	19	NA	MIPC	Building an enhanced understanding of STAR as a relevant tool to support rural destinations in member states and the mechanisms to use and integrate with the tool. Engage MS in the promotion of STAR among their rural destinations
<b>WORLD TOURISM DAY</b>	Ministry of Economy and Sustainable Development of Georgia	September	27	27	Tbilisi	IEI, COMM, RDEU, OFSG	This the annual celebration of the Observance Day World Tourism Day. The celebration includes a Press Trip
Inaugural Event of the 'ESG Framework for Tourism Businesses'	University of Oxford	September	30	30	Madrid	SSD	A flagship project in collaboration with the University of Oxford to develop a harmonised ESG Framework for Tourism Businesses. This Framework is designed to offer a standardized, credible, and comparable method for measuring and enhancing sustainability within the tourism sector.
Tourism Marketing Training for the Islamic Republic of Iran	Ministry of Culture, Tourism and Handicrafts of Iran	September			Tehran (TBC)	TCSR	Online and onsite marketing training
5th Expert Group Meeting on Measuring the Sustainability of Tourism (MST)	No applicable	October	1	1	Madrid	SSD	NSO/NTA, experts, academia, private sectors
20th Committee on Statistics		October	2	3	Madrid	SSD	NSO/NTA

1° Cumbre de ONU Turismo para África y las Américas	Ministerio de Turismo de la República Dominicana	October	3	5	Punta Cana, República Dominicana	RDAM / RDAF / IEI	<p>Se trata de la primera cumbre que se realiza en ONU Turismo entre las dos regionales: Américas y África. Este evento se convoca bajo el tema "Promoviendo la Cooperación Sur-Sur a través de la Inversión, Educación, Cultura, Industrias Creativas e Innovación", y tiene como objetivo fomentar asociaciones estratégicas y promover el desarrollo sostenible en África y las Américas.</p>
STAR Online Working Sessions with Member States (French session)	NA	October	8	8	NA	MIPC	<p>Building an enhanced understanding of STAR as a relevant tool to support rural destinations in member states and the mechanisms to use and integrate with the tool.</p>
Village Talks: BTV Network Webinar Series 1st Talk	NA	October	15	15	NA	MIPC	<p>Village Talks: BTV Network Webinar Series is an engaging webinar that showcases various good practices from our Best Tourism Villages, highlighting innovative approaches, sustainable tourism efforts, and community-driven initiatives</p>
Annual INSTO meeting and III Sustainable Destinations Summit	Consell de Mallorca, Fundació Mallorca Turisme	October	16	18	Palma de Mallorca	STR/RDEU	<p>The Summit's agenda includes 1.5 days of panel discussions and interviews, covering a variety of topics from the role of destinations in the sustainability transformation process to diverse perspectives on sustainability and the generation of related evidence.</p> <p>The Summit will bring together leading experts and high-level decision-makers from across the tourism industry and allied sectors. This gathering aims to facilitate a robust exchange of cutting-edge ideas, successful strategies and impactful experiences. Our goal is to spearhead the transformation of tourism into a significant force for global good.</p>

18th UN Tourism / PATA Forum on Tourism Trends and Outlook	PATA, HKPU, Guilin Government	October	18	20	Guilin	MIPC + RDAP	To discuss latest tourism trends and outlook in Asia-Pacific and globally with a special focus on the key source markets of Asia in post COVID
Primer conferencia regional sobre las mujeres en el turismo en América Latina y el Caribe	Paraguay	October	20	23	Asunción	ECSR/RDAM	The conference will focus on the findings of the recently published Regional Report on Women in Tourism in Latin America & the Caribbean. There will be several round table debates including a ministerial panel. UN T Member States from the regional will all be invited.
UN Tourism Startup Competition and Travel Tech Adventure (TTA)	Ministry of Economics, Finance and Industry and Digital Sovereignty of France	October	24	24	Paris, France	IEI/RDEU	Startups to source innovative, sustainable, inclusive and tech-driven tourism solutions
Final Ceremony of Qatar Tourism Awards Second Edition	Qatar Tourism	October	27	27	Doha	TCSR	announce and honour the award winners.
18th UN Tourism Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	Ministry of Tourism, Creative Industry and Performing Arts Sarawak, Malaysia	October	28	31	Kuching, Sarawak, Malaysia	RDAP	This executive training programme has been held with the support of the Ministry of Culture, Sports and Tourism of the ROK since 2006.. It is an important forum for high-level policy makers of the region's National Tourism Administrations aimed at exchanging views on effective and responsive formulation of policies and strategies related to the development and management of their tourism industries.
UN Tourism side event at COP16	WTTC, WSHA and Colombia	October	TBC		Cali	SDT	The role of tourism for biodiversity
Investing in Wellness Tourism workshop ROME		October				IEI	

60th Meeting of the AM Board		November	5	5	London, UK	AM-PPC	discuss the status and results of the membership, update the Board Members on upcoming events and initiatives, set the goals for the next period
High-level event UN Tourism/UN-Habitat/UNESCO on Urban tourism: Policies and governance for more sustainable, inclusive, creative and resilient cities	UN-Habitat / UNESCO	November	5	6	Cairo	MIPC	The event aims to leverage the work of the three UN Agencies on advancing sustainable and resilient cities and territories and will serve to guide local governments and other stakeholders in identifying the key challenges but also opportunities facing urban tourism.
Ministers' summit at World Travel Market	Global RX, WTTC	November	6	6	London	IEI, COMM	Annual summit of Minister on a relevant topic. This edition AI for good in Tourism
Un Tourism Communication, Media and Tourism Workshop	Tanzania /Uganda	November	11	13	Tanzania /Uganda	RDAF/Comm	Un Tourism Communication, Media and Tourism Workshop
UN Tourism - ETC DataLab webinar	European Travel Commission	November	11			MIPC	To exchange knowledge on data use and market intelligence among European NTOs(NTAs. Topic to be determined.
“Like and Link-up” speed-networking for Member States and Affiliate Members	Part of EC in Colombia	November	13	13	Cartagena de Indias, Colombia	TCSR, AM	networking event for MS and AM
AMs Global Networking Session	TBC	November	13	13	Cartagena de Indias, Colombia	AM-PPC	Collaboration opportunities between AMs and Member States, direct access to knowledge providers and donors / investors, address tourism development priorities and needs within the country, networking, business, and project opportunities.
<b>Executive Council</b>		November	13	15	Cartagena	IEI	

BTW 2024 Ceremony (during UN Tourism 122nd session EC)	Ministry of Tourism of Colombia	November	14	14	Cartagena de Indias, Colombia	MIPC+COSE +RDAM	Official announcement of BTW 2024 villages
9th UN Tourism World Forum on Gastronomy Tourism	Basque Culinary Center Ministry of Tourism of Bahrain	November	18	19	Manama	MIPC	The 9th edition will take place for the first time in the Middle East. It will be held under the theme: "Gastronomy Tourism: a driver of economic diversification and inclusion". Two regional fora were organized for the first time (June in Philippines and July in Zimbabwe) building a road towards the celebration of the World Forum.
Bahrain Gastronomy Forum	Bahrain Ministry of Tourism	November	18	19	Manama	RDME/TMIC	
IFTM-UN Tourism Training Programme	Macao University of Tourism	November	19	22	Macao, China	RDAP	
Thematic day on tourism during COP29 - UN Climate Change Conference	Government of Azerbaijan (STA, MFA), COP29 Presidency, other UN entities related to the event (UNFCCC, UNEP, etc)	November	20	20	Baku, Azerbaijan	EDO, SDT, MPIC, RDEU	For the first time tourism will be a thematic day of COP (in parallel with urbanization and transport). A ministerial meeting and two roundtable meetings are in planning. Possible outcome document

KSA Seminar for Rural Tourism Stakeholders	NA	November	25	25	Riyadh	MIPC	<p>Aimed at bringing together key players in Saudi Arabia's rural tourism sector, the seminar will explore opportunities, challenges, and strategies for sustainable development, emphasizing community involvement and innovative practices to enhance rural tourism across the Kingdom.</p>
II International Seminar on Tourism Law on "Tourism Law and Sustainability"	Agencia Córdoba Turismo, Universidad Nacional de Córdoba, Universidad Siglo 21	November	26	28	Córdoba, Argentina	Department of Legal Affairs and International Standards (LGCO), in collaboration with the Regional Department for the Americas (RDAM)	<p>The Seminar will focus this year on the theme "Tourism Law and Sustainability". Its main objective is to discuss and analyse the legal issues related to Sustainable Tourism Law in its economic, environmental and social dimensions. The aim is to:</p> <ul style="list-style-type: none"> <li>• Offer a global legal perspective on the subject of sustainable tourism, addressing the main normative, legal and regulatory challenges in the economic, social and environmental fields;</li> <li>• Provide governments with the legal tools and legal knowledge necessary to recognise and take advantage of the opportunities offered by Tourism Law for the creation of legal frameworks aimed at sustainable tourism development at national, regional and international level;</li> <li>• Encourage the adoption of good practices and the exchange of lessons learned on sustainability in tourism legislation, promoting the development of legal regimes that strike the right balance between its three economic, environmental and social dimensions;</li> <li>• Provide legal support and guidance to stakeholders involved in the tourism value chain, both from the public and private sector, ensuring sustainable and inclusive tourism growth in the long term.</li> </ul>

3rd World Sports Tourism Congress	Comunidad de Madrid (AM)	November	27	29	Madrid, Spain	AM-PPC	create a space for exchange of ideas and knowledge generation, promotion of innovative projects and successful practices, high level networking and for staying updated on the latest developments and knowledge related with the thematic of the virtuous link between Sports Industry and Tourism sector.
UN Tourism side event at COP29	Azerbaijan	November	TBC	1	Baku	SDT	
32nd World Committee on Tourism Ethics Meeting	This is an official meeting of the Ethics Committee, no partnering required, the members of the Committee will meet virtually, with the presence of SG and/or ED Urosevic	December	4	4	n/a	ECSR	WCTE is an impartial and independent committee that reports directly to the UN Tourism GA. The Committee shall meet at least once a year to discuss matters related to Tourism Ethics. This meeting date was already agreed upon by WCTE Members along with the WCTE Secretariat
Tourism Investment Forum		December	3	5	Dushanbe, Tajikistan	IEI	
Regional Webinar - Framework Convention on Tourism Ethics	WCTE	December	11	11	n/a	ECSR/LGCO	This webinar (tbc) is one of a series of 5, aims at promoting the Framework Convention on Tourism Ethics and its Optional Protocol among UN Tourism Member States and clarify any questions related to its articles and adherence process

LLDC3 - side-event: Tourism: Driving economic diversification and inclusion in LLDCs	Government of Paraguay (TBC); Government of Rwanda (TBC); Government of the Republic of Uzbekistan; FAO Mountain Partnership; TUI Care Foundation	December	12	12	Gaborone	IRPA/MPIC	Side-event to the LLDC3 conference, aiming at creating synergies between public and private sector to progress tourism for economic diversification
16th (online) Meeting of the Committee on Tourism and Competitiveness (CTC)	NA	December			NA	MIPC	Validation criteria and Index initial structure (flagship initiative World Tourism Report)
First UN Tourism International Conference on Rural Tourism	Ministry of Culture, Sports and Tourism of Vietnam	December			TBC, Vietnam	RDAP and TMIC	To promote innovative and transformative approaches to the development of tourism in rural destinations that contribute to the three pillars of sustainability – economic, social and environmental – in line with the Sustainable Development Goals

## Calendar January-December 2025

Date	Name Event	Venue	Comments
<b>January</b>			
TBC	17 <sup>th</sup> Meeting of the Committee on Tourism and Competitiveness (CTC)	UN Tourism HQ	The meeting is planned to be held during FITUR 2025 (exact date TBC). MIPC
22-26 (TBC)	61 <sup>st</sup> AM Board Meeting	FITUR, Madrid, Spain	AM-PPC
23 (TBC)	Seminar on advancing accessible tourism policies and strategies	FITUR, Madrid, Spain	ECSR and external partners
23	Ministerial Panel Discussion	FITUR, Madrid, Spain	RDME
TBC	Rural Tourism Conference and Best Tourism Villages Network Meeting	Vietnam	MIPC
<b>February</b>			
11-14 February TBC	Regional Commission for the Middle East	Doha, Qatar	RDME
TBC	Framework Convention on Tourism Ethics Convention Webinar	Online	TBC ECSR/WCTE
<b>March</b>			
TBC	33 <sup>rd</sup> WCTE Meeting	Bilbao, Spain	TBC ECSR/WCTE
<b>April</b>			
TBC	<u>1<sup>st</sup> UN Tourism World Summit on Tourism Investment</u>	Bahrain	RDME
TBC	International Conference on Tourism and Aviation	TBC	AM-PPC
TBC	2 <sup>nd</sup> UN Tourism and ICAO conference on Tourism and Air connectivity in Africa	Angola	RDAF
<b>May</b>			
TBC	7 <sup>th</sup> CMAM Meeting	TBC	AM-PPC
12-13	World Tourism Innovation Forum 2025	Prague, Czech Republic	IEI (in collaboration with)
TBC	68 <sup>th</sup> UN Tourism Regional Commission for Africa	Nigeria	RDAF

TBC	71 <sup>st</sup> meeting of the Commission for Europe	Baku, Azerbaijan	RDEU
TBC	123rd session of Executive Council	Spain	COSE
TBC	Affiliate Members Global Networking Session	Spain (EC framework)	AM-PPC
<b>June</b>			
TBC	1 <sup>st</sup> Regional Conference on Women's Empowerment in Tourism in Europe	Almaty, Kazakhstan	ECSR + RDEU
<b>July</b>			
TBC	18 <sup>th</sup> Meeting (online) of the Committee on Tourism and Competitiveness (CTC)	Online	MIPC
TBC	UN Tourism workshop on Tourism statistics with SADC MS (Mobile Tourism data)	TBC	RDAF
TBC	2 <sup>nd</sup> edition of the communication, media and tourism training in Africa workshop	Tanzania/Uganda	RDAF/COMM
<b>August</b>			
<b>September</b>			
TBC	Mayors Forum on Sustainable Urban Tourism	Madrid	MIPC
TBC	G20 Ministerial Meeting	South Africa	Organized by the South African Presidency of the G20. MIPC participates as IO.
25-28	Tourism Expo Japan	Aichi, Japan	RDAP
27 (TBC)	Launch flagship initiative World Tourism Report	Malaysia (TBC)	Planned to be launched on the occasion of the World Tourism Day 2025 (TBC). MIPC
<b>October</b>			
TBC	BTV 2025 Ceremony	TBC	Place and dates TBC. MIPC
TBC	TTA France- Final of the Corporate-Startup Innovation Competition	Paris, France	IEI - RDEU
TBC	10 <sup>th</sup> UN Tourism World Forum on Gastronomy Tourism	San Sebastian, Spain	Organized jointly with BCC

<b>November</b>			
TBC	62 <sup>nd</sup> AM Board Meeting	London, UK	AM-PPC
TBC	BTV 2025 Ceremony	TBC	Place and dates TBC. MIPC
TBC	Regional UN Tourism startup competition and a UN tourism tech adventure event	TBC	IEI/RDAF
TBC	8 <sup>th</sup> CMAM Meeting	TBC	AM-PPC
7-11	26 <sup>th</sup> session of the General Assembly	Riyadh, Saudi Arabia	COSE
TBC	45 <sup>th</sup> Affiliate Members Plenary Session	Riyadh, Saudi Arabia (GA framework)	AM-PPC
<b>December</b>			
2-6	III International Seminar on Tourism Law	Havana, Cuba	LGCO - RDAM

## Annex IV: UN Tourism Research Committee

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1. Considering the cross-cutting nature of tourism, as well as the need to streamline and enhance the relevance, alignment and impact of UN Tourism knowledge creation and dissemination, in December 2022 the Secretary-General established the UN Tourism Research Committee (RC) (see [SGB/12/22](#) and [CE/118/\(b\) rev.2](#)). Its main objectives are to ensure internal alignment with the priorities of the Programme of Work (PoW) of the Organization; to ensure quality, relevance and applicability of published knowledge; to evaluate partnership opportunities (internal and external); and to suggest additional outputs.
2. In the past year, the RC has delivered important improvements in aligning the interdepartmental coordination and participation by establishing internal Editorial teams which led to a higher content quality and coordination. . In the short-term , the RC will continue to work on improving alignment and coordination; to identify key priority areas that may not be covered yet or that may need to be adapted to modifications in the PoW; to enhance the editing capacity of the UN Tourism Publications ; and to streamline the knowledge creation operations of UN Tourism as well as the reach and impact of the knowledge created by the Organization.
3. In the mid- to long-term, the RC will work on the creation of the UN Tourism knowledge hub , “UN Tourism KNOW” – a space where all UN Tourism knowledge is available.
4. Since its creation a total of 65 research projects have been managed by the Committee, of which 41 (plus 5 institutional) publications were published while the other 25 planned publications are in their approval, creation or revision processes.

## Annex V: Report of the Committee on Tourism and Sustainability

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### I. Background and objective

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1. The Committee on Tourism and Sustainability (CTS), a subsidiary organ of the Executive Council, advises and guides the Secretariat on advancing sustainable tourism development and management. Its mandate is to enhance the social, economic and cultural benefits of tourism, while minimizing the negative impacts upon the natural or socio-cultural environments. As an advisory body, the CTS reviews and endorses technical outputs providing critical reports and recommendations to the Executive Council and other key bodies.
2. The CTS is governed by the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability" approved by the Executive Council in CE/DEC/9(XCVI).

### II. Composition

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3. The members of the CTS in its current composition (2023-2027) – approved by the 120<sup>th</sup> session of the Executive Council held on 20 October 2023 in Samarkand, Uzbekistan (CE/DEC/2(CXX)) is available [here](#).

### III. Meeting of the CTS

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4. The CTS holds meeting during the UN Tourism General Assemblies and aims to increase the number of presential meetings beyond the General Assemblies.
5. Since last reporting to Committee during the XXV General Assembly held last 17 October in Samarkand, Uzbekistan, the following in-person meetings took place:

#### **Eighteenth meeting of the Committee on Tourism and Sustainability**

6. The newly elected members of the CTS for the mandate 2023-2027 met for the first time and convened its 18<sup>th</sup> Meeting in Madrid, on 25 January 2024, in the framework of the 44th edition of the International Tourism Fair (FITUR). Eight of the nine elected CTS members for the period of 2023-2027 participated in the Meeting.
7. Reminding the important role the CTS plays in steering sustainable and resilient tourism through consultation and validation, with the aim to advance sustainable tourism development, the Meeting focused on the election of the Chair and Vice-Chair of the Committee with the announcement of the Chair and Vice-Chair of the CTS for the period of 2023 to 2027:
  - a) Chair of the CTS: Costa Rica
  - b) Vice-Chair of the CTS: Croatia

#### **Nineteenth meeting of the Committee on Tourism and Sustainability**

8. The 19th Meeting of the Committee on Tourism and Sustainability (CTS) was held on September 9-10, 2024, in San José, Costa Rica and hosted by Costa Rica as the Chair of the CTS.
9. Chaired by His Excellency Mr. William Rodríguez López, Minister of Tourism of Costa Rica, the 19th Meeting brought together six of the nine elected members of the Committee on Tourism and Sustainability (CTS) representing Africa, Asia and the Pacific, Europe and the Americas. Additionally, a series of invited experts contributed to the discussions, including representatives from the World Travel & Tourism Council (WTTC), the World Sustainable Hospitality Alliance (WSHA), the Foundation for Environmental Education (FEE), the International Union for Conservation of Nature (IUCN), the European Academy of Bolzano (EURAC) and observing Member States, with Iceland participating as a non-Member.
10. The Chair of the CTS and the Secretariat of UN Tourism put the spotlight on the key sustainability-related challenges facing tourism today, structured in five thematic sessions on:

- a) **The Future of Tourism:** The Committee addressed the critical balance between growth and sustainability in the tourism sector, emphasizing the importance of fostering well-being and prosperity for local communities. Discussions centred on the pathways needed to ensure tourism drives economic growth and cultural enrichment while navigating the challenges of a rapidly evolving world.
- b) **Redefining the limits of acceptable change:** As global mobility increases and tourism continues to expand, the need to redefine the limits of acceptable change in tourist destinations becomes more critical. The Committee addressed the pressing questions of how to determine these acceptable limits, how to avoid saturation in popular destinations and how to reduce the undesirable footprint of tourism activities.
- c) **Climate Action and Circularity:** Ahead of COP29 climate conference, participants welcomed UN Tourism communication that tourism is included for the first time in the action agenda. Discussions also covered progress achieved implementing the Glasgow Declaration on Climate Action in Tourism, including the measurement and mitigation of tourism's related greenhouse gas emissions, adaptation to climate change impacts, and explored future actions.
- d) **Nature-Positive Tourism:** Ahead of COP16 biodiversity conference, participants reaffirmed a shared commitment to nature-positive practices, including ecosystem restoration and protection, and centring nature in tourism policies. The session highlighted the opportunities presented by nature-positive tourism, particularly for emerging destinations, in line with the work of the Nature Positive Tourism Alliance.
- e) **Green Claims and Certifications:** The Committee discussed the current challenges and important political discussions related to certification systems, particularly in light of the European Commission's directives. The importance of consistent standards was highlighted, recognizing the unique contexts of individual destinations.

11. The Committee concluded with a strong call to action, urging all nations to join in taking these crucial discussions to the global stage. The upcoming COP16 of the Convention on Biological Diversity (CBD) and COP29 of the UN Framework Convention on Climate Change (UNFCCC) will be pivotal moments for integrating tourism strategies into broader environmental and climate agendas. These conferences represent critical opportunities to align the tourism sector's efforts with global sustainability goals.

12. The Committee agreed to reconvene in person during FITUR 2025 in Madrid, Spain and to hold one additional in-depth meeting later in 2025, hosted by one of the committee members.

**Annex V-A: Nineteenth meeting of the Committee on Tourism and Sustainability (CTS)**

**Committee on Tourism and Sustainability  
(CTS)** CTS/19/2024  
Nineteenth meeting Madrid, 9-10 September 2024

**Agenda – Open Session****9th September****9:00 – 9:30 Welcome Session**

- Opening Ceremony
- Welcoming Remarks
  - Ms. Zoritsa Urosevic, Executive Director, UN Tourism
  - H.E. Mr. William Rodríguez López, Minister of Tourism, Costa Rican Institute of Tourism

**9:30 – 10:30 Thematic Session 1: The Future of Tourism and desired development**

In today's rapidly evolving world, the tourism sector is at a crucial crossroads, balancing growth, and sustainability. This thematic session will explore the promising future of tourism and the desired pathways for its development. At its core, tourism serves as an important source of well-being and prosperity for local communities, fostering economic growth and cultural enrichment. With the world more than ever driven by a growing middle class and an increasingly mobile population, tourism is expected to see more than 35 billion domestic, same-day and international visitors annually by 2030. This session will reflect on the approach to advancing destination management using the Social Progress Index, with a particular focus on Costa Rica's historical context and achievements. By inspiring commitment and delivering impactful results, this discussion aims to chart a course for a more inclusive, responsible and vibrant tourism sector.

**Speakers:**

- Mr. Jaime García, Social Progress Index Director, INCAE Business School
- Ms. Jessica De León Verdugo, Minister of Tourism and Employment of the Government of the Canary Islands and Mr. José Juan Lorenzo Rodríguez, Executive Director, Tourism of the Canary Islands, Spain
- Prof. Dr. Harald Pechlaner, Chair of the Center for Advanced Studies, EURAC Research (Italy), Scientific Director of the Competence Center for Tourism of the German Federal Ministry for Economic Affairs and Climate Action

**11:00 – 12:00 Thematic Session 2: Redefining the limits of acceptable change**

As global mobility increases and tourism continues to expand, the need to redefine the limits of acceptable change in tourist destinations becomes more critical. This thematic session will address the pressing questions of how to determine these acceptable limits, how to avoid saturation in popular destinations and how to reduce the undesirable footprint of tourism activities. By examining success stories and strategies, we aim to identify effective methods for achieving resilience and promoting

inclusivity within the tourism sector. The session will also explore the importance of fostering a symbiotic partnership between environmental and tourism authorities, aligning their efforts to create sustainable and thriving destinations. Through this inclusive dialogue, we aim to pave the way for a balanced and forward-looking approach to tourism management.

**Speakers:**

- H.E. Mr. Ivan Šimonović, Permanent Representative, Ambassador at the Permanent Mission of the Republic of Croatia to the United Nations, New York, Vice-Chair of the UN Tourism Committee on Tourism and Sustainability
- Mr. Arnar Már Ólafsson, General Director, Icelandic Tourist Board
- Mr. Glenn Jampol, Global Ecotourism Network

**13:00 – 13:15    Keynote by Mr. Alberto López, General Manager, ICT**

**13:15 – 14:15    Thematic Session 3: Nature Positive Tourism - What are key enablers?**

Travel and Tourism stand at a critical juncture where their influence can redefine global practices, embracing a path towards a net positive impact on biodiversity. By adopting a Nature Positive approach, the industry commits to halting and reversing detrimental impacts on nature, fostering an environment where biodiversity thrives. This shift is not just a moral imperative but a strategic one, as over 80% of the industry's value hinges on the integrity of natural ecosystems (Nature Positive Travel & Tourism, WTTC, 2022). From sourcing raw materials to the allure of nature-based tourism, every facet of Travel and Tourism is intertwined with biodiversity. Wilderness restoration in tourism, as promoted by the International Union for Conservation of Nature (IUCN, 2021), focuses on rewilding, which restores ecosystems by allowing wildlife to reclaim areas without human intervention. This process revitalizes landscapes, restores biodiversity and creates exciting new opportunities for sustainable tourism.

**Speakers:**

- Mr. Glenn Mandziuk, CEO, World Sustainable Hospitality Alliance
- Mr. Christopher Imbsen, VP Research & Sustainability, World Travel & Tourism Council
- Dr. Thiago do Val Simardi Beraldo Souza, Chair of the IUCN Specialist Group on Tourism and Protected Areas

**14:15 – 15:15    Thematic Session 4: Climate Action and circularity**

The significant impact of climate change on the tourism sector, the sector's contribution to greenhouse gas emissions, as well as the important role the sector can play in both mitigation and adaptation, requires a more active participation of national governments (tourism administrations and organisations) in the Glasgow Declaration. This will lead to the adoption of Tourism Climate Action Plans that address the strategic pathways: measure, decarbonise, regenerate, collaborate and finance. As we move towards the submission of the next NDCs report in 2025, UN Tourism is committed to better supporting tourism policymakers in addressing this important gap. While an impressive 850 signatories have committed to the Glasgow Declaration, which aims to halve tourism emissions by 2030, the entire sector needs to be more proactive in climate action to achieve the goals of the Paris Agreement. Climate action in the tourism sector still lags behind the high ambitions called for at COP25. The commitment of leading actors shows that strong climate action is possible and often triggers systemic change across the value chain, leading to circular economy approaches that in turn drive transformative change in destinations and businesses. This session will discuss the key enablers needed to further catalyse these changes and guide the transformation of the sector and

prepare for the inaugural inclusion of tourism within the thematic program for COP29 by the host country Azerbaijan.

**Speakers:** Case studies from Member States

- Ms. Jacinta Lal, Director Tourism, Ministry of Tourism and Civil Aviation of Fiji
- Ms. Susana Grácio, Team Leader, Sustainability of Supply, Environment and Heritage, Resources and Supply Department, Turismo De Portugal
- Ms. Chipo Chitagu, Principal Tourism Officer, Ministry of Tourism and Hospitality Industry of Zimbabwe
- Ms. Shary C. Padilla, DMO Marketing, Honduran Institute of Tourism

**10th September**

**9:00 – 10:15      Thematic Session 5: Green Claims and the evolution of certifications in the tourism sector**

The tourism sector is increasingly embracing sustainability, and labels and certifications play an important role in the sector's efforts to promote sustainability throughout the value chain. This brings both challenges and opportunities. Driven by the European Commission's Green Claims Directive, these discussions have recently intensified as the sector will be heavily impacted by these changes. This session aims to discuss and reflect on the possible impacts and guide policy makers in this process to ensure that tourism activities have a positive impact on the environment, local communities and economies.

**Speakers:**

- Ms. Małgorzata Gołębiewska, Team Leader - Environmental Footprint & Green Claims, DG Environment, European Commission
- Mr. Daniel Schaffer, CEO, Foundations for Environmental Education (FEE)

**Annex V-B: Nineteenth meeting of the Committee on Tourism and Sustainability (CTS)**

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**Committee on Tourism and Sustainability  
(CTS)**

Nineteenth meeting

CTS/19/2024

Madrid, 10 September 2024

**Agenda – Closed Session**

1. **Welcome by the Chair**
2. **Presentation of Executive Director Ms. Zoritsa Urosevic**
3. **Reflections on the open meeting of the 19th Meeting of the Committee on Tourism and Sustainability**
4. **Identify key priority work streams for next 2 years:**
  - a. Priorities work streams – Research and others
  - b. UNGA report and resolution
  - c. Next important meetings:
    - i. Summit of the Future
    - ii. COP 29 UNFCCC
    - iii. COP 16 CBD
    - iv. Sustainable Destinations Summit
    - v. Tourism Resilience Summit
5. **Next meeting of the CTS**
6. **AOB**

## Annex VI: Report of the Committee on Tourism and Competitiveness

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### I. Background and objectives

1. The Committee on Tourism and Competitiveness (CTC) was established in 2013 as a UN Tourism technical committee (CE/DEC/7(XCV)) with an advisory role. It is meant to be the first step of a validation process that channels technical outputs referring to principles, policies, practices and processes such as guidelines, definitions, criteria and standards to the corresponding governing organs of the Organization for adoption.
2. The CTC is governed by the Rules of Procedure of the Technical Committees on Competitiveness and Sustainability" approved by the Executive Council in CE/DEC/9(XCVI).
3. The main objectives of the CTC are:
  - To support the Organization in fulfilling its normative role;
  - To provide a dialogue mechanism between the public and the private stakeholders and the academia within a coherent framework to provide guidance and recommendations in building and strengthening tourism competitiveness policies and strategies;
  - To identify and delve into the key factors of tourism competitiveness.
4. In fulfilment of its current mandate, the CTC is working on the revision and validation of the criteria and indicators and initial Index structure of the flagship initiative World Tourism Report approved by the 25th session of the General Assembly held on 16-20 October 2023 in Samarkand, Uzbekistan ([A/RES/757\(XV\)](#)). Once validated by the members of the CTC the criteria and indicators will serve to populate the content of a survey on tourism policy which is planned to be launched among the Members of the Organization towards the end of 2024 as well as the data analysis that the Index will include.

### II.Composition

5. The members of the CTC in its current composition (2023-2027) - approved by the 120th session of the Executive Council held on 20 October 2024 in Samarkand, Uzbekistan (CE/DEC/2(CXX)) -is available [here](#):
6. Kenya and Sri Lanka were elected among its Full Members as Chair and Vice-Chair, respectively at the 14th CTC meeting, held on 23 January 2024 at UN Tourism Headquarters in Madrid, Spain.

### III.Scope and areas of work

7. As a technical committee, the work of the CTC is key to deliver value to the UN Tourism Members and to guide them in competitiveness-related issues ensuring that it is relevant to Members and the sector at large and that its outcome has an operational approach which supports UN Tourism Members in practical terms.
8. In line with its main objectives, the CTC adopted a more practical approach in the previous mandate and advances in the elaboration and validation of tangible outcomes with the technical contribution of the Committee members. The outputs of the CTC will be subsequently channelled to the governing organs (Executive Council and General Assembly) for adoption, as appropriate.

### Work Plan

9. The Work Plan of the CTC for the period of 2024-2025 was agreed upon by consensus among the CTC members in its first meeting in its current mandate (14th Meeting held on 23 January 2024).
10. Accordingly, the work plan 2024-2025 will focus on:
  - World Tourism Report (flagship initiative)
  - Destination + (destination management initiative)
  - Tourism definitions and competitiveness factors

## Meetings

11. The Committee on Tourism and Competitiveness held one online meeting since last reporting to the 121st session of the Executive Council held on 10-11 June 2024 in Barcelona, Spain. The meeting was focused on the discussion of the World Tourism Report Flagship Initiative.

12. Full list of meetings of the CTC since its establishment:

1st Meeting: 25 August 2013, Victoria Falls, Zambia/Zimbabwe (during 20th UN Tourism General Assembly)

1st Virtual Meeting: 27 March 2014

2nd Virtual Meeting: 3 July 2014

3rd Virtual Meeting: 22 October 2014

2nd Meeting: 28 January 2015 Madrid, Spain

3rd Meeting: 13 September 2015, Medellin, Colombia (during 21st UN Tourism General Assembly) 4th Meeting: 22 January, 2016 Madrid, Spain

4th Virtual Meeting: 21 April 2016

5th Meeting: 20 January 2017, Madrid, Spain

5th Virtual Meeting: 2 March 2017

6th Meeting: 11 September 2017, Chengdu, China (during 22nd UN Tourism General Assembly)

7th Meeting: 19 January 2018, Madrid, Spain

8th Meeting: 10 September 2019, Saint Petersburg, Russian Federation (during 23rd UN Tourism General Assembly)

9th Meeting: 24 January 2020, Madrid, Spain

10th Meeting (online): 30 July 2020

11th Meeting: 30 November 2021, Madrid, Spain (during 24th UN Tourism General Assembly)

12th Meeting (online): 12 September 2022

13th Meeting: 17 October 2023, Samarkand, Uzbekistan (during 24th UN Tourism General Assembly)

14th Meeting: 23 January 2024, Madrid, Spain

15th Meeting (online): 17 July 2024