

## 执行委员会

第123届会议

圣伊尔德丰索皇家市镇，塞哥维亚，西班牙

2025年5月29-30日

### 议程项目 3(b) 总体工作方案

CE/123/3(b)(i)  
马德里，2025年4月28日  
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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) 或使用此处的快速响应代码。



## 总体工作方案的执行情况

### 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出版物清单；[附件 III](#) 所载为联合国旅游组织活动日程表；[附件 IV](#) 涉及可持续发展目标的各项指标和联合国旅游组织统计数据库的现代化；[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；[附件 VII](#) 是关于成立《游客保护国际守则》技术委员会的报告。



决定草案<sup>1</sup>

议程项目 3(b)  
总体工作方案  
(CE/123/3(b)(i)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. 欢迎推动建立“加强旅游业气候行动全球伙伴关系”的提议，这是《联合国气候变化框架公约》第二十九次缔约方大会（COP29）遗产的一部分，在这次会议上旅游业首次被纳入行动议程；
3. 欢迎 COP29“加强旅游业气候行动宣言”的重要意义，它凝聚了 60 多个国家政府的高层政治承诺，并同意联合国旅游组织作为联合国专门机构认同这一宣言；
4. 赞扬在 COVID-19 大流行病期间开展的市场情报工作，对国际旅游业及时进行检测、分析和预测，为成员国和行业利益攸关方提供了宝贵的数据和见解，迎来了 2024 年旅游业疫后的全面复苏；
5. 注意到联合国旅游组织旗舰行动“世界旅游报告”的进展；
6. 赞赏地注意到实施旅游促进乡村发展方案小额赠款方案首次申请活动取得进展；
7. 欢迎成立《游客保护国际守则》技术委员会，批准附件 VII 中提议的委员会的组成，并请秘书处编制委员会职权范围，提交执委会下届会议批准；
8. 满意地注意到将“旅游业从业人员”作为一项新指标纳入审改后的可持续发展目标衡量框架；感谢奥地利、西班牙、沙特阿拉伯、加共体、劳工组织和秘书处在这一重大成就中发挥的技术和外交领导作用，这是对旅游业通过社会进步促进可持续发展的作用的最高认可；
9. 强调本组织通过提供全球最完备的旅游统计数据库为政策制定者和决策者带来的独特价值，并因此大力支持按照联合国系统的实践、价值和原则，实现联合国旅游组织统计数据流程的现代化；
10. 赞赏国家、旅游目的地和国际组织为制定“衡量旅游业可持续性的统计框架”提供资金和实物支持，并呼吁为该框架的实施和出版物的制作提供进一步财务赞助；和
11. 鼓励加强本组织的统计资源，以确保其统计工作方案得到落实，不负联合国及本组织成员国对能力建设寄予的厚望，有效履行联合国赋予本组织的旅游统计广泛职责。

<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

1. 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其第 25 届会议上，围绕下列五个方案优先事项批准了 2024-2025 年工作方案和预算草案（参见 [A/RES/757 \(XXV\) 号文件](#)）：

优先事项 1：增强竞争力：健全的 **旅游统计**和联合国标准；**数据和市场情报**；**重新思考目的地**的定位和产品开发。

优先事项 2：厚植**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；弘扬文化。

优先事项 3：**投资于人**：加强教育和培训；为**体面工作**加强人力资本建设。

优先事项 4：**促进投资和扩大创新**：争取融资；**加速采用新的营商模式**。

优先事项 5：**建设更好、更强的机构**：**旅游政策**；**治理和复原力**。

2. 本文件概要介绍自在哥伦比亚卡塔赫纳举行的第122届执行委员会会议以来，围绕上述优先事项开展的活动和举措。

3. 附件载有以下资料：

[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和出版物清单

[附件 III](#)：联合国旅游组织活动日程表及参与的主要活动

[附件 IV](#)：扩大旅游业的循证基础：从可持续发展目标衡量指标到联合国旅游组织统计数据库的现代化

[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

[附件 VII](#)：《游客保护国际守则》技术委员会成立

## II. 优先事项 1：增强竞争力

### A. 统计和数据为旅游业增添动能

4. 联合国经过广泛的研究与发展，通过联合国旅游组织牵头的协商和政府间进程的努力，在联合国统计委员会第 56 届会议（2025 年 3 月 4-7 日，纽约）框架内，通过了一项用以监测可持续发展目标的新旅游业就业指标（见联合国统计委员会报告：[关于 2030 年可持续发展议程的数据和指标的 56/105 号决定](#)）。这一里程碑式的决定意味着，全球旅游业就业数据将首次在可持续发展目标（SDGs）的监测过程中得到系统监测。它还将官方旅游业 SDG 指标的数量从两个增加到三个，从而加大了对旅游业之于全球经济和社会进步的贡献的认可度。
5. 这项核准的新指标 8.9.2 用来支持监测 SDG 8.9：“促进创造就业的可持续旅游业”，是以联合国统计委员会 2024 年批准的“衡量旅游业可持续性的统计框架”为依据设定的。旅游业从业人员新指标 8.9.2，结合现有旅游业直接国内生产总值指标 8.9.1，将更好地帮助政策制定者优化旅游业的社会和经济效益，推动普惠大众的包容性和公平增长。联合国旅游组织是 8.9.1、8.9.2 和 12.b.1 三项官方 SDG 旅游指标的正式管理机构，负责管理联合国所有会员国这方面的数据报告工作。2025 年第一季度，联合国旅游组织完成了数据年度认证和整理，并将数据及其说明呈报联合国经社部。

6. 联合国统计委员会第 56 届会议期间，联合国旅游组织参加了联合国统计司为介绍“旅游业从业人员”指标组织的在线场边活动“[2025 年 SDG 指标审查：加强全球监测框架以产生更大影响](#)”（2025 年 2 月 19 日）。
7. [联合国旅游统计数据库](#)提供 300 多项关键旅游统计数据，包括入、出境游和国内游，旅游各行业，旅游业就业情况，以及基于贸易的指标和旅游业 SDG 指标。联合国旅游组织目前正在对其数据流程进行现代化改造，以融入新的技术，最大限度地利用目前收集的海量数据为用户提供便利，并为联合国核准的衡量旅游业可持续性统计框架增添新的指标做好准备。现代化工作包括与联合国系统的实践、建议、价值和原则接轨，其中包括官方统计基本原则、国际统计活动管理原则，以及通用统计业务流程模型（GSBPM）。有关联合国旅游组织统计工作的更多信息，详见[附件 IV](#)。
8. 2024 年 12 月，通过国际合作与发展部完成一项技术援助项目，以继续进行旨在加强洪都拉斯统计系统的长期项目。详见[附件 I](#)。

### 联合国旅游组织统计委员会

9. 在联合国旅游组织执行委员会批准修改选举程序，同意选举两名不同成员担任共同主席的选项后，秘书处于 2025 年 1 月以默示程序主持完成选举。统计委员会选举奥地利和沙特阿拉伯担任委员会共同主席，其中，沙特阿拉伯由其国家旅游局代表，奥地利由其国家统计局代表；哥斯达黎加和葡萄牙当选委员会副主席。选举结束后，当选共同主席和副主席举行第一次在线会议（2025 年 2 月 1 日），讨论统计工作方案。

### 全球统计系统的协调和联合国旅游相关统计标准

10. 联合国旅游组织继续参与主要国际统计框架和分类的修订工作，主要包括：（关于产品分类的）《产品总分类》（CPC）；（关于衡量经济和国内生产总值等关键指标的）《国民经济核算体系》（SNA）；（关于贸易统计的）《国际收支手册》（BPM）；（关于服务贸易的）《国际服务贸易统计手册》（MSITS）和（关于环境账户的）《环境经济核算体系》（SEEA）。

## B. 市场情报增强数据驱动的政策

11. [世界旅游业晴雨表](#)和[旅游数据仪表盘](#)继续提供最新的季度和月度数据，以及国际旅游趋势和行业绩效分析。《世界旅游晴雨表》2025 年 1 月期提供了 2024 年国际游客人数、收入和支出的初步结果，以及对 2025 年的展望。
12. 联合国旅游组织和欧洲旅游委员会（ETC）继续通过其联合数据实验室倡议的定期知识共享网络会议进行合作。2025 年 3 月举行最近一次[网络会议](#)，重点关注数据驱动战略，以支持应对季节性问题的行动。
13. 联合国旅游组织将与东南亚国家联盟（ASEAN）和东盟及东亚经济研究所合作，编制《2025 年东盟旅游展望》报告，分析疫后旅游趋势，预测 2030 年造访东盟的国际游客人数。联合国旅游组织还在与 AMADEUS 合作，准备针对亚洲和太平洋、美洲和欧洲，推出一系列关于 2025 年预订和搜索趋势的地区报告。
14. [联合国旅游组织附属成员专区：瞄准特定旅行者部落](#)会议，2025 年 1 月 24 日在国际旅游交易会（FITUR 2025）上举行，为联合国旅游组织附属成员提供了一个展示有关不同旅游群落关键数据和见解的平台。会议[纪要](#)，包括关键数据、见解和建议等，已提供查阅。

15. 联合国旅游组织目前正在领导安哥拉的统计能力建设行动，并在世界银行支持下完成了贝宁的旅游统计项目。斯里兰卡“加强国家旅游统计系统和编制 TSA 表格”项目，也在进行中，详见[附件 I](#)。

## C. 产品开发

### 美食与葡萄酒旅游

16. 第九届[联合国旅游组织世界美食旅游论坛](#)于 2024 年 11 月在巴林麦纳麦举行，主题为“美食旅游：经济多元化和包容性的驱动力”。论坛迎来 50 个国家的 500 名代表，共商促进包容性、可持续性和社区赋权的大计。论坛还庆贺新联合国美食旅游大使的任命，包括米其林二星厨师 Diego Guerrero（西班牙）、米其林一星厨师 Rudolf Štefan（克罗地亚）和厨师 Tala Bashmi（巴林）。
17. 第二届[联合国旅游组织非洲美食旅游地区论坛](#)在 2024 年津巴布韦奠定的基础上，于 2025 年 4 月 23 日至 25 日在坦桑尼亚联合共和国阿鲁沙举行，这是非洲在全球美食旅游领域影响力上升的又一个里程碑。
18. 联合国旅游组织和粮农组织山区伙伴关系（MP）启动一项由粮农组织山区伙伴资助的联合项目，以便为太平洋小岛屿发展中国家开发可持续美食旅游行程和价值链。该项目旨在扶持粮农组织山区伙伴确定的库克群岛、斐济、萨摩亚、所罗门群岛、汤加和瓦努阿图等国的当地生产者。6 月底将在斐济举行一个培训讲习班，上述国家加帕劳，将派员参加。
19. 联合国旅游组织以 2025 年国际旅游交易会为背景，在与伊比利亚美洲首都城市联盟（UCCI）持续合作的基础上，参加了“美食旅游：伊比利亚美洲作为一个目的地”的小组讨论，旨在推动伊比利亚美洲城市的可持续美食旅游。
20. 联合国旅游组织也在推进清真旅游标准和认证框架等举措。该项目不仅有助于通过推广共同准则和标准建立更好的机构，而且还能提高旅游产品的质量，增强竞争力。

### 城市旅游

21. 联合国旅游组织与联合国人居署发布两组织 2024 年 3 月在西班牙毕尔巴鄂联合举办[“推进可持续城市旅游：开发推广城市良好做法的工具”](#)专家组会议的结论。预计两组织将于 2025 年签署谅解备忘录，以加强在城市旅游可持续发展方面的合作。
22. 2024 年 11 月 6 日，结合在埃及开罗举行世界城市论坛的背景，联合国旅游组织、联合国人居署和联合国教科文组织合作主办题为“城市旅游：建设更可持续、更包容、更有创造性和更坚韧的城市的政策与治理”场边活动。作为这一战略伙伴关系的参与方，联合国教科文组织、联合国旅游组织和联合国人居署联合制作并推出“城市解决方案：文化驱动可持续城市旅游系列”。
23. 在联合国旅游组织与 SEGITTUR 共同领导的国际电信联盟内“智能目的地平台”第 7 工作组会议期间，（[国际电联团结建设智能型可持续城市](#)行动(U4SSC)），于 2025 年 2 月开始征集案例研究，以收集全球实施智能目的地平台的良好做法。该工作组的可交付成果预计于 2025 年上半年发布。
24. 哥伦比亚麦德林商会已提出联合国旅游组织助其制定“麦德林可持续城市旅游研究案例”的请求。

### 山地旅游

25. 联合国旅游组织正在欧洲议程内开展一个“气候变化与冰雪和山地旅游目的地的未来”研究项目。该项目旨在确定在日益加剧的气候变化影响下，确保欧洲冰雪和山地旅游目的地长期生存能力和社会经济稳定所需的政策、战略和措施。努力支持各目的地增强可持续性，推动创新和多样化，促进

气候适应，推动合作。作为勘测阶段的工作，秘书处就气候变化对这些目的地的影响进行调查，收集了来自 30 个国家的 130 多份回复，目前正在进行项目的后期阶段。项目研究结果将在第 13 届世界冰雪、山地和康养旅游大会（2026 年 3 月 25 日-27 日，安道尔）上公布。

## 体育旅游

26. 在多哈联合国旅游组织中东地区委员会第 51 届会议期间举行“体育旅游和世界杯后的旅游业”会议，重点关注卡塔尔不断增长的体育旅游潜力，尤其是在 2022 年卡塔尔世界杯之后。会议汇聚了专家和利益相关方，共同探讨大型体育赛事对塑造地区旅游业的作用，探索利用此类赛事产生的势头进一步发展体育旅游的机会。
27. 第三届[世界体育旅游大会 \(WSTC\)](#) 于 2024 年 11 月 28-29 日在马德里标志性的圣地亚哥伯纳乌足球场举行。这是与马德里地区附属成员合作举办的。大会吸引了来自 50 多个国家的 300 名与会者，包括政策制定者、私营部门领导人、运动员、学者和媒体专业人士。现已提出[全面总结报告](#)，重点介绍大会所有发言者、发言要点、结论及相关数据。联合国旅游组织已开始筹备新一届世界体育旅游大会及其可能的地区版本，以便更深入地探讨大会期间确定的重大优先议题。
28. 联合国旅游组织协助举办[第一届国际探险旅游大会](#)（4 月 30 日-5 月 2 日），组织方为附属成员富查伊拉探险中心。联合国旅游组织则主办“附属成员引领体育和探险旅游”小组研讨会，重点讨论户外体育活动如何在保护环境的同时，推动旅游业发展和社区参与。约有 15 个来自不同地区的附属成员作了发言，包括桑给巴尔旅游投资者协会、坦桑尼亚旅游运营商协会、Viristar、ProColombia、肯尼亚旅游局、佩特拉发展和旅游局、露营和大篷车联合会（FICC）以及马尔代夫旅游业协会。
29. 2025 年 2 月，在祖拉布·波洛利卡什维利秘书长代表联合国旅游组织率团正式访问保加利亚之际，金球奖得主赫里斯托·斯托伊奇科夫获任命担任体育旅游特别大使。他将支持联合国旅游组织做出努力，将体育旅游发展为包容性机遇和经济多样化的驱动力，并在世界各地学校推广旅游教育，使其成为全球青年获得机遇的重要支柱。
30. 联合国旅游组织任命篮球传奇人物斯蒂芬·库里和扎扎·帕楚里亚为体育旅游特别大使。库里曾多次率领金州勇士队夺得 NBA 总冠军，他因彻底改变了现代篮球运动而受到广泛认可。他的全球影响力将有助于扩大联合国旅游组织的使命，突显体育旅游如何推动经济增长，并在全球范围内创造新的机会。
31. 联合国旅游组织与世界体育首都和城市协会联合会（ACES Europe）签署谅解备忘录（MoU）。这是一个非营利性协会，自 2001 年以来每年颁发世界体育首都、城市、地区、社区和城镇的称号。
32. 联合国旅游组织协助举办 2025 年第 49 届[墨西哥旅游博览会 \(Tianguis Turístico México 2025\)](#)，该项活动是墨西哥旅游业的年度盛会，由墨西哥旅游秘书处（SECTUR）和下加利福尼亚州旅游秘书处共同举办。

## 视听旅游

33. 联合国旅游组织与附属成员[国际旅游电影节委员会 \(CIFTF\)](#) 在 2025 年国际旅游交易会期间签署谅解备忘录，建立了促进推广视听旅游可持续做法的框架。

## D. 竞争力和旅游政策

34. 联合国旅游组织继续制作旗舰项目**世界旅游报告**（暂定名），详见 [A/25/4\(c\)RC-1](#) 号文件。旅游与竞争力委员会（CTC）2025 年 1 月 21 日在西班牙马德里举行第 16 次会议，讨论世界旅游报告的进展和关键要素。更多信息详见[附件 V](#)（旅游与竞争力委员会的报告）。
35. 该报告将包括以下要素：i) 旅游业基准测试 — 重点关注人、地球、繁荣和治理四大领域；ii) 旅游趋势分析及预测；以及 iii) 主题重点。
36. 该报告的制定由旅游与竞争力委员会主导，联合国旅游组织其他委员会（旅游与可持续性委员会、统计委员会、旅游在线教育委员会和世界旅游业道德委员会等），也将参与修订正在为该报告拟制的标准和指标。
37. 联合国旅游组织还成立一个咨询小组，由报告所涉四个领域（经济、社会、环境可持续性和治理）的专家组成，以便就标准和指标的制定以及报告其他相关方面提供技术建议。该小组于 2025 年 1 月 10 日举行第一次（在线）会议，并将于年中前再次举行在线会议，修订四大支柱的标准和指标。
38. 2025 年 1 月 21 日，旅游与竞争力委员会（CTC）于 2025 年国际旅游博览会期间，在联合国旅游组织总部召开第 16 次（现场）会议。会议由肯尼亚主持，向委员会成员简要介绍了世界旅游报告的进展情况，并讨论委员会 2025 年工作方案的后续步骤。有关旅游与竞争力委员会的更多信息，参见[附件 VI](#)：旅游与竞争力委员会的报告。
39. 联合国旅游组织在[住宿行业的新营商模式 — 短期租赁市场规则和规章的基准测试](#)报告的基础上，正在为成员国制定一项调查，以摸清这一重要问题。该调查预计于 2025 年 4 月发布，并将成为年底发布有关这一主题的基准报告和仪表板基础。
40. 联合国旅游组织在欧洲议程内设立题为“管理在线短期租赁平台的积极经验和法规大全”项目。其主要目标是诊断性地审查和评估选定欧洲国家（波斯尼亚和黑塞哥维那、克罗地亚、法国、希腊、意大利、黑山和塞尔维亚等）通过在线平台提供短期租赁和住宿服务的现行法律和监管框架。此外，还将致力于组织虚拟知识共享活动，传播研究成果和最佳做法，特别是在满足东南欧成员的需求方面。
41. 2025 年 1 月 24 日，联合国旅游组织在其总部举办“非洲品牌”战略务虚会，召集各国旅游局长共商非洲大陆目的地品牌建设和合作创新战略。作为该领域持续工作的成果，Meta 将于 5 月 16 日与联合国旅游组织在南非合作举办首届大师班，以增强非洲旅游目的地的数字化营销能力。

## E. 联合国旅游组织旅游促进乡村发展和最佳旅游乡村评选活动

42. 联合国旅游组织发布[旅游促进乡村发展方案的影响首份报告（2021-2024 年）](#)，其中记录和分析了该方案举措的成果和影响。这一全面的报告对该方案在促进可持续乡村旅游、改善当地生计、保护遗产和增强农村社会凝聚力方面的成效，提供了宝贵的见解。
43. 2025 年 2 月 5 日，联合国旅游组织开始征集 2025 年最佳旅游乡村申请报名。成员国可提交最多八个候选村庄。申请截止日期为 2025 年 5 月 19 日，入选村庄名单将于今年第三季度公布。迄今共组织五场与成员国的在线简报会，说明 2025 最佳旅游乡村申请办法。
44. 联合国旅游组织分别于 2025 年 4 月 2 日和 8 日组织两场以“让旅游促进乡村发展：国家通往最佳旅游乡村之路行动”为主题的在线会议（一次英文，一次西班牙文）。会议旨在分享联合国旅游组织成员国自 2021 年开始“最佳旅游乡村”活动以来，在此行动框架内的良好做法和成功事例。阿根廷、秘鲁和罗马尼亚分享了各自的经验，各参与成员国相互学习彼此的经验、教训和创新战略。

45. 2024 年 12 月 10–11 日，联合国旅游组织与越南文化、体育和旅游部在越南会安合作举办[首届旅游促进乡村发展大会](#)。会议汇集了来自 50 个国家的 300 多名代表。
46. 2024 年 12 月 9 日，在越南会安联合国旅游组织首届旅游促进乡村发展大会期间，举行了联合国旅游组织网络第二届最佳旅游乡村年会。年会聚集了来自 30 多个村庄的 50 名代表。与会者回顾网络取得的成就，评估网络现状，参加以改善各成员村庄的规划、协调和主人翁意识为重点的讨论。会议通过一项战略框架，指明了网络在现有基础上继续前进的道路。
47. 2025 年 2 月，联合国旅游组织推出一套新的最佳旅游乡村在线讲座：“向专家取经知识系列”。该系列旨在通过专家辅导支持成员村庄，帮助当地利益攸关方制定针对性可持续旅游解决方案。系列活动每季度举办一次，2025 年 2 月 27 日拉开帷幕，首场主题为“地方一级的战略实施”，与“绿色目的地”联合举办。会议聚集了来自 26 个国家的 50 名代表。
48. 为了提高最佳旅游乡村的知名度，交流好的经验，联合国旅游组织推出“乡村谈 — 来自田野的声音”网会系列，向公众开放。这一举措为最佳旅游乡村提供了一个交流旅游促进乡村发展的成功经验和最佳做法的平台，同时带它们走向世界，感受国际氛围的气息。该系列首场活动于 2025 年 4 月举行，重点为保护遗产。
49. 联合国旅游组织目前正在最后拟定最佳旅游乡村首份监测报告（拟于 2025 年第二季度发布），报告提供对所有获得最佳旅游乡村称号的村庄两年一次的监测情况。本期涵盖 2021 年获得该称号的所有村庄，重点介绍这些村庄在九个评估领域取得的进展。调查结果显示，84%的村庄在获得最佳旅游乡村称号后，在若干关键领域都发生了积极变化。
50. [升级方案](#)是联合国旅游组织最佳旅游乡村活动的一个重要内容，该项辅导活动从 2024 年 10 月起一直持续到 2025 年 5 月，对 2023 届当选最佳旅游乡村的 15 个国家的村庄进行了辅导。
51. 联合国旅游组织允许成员国制定本国的“乡村目的地自我评估工具”[（STAR）](#)，因而有机会对本国乡村旅游目的地进行定制化评估，并将 STAR 纳入国家旅游战略。[秘鲁现已成为第一个接受 STAR 条款和条件的成员国](#)，因而有更多机会在其农村目的地进行传播，并得以根据国家行动和战略对该工具进行定制和整合。
52. 联合国旅游组织在途易关怀基金会的支持下，以“[多彩文化](#)”为题，发起[旅游促进乡村发展小额赠款方案（T4RD-SGP）](#)首次提案征集活动。此次活动的重点是加强摩洛哥、莫桑比克、纳米比亚、卢旺达、塞内加尔、南非、坦桑尼亚、冈比亚、突尼斯和赞比亚等十个非洲国家的艺人和工匠的能力。联合国旅游组织用英语和法语组织在线简报会，向目标成员国介绍征集活动的情况。此次征集共收到来自所有十国的 140 份申请。T4RD-SGP 项目的实施将从 2025 年第二季度开始，为期 12 个月。
53. 两门关于旅游促进乡村发展的开放式大型在线课程（MOOC）业已完成，并将于 2025 年 5 月起在旅游在线学院重新上线。

## F. 技术合作

54. 联合国旅游组织应市场需求之变，支持贝宁的酒店分类和许可证颁发项目，以及摩洛哥和刚果共和国建立旅游酒店分类新系统项目。
55. 联合国旅游组织对希腊萨索斯岛的技术援助项目为保持旅游目的地的竞争力，对当地旅游产品进行了评估和改进。与此同时，危地马拉空中联通性评估与推广项目，以及即将在（秘鲁）拉利伯塔德开展的信息系统、促销和旅游业可持续性项目，正在利用数字化解决方案和增强联通性，促进市场准入。

56. 山东省《济南市国际旅游目的地规划》（及其境外客源市场营销战略）是一项明确的政策文件，为济南的旅游目的地管理制定了长期战略愿景，并为监管和投资决策提供了资讯。关于技术合作，详见[附件 I](#)。

### III. 优先事项 2：厚植可持续性和包容性

#### A. 全球议程中的可持续旅游业

57. 旅游与可持续性委员会于 2025 年 1 月国际旅游交易会之际召开会议，讨论 2026-2027 年工作方案调查的结果，并反思旅游业首次被纳入联合国气候变化公约第二十九次缔约方大会行动议程和迈向第三十次缔约方大会路线图一事。
58. 联合国旅游组织始终将旅游业置于全球议程的核心。最近由联合国 107 个会员国共同提案并未经表决通过的[联大第 79/220 号决议：《为消除贫困和保护环境促进包括生态旅游在内的可持续、有复原力的旅游业》](#)，其基础就是联合国旅游组织秘书处 2024 年 7 月编写的以行动为导向的全面报告（A/79/228 号文件）。
59. 从 2025 年 2 月开始，联合国旅游组织已着手进行[联合国大会第 78/145 号决议：《中美洲和多米尼加共和国可持续和有复原力的旅游业和可持续发展》](#)执行情况报告的编写工作，包括征求相关成员国的意见。这是联合国旅游组织就该决议执行情况编写的又一份两年期重头报告，为加快中美洲一体化体系成员国落实 2030 年议程提出了具体建议。
60. 联合国旅游组织正积极推动制定以安全和有复原力的旅游业为重点的国际安全旅游守则（ISTC）。根据批准乌兹别克斯坦关于成立一政府间委员会来制定这一框架的建议的执行委员会第 3（CXXI）号决定，目前正在对守则的范围和内容开展讨论。在同一决定中，执委会还决定这一政府间委员会的设立，将采用适用于执行委员会第 112 届会议第 4（CXII）号决定设立的《游客保护国际守则》委员会的相同方法。
61. 委员会在 2024 年 12 月 12 日举行的其第一次会议上通过《议事规则》，选举乌兹别克斯坦为委员会主席，并批准秘书处提出的时间表，为制定国际安全旅游守则提供了结构化路线图。在第二次会议上（日期待定），委员会将讨论并通过关于国际安全旅游守则的内容和结构的初步提案。
62. 委员会将依其职能审议将纳入国际安全旅游守则的各项标准的格式和标题，并慎重考虑其范围和内容，以确保全球旅游安全。委员会将酌情向执行委员会和大会提出提案和建议，供其决定。
63. 二十国集团议程中的旅游业：联合国旅游组织作为 2025 年二十国集团主席国南非的知识伙伴，就此与南非携手合作。在主席国“团结、平等和可持续性”的总主题基础上，联合国旅游组织正与主席国南非和二十国集团旅游工作组就建议的四个优先事项开展合作，即：1：以人为本的人工智能和创新，以加强旅行和旅游初创企业和中小微企业；2：旅游融资和投资，以增进平等，推动可持续发展；3：无缝隙旅行的空中联通性；4：加强包容、可持续旅游发展的复原力。
64. 多米尼加共和国旅游业可持续性项目和危地马拉可持续旅游总体规划更新等项目，展示了联合国旅游组织力图使国家旅游议程与全球可持续旅游趋势一致的决心。这些举措将可持续性考虑融入规划和实施的每个阶段。
65. 2024 年 11 月在日本仙台市举行的旅游业复原力峰会汇集了各国与会者，共同分享应对自然灾害和流行病等危机的国策和举措。鉴于旅游业在新冠大流行病全球影响和日益频仍的自然灾害面前凸显的脆弱性，峰会强调增强旅游业复原力的重要性，讨论了全行业防备和应对未来危机的战略。

## 衡量旅游业的可持续性

66. [衡量旅游业可持续性的统计框架](#)经联合国旅游组织全体大会（2023年10月16日至20日，乌兹别克斯坦撒马尔罕）通过、并经联合国统计委员会（2024年2月27日至3月1日，纽约）认可后，联合国旅游组织在国际劳工组织的资助下，正准备将其制作成正式出版物及其法文和西班牙文翻译文本。如有额外资金，亦将酌情提供联合国其他语文文本。
67. 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旅游专题日（2024年11月20日），联合国衡量旅游业可持续性统计框架被公认为以协同方式衡量温室气体排放的关键工具。
68. 联合国旅游组织应旅游界和统计界双方要求，正在制定该统计框架的实施战略，并为国际可比性计，制定一套基于该框架的核心指标，交联合国旅游组织统计委员会批准。
69. 联合国旅游组织为了实施该统计框架，亦在制定一个可加强衡量居民对旅游的看法的国际可比的协同方法。这一新工具与衡量旅游业可持续性统计框架衔接后，将使各国能够生成有关旅游业主要社会影响的可比且关乎政策的统计数据。
70. 联合国旅游组织与世界可持续酒店联盟和易捷假期合作，正在推动专门为旅游业制定协调统一的环境、社会和治理(ESG)框架。与牛津大学可持续发展目标影响实验室合作制定的[旅游企业环境、社会和治理框架](#)，旨在帮助企业以标准、可靠和可比的方式衡量和报告其可持续发展努力。联合国旅游组织还在组建一个由各利益攸关方组成的咨询委员会，同时努力完成ESG框架的第一个版本。

## B. 推进基于证据的可持续性政策

71. 联合国旅游组织于2025年4月23-25日在坦桑尼亚阿鲁沙举行的联合国旅游组织第二届非洲美食旅游地区论坛上，组织了一场《减少食物浪费全球路线图》专题讲座。
72. 2024年11月25-27日，联合国环境规划署、毛里求斯旅游部、旅游管理局、途易关怀基金会和联合国旅游组织合办全球旅游塑料倡议（GTPI）研讨会在毛里求斯成功举行，旨在解决塑料污染问题，推动旅游业践行循环经济。
73. 联合国旅游组织2024年11月22日举办一场专门针对非洲利益攸关方的国际可持续旅游观察站网络（INSTO）在线研讨会，极大地推进了整个非洲大陆对可持续旅游业的监测和实行。

## C. 气候行动和循环经济

74. 第二十九次缔约方大会是联合国气候变化会议的一座历史丰碑，在阿塞拜疆共和国国家旅游局和联合国旅游组织的联合领导下得以首次设立[旅游专题日](#)。旅游日活动于2024年11月20日举行，突显了旅游业首次气候行动部长级会议，以及随后围绕测量和脱碳、再生（适应），以及融资和创新解决方案等主题，举行了三场高级别专题圆桌会议。
75. 部长级会议成果文件[第二十九次缔约方大会《加强旅游业气候行动宣言》](#)现已获60多个国家认可。宣言即为行动号召，敦促探索各国旅游管理部门如何推动确定和实施《巴黎协定》项下国家自主贡献（NDC），同时加大将气候行动纳入旅游政策的力度。
76. 第二十九次缔约方大会宣言也向联合国机构开放认可，二十九大主席国阿塞拜疆鼓励联合国旅游组织考虑加入认可行列。

77. 作为二十九大遗产的一部分，预计将致力于建立由联合国旅游组织牵头的加强旅游业气候行动全球伙伴关系，以促进整个联合国系统内部以及与主要利益攸关方之间的协调。这项举措在阿塞拜疆最初的自愿捐款资金到位后即可开始实施。其目标是利用加强后的旅游业气候行动框架，包括高级别政治承诺（二十九大宣言）和对《格拉斯哥宣言》倡议的认可，作为支持实施、包括国家旅游管理部门实施的工具。
78. 在“同一个地球可持续旅游业方案”框架内实施的[《关于旅游业气候行动的格拉斯哥宣言》](#)，正在催动旅游业利益攸关方制定和实施气候行动计划。截至 2024 年 12 月，910 个签署组织已制定近 400 项气候行动计划，其中包括 525 家企业、99 个目的地（其中国家级的 16 个）和 286 个辅助组织。
79. [《格拉斯哥宣言》2024 年实施情况](#)报告于 2025 年 4 月发布，重点介绍签署方实施五条战略路径取得的进展，附带最佳实践方法和建议。
80. 在 2025 年 2 月 17 日“旅游业复原力全球日”之际，举办[两场旅游业气候行动全球圆桌会议](#)。会议汇集了政策、私营部门和民间社会的领导人，宣传进展成果，分享气候行动规划经验，以激发可行的解决方案和创新，实现更可持续、更有韧性的旅游业的未来。会议讨论在政府间气候变化专门委员会“气候韧性发展就是缓解与适应相结合的发展”定义基础上进行，为在巴西贝伦举行的第三十次缔约方大会的更大作为奠定了基础。全球圆桌会议由阿塞拜疆共和国国家旅游局和巴西旅游部合作举办，并得到联合国环境署的支持。同时，联合国旅游组织还参加了在牙买加蒙特哥湾举行的第三届全球旅游业复原力会议。
81. 2025 年 2 月，发布[支持旅游目的地气候行动规划：地方当局文献和工具概览](#)报告。报告旨在支持（次国家级）旅游目的地加强对其辖区内现行气候政策的认识。
82. 在“同一个地球可持续旅游业方案”框架内与联合国环境署共同牵头实施的[全球旅游塑料倡议](#)，开启了与联合国旅游组织成员国的磋商进程，以制定支持将塑料循环经济纳入旅游政策的政策指导。其中包括有关政策设计和监管选项的指导，以及旅游政策制定者可采用的更广泛方法，以确保旅游业遵守塑料立法，促进塑料的循环使用。
83. 2025 年 3 月，在全球旅游塑料倡议框架内，并与 Ecoembes（一个致力于废弃包装物回收和再利用的重要西班牙非营利组织）合作，为西班牙酒店业组织了一场[信息发布会](#)，内容涉及将欧盟循环经济指令转化为西班牙立法及其对酒店运营的影响。
84. 2024 年 12 月，全球旅游塑料倡议发布一系列关于引入[可重复使用解决方案](#)替代一次性塑料的情况简报、决策树和案例研究。发布情况简报之前，联合国环境署牵头，在与联合国旅游组织和途易关怀基金会的合作下，在（印度尼西亚）巴厘岛和毛里求斯实施了[目的地一级能力建设培训](#)，以增强旅游部门地方当局、企业和价值链伙伴方减用一次性塑料的能力；培养师资，以建立一支能独立传播相关知识的专家队伍。
85. 2024 年 11 月，发布[全球旅游塑料倡议第二份年度报告](#)，其中总结了签署方 2022 年履行承诺取得的进展。结果显示，住宿企业每客/晚塑料使用强度下降。截至 2024 年 12 月，塑料倡议已有 231 个签署组织，其中 70%为私营企业。
86. 2024 年 11 月在巴林举行联合国旅游组织第九届世界美食旅游论坛之际，发布[《旅游业减少食物浪费全球路线图》](#)。2024 年 12 月，又发布其中文、法文和俄文版本，加上先前发布的西班牙文和英文版，该文件现以联合国所有语文提供。
87. 鉴于联合国大会（第 A/RES/76/202 号决议）将《可持续消费和生产模式十年方案框架》的任务期延长至 2030 年，联合国旅游组织应邀在 2025 年至 2026 年期间继续担任“同一个地球可持续旅游方案”的牵头机构。

## D. 旅游业的生物多样性行动

88. 在 2022 年《生物多样性公约》第十五次缔约方大会（COP15）上，联合国旅游组织、世界旅行和旅游理事会（WTTC）和世界可持续酒店联盟发起[自然积极旅游伙伴关系（NPTP）](#)，以便引导旅游和旅行行业容纳生物多样性价值，最大限度地减少环境损害，投资于生态恢复。
89. 2024 年 10 月，联合国旅游组织及其 NPTP 伙伴方参加[哥伦比亚卡利《生物多样性公约》第 16 次缔约方大会](#)，并与哥伦比亚政府联合举办“旅游业的净积极承诺”场边活动，以展示旅游业在生物多样性保护方面的作用，并庆祝 NPTP 取得的成就。此次活动还强化了联合国旅游组织对昆明-蒙特利尔全球生物多样性框架（GBF）的承诺。
90. 自然积极旅游伙伴关系还参加了[商业与生物多样性论坛](#)，这是旅游业首次派代表出席。该论坛强调旅游业推动再生治理和社区福祉的潜力。此外，联合国旅游组织还参与高级别会议，强调旅游业在减少环境损害方面的关键作用，激励企业、政府和社会进行投资以保护和恢复生物多样性，而终极目标是到 2030 年与全球生物多样性框架接轨，使旅行和旅游业成为“纯自然积极力量”。
91. 自 2025 年 1 月以来，联合国旅游组织一直与法国总统特使密切合作，将旅游业定位为 2025 年 6 月第三次联合国海洋会议（UNOC3）框架内的一个重要支柱。

### 国际可持续旅游业观察站网络

92. 联合国旅游组织欢迎安蒂奥基亚、蒂罗尔和维也纳加入其日益壮大的[国际可持续旅游业观察站网络（INSTO）](#)，将这一全球网络扩展至 46 个专门观察站。

## E. 包容性

93. 联合国旅游组织、ONCE 基金会和西班牙标准化协会（UNE）2024 年 11 月发布针对交通运输部门的无障碍出行建议，旨在为所有人改善交通运输基础设施以及其他设施和服务。联合国旅游组织及其合作伙伴方与欧洲无障碍旅游网络（ENAT）、国际航空运输协会（IATA）、国际铁路联盟（IUC）、国际汽车联合会（FIA）和国际邮轮协会（CLIA）合作制定具体措施，以确保残疾乘客和老年乘客获得安全、可靠、有尊严的旅行体验。有[英文版](#)。
94. 联合国旅游组织发布报告：《促进目的地、公司和人民无障碍旅游 — 无障碍旅游国际会议良好实践方法摘要》（2023 年 11 月，圣马力诺）。这份报告系由联合国旅游组织、圣马力诺和欧洲无障碍资源中心（AccessibleEU）联合委托编写，展示比利时、捷克、法国、希腊、以色列、意大利、葡萄牙、韩国、土耳其、圣马力诺、南非、西班牙、英国和乌兹别克斯坦等国的旅游政策制定者和私营部门利益攸关方在提高无障碍出行方面采取的 25 项良好实践方法。有[英文版](#)。
95. 今年 1 月，在 2025 年马德里国际旅游交易会期间，联合国旅游组织和欧洲无障碍资源中心联合主办特别边会，协办方有 ONCE 基金会、欧洲无障碍旅游网络（ENAT）和 ILUNION Accesibilidad，以庆祝无障碍旅游领域二十年来取得的成就。研讨会以[“无障碍旅游：让企业和人民得享包容性目的地的惠益”](#)为题的讨论，吸引了来自厄瓜多尔、意大利和葡萄牙的政策制定者，以及世界可持续酒店联盟和国际航协的行业领袖以及同为联合国旅游组织国际可持续旅游业观察站网络（INSTO）成员的马拉加和柏林的目的地管理组织。
96. 联合国旅游组织和联邦经济合作与发展部（BMZ）/德国国际合作机构（GIZ）3 月 5 日在 2025 年柏林国际旅游博览会（ITB）上组织两场活动：1）专题小组：[“破除障碍：开辟包容性就业和无障碍旅游通道”](#)：探讨在发达经济体和新兴经济体中建设无障碍工作场所和为残疾人（工人和客户）开辟新通道的解决方案；2）联谊活动：“团结共融：同创美好未来”：促进政府、私营部门和民间社会之间的伙伴关系。联合国旅游组织和德国联邦经济合作与发展部计划于 2025 年年底发布联合报告，

推介阿尔巴尼亚、奥地利、厄瓜多尔、德国、印度、约旦和摩洛哥的无障碍成功案例，并在柏林进行推广。

97. 第一届[拉丁美洲和加勒比地区妇女赋权会议](#)系由联合国旅游组织与巴拉圭国家旅游秘书处（SENATUR）联合举办，于2024年10月21日至22日在巴拉圭亚松森举行。此次活动为美洲旅游业若干显要女性倡言人提供了平台，为巴拉圭700名女企业家举办了实践讲习班，并与公共和私营部门领导人进行对话，交流有助于应对和打击该地区性别不平等现象的实用知识。
98. 在这方面，根据巴西旅游部的倡议，“拉丁美洲旅游业中的女性地区报告”，将与“旅游业公共部门性别平等主流化指南”和“旅游企业性别包容战略”等其他出版物一起翻译成葡萄牙文。
99. 联合国旅游组织和联合国妇女署联合举办题为[旅游业公共部门性别主流化入门指南](#)的在线研讨会（2024年11月26日），以及另一场题为[旅游企业性别包容战略入门指南](#)的网络研讨会（2024年11月27日）。
100. 在塞拉利昂弗里敦举行题为“超越赋权迈向教育、创新和资金准入”的[旅游业妇女地区大会](#)，女性部长、国际组织和私营部门领导人纷纷与会，为提高妇女参与非洲旅游业献计献策。目前正在编写报告，之后将分发给各成员国。
101. 联合国旅游组织与科尔多瓦旅游局和 Siglo 21 大学联合举办第二届国际旅游法研讨会，题目是：“旅游法：可持续性和无障碍性”，旨在为旅游价值链中的公、私部门利益攸关方提供法律支持和指导，确保旅游业长期可持续性和包容性增长。
102. 包容性是东帝汶妇女赋权和旅游业复苏倡议以及摩尔多瓦共和国青年妇女赋权：通过旅游业实现可持续生计第二阶段等项目的核心内容。

## F. 道德

103. 世界旅游业道德委员会（“WCTE”）2024年12月4日举行第32次（在线）会议，确定了四个主要优先领域：1）旅游业可持续发展教育，2）体面工作、包容性增长和社区赋权，3）技术和数字化平台和 4）社会可持续性和跨文化对话。此外，世界旅游业道德委员会又于2025年4月1日在西班牙维多利亚-加斯泰兹举行其第33次（现场）会议。该次会议由巴斯克旅游局和巴斯克政府主办，重点讨论创建促进旅游业可持续发展教育总体框架。各工作组还讨论了有关旅游业对新技术的道德使用的各种建议，以及确定相关工具以支持成员国在体面工作、包容性增长和社区赋权相关领域的工作。除其他议程项目外，委员会还讨论了宣传《旅游道德框架公约》和《全球旅游业道德守则》的步骤。
104. 关于《旅游道德框架公约》及其《任择议定书》（FCTE），五个国家（阿尔巴尼亚、厄瓜多尔、黎巴嫩、尼日利亚和塞舌尔）已加入该公约，其中两个国家（阿尔巴尼亚和塞舌尔）亦加入《任择议定书》。该任择议定书尚未生效。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该公约及任择议定书的约束。
105. 联合国旅游组织将与世界旅游业道德委员会合作举办一系列以《旅游道德框架公约任择议定书》为重点的区域网络研讨会。这些网络研讨会将概要介绍该《任择议定书》，说明成员国表示同意受其约束的流程。此外，还将预报已加入《公约》的会员国的介入情况，提供专门的问答环节，以加深对《公约》的认识和参与。计划2025年5月20日举行首场面向美洲成员国的地区网络研讨会。
106. 新组成的世界旅游业道德委员会在临时主席丹妮拉·奥特罗的领导下，于2024年9月25日发表声明，欢迎联合国旅游组织将2024年世界旅游日的主题定为“旅游与和平”。委员会强调旅游业在促进和平与相互谅解方面的作用，并强调其在促进跨文化对话方面的重要性。委员会重申必须遵循《全球旅游业道德守则》诸原则的指导，尤其是在支持世界和平和可持续发展方面。

107. 联合国旅游组织每两年一次向《全球旅游业道德守则》签署方发出调查问卷，以便记录和推广与《守则》原则相关的 5 个关键领域内企业社会责任的实践方法，包括：治理和商业道德；就业质量；社会公平与人权；社区福祉和环境可持续性。已于 2024 年 10 月将问卷发至《守则》参加企业和协会。主要行动将向联合国旅游组织下一届全体大会报告。

## G. 文化

108. 联合国旅游组织和瑞士意大利语区大学(USI)对创意产业、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、新体验和贸易机会方面的作用，提供了基线研究结果：[时尚与文化旅游 — 联通创作者、企业和目的地的纽带 | 世界旅游组织](#)。
109. 联合国旅游组织和世界土著联盟以亚洲和太平洋地区的事例为例，编写了《良好实践方法纪要》。该报告载有就制定土著旅游政策和战略、挖掘土著人民文化遗产问题向国家旅游管理部门和目的地管理组织提供的政策建议。报告将于 2025 年上半年在联合国旅游组织电子图书馆提供。

## IV. 优先事项 3：投资于人

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110. 联合国旅游组织目前正在编写一份将于 2025 年发行的出版物：“创新旅游本科和研究生课程”，以满足旅游行业不断变化的需求。本出版物的重点是《旅游教育指导原则》第 4 条。
111. 联合国旅游组织推出其与附属成员卢塞恩应用科学与艺术大学在瑞士政府认可下联合创办的[国际可持续旅游学士学位课程](#)，2024 年秋季已招收首批 27 名学生。第二批学生将于 2025 年 9 月入学。已设计完成合作伙伴方案，正积极联系各成员国，争取为潜在的学生提供赞助。
112. 在高等教育方面，联合国旅游组织与学界合作伙伴联名推出以下现有项目：
- (a) 北京第二外国语学院：已签署协议，联名打造旅游管理硕士学位课程。该课程每学年提供十五（15）个全额奖学金。
  - (b) 阿纳瓦克大学：通过联合国旅游组织学院为墨西哥阿纳瓦克大学旅游博士课程颁发了 4 个非全额奖学金。
  - (c) 澳门旅游大学：已签署协议，联名推出“数字化营销与分析”硕士学位课程，提供 1 个全额奖学金。
113. [联合国旅游组织在线学院](#)目前提供来自 18 个学术合作伙伴方的约 50 门课程。共有近 40,000 名学生（54%为女性）在该平台注册。在册人数排名前十的国家分别是：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。
114. 联合国旅游组织在线学院与沙特阿拉伯王国旅游部合作开办“通过电子教学发展人力资本”项目，扩大教学范围新增 10 个对所有国家开放的课程。目前，该平台提供 5 种不同语言的教学，“慕课”（大规模开放在线课程）正在翻译中。另外，联合国旅游组织还为促进教学互动集成了 AI 反馈和 AI 导师两个人工智能工具。
115. 联合国旅游组织已通过 WhatsApp 扩展到微学习。这些课程提供灵活、互动的学习体验，旨在提高旅游业的关键技能。通过人工智能驱动的对话形式，参与者可以自然、方便地接触学习内容，使学习既直观又有效。

- (a) 西班牙：推出有 2,000 人参加的学习课程，内容与西班牙 Fundación Mahou 合作开发，旨在为专业人士和有志于旅游工作者提供实用见解和技能培养机会。
- (b) 智利：智利版课程为 700 名学员量身打造，学习体验适应于当地的旅游环境。
116. [联合国旅游组织旅游教育质量认证](#)网络总汇全球 115 个机构的 296 个认证课程。课程按地区分布为：亚洲和太平洋地区（63.17%）；欧洲（21.96%）；美洲（13.18%）；中东（1.35%）；非洲（0.34%）。2024 年共审核 36 个不同课程，其中 14 个为新核发证书课程，12 个延证课程。
117. 联合国旅游组织和[联合国旅游组织学院](#)继续开办各种职业层面和管理层面的[高管教育](#)课程。联合国旅游组织高管教育受训人员 4,000 余人，已成为旅游界能力建设的主要支柱。
118. 在亚洲和太平洋地区，继续与澳门旅游大学（UTM）合作，所办第 16 届澳门旅游大学-联合国旅游组织培训课程（11 月 19-22 日，中国澳门）侧重活动和会议旅游的未来，该领域因其对经济的重大影响，处于全球旅游市场高价值的利基地位。活动广邀成员国负责官员参加，旨在探索这一领域内新的趋势和创新，促进可持续性、技术与包容性融合战略，查明增长和合作的机会。
119. 联合国旅游组织正在支持多米尼加共和国旅游部与圣多明各自治大学合作设计首个旅游法硕士学位课程。这是一个宏大的项目，也是第一个专为律师设计和构思的项目，教研课题包括公法、国际组织、监管事项和税务问题。课程将突出国际观点，广招公、私部门专业人员参与，并与拉丁美洲和加勒比地区旅游法观察站建立联系。

## A. 学院

120. 联合国旅游组织与乌兹别克斯坦政府通过乌兹别克斯坦共和国生态、环境保护和气候变化部于 2024 年建立的国际撒马尔罕学院，旨在赋能青年和旅游从业人员，增强其从事旅游教育的技能和知识。该学院现有一座专用新大楼，提供酒店运营和创新、酒店管理和可持续目的地管理三个主要专业。学院课程包括旅游师资培养方案（TFDP）和学生专项培训。该学院 2024 年首次推出酒店管理师资培养课程，开班时间从 2024 年 10 月到 2025 年 2 月，共 20 名学员参加。
121. 在此基础上，学生酒店管理培训课程将于 2025 年 4 月 21 日启动，届时将与旅游教员融为一体，并与理诺士国际酒店管理学院专项合作伙伴方一道，进一步推进学院加强全球旅游教育和劳动队伍培养的使命。学院还将另外举办两期旅游教员培训班，共培养 40 名教育工作者；随后还将举办相应的学生培训，目标招生人数 700 人。
122. 利雅得旅游与酒店管理学院与联合国旅游组织合作，正依其使命推动在本国创建新的创新型旅游课程，并为沙特的研究工作提供持续指导。项目内容包括通过混合课程进行知识转让，其中 80% 为职业培训，20% 为管理培训，以推进沙特旅游业国际国内从业人员的专业化建设。
123. [非洲旅游学院](#)建设取得重大进展：
- (a) 赞比亚旅游与酒店管理研究院（ZITHS）赞比亚穆库尼国际旅游与酒店管理学院与联合国旅游组织合作提供一系列课程，全部课程均侧重为刚入行的学生及旅游业熟练从业者提供寻找工作或寻求职业发展所需的技能。详细进展在利文斯通举行的第二届联合国旅游组织非洲和美洲峰会上作了报告。
- (b) 赞比亚旅游与酒店管理研究院与联合国旅游组织联合举办的旅游接待和旅游教育峰会（THTES），巩固了其作为非洲旅游教育主要论坛的地位。历届峰会（2023-2025）促成建立了地区旅游示范中心。
- (c) 津巴布韦承诺在维多利亚瀑布建立非洲国际旅游烹饪艺术学院，此举由津巴布韦第一夫人奥西莉亚·姆南加古瓦博士阁下赞助，并得到联合国旅游组织提供全面课程的支持。

124. 联合国旅游组织通过向安哥拉、阿尔及利亚、博茨瓦纳、斯威士兰、冈比亚、加纳、肯尼亚、马拉维、毛里求斯、纳米比亚、卢旺达、南非、苏丹、突尼斯、坦桑尼亚联合共和国、塞舌尔、塞拉利昂、赞比亚和津巴布韦等成员国提供大量奖学金，大大促进了非洲的人力资本发展。

## B. 协议

125. 与津巴布韦旅游部签订与联合国旅游组织合作建立烹饪艺术学院的谅解备忘录。
126. 与赞比亚签订谅解备忘录，重点推进 2025 年地区旅游教育峰会提出的各项举措，制定战略，将旅游教育纳入高中课程，并设计建立旅游业研究生专业。
127. 与多米尼加共和国国家职业和专业培训学院（INFOTEP）签订谅解备忘录，以便通过在拉丁美洲和加勒比地区创造教育机会，促进旅游教育和旅游业人力资本的发展，并为未来建立一所国际学院与联合国旅游组织进行合作。
128. 将与伊朗伊斯兰共和国签订谅解备忘录。该谅解备忘录旨在就与联合国旅游组织合作建立国际手工艺品和旅游发展、推广和应用研究学院一事，启动与伊朗的合作讨论。
129. 将与国际文凭组织（IBO）签订协议。该谅解备忘录旨在就设立职业相关旅游课程，促进中专（同高中）旅游职业教育问题，启动与国际文凭组织的合作讨论。
130. 与以色列外交部国际发展合作署签订谅解备忘录，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；制定能力建设和项目，促进旅游业成为农村发展的工具；以及制定旨在加强旅游业创新的项目。
131. 与中东和北非教育与发展公司签订谅解备忘录，以促进旅游专业人员和青年的能力建设。
132. 与（沙特阿拉伯）苏丹王子大学签订谅解备忘录，合作开展旅游和教育领域的研究活动，促进和推动该领域的培训机会和课程，包括创新。
133. 与（阿拉伯联合酋长国）沙迦大学签订谅解备忘录，旨在促进和推动培训机会和教育方案，特别是创建联名战略传播硕士课程的可能性。

## V. 优先事项 4：促进投资和扩大创新：争取融资；加速采用新的营商模式

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### A. 推行旅游投资文化

134. 联合国旅游组织认识到对旅游业进行战略性投资对于长期经济恢复和社会稳定的重要性，在扩大和加强全球旅游投资文化方面发挥着转型性作用。联合国旅游组织发挥领导力，积极推行投资友好型政策，鼓励负责任的资本流动、绿色投资，并推动包容性经济增长的基础设施建设。一个关键优先事项，是强化公私伙伴关系（PPP）的作用，确保投资既有利于实现财务回报，又有助于增强社会凝聚力，创造就业机会，增强地方权能。
135. 旅游投资已成为许多国家最重要的战略优先之一。2019 年至 2024 年间，旅游业成为已公布的 2,300 个外国直接投资（FDI）绿地项目的接收方，资本投资总额达 1,252 亿美元，这是一个强大的信心信号，将在全球范围内创造超过 300,000 个潜在就业机会。通过传统和非传统投资相结合的方式投资旅游业，为支持经济发展、创造就业机会和可持续发展提供了一条充满希望的道路。

136. 在“旅游业营商环境：投资指南-国家”取得成功的基础上，联合国旅游组织又推出“旅游业迈向前进：投资指南-地区、城市”的新举措。该举措将提供定制化投资情报，以释放次国家级旅游业的潜能，确保目的地和城市也能得益于旅游业驱动的经济增长。

137. 通过报告和指南创造知识，促进投资：制作旨在指导潜在投资者和政策制定者的信息资料。这类资源有助于知情决策，有利于经济发展。具体采取以下举措：

(a) 全球见解：

(i) 本组织已发布以下报告：

- a. 与联合国贸发会议首份联合发布的“旅游业可持续投资指导原则”报告；
- b. 关于“拉丁美洲和加勒比地区旅游业投资”的首份地区报告。

(ii) 仍在编制的报告：

- a. 与世界自由区组织联合发布的联合国旅游组织文件：“世界旅游经济自由区”；
- b. 与金融时报联合发布的“2025年旅游业绿地投资报告”。

(b) “旅游业营商环境：投资指南”国别出版物：

(i) 自执行委员会上届会议以来已推出 8 个新版国别指南：

- a. 萨尔瓦多版（2024 年 12 月 4 日，萨尔瓦多圣萨尔瓦多）；
- b. 巴西版、危地马拉版和巴拿马版（2025 年 1 月 22-23 日，西班牙马德里）；
- c. 摩洛哥版（2025 年 1 月 28 日，摩洛哥马拉喀什）；
- d. 纳米比亚版（2025 年 3 月 19 日，纳米比亚温得和克）；
- e. 印度尼西亚版（2025 年 4 月 16 日，印度尼西亚雅加达）；
- f. 阿根廷版（5 月 15 日，阿根廷布宜诺斯艾利斯）。

(ii)。更新 3 个版本：秘鲁版、阿尔巴尼亚版和巴拉圭版。

(iii)。翻译 5 个版本：萨尔瓦多版、巴西版和巴拿马版翻译成英文；哥伦比亚版和赞比亚版翻译成中文。在译 3 个版本：危地马拉版（译成英文）、约旦（译成法文和阿拉伯文）和摩洛哥版（译成中文、法文、阿拉伯文和西班牙文）。

(iv)。下列 26 个全新国别指南在编制中：安哥拉、阿尔及利亚、巴林、巴巴多斯、玻利维亚、保加利亚、中国、佛得角、哥斯达黎加、埃及、洪都拉斯、牙买加、哈萨克斯坦、立陶宛、马达加斯加、墨西哥、阿曼、摩尔多瓦共和国、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。

138. 投资论坛和能力建设：联合国旅游组织为巩固和加强其在全球议程传统和非传统投资方面的积极作用，不断主办论坛并加大参与重要投资活动的力度：

- (a) 与拉丁美洲和加勒比开发银行（CAF）合作举办“拉丁美洲和加勒比旅游投资”工作会议，2025年1月23日，西班牙马德里；
  - (b) 与柏林国际旅游博览会（ITB）联合举办“加强投资，确保和平：驾驭增长，塑造未来”部长级峰会，2025年3月5日，德国柏林；
  - (c) 与年度投资大会（AIM）合作并在联合国贸发会议（UNCTAD）支持下举办题为“旅游投资：通过政策创新塑造旅游投资机会”的部长级圆桌会议，并与联合国贸发会议联合发布“旅游业可持续投资指导原则”报告，2025年4月8日，阿联酋阿布扎比；
  - (d) 联合国旅游组织第二届非洲和美洲峰会期间，召开“旅游和自贸区：开拓投资机遇、提高价值定位”特别会议，2025年4月8-10日，赞比亚利文斯顿；
  - (e) “旅游业绿色投资：释放亚太地区可持续增长的潜力”，2025年4月16日，印度尼西亚雅加达；
  - (f) “全球旅游投资论坛：共创未来的文化”，2025年4月29日，日本世博会期间，日本大阪。
139. 技术合作项目（另见[附件 I](#)）：多米尼加共和国：多米尼加共和国可持续旅游战略和政策项目，旨在指导国家和地区实体巩固旅游行业，更新其监管框架。在投资这一支柱下，通过对可持续旅游投资的诊断性分析，确定其融资需求、战略性行业和公私合作机会。

## B. 推动旅游业的创新和战略伙伴关系

140. 联合国旅游组织是促进旅游业创新和投资，支持初创企业、扩建企业和行业领袖开发增强可持续性、数字化转型和文化保护解决方案的先行者。本组织通过一系列全球和地区挑战赛、竞赛和战略伙伴关系，加强企业家、政策制定者和投资者之间的合作，以加速本行业的发展。
141. 联合国旅游组织牵头举办的创新挑战赛和竞赛，为利用人工智能、社区旅游、数字化转型和可持续性的开拓性思维提供了平台。这些举措不仅能识别和支持具有高潜力的初创企业，而且还通过提供指导、投资机会和全球网络联结，促使其融入更广阔的旅游生态系统：
- (a) 联合国旅游组织人工智能初创企业挑战赛（全球赛 - 截止日期：2025年4月25日），2024年11月6日在伦敦世界旅游展览会部长级峰会期间推出。这次挑战赛的重点是人工智能驱动的个性化、运营效率和客户参与度解决方案。入选初创企业将在（理诺士学院）SPARK 创新基地获得加速支持，并得到“即联即用”、“艾玛迪斯”和“独角兽猎人”的后援。亚太地区初创企业决赛预计将于10月在香港举行，获胜者将获得种子资金。全球决赛入围者将在利雅得全体大会上揭晓。
  - (b) 开放式创新挑战赛 - 法国（国家赛 - 截止日期：2025年6月30日），2024年10月24日在巴黎启动。该活动系与法国经济、财政和工业部合作举办，旨在促进法国旅游科技初创企业和旅游公司之间的合作。挑战的重点是加强旅游服务和提高运营效率。决赛入围者将得到导师指导、投资体验，以及在2025年底的法国旅游科技冒险大会上介绍自己项目的机会。
  - (c) 联合国旅游组织和拉美开发银行土著旅游挑战赛（地区赛 - 截止日期：2025年6月15日），2025年1月30日针对拉丁美洲和加勒比地区发起。其目的是通过旅游项目促进对祖传知识和文化遗产的保护。决赛入围者将得到导师指导、联谊机会、奖学金和10,000美元的项目执行奖。最后一场活动将在土著村庄国际日举行。

- (d) 首届联合国城市宇宙挑战赛（全球赛 - 截止日期：2025 年 3 月 19 日），2025 年 2 月 13 日推出。这项大型创新挑战赛重点关注人工智能、元宇宙应用和智能型旅游城市。联合主办方有国际电信联盟、联合国国际电算中心、世界知识产权组织、联合国粮农组织、联合国儿童基金会、世界银行、联合国旅游组织、联合国欧洲经济委员会及其他合作伙伴方。
- (e) 摩洛哥国家初创企业大赛（国家赛 - 暂定推出时间：2025 年 5 月 1 日），专注于游戏休闲、摩洛哥美食和旅游数字化等方面的创新。本次竞赛由 SMIT 提供赞助，旨在促进技术驱动的旅游解决方案，同时弘扬摩洛哥的丰富文化遗产。
- (f) 多米尼加共和国技术合作项目正在塑造该国的可持续旅游战略和政策，在创新这一支柱下，以绿色解决方案为题的初创企业竞赛，将选出从事可持续旅游项目开发的企业家并给予支持（另见[附件 I](#)）。

### 重点创新活动 — 旅游科技冒险

142. 举办了创新和创业挑战赛和竞赛，对获胜者给予指导、联谊协助和融资便利。

- (a) 在哥伦比亚商务、工业和旅游部支持下，社区旅游初创企业挑战赛决赛于 2024 年 11 月 13-14 日在哥伦比亚卡塔赫纳举行。从 28 个地区 570 个项目中，选拔五个类别共 22 个项目进入决赛。
- (b) 绿色项目挑战赛决赛于 2024 年 11 月 15 日在哥伦比亚卡塔赫纳举行。这项活动的重点是低碳旅游、气候复原力和生物多样性养护。从 22 个国家共 504 份申请中脱颖而出的优胜者是（墨西哥的） Natoure。
- (c) 第四届全球美食旅游创业大赛决赛于 2024 年 11 月 14-16 日在巴林麦纳麦举行。从 69 个国家共 178 份申请中脱颖而出的优胜者是（阿根廷的） Agrojusto。
- (d) 女性科技创业大赛：中东（第二届）于 2024 年 9 月 30 日在迪拜以及 2024 年 11 月 25 日在利雅得举行。此次大赛共收到来自 12 个国家的 137 份申请。获奖者是（埃及的）DOSY、（沙特阿拉伯的） BuzzAR 和（沙特阿拉伯的） Darent。
- (e) 摩洛哥国家创业大赛决赛于 2025 年 2 月 27-28 日在马拉喀什举行，主题为“投资于摩洛哥的旅游业发展”。此次比赛得到联合国旅游组织和 SMIT 的支持，共收到 140 份申请。
- (f) 日本博览会：颂扬女性创始人，2025 年 4 月 29 日在日本东京卡地亚女性主题展馆举行。此次活动以旅游科技中的性别包容性高级别座谈会和初创企业推介会为特色。

143. 其他重要创新活动 - 合作伙伴关系

- (a) 以“今天塑造明天的旅游业 — 人工智能的力量”为题的在线研讨会于 2024 年 12 月 3 日举行。此次活动由联合国旅游组织与立陶宛经济和创新部共同主办，探讨人工智能在决策、运营和旅行者体验方面的应用。
- (b) 2025 年世界旅游论坛于 2025 年 5 月 12-13 日在捷克共和国布拉格举行。论坛由捷克共和国地区发展部与联合国旅游组织联合主办，特邀人工智能、智能旅游和可持续营商模式方面的专家进行座谈。
- (c) 联合国城市宇宙挑战赛决赛于 2025 年 2 月 13 日推出，并宣布了主要获胜者，包括 2025 年 6 月 11- 12 日在意大利都灵举行的第二届联合国虚拟世界日的学生赛道。

### 创新活动

144. 联合国非洲旅游专题办公室：联合国非洲旅游专题办公室在摩洛哥马拉喀什签署成立协议，标志着加强地区合作、推动整个非洲大陆旅游业发展的重要一步。该办公室通过提供创新、政策支持和投资便利专门平台，将成为推动可持续增长、提高竞争力和将旅游业定位为该地区经济和社会发展重要支柱的中枢。
145. 可持续旅游业中央连线创新中心：在哥伦比亚卡塔赫纳签署可持续旅游业中央连线创新中心意向书，标志着对促进拉丁美洲旅游创业和可持续发展的重大承诺。这项举措由联合国旅游组织、ATP 和 Central Link 共同制定，旨在支持专注于可持续性和社区旅游的高影响力旅游初创企业。创新中心通过提供指导、投资机会和全球网络，将推动创新，加强当地经济，促进建设一个更加包容、更具韧性的旅游业。
146. 摩洛哥 2025 年 1 月 28 日在马拉喀什举行[科技创新和旅游投资大会](#)，大大增强了其作为非洲旅游业领头创新枢纽的地位。
147. 为了加速对新营商模式的接纳，促进创新，联合国旅游组织安排了各种激发创造性思维和协作的挑战赛和大赛。卡塔尔旅游奖等活动已举办三届，借以表彰数字化营销、沉浸式文化体验和可持续旅游实践诸方面的卓越成就。通过树立最佳做法的标杆和表彰杰出贡献，该奖项激励各利益攸关方进行创新，并提升卡塔尔作为世界级旅游目的地的地位。

## 人工智能

148. [旅游业采用人工智能 — 行业利益攸关方应考虑的主要因素](#)报告，现已在[联合国旅游组织电子图书馆](#)上发布，这是[联合国旅游组织第一份专论人工智能\(AI\)对旅游业的变革性影响的出版物](#)。该报告由本组织与[附属成员萨克逊应用科技大学](#)合作开发，它标志着对人工智能塑造旅游业未来的作用在认知上取得进步的里程碑。随着人工智能不断重新定义旅行者规划、体验和反思其旅程的方式，该出版物提供了[实用的见解和建议](#)，以帮助各利益攸关方负责任且有效地把握这些创新（见[附件 II](#)）。
149. 旅游业采用人工智能 — 行业利益攸关方应考虑的主要因素这份报告，是在 2025 国际旅游交易会的专门会议上发布的，其中提出报告的主要结论和战略建议。萨克逊应用技术大学主持的座谈会迎来了附属成员 Grupo Piñero、Booking.com、Madrid Destino 和 Expedia Group 的代表，共同探讨人工智能在酒店管理、目的地营销、数据治理和提升旅行者体验方面的应用。
150. 联合国旅游组织正在为成员国制定全球人工智能报告和政策建议，以指导旅游行业负责任地、战略性地采用人工智能。这一举措旨在帮助各国政府认识当前人工智能融入的情况，消除监管和政策缺口，加强制度上的准备。报告将根据一系列包括案头分析、全球政策研判，以及两项有针对性的调查在内的全面研究的结果，提出具体政策建议。现已启动的第一项调查，收集成员国对国家人工智能战略、治理框架和公共部门优先事项的意见。第二项调查收集私营部门、学术界和技术部门的观点，以确保政策方向与行业需求的一致性。这些努力叠加在一起，将提出操作性强且具全球相关性的政策建议，帮助成员国利用好人工智能的潜力，同时促进符合道德的、包容的和可持续的旅游业发展。
151. 此外，联合国旅游组织还通过中东地区办事处与海湾合作委员会秘书处合作建立“海湾合作委员会旅游数据治理和人工智能创新工作组”。这一战略举措旨在通过开发标准化数据收集方法、人工智能政策框架和安全的共享机制，为整个中东地区建立一个统一的数据驱动型旅游治理框架。工作组将通过与国家旅游机构、私营部门合作伙伴和技术专家合作，促进人工智能决策，推动联合研究，发行海湾合作委员会旅游业人工智能和数据年度报告。还将交付培训和认证方案，建设人工智能和旅游数据治理能力。这项举措通过多个专门委员会组织实施，支持以符合道德、包容和创新的方式使用数据和人工智能。

## VI. 优先事项 5：建设更好、更强的机构

### A. 地区和专题办事处的活动

152. 有关建立地区和专题办事处现况的信息载于 CE/123/5 号文件。
153. 巴西：联合国旅游组织巴西里约热内卢美洲地区办事处于 2025 年 3 月举行开幕活动。该地区办事处将负责处理投资、土著和社区旅游、性别平等和无障碍旅游等影响该地区的关键问题。
154. 沙特阿拉伯：中东地区办事处根据其战略重点，通过技术援助、创新、教育和农村发展活动，推进了若干重大举措。
- **通过技术援助：**该地区办事处为促进入境游正在加强与包括中国在内的主要国际客源市场的伙伴关系。这包括提供能力建设方案和制定营销策略，旨在加强整个地区的目的地推广和服务质量。将组织无障碍旅游和老年人旅游等多场研讨会，以丰富旅游产品，提升服务标准。此外，还通过联合国旅游组织中东地区办事处建立了中东地区旅游法观察站。
  - **通过创新（见第 V 部分 B 节）：**第二届创新大赛决赛于 2024 年 11 月在地区办事处举行，同时又与沙特旅游发展基金和即联即用中东公司合作举办创新大师班。另计划 2025 年举行中东体育创业大赛，以促进体育旅游的创新。在利雅得建立国际创新中心一事也在讨论中，据设想该中心将成为促进公私合作、加速旅游业创新的区域中心。
  - **通过教育（见第 IV 部分）：**地区办事处继续通过电子学习、劳动队伍研究和教育质量提升支持沙特阿拉伯王国发展人力资本，以确保建立一支技术娴熟、相互包容的旅游工作队伍，并取得重大成果。地区办事处还在地区和全球一级开展了各种教育活动。
  - 该地区办事处在[旅游促进乡村发展方案](#)活动范围内与总部负责部门一道，围绕第 II 部分 E 节中所述的 a) 倡言和外联、b) 技能发展、c) 知识创造和 d) 就地实施四项主轴推进工作：与[旅游促进乡村发展小额赠款方案](#)（T4RD-SGP）一道首次征集了提案。关于 2021-2024 年间旅游促进乡村发展方案的活动、其影响和范围，已于 2024 年 10 月发布[详细报告](#)。
155. 乌拉圭：设在蒙得维的亚联合国大楼的拉丁美洲和加勒比旅游法观察站专题办事处（“拉加观察站”）已按其年度工作方案开始了 2025 年的业务和活动。工作方案是根据 2024 年对美洲成员国进行的一项调查制定的，其中确定了拉加观察站的主要优先事项和潜在可交付成果。<sup>2</sup> 拉加观察站系与美洲开发银行（IADB）联合建立，仅运行数月便已成为该地区各国的宝贵资源，为就草拟和优化旅游立法，应对监管挑战，以及探索增长和创新机会等交流知识和最佳实践，提供了方便。
156. 拉加观察站是一个创新型数字化平台，在学界合作者网络的支持下，收集、整理、分析、更新和传播全地区的旅游法律和规章。旅游法（Turismo LEX）数据库定期更新全拉加地区现行旅游立法和司法实践。关于拉加旅游立法的一项全面分析也在进行之中，并将很快发布，重点介绍主要趋势和重大发展，查明现行法律框架中的缺口和漏洞。此外还在开发一个专门报告拉加地区旅游法相关新闻、更新情况和举措的博客，将在观察站媒体界面提供使用。

<sup>2</sup>根据 2024 年的调查结果，美洲成员国确定以下主要优先事项：选定的主题包括可持续旅游业，包括环境、经济和社会各方面；数字化和新技术；以及土地使用和辖区规划。选定的子主题侧重于旅游资源的可持续管理，可持续旅游业的经济监管，无障碍出行和数字化旅游平台。此外，选定由观察站提供的服务包括编集拉加地区现行旅游立法中的最佳实践方法，以及关于制定、审查和改进国家旅游立法的一般性和广泛性建议。

157. 拉加观察站将于 2025 年 7 月 15-16 日在多米尼加共和国蓬塔卡纳举办首届地区大会，合作方为 Grupo Punta Cana、QA Legal，并得到多米尼加共和国旅游部的支持。大会将以“旅游业可持续发展的法律视角”为题，介绍观察站第一年的成就，并就旅游业可持续性的环境、经济和社会各个方面，从法律视角进行全面分析。主题和讨论将包括可持续旅游业、辖区规划、短期住宿租赁、无障碍标准和绿色投资等的适用法律和监管框架。
158. 此外，“旅游法：当代挑战与前景”文集目前也在编撰中。此学术论文集将刊载拉加地区专家对旅游法观察站探索的各项主题的贡献。并将借鉴拉加观察站的分析和诊断结果、建议和讨论，对旅游法领域的不断演变提出真知灼见。
159. 拉美和加勒比地区旅游法观察站的建立，旨在按照全体大会第 25 届会议第 757 (XXV) 号决议批准的方案，为在联合国旅游组织其他地区建立旅游法观察站铺平道路。秘书处目前正致力于在中东地区建立旅游法观察站，同时探索在其他地区建站的可能性。
160. 乌兹别克斯坦：正努力为专题办事处的运作打下坚实基础，以支持古丝绸之路沿线旅游业的可持续发展，同时加强此领域的国际合作。

## B. 外部实体（第 II 类实体）<sup>3</sup>：

161. 联合国旅游组织继续致力于支持克罗地亚政府和附属成员萨格勒布大学建立[支持联合国旅游组织工作方案的可持续旅游业研究与发展中心](#)。该国政府和萨格勒布大学继续努力为在该大学架构内建立这一中心确立必要的法律框架，并促进其与联合国旅游组织的方案合作。
162. 联合国旅游组织知晓希腊共和国正致力于开办[东地中海沿海和海上旅游研究与监测中心](#)。2024 年 10 月，联合国旅游组织以虚拟方式参加该中心的高级别开幕活动，强调对可持续沿海和海上旅游的科学研究、循证决策、数据收集和利益攸关方参与的共同承诺。
163. 联合国旅游组织已开始与马耳他政府和旅游情报论坛（T-Forum）就建立旅游研究中心事宜展开讨论。此举旨在弥合知识差距，将学术研究转化为实际应用，并将全球模型转变成可操作的解决方案。

## C. 机构间合作

164. 联合国旅游组织与欧盟 (EU) 各机构保持密切合作，特别是在提名可持续运输和旅游专员方面；2025 年 2 月对布鲁塞尔进行正式访问，并在欧洲旅游委员会（ETC）欧洲目的地峰会期间，与欧洲议会、欧盟委员会、欧洲地区委员会举行会议；并会见了联合国布鲁塞尔办事处主任以及联合国减少灾害风险办公室（UNDRR）主任。
165. 这一与欧盟机构的合作随着 2025 年 1 月联合国旅游组织与欧洲地区委员会之间行动计划的续延而得到进一步加强，其目的在于促进政策对话，推动可持续旅游业促进农村发展，借力联合行动，分享最佳实践，扩大学习机会。
166. 联合国旅游组织通过其欧洲地区部，继续积极参与目前由阿塞拜疆任主席的黑海经济合作组织旅游合作工作组的工作。
167. 联合国旅游组织和世界卫生组织通过卫生与旅游合作伙伴联盟，联手加强卫生与旅游部门之间的合作。该联盟致力于将公共卫生考虑纳入旅游规划，以促进安全、可持续的旅行，同时提高全球卫生

<sup>3</sup>全体大会第 656 (XXI) 号决议（[见附件 II](#)）所定义的第 II 类实体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。联合国旅游组织与这些实体的合作系通过明确工作领域和工作条件的正式安排进行。

复原力。预计今年上半年将发布应对 COVID-19 新冠大流行病紧急情况最佳实践方法的出版物，重点介绍两部门之间汲取的经验教训和更有效合作的战略。

168. 联合国旅游组织和国际航空运输协会（IATA）密切合作，以改善美洲地区的联通性。联合国旅游组织参与组织在美洲各地（危地马拉，2024 年 11 月；波哥大，2025 年 6 月 25-26 日）举办的国际航协美洲变革之翼(WOCA)会议活动，航空业领导人、监管机构和主题专家聚集一堂，讨论航空运输的主要问题和机遇，共同商定未来的行动，以更好地利用航空运输作为整个美洲地区经济和社会发展的引擎。
169. 联合国旅游组织为了保持与活跃在旅游和旅游统计领域的其他实体协调，参加了经合发组织旅游统计工作组会议（2025 年 4 月 2-3 日）和经合发组织旅游委员会第 115 届会议（2025 年 4 月 3-4 日），介绍了旅游业在 2030 年议程中的定位问题的进展情况。
170. 伊比利亚美洲总秘书处(SEGIB)与联合国旅游组织联合编制“2030 年议程与拉丁美洲旅游政策的融合：智利、哥伦比亚、墨西哥和多米尼加共和国的案例”报告。
171. 2025 年 1 月，联合国旅游组织与东南亚国家联盟（东盟）签订谅解备忘录（MOU），旨在加强东盟与联合国旅游组织之间的合作，推进可持续旅游实践做法，并为该次地区提供应对疫情后日益转型和变化的世界之必要工具。该谅解备忘录框架下的主要合作领域包括旅游业可持续发展、旅游投资、能力建设、旅游业竞争力和旅游统计。
172. 联合国旅游组织继续组织外联活动，推动实施旗舰倡议：“通过旅游实现可持续发展目标：项目指标工具包”。在这方面，联合国旅游组织正与多个实体商定有针对性的行动，并支持在旅游项目的实施和旅游业务的日常运行中接纳和采用这一方法。此外，项目指标工具包亦为联合国旅游组织与卢塞恩应用科学与艺术大学创建的国际可持续旅游专业学士学位教学大纲的一部分，也是旅游促进乡村发展小额赠款方案（T4RD-SGP）的必用方法。

#### D. 《游客保护国际守则》（ICPT）

173. 联合国旅游组织一直积极支持各成员国制定和协同国家、地区和国际一级旅游业的适用法律和监管框架。自《游客保护国际守则》（ICPT）三年前通过以来，已有二十六(26)个成员国加入《守则》，安道尔和乌兹别克斯坦 2025 年加入。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）已提交在国家一级纳入《守则》诸原则和建议的报告。一个技术委员会将根据《守则》参加国提交的报告，编集各国在实施《守则》建议方面的做法、经验，以及可能遇到的困难的相关信息。此等信息将在《守则》的加入和适用情况“总报告”中提出，并由秘书长转呈全体大会。
174. 根据《守则》第五章第 D 节，将成立一个执行委员会下属技术委员会，协助秘书长推动和监测《守则》的适用。为此目的，秘书长谨此提交设立《守则》技术委员会的提案（详见本文件附件 VII），供执行委员会审议。
175. 2024 年 11 月 26-28 日，与科尔多瓦旅游局和 21 世纪大学合作，在阿根廷科尔多瓦举办第二届国际旅游法研讨会。研讨会以“旅游法：可持续性和无障碍性”为题，从社会、经济和环境各个维度探讨了可持续旅游业，并从旅游法角度探究其无障碍性问题。专家论说的主题包括普遍无障碍、美洲可持续旅游立法、环境保护以及文化和自然遗产保护等。会议分享了意大利、乌拉圭、厄瓜多尔、哥伦比亚、古巴、哥斯达黎加和秘鲁的成功故事；高级别座谈会则讨论了联合国、联合国教科文组织和联合国旅游组织等国际组织在制定和协同全球标准方面的作用。此次活动巩固了研讨会作为推动旅游法成为公认的独立部门法的主平台作用。
176. 第三届国际旅游法研讨会在前些年成功举办的基础上，将于 2025 年 12 月 2-5 日在古巴哈瓦那举行，重点讨论“旅游法的各种挑战”。研讨会将汇集学者、成员国代表、私营部门领导人和联合国组织

的代表，共同探讨数字化时代与旅游业转型相关的主要法律问题，其中包括在线平台、短期租赁和人工智能的监管问题。还将讨论智能型目的地、可持续性和无障碍出行，以及在日益数字化和全球化的环境下，外资推动旅游业发展的作用。

## E. 沟通、推介和营销

177. **联合国旅游组织庆祝成立 50 周年：**2025 年，世界旅游组织将庆祝其成立并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系列周年纪念聚会和活动。当此喜庆之年，亦正逢本组织在西班牙马德里的新总部开启之际。联合国旅游组织将把握今年的各项盛典要事：从其东道国组织的最重要的旅游盛会国际旅游交易会开始，到在西班牙举行的执行委员会第 123 届会议（2025 年 5 月 29-30 日），再到在马来西亚举办的 2025 年世界旅游日活动（9 月 27 日），以及在沙特阿拉伯举行的全体大会第 26 届会议（2025 年 11 月 7-11 日），直到与西班牙王国的签约之日（11 月 10 日），组织多场活动隆重庆祝这一重要周年纪念日。这些活动也将提供一个平台，以表彰联合国旅游组织对全球旅游业发展的重大贡献，推动形成对旅游业未来的共同愿景。
178. **联合国旅游组织网站设计新版：**2025 年 4 月，作为持续实施 2024 年 1 月启动的联合国旅游组织重塑品牌进程的一部分，本组织完成了对其官网的重新设计和重新构造。这项发展反映了本组织不断努力以确保所有沟通工具完全符合联合国旅游组织的新形象和战略愿景，符合联合国 2030 年可持续发展议程。新平台围绕人、地球、繁荣和政策四大核心支柱构建，为展现我们的工作和加大对成员国推进可持续旅游业的支持力度，提供了一个更清晰、更贯通的框架。
179. **“加强投资，确保和平：驾驭增长，塑造未来”部长级峰会：**2025 年 3 月 5 日，联合国旅游组织在德国柏林国际旅游博览会（ITB）之际联合主办部长级峰会。峰会聚集了来自 23 个国家的旅游部长和高级代表，以及世界旅行及旅游理事会（WTTC）、国际航空运输协会（IATA）和伊斯坦布尔会展和旅游局的领导人。讨论重点是和平、安全与旅游业投资之间的利害关系，强调公私合作伙伴关系和良好治理的重要性，以最大化旅游业为投资者和东道社区双方带来的惠益。
180. **2025 年世博会（日本大阪）：**联合国旅游组织参加了 2025 年大阪世博会（2025 年 4 月），这是一场汇聚全球领导人、创新者和变革者的丰碑式盛会。联合国旅游组织通过两项旗舰活动，重点宣传旅游生态系统复原力和厚植创新的重要性。联合国旅游组织利用这一全球舞台，强调战略性沟通对于塑造旅游业未来，推动全球协力实现可持续发展的作用。

### 播客系列 “On the Go”

181. 联合国旅游组织与其附属成员 ATREVIA 一起继续制作《On the Go》新剧集，这是一个播客系列，专门讨论旅游业时兴话题。全面介绍行业领袖的真知灼见，内容涉及可持续性、人工智能、目的地管理和性别领导力等大趋势。最新剧集包括：
- [2025 年旅游业前景和趋势](#)（2024 年 12 月 20 日）- 与 ATREVIA 和联合国旅游组织专家讨论 2025 年旅游业的趋势和机会。
  - [衡量和评估目的地绩效](#)（2025 年 1 月 9 日）- 分析数据对衡量旅游目的地绩效和容量的作用。
  - [旅游业中的人工智能](#)（2025 年 1 月 28 日）- 探索人工智能对旅游业提高运营效率、厚植可持续性的转型性影响。
  - [可持续旅游业的趋势](#)（2025 年 2 月 18 日）- 与 BlaBlaCar 和 Iberia 的业界领导人讨论旅游业和共享出行的可持续性。
  - [旅游行业中的女性领导力](#)（2025 年 3 月 7 日）- 讨论女性在旅游业领导层的作用：尽管女性占从业队伍的 54%，但仍需解决性别差距问题。

## F. 技术援助

182. **联合国旅游组织附属成员：**联合国旅游组织力求拥有一支积极活跃的附属成员队伍，以扩展其在不同国家和旅游相关主题开展服务的能力（见关于附属成员的文件 CE/123/6(a) 和 (b)）。
183. 联合国旅游组织正在开展一个以制定“安道尔旅游业框架法”为重点的项目。这一举措通过建立与全球标准一致且融会了可持续旅游国际最佳实践的全面法律框架，在满足一国具体需求的同时，满足旅游业的核心需要。该项目重点关注可持续性、数字化、培训和行业竞争力四大支柱。除制定旅游业框架法外，该项目还设想制定一套旨在建立跨机构、跨行业协调机制的建议，以支持安道尔战略旅游计划的有效实施。该项目试图通过促进主要利益攸关方之间的合作并提供专业支持，创建一个完整全面、与时俱进和协调一致的法律框架，以确保一国实现旅游业可持续、有竞争力和负责任的发展，同时为其他成员国制定和优化旅游立法提供参照。
184. [附件 I](#) 概要介绍世界范围技术合作项目的情况。

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

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1. The Technical Cooperation and Silk Road (TCSR) Department has played an instrumental role in advancing UN Tourism's mission by addressing the unique needs of Member States, fostering inclusive economic growth, and driving job creation through tourism. Given the evolving global landscape and the need for adaptive strategies, it is essential to refine our approaches to enhance impact, sustainability, and relevance in tourism development.
2. Recognizing the growing importance of cross-regional collaboration and the demand for innovative solutions, the Secretary-General has decided to restructure and rename the TCSR Department as the “International Development and Cooperation (IDC)” Department. This change reflects a broadened mandate to meet emerging global challenges.
3. The International Development and Cooperation Department’s core mandate will 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.
4. The IDC Department will be driven by five strategic pillars:
  - **Human Capital Development:** Enhancing skills and standards in tourism through targeted training.
  - **Strategic Planning & Promotion:** Supporting sustainable tourism planning and development.
  - **Safety of Destinations:** Creating frameworks to ensure secure and resilient tourism destinations.
  - **Data-Driven Decisions:** Empowering stakeholders with robust tourism analytics.
  - **Silk Road Synergy:** Promoting cross-border tourism initiatives through our upcoming thematic office in Samarkand, Uzbekistan.
5. 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.

## 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 Survey in the field of Safety of Destinations currently ongoing</li> <li>Tailored technical assistance support to be offered based on the results and analysis of the Survey</li> </ul>
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
Statistical Capacity-building	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2025</p> <p>6 week estimated project implementation 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>Preparations for a new project focused on capacity building training in tourism statistics is currently underway. Project commencement in April.</li> </ul>
Hotel Classification and Licensing	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2021-2024</p> <p><b>Benin</b></p>	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>Project finalized except for the partial delivery of the platform.</p>
Tourism Statistics	<p><u>Main contribution</u> to the priorities:</p> <p><b>Priority 1:</b> Enhance competitiveness</p>	<p>2021-2024</p> <p><b>Benin</b></p>	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>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
					Project successfully finalized and validated by the Ministry.
<p>Formulation of a National Tourism Strategy for Botswana</p> <p><b>Component 1:</b> Formulation of the National Tourism Strategy.</p> <p><b>Component 2:</b> Planning for Tourism Development Area 1: Gaborone</p>	<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 4:</b> Boost investment &amp; scale up innovation</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2020-2025</p> <p><b>Botswana</b></p>	<p>Ministry of Environment and Tourism</p>	<p>Ministry of Environment and Tourism</p>	<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> <p><b>Remarks:</b></p> <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>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Statistical Assistance	<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 5:</b> Build better and strong institutions</p>	<p>2025</p> <p>2-month project estimate</p> <p><b>Cabo Verde</b></p>	Member State	National Institute of Statistics	<p><b>Key Steps:</b></p> <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> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Cabo Verde currently studying ToR with feedback pending.</li> <li>• Ongoing project negotiations between Member State and UN Tourism.</li> </ul>
<p>Harmonization of a hotel classification system for the Member States of the CEMAC</p> <p>(Project led by RDAF)</p>	<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>Central African Economic and Monetary Community (CEMAC)</b></p>	<p>Member States of the CEMAC (Cameroon, Central African Republic, Chad, Equatorial Guinea, Gabon and Republic of the Congo)</p>	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>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Update of Tourism Master Plan	<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>	<p>2025</p> <p>6-8 months project time</p> <p><b>Equatorial Guinea</b></p>	Ministry of Culture, Tourism and Craft Promotion	Ministry of Culture, Tourism and Craft Promotion	<p><b>Key Steps:</b></p> <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> <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	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	<p>2024</p> <p><b>Nigeria</b></p>	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>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
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>	<p>2013 – 2024</p> <p><b>Morocco</b></p>	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 will conduct official mystery guest visits in 1600 establishments.</li> </ul>
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>	<p>2017 – 2025</p> <p><b>Republic of Congo</b></p>	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>• Fourth phase to be launched soon with upcoming mission scheduled in end of April 2025.</li> </ul>
Tanzania Tourism Recovery through Digital Transformation and	<p><u>Main contribution</u> to the priorities</p>	<p>2022 - 2024</p> <p><b>Tanzania</b></p>	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:</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Local Economy Development	<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>○ 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> <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 feedback and inputs received. The final Strategy was presented to tourism stakeholders during a conference on 27 September 2024 in Arusha to celebrate World Tourism Day. UN Tourism is liaising with the Ministry to identify possible follow-up projects. In this vein, final arrangements are being made with a donor to secure funding for a project on sustainable tourism development in the Usambara Mountains.</li> </ul>

### C. AMERICAS

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
Study Case in Sustainable Tourism for Medellín	<u>Main contribution</u> to the priorities	2025 – 2026 <b>Colombia</b>	Chamber of Commerce of Medellín	Chamber of Commerce of Medellín	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Design and conduct a case study examining the relationship between tourism and short-term rentals, digital nomads, and potential</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> <p><u>Secondary contribution to the priorities</u></p> <p><b>Priority 5:</b> Build better and strong institutions</p>				<p>gentrification, identifying best practices, challenges, and effective solutions.</p> <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> <li>• The agreement is expected to be signed by late March 2025, with implementation set to begin in early May 2025.</li> </ul>
Sustainability of tourism in the Dominican Republic – National Policy and Strategy	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p> <p><u>Secondary contribution to the priorities</u></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 – 2026 <b>Dominican Republic</b>	Ministry of Tourism of the Dominican Republic (MITUR)	Ministry of Tourism of the Dominican Republic (MITUR)	<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</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p>Tourism (MITUR), and key public and private stakeholders in the tourism value chain.</p> <ul style="list-style-type: none"> <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>• The project is currently under implementation, with the first mission expected to take place in late March or early April 2025.</li> </ul>
Update of the Sustainable Tourism Master Plan	<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>	<p>2025 - 2026 (April – February)</p> <p><b>Guatemala</b></p>	<p>Instituto Guatemalteco de Turismo (INGUAT)</p>	<p>Instituto Guatemalteco de Turismo (INGUAT)</p>	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• Update the Sustainable Tourism Master Plan through a coordinated and participatory approach, redefining Guatemala’s tourism vision and model.</li> <li>• Develop key programs and projects to ensure the sector’s sustainable and competitive growth, addressing national and international challenges and opportunities across economic, sociocultural, and environmental dimensions.</li> <li>• Establish a baseline and a short-term strategy that includes defined resources, responsible stakeholders, and a monitoring and reporting system with key performance and impact indicators aligned with the SDGs.</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>Incorporate global tourism trends and challenges into the updated Master Plan, including experiential tourism, digital transformation, climate change, over-tourism, energy transition, and artificial intelligence.</li> <li>Strengthen capacities across the tourism value chain by equipping stakeholders with the necessary skills and knowledge for the effective implementation of the Master Plan.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The agreement was signed in February 2025.</li> <li>Implementation is expected to begin by mid-April 2025.</li> </ul>
Aerial Connectivity Assessment and Promotion for Guatemala	<p><u>Main 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>	February 2025 – February 2026 Guatemala	Instituto Guatemalteco de Turismo (INGUAT)	Instituto Guatemalteco de Turismo (INGUAT)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li><b>Position Guatemala as a strategic hub:</b> work towards airlines considering Guatemala as a priority destination when evaluating new market opportunities.</li> <li><b>Establish new routes from key markets:</b> Facilitate the opening of new air routes that connect Guatemala with strategic markets.</li> <li><b>Increase capacity on existing routes:</b> Promote an increase in the frequency and capacity of already operational routes to Guatemala.</li> <li><b>Encourage greater competition in the market:</b> Encourage greater airline participation, which could result in more competitive fares and, therefore, an additional stimulus for air traffic.</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p><b>Remarks:</b></p> <p>Agreement with INGUAT signed in February 2025.</p>
<p>Technical Assistance Project on Statistical System</p>	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1:</b></p> <p>Enhance competitiveness</p>	<p>2024</p> <p><b>Honduras</b></p>	<p>Institute of Tourism of Honduras</p>	<p>Institute of Tourism of Honduras</p>	<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 carried out a diagnosis of the current statistical tourism situation of Honduras, implemented capacity-building trainings for technicians, and prepared a final TSA 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> <li>Project officially concluded within stipulated timeframe in December 2024.</li> </ul>
<p>Information Systems, Promotion, and Sustainability of Tourism</p>	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1:</b></p> <p>Enhance competitiveness</p>	<p>2025</p> <p><b>Perú</b></p>	<p>Ministry of Tourism of Perú &amp; Regional Province of La Libertad</p>	<p>Regional Province of La Libertad</p>	<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,</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:</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>				<p>entrepreneurship, and innovation for sustainable development and quality in the sector.</p> <ul style="list-style-type: none"> <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 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
Vision and Action Plan to Build Fujian into a World-Renowned Tourist Destination	<b>Priority 1:</b> Enhance competitiveness	2025-2026	Fujian Province	Provincial Government	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Arrangements have been made for the experts of the project will travel to Fujian at the end of March to undertake field research for the SWOT analysis report.</li> <li>A high-level event on 18 April will unveil the analysis report in front of the key officials of the province</li> <li>Subsequent missions are scheduled to implement the project</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
<p>Phase I: International Tourism Destination Plan for Jinan City, Shandong Province</p> <p>Phase II: Marketing Strategy for Jinan City for the Expatriate Source market (Phase II)</p>	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 1:</b> Enhance competitiveness</p>	<p>2019 – 2025</p> <p><b>Jinan City, Shandong Province, China</b></p>	<p>Jinan City Tourism Commission</p>	<p>Provincial Government</p>	<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 Destination Plan was completed and approved in January 2024.</li> <li>• Phase II activities and Inception Meeting launched in November 2024.</li> </ul> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>• 5-year International Tourism Destination Plan for Jinan City</li> <li>• Marketing strategy for the expatriate market</li> <li>• Awareness raising seminar 10-11 April</li> </ul> <p>UN Tourism is in contact with the Shandong Provincial Tourism Authority and other cities in the province to prepare proposals to replicate experiences gained in Shandong in other cities in the Province (Marketing Strategy for Qingdao, Product Development Strategy for Weihai).</p>
<p>Gansu Revitalization and Innovation Project</p>	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 1:</b> Enhance competitiveness</p>	<p>2023-2025</p> <p><b>Gansu Province, China</b></p>	<p>Gansu Provincial Department for Culture and Tourism</p>	<p>Gansu Provincial Government, under the umbrella of the World Bank</p>	<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</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><u>Secondary contribution</u> to the priorities</p> <p><b>Priority 3:</b> Invest in people</p>				<p>Stakeholders of Gansu Province at UN Tourism Headquarters.</p> <ul style="list-style-type: none"> <li>The final Tourism Human Capital Strategy was officially delivered in December 2024, following the awareness-raising seminar in November 2024. The International Marketing Strategy was officially delivered in March 2025, with the awareness raising seminar took place on 12 March in Lanzhou.</li> <li>The Capacity-building training for Gansu tourism stakeholders took place online from 31 March – 6 April 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 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.</li> <li>The activities officially commenced in November 2023 and will be fully completed by June 2025.</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 discussions on follow-up discussions currently underway.</li> </ul>
Developing local communities through sustainable tourism development	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p>	2024-25 <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, was officially presented 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.</li> <li>Community-based tourism roadmap approved by WTA in January 2025, with final translation and design to be concluded within first quarter of 2025.</li> </ul>
Developing the tourism potential of the 21 <sup>st</sup> Century Maritime Silk Road	<b>Priority 1:</b> Enhance competitiveness	2025-26 <b>China</b>	Fujian and Shandong Provinces of China	Shandong University of China (in-kind)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>New project publication- “Developing the tourism potential of the 21st Century Maritime Silk Road” – is to (i) focus primarily on Maritime Silk Road tourism product development, and (ii) concentrate on historic Maritime Silk Road cities located in the Fujian and Shandong Provinces of China.</li> </ul> <p><b>Remarks:</b></p>

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>Implementation through in-kind donation by Shandong University.</li> </ul>
Tourism Marketing Training for the Islamic Republic of Iran: How to attract the Chinese tourism market	<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 3:</b> Invest in people</p>	2025 <b>Islamic Republic of Iran</b>	Islamic Republic of Iran	Shandong University of China (in-kind)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Implementation of three (3) online marketing training courses, of 1,5-day duration, to assist marketing officials from the Islamic Republic of Iran to develop targeted marketing strategies and activities, with a specific focus on how to attract the Chinese tourism market.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>First tangible result of MoU between UN Tourism and the Shandong University of China signed in March 2025.</li> <li>Implementation through in-kind donation by Shandong University.</li> </ul>
Strengthening Planning, Management, Product Development and Marketing of Tourism on the Local Islands in the Maldives	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p>	2024-2027 <b>Maldives</b>	Ministry of Tourism	TBD	<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</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Phase 1: Assessment mission – 8 weeks  Phase 2:  Full project – 3 years	<b>Priority 5:</b> Build better and strong institutions				cultural and social well-being of the host communities. <ul style="list-style-type: none"> <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> <b>Remarks:</b> <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>
Strengthening the National Tourism Statistical System and Compilation of TSA tables Phase II	<u>Main contribution to the priorities</u>  <b>Priority 1:</b> Enhance competitiveness	2023- 2025  <b>Sri Lanka</b>	Tourism Development Authority	Sri Lanka Tourism Development Authority (SLTDA)	<b>Key Steps:</b> <ul style="list-style-type: none"> <li>Signing of a new agreement with SLTDA to implement Phase II completed in May 2023</li> <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> <b>Remarks:</b> <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	<u>Main contribution to the priorities</u>	2025  <b>Sri Lanka</b>	Sri Lanka Tourism	Sri Lanka Tourism Development Authority (SLTDA)	<b>Key Steps:</b> <ul style="list-style-type: none"> <li>To design an effective and sustainable visitor experience and management model for</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration & Location	Beneficiary	Donor Institution	Key steps and Remarks
Practices for Visitor Management at Select Tourism Sites in Sri Lanka	<b>Priority 2:</b> Foster sustainability and inclusiveness		Development Authority (SLTDA)		<p>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.</p> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Concept Note approved in principle. Agreement with SLTDA for project implementation expected to be signed in March 2025.</li> </ul>
Rapid Assessment on Economic Leakage in the Accommodation, Travel Agents/Tour operator and Wellness Sector of the Tourism Industry in Sri Lanka	<p><b>Priority 2:</b> Foster sustainability, &amp; inclusiveness</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	2025 <b>Sri Lanka</b>	Sri Lanka Tourism Development Authority (SLTDA)	Sri Lanka Tourism Development Authority (SLTDA)	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• To carry out a rapid assessment of the income flows and economic leakages of the accommodation, spa, and travel/tour operator sectors in Sri Lanka.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• Concept Note approved in principle. Agreement with SLTDA for project implementation expected to be signed in March 2025.</li> </ul>
Women Empowerment and Tourism Recovery - Timor-Leste	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p>	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><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. UN Tourism is liaising with ILO to mobilize resources for the new project.</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 Safety of Destinations (SAFE-D) Initiative	<p><b>Priority 5:</b> Build better and strong institutions</p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p> <p><b>Priority 3:</b> Invest in People</p>	<p>26 March – Before a Crisis: Strengthening Preparedness &amp; Early-Warning</p> <p>24 April – During a Crisis: Ensuring Effective Response &amp; Coordination</p> <p>15 May – After a Crisis: Supporting Recovery &amp; Long-Term Resilience</p>	All European MS	Reclassification of available project funds	<p><b>Key steps:</b></p> <ul style="list-style-type: none"> <li>• Upon the initiative of the Ministry of Regional Development of Czechia, we are pleased to announce the launch of the UN Tourism Safety of Destinations initiative in Europe. With crises – from natural disasters and health emergencies to security threats and cyber risks – becoming more frequent, strengthening tourism resilience has never been more critical.</li> <li>• The aim of the initiative is to build an Action Framework for Tourism Crisis Preparedness, Response, and Recovery in Europe (SAFE-D Europe), designed to equip participants with practical tools and know-how to prepare for, respond to, and recover from crises effectively.</li> <li>• A series of interactive online workshops will be held in the coming weeks. Led by crisis communication expert Mr. Louis Bernard, they will offer insights, best practices and hands-on strategies, presented by speakers from different national and international settings.</li> <li>• Based on the online workshops and the results from the Global Survey, recommendations will be formulated and technical assistance support identified.</li> </ul>
Integrating Positive Experiences and Legislations for Regulating Online	The project is aligned with programme priority 5 of the UN Tourism Programme of Work 2024–2025 “building better and stronger	6-8 months	UN Tourism Member States in the region for Europe in general and	Reclassification of available project funds	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• To conduct a diagnostic review and evaluation of existing legal and regulatory frameworks governing short-term rentals and accommodation services, offered by hosts</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
Short-Term Rentals Platforms	institutions: tourism policy, governance and resilience” and, in particular, with action line 5.A “Develop and harmonize legal, normative and regulatory frameworks: offer Members conceptually new governance and management models, as well as legal and regulatory frameworks which are key to re-think and re-orient tourism legislation and policy”.		in Southeast Europe in particular		<p>through online platforms, in selected European countries.</p> <ul style="list-style-type: none"> <li>To organize knowledge-sharing virtual event(s) aimed at disseminating findings and best practices among countries in the region of Europe, with special focus on the needs of the members in Southeast Europe.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>Project to officially commence in March 2025.</li> <li>A team of two of Tourism Law experts with long-standing collaboration with UN Tourism in Tourism Law-related activities have been identified for this project.</li> <li>The European countries selected for this project are: Bosnia and Herzegovina, Croatia, France, Greece, Italy, Montenegro and Serbia.</li> <li>The governments of the selected countries will play a key role in the project. Focal points will assist the local and international experts in conducting desk research, including the collection and analysis of reports, studies, and relevant documents. They will also help identify country-specific needs,</li> </ul>
Developing a Framework Tourism Law for Andorra	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 5:</b> Build better and strong institutions</p>	December 2024 – June 2025	Ministry of Tourism and Commerce of Andorra	Ministry of Tourism and Commerce of Andorra	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>Assess the current regulatory framework for tourism and identify gaps.</li> <li>Conduct a comprehensive governance analysis and compare Andorra with at least three other tourism destinations.</li> <li>Develop the structure and key content for Andorra's future Framework Tourism Law.</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:</b> Foster sustainability and inclusiveness</p> <p><b>Priority 1:</b> Enhance competitiveness</p>				<ul style="list-style-type: none"> <li>• Draft recommendations on tourism regulation, sustainability, governance, and capacity building to accompany the law.</li> <li>• Provide advisory sessions for the Ministry of Tourism and Commerce and key public stakeholders on promoting and implementing the future law.</li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• A second mission with the team of experts took place in February 2025.</li> <li>• Deliverables are expected to be presented to the country by mid-May 2025.</li> </ul>
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>	2023-2025 <b>Thassos Island, Greece</b>	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 assessing the marketing initiatives of the island of Thassos and its tourism product offer du. The Marketing Assessment was officially submitted in February 2025.</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 within stipulated timeframe by June 2025.</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 being implemented alongside the UN Tourism Affiliate Member, ICF.</li> </ul>
Empowering Young Women: Sustainable Livelihoods through Tourism Phase II	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 3:</b> Invest in People</p> <p><u>Secondary contribution to the priorities</u></p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p>	2023 – 2024 <b>Republic of Moldova</b>	Ministry of Culture, Invest Moldova Agency, Moldova State University	Estonia Development Corporation	<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> <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</li> </ul>

Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
					<p>players in Moldova and has gained attention from development partners in the country.</p> <ul style="list-style-type: none"> <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>	<p>2025</p> <p>La Palma de Gran Canaria,</p> <p><b>Spain</b></p>	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 potentially take place in 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	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 2:</b> Foster sustainability and inclusiveness</p>	<p>2025-26</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</li> </ul>









Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
with Zero Carbon Footprint	<p><u>Secondary contribution to the priorities</u></p> <p><b>Priority 1:</b> Enhance competitiveness</p> <p><b>Priority 5:</b> Build better and strong institutions</p>				<p>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.</p> <ul style="list-style-type: none"> <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 to commence in 2025.</li> </ul>
Implementation of Hotel Classification Scheme	<p><u>Main contribution to the priorities</u></p> <p><b>Priority 5:</b> Build better and strong institutions</p> <p><u>Secondary contribution to the priorities:</u></p> <p><b>Priority 1:</b> Enhance competitiveness</p>	2024-2025 <b>Oman</b>	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> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>The revised project document has been approved by the relevant entities in Oman, and the preparation of the agreement, along with other administrative procedures, is currently underway.</li> </ul>






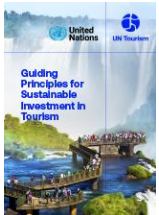


Project Name	Contribution to the priorities of the PoW	Duration and Location	Beneficiary	Donor Institution	Key steps and Remarks
	<p><b>Priority 4:</b> Boost investment &amp; scale up innovation</p>				
Organizing Qatar Tourism Awards	<p><u>Main contribution</u> to the priorities</p> <p><b>Priority 1:</b> Rethink Destination Positioning</p> <p><u>Secondary contribution</u> to the priorities</p> <p><b>Priority 4:</b> Boost investment &amp; scale up innovation</p>	<p>2025-2027</p> <p><b>Qatar</b></p>	Qatar Tourism	Qatar Tourism	<p><b>Key Steps:</b></p> <ul style="list-style-type: none"> <li>• After successfully completing the first and second editions of Qatar Tourism Awards, it was agreed with QT to prepare a Framework Agreement for the next three editions 2025 to 2027</li> <li>• After signing the agreement, the following activities will be conducted: <ul style="list-style-type: none"> <li>- Definition and Description of the Awards Categories</li> <li>- Establishment of Evaluation Metrics:</li> <li>- Revision and Assessment of Submissions:</li> <li>- Selection of Judging Panel</li> <li>- Shortlisting of Applications</li> <li>- Preparation of the Ceremony</li> <li>- Promotion of the Awards</li> </ul> </li> </ul> <p><b>Remarks:</b></p> <ul style="list-style-type: none"> <li>• The Framework agreement was verified internally and currently under the revision and approval of QT.</li> </ul>

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

	<p>1. <a href="#">Basic Documents of the World Tourism Organization, Volume II – Staff Regulations and Staff Rules (Fourth updated and revised edition)</a></p> <p>Released: October 2024</p>
	<p>2. <a href="#">Tourism for Rural Development Programme – Impact Report 2021–2024</a></p> <p>Released: October 2024</p>
	<p>3. <a href="#">International Tourism Highlights, 2024 Edition</a></p> <p>Released: October 2024</p>
	<p>4. <a href="#">Informe regional de las mujeres en el turismo en América Latina y el Caribe</a></p> <p>Released: October 2024</p>
	<p>5. <a href="#">Global Tourism Plastics Initiative: Annual Progress Report 2023</a></p> <p>Released: November 2024</p>
	<p>6. <a href="#">How to apply ISO Standard 21902: Accessible tourism for all – Recommendations for key players in the transportation sector</a></p> <p>Released: November 2024</p>
	<p>7. <a href="#">Basic Documents of the World Tourism Organization – Volume III: Financial Regulations and Rules (Third updated and revised edition)</a></p> <p>Released: December 2024</p>

	<p>8. <a href="#">Documentos básicos de la Organización Mundial del Turismo – Volumen III: Reglamento Financiero y Reglamentación Financiera Detallada</a> (Third updated and revised edition)</p> <p>Released: December 2024</p>
	<p>9. <a href="#">自然エリアでのアクセシビリティの確保とインクルーシブツーリズムの開発状況 優良事例集</a> (Accessibility and Inclusive Tourism Development in Nature Areas – Compendium of Best Practices, Japanese version)</p> <p>Released: December 2024</p>
	<p>10. <a href="#">Tourism Doing Business – Invirtiendo en Perú</a> (revised edition)</p> <p>Released: December 2024</p>
	<p>11. <a href="#">Tourism Doing Business – Invirtiendo en El Salvador</a></p> <p>Released: December 2024</p>
	<p>12. <a href="#">Global Roadmap for Food Waste Reduction in the Tourism Sector, Arabic version</a></p> <p>Released: December 2024</p>
	<p>13. <a href="#">旅游业减少食物浪费全球路线图</a> (Global Roadmap for Food Waste Reduction in the Tourism Sector, Chinese version)</p> <p>Released: December 2024</p>
	<p>14. <a href="#">Documents de base de l'Organisation mondiale du tourisme – Volume III: Règlement financier et règles de gestion financière</a> (Third updated and revised edition)</p> <p>Released: January 2025</p>
	<p>15. <a href="#">World Tourism Barometer</a></p> <p>Released: January 2025 – latest edition Published regularly, at least four times per year in four languages</p>

	<p>16. <a href="#">Feuille de route mondiale pour la réduction du gaspillage alimentaire dans le secteur du tourisme</a></p> <p>Released: January 2025</p>
	<p>17. <a href="#">Глобальная дорожная карта по сокращению пищевых отходов в туристическом секторе</a> (Global Roadmap for Food Waste Reduction in the Tourism Sector)</p> <p>Released: January 2025</p>
	<p>18. <a href="#">Supporting Climate Action Planning in Tourism Destinations – A Review of Literature and Tools for Local Authorities</a></p> <p>Released: January 2025</p>
	<p>19. <a href="#">Advancing Accessible Tourism for Destinations, Companies and People – Compendium of Good Practices International Conference on Accessible Tourism, San Marino, November 2023</a></p> <p>Released: January 2025 Co-edition with San Marino and the European Accessibility Resource Centre</p>
	<p>20. <a href="#">Artificial Intelligence Adoption in Tourism – Key Considerations for Sector Stakeholders</a></p> <p>Released: January 2025 Co-edition with Saxion University</p>
	<p>21. <a href="#">Tourism Doing Business – Invirtiendo en Brasil</a></p> <p>Released: January 2025</p>
	<p>22. <a href="#">Tourism Doing Business – Invirtiendo en Guatemala</a></p> <p>Released: January 2025</p>
	<p>23. <a href="#">Tourism Doing Business – Invirtiendo en Panamá</a></p> <p>Released: January 2025</p>

	<p>24. <a href="#">Tourism Doing Business – Investing in Morocco</a></p> <p>Released: January 2025</p>
	<p>25. <a href="#">La inversión en el sector turístico de América Latina y el Caribe</a></p> <p>Released: February 2025</p>
	<p>26. <a href="#">Tourism Doing Business – Investing in Albania</a> (Second revised and updated edition)</p> <p>Released: February 2025</p>
	<p>27. <a href="#">Tourism Doing Business – Investing in El Salvador, English Version</a></p> <p>Released: February 2025</p>
	<p>28. <a href="#">Tourism – A Driver for Shared Prosperity</a></p> <p>Released: March 2025 Co-edition with WTA</p>
	<p>29. <a href="#">Guiding Principles for Sustainable Investment in Tourism</a></p> <p>Released: March 2025 Co-edition with UNCTAD</p>
	<p>30. <a href="#">Tourism Doing Business – Investing in Namibia</a></p> <p>Released: March 2025</p>
	<p>31. <a href="#">Tourism Doing Business – Investing in Brasil, English Version</a></p> <p>Released: April 2025</p>

	<p>32. <a href="#">Tourism Doing Business – Investing in Zambia, Chinese Version</a></p> <p>Released: April 2025</p>
	<p>33. <a href="#">Tourism Doing Business – Investing in Indonesia</a></p> <p>Released: April 2025</p>

## Annex III: Calendar of UN Tourism events and main events with UN Tourism's participation

### Calendar September-December 2024

Activity/Event's Name	Who are we partnering with?	Month	Start Day	End Day	City	Department
19th Bled Strategic Forum	Ministry of Foreign and European Affairs (Slovenia)	September	2	3	Bled, Slovenia	ED, RDEU
Inauguration of the UN Tourism Thematic Office for the Tourism Law Observatory for Latin America and the Caribbean	Ministry of Tourism of Uruguay and the Inter-American Development Bank	September	3	3	Montevideo, Uruguay	RDAM/LGCO
Africa Tourism Leadership Forum & Awards	Republic of Botswana/Africa Tourism Partners (Affiliate member)	September	3	6	Gaborone, Botswana	RDAF/AM
Webinar - Ensuring women's safety and participation in religious tourism	UN Women	September	3	3	n/a	ECSR
2024 Tropical Coastal Cities Conference	PATA and Sanya Tourism Board	September	4	5	Sanya, China	RDAP
19th Meeting of the CTS	MoT Costa Rica	September	8	10	San José	STR
5th World Nomad Games	Government of Kazakhstan	September	8	13	Astana, Kazakhstan	OFSG, RDEU
Opening of the Bachelors	HSLU	September	9	9	Madrid	IEI
14th Anhui Provincial Culture and Tourism Festival	Anhui Provincial Department of Culture and Tourism	September	10		Anhui, China	RDAP
8th UN Tourism Global Conference on Wine Tourism	Tourism Committee of the Republic of Armenia	September	11	13	Yerevan, Armenia	OFSG, RDEU, TMIC, COMM
UN Tourism - ETC DataLab presentational session in the framework of the International Seminar on Sustainability Indicators organized by ETC	European Travel Commission	September	13	13	Vienna	MIPC
Thematic Session "Tourism Reimagined: Towards circular, low-carbon, regenerative and inclusive tourism operations	One Planet Network	September	13	13	Rio de Janeiro	STR
Armenia investment guidelines presentation	Armenia	September	13	13		IEI

Study visit	Leibniz University Hannover	September	16	16	Madrid	RDEU / IEI
Hospitality Leaders Summit	dmg & KAOUN	September	17	17	Riyadh, KSA	ROME
G20 4th Tourism Working Group + Ministerial Meetings - Brazilian Presidency	G20 Presidency - Ministry of Tourism Brazil	September	19	21	Belem, Brazil	SG+EDO+MIPC +RDAM+IRP
Side Event 'Tourism : Building a just world and a sustainable planet'	G20 Presidency - Ministry of Tourism Brazil	September	20	20	Belem, Brazil	EDO+MIPC +IRP+RDAM
7th Silk Road (Dunhuang) International Cultural Expo	Gansu Provincial Government, People's Republic of China	September	20	22	Dunhuang	TCSR
Tanzania World Tourism Day event Present the final version of the "Tourism and Local Economic Development Strategy for Tanzania Explore possibilities for follow-up projects	MS /UNDPT	September	24	1		TCSR
Día Mundial del Turismo 2024 - Turismo y Paz	UNICAFAM - University Foundation Cafam	September	25	25	Hybrid	IRPA / MIPC / ECSR
European Spas and Balneology Congress	European Spas Association	September	25	27	Druskininkai, Lithuania	MIPC, RDEU
Issuing World Committee on Tourism Ethics (WCTE) Statement on Tourism and Peace	WCTE	September	25	25	n/a	EDO/ECSR/WCTE
Tourism EXPO Japan 2024	JATA and JNTO	September	26	29	Tokyo, Japan	RDAP
World Tourism Day	Ministry of Economy and Sustainable Development of Georgia	September	27	28	Tbilisi	IEI, COMM, RDEU, OFSG
"Tourism Doing Business Investing in Georgia" guidelines presentation	Georgia	September	27	27	Tbilisi	IEI
Inaugural Event of the 'ESG Framework for Tourism Businesses'	University of Oxford SDG Impact Lab and easyJet holidays	September	30	30	Madrid	SSD
Semifinal Woman in tech	almasafer / plug and play	September	30	2	Dubai / hybrid	IEI
5th Expert Group Meeting on Measuring the Sustainability of Tourism (MST)	No applicable	October	1	1	Madrid	SSD
FLY ASIA-UN Tourism Startup Challenge 2024	Busan Metropolitan City Government	October	1	1	Busan, R.O.Korea	RDAP and IEI

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
20th Committee on Statistics		October	4	4	Madrid	EDO/SSD
High-level Committee on Programmes – 48th Session	Office of the UN Secretary-General	October	7	8	Madrid	EDO /IRPA
STAR Online Working Sessions with Member States (BTV Network session)	NA	October	8	8	NA	MIPC
STAR Online Working Sessions with Member States (Arabic session)	NA	October	8	8	NA	MIPC
STAR Online Working Sessions with Member States (Spanish session)	NA	October	10	10	NA	MIPC
OECD event on tourism sustainability indicators at regional level		October	11	11	Marbella	SSD
STAR Online Working Sessions with Member States (English session)	NA	October	15	15	NA	MIPC
Village Talks: BTV Network Webinar Series 1st Talk	NA	October	15	15	NA	MIPC
Annual INSTO meeting and III Sustainable Destinations Summit	Consell de Mallorca, Fundació Mallorca Turisme	October	16	18	Palma de Mallorca	SDT/RDEU
Fifteenth meeting of the IAEG-SDGs	It will be co-hosted by the UNDP Global Policy Centre for Governance (GPCG) and Statistics Norway	October	21	23	Oslo, Norway	SSD
Primera Conferencia Regional para las Américas sobre Empoderamiento de la Mujer	Secretaría Nacional de Turismo de Paraguay	Octubre	21	22	Asunción, Paraguay	RDAM / ECSR
STAR Online Working Sessions with Member States (French session)	NA	October	22	22	NA	MIPC
Technical Session Exploring Opportunities to Integrate Tourism into Nationally Determined Contributions (NDCs) in a nationally determined manner– Caribbean Region	In collaboration with CTO and with the support of UNFCCC	October	22	22	Online	STR

Green growth and sustainable tourism session held within the framework of the international events “Week of International Cooperation Initiatives in Uzbekistan” and “Week of International Cultural Heritage in Uzbekistan”	Government of Uzbekistan	October	23	23	Tashkent, Uzbekistan	IRPA + IDC
International Conference on "Modern Paradigms in the Development of National and Global Economy"	Moldova State University	October	24	25	Chisinau	TCSR
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
18th UN Tourism / PATA Forum on Tourism Trends and Outlook	PATA, HKPU, Guilin Government	October	26	27	Guilin	MIPC + RDAP
UN Tourism side event at COP16	WTTC, WSHA and Colombia	October	26	26	Cali, Colombia	STR
Final Ceremony of Qatar Tourism Awards. Second Edition	Qatar Tourism	October	27	27	Doha	TCSR/RDME
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
WTA-Xianghu Dialogue 2024, WTA Council & Annual Meeting	World Tourism Alliance	October	28	28	Sanya, Hainan Province	TCSR
Women in Tourism Regional Congress: "Beyond Empowerment to Education, Innovation, and Finance Access"	Ministry of Tourism and cultural Affairs of Sierra Leone	October	29	31	Freetown	RDAF/IEI/ECSR
Future Investments Initiative (FII) Participation	FII Institute	October	29	29	Riyadh	ROME
Co-branded master programmes with Macao University of Tourism	Macao University	October			Macao	IEI
Workshop for MENA Group in Japan (KSA)	Ministry of Tourism of the Kingdom of Saudi Arabia	October			Riyadh	IEI
Gansu Innovation and Revitalization Project: Awareness-raising seminar - Tourism Human Capital Strategy	Gansu Provincial Government, People's Republic of China	November	1	4	Lanzhou, Gansu Province	TCSR
High-level event UN Tourism/UN-Habitat/UNESCO on Urban tourism: Policies and governance for more	UN-Habitat / UNESCO	November	5	6	Cairo	MIPC

sustainable, inclusive, creative and resilient cities						
Eurostat's Tourism Statistics-Working Group on Tourism Statistics		November	6	7		SSD
Ministers' summit at World Travel Market	Global RX, WTTC	November	6	6	London	IEI, COMM
Tourism Resilience Summit	Japan Tourism Agency(JTA) and RSOAP	November	9	11	Sendai, Japan	EDO, RDAP and STR
Delivering Value-Added Tourism Solutions in Asia and the Pacific Learning Program	Asian Development Bank	November	11	13	Bangkok, Thailand	IRPA
Un Tourism Communication, Media and Tourism Workshop	Tanzania /Uganda	November	11	13	Tanzania /Uganda	RDAF/Comm
UN Tourism - ETC DataLab webinar	European Travel Commission	November	11			MIPC
European Tourism Forum	Hungarian presidency of the Council of the European Union	November	12	14	Budapest, Hungary	RDEU
G7 Ministerial Conference on Tourism	Government of Italy	November	13	15	Florence, Italy	EDO, OFSGMIPC, RDEU
Final of Reto de Colombia	Ministerio de turismo / Fontur	November	13		Cartagena de Indias, Colombia	IEI
Final Reto Proyectos Verdes	CAF	November	13		Cartagena de Indias, Colombia	IEI
122 <sup>nd</sup> session of the Executive Council		November	13	15	Cartagena de Indias, Colombia	COSE/RDAM
BTV 2024 Ceremony (during UN Tourism 122 <sup>nd</sup> session EC)	Ministry of Tourism of Colombia	November	14	14	Cartagena de Indias, Colombia	MIPC+COSE+RDAM
Tourism for Rural Development Impact Report (during UN Tourism 122 <sup>nd</sup> session EC)	NA	November	14	14	Cartagena de Indias, Colombia	MIPC
Networking Meeting of UN Tourism Affiliate Members		November	14	14	Cartagena de Indias, Colombia	AM-PPC
Global Investment Forum (during UN Tourism 122 <sup>nd</sup> session EC)		November	15		Cartagena de Indias, Colombia	IEI/RDAM
9th UN Tourism World Forum on Gastronomy Tourism	Basque Culinary Center /Ministry of Tourism of Bahrain	November	18	19	Manama	MIPC/RDME/COMM
UTM-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, STR, IRPA, MIPC, RDEU
First Ministerial Meeting on Enhanced Climate Action in Tourism	With "Government of Azerbaijan (STA, MFA), COP29 Presidency, other UN entities related	November	20	20	Baku, Azerbaijan	EDO, STR, IRPA, RDEU

	to the event (UNFCCC, UNEP)"					
High-level Roundtable 1: Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (measurement and decarbonization)	With "Government of Azerbaijan (STA, MFA), COP29 Presidency, other UN entities related to the event (UNFCCC, UNEP)"	November	20	20	Baku, Azerbaijan	EDO, STR, IRPA, RDEU
High Level Roundtable 2: Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (regeneration/adaptation and finance)	With "Government of Azerbaijan (STA, MFA), COP29 Presidency, other UN entities related to the event (UNFCCC, UNEP)"	November	20	20	Baku, Azerbaijan	EDO, STR, IRPA, RDEU
High Level Roundtable 3: Enhanced Climate Action in Tourism: Innovative Solutions and Way Forward (organized in collaboration with COP29)	With "Government of Azerbaijan (STA, MFA), COP29 Presidency, other UN entities related to the event (UNFCCC, UNEP)"	November	20	20	Baku, Azerbaijan	EDO, STR, IRPA, RDEU
Croatian Tourism Days	Ministry of Tourism and Sport of Republic of Croatia	November	21	22	Opatija, Croatia	OFSG, RDEU
Global Tourism Economy Forum	Global Tourism Economy Research Centre	November	21	22	Macao, China	OFSG, RDAP, IEI
International Day for the prevention of violence against women and girls	n/a	November	25	25	n/a	ECSR
28th World Investment Conference	WAIPA Ministry of Investment KSA	November	25	25	Riyadh	ROME
GTPi workshop and “train the trainer” capacity building in Mauritius	With "The United Nations Environment Programme (UNEP)- 10YFP Secretariat- as activity lead, Ministry of Tourism of the Republic of Mauritius, Mauritius Tourism Authority, and TUI Care Foundation"	November	25	27	Turtle Bay, Balaclava, Mauritius	STR
Webinar on Beginner’s Guide to Gender Mainstreaming for the Public Sector in Tourism		November	26		online	ECSR
Final of Women in Tech Startup Competition (2nd Edition)	Tourism Development Fund (TDF) Saudi Arabia, Plug and Play, Almosafer	November	26	26	Riyadh, KSA	ROME/IEI
II International Seminar on Tourism Law about “Tourism Law: Sustainability and Universal Accessibility”	Agencia Córdoba Turismo, 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)

60th Meeting of the AM Board		November	27	27	London, UK	AM-PPC
Webinar on Beginner's Guide to Gender- Inclusive Strategies for Tourism Businesses		November	27		online	ECSR
Tourism Innovation Forum	Ministry of the Economy and Innovation	November	27	28	Vilnius, Lithuania	IEI, RDEU
3rd World Sports Tourism Congress	Comunidad de Madrid (AM)	November	28	29	Madrid, Spain	AM-PPC
International Day of Persons with disabilities		December	3	3	n/a	ECSR
Workshop - Shaping Tomorrow's Tourism Today: The Power of AI Begins Here	Ministry of Economy and Innovation of Lithuania, OECD	December	3	3	online	RDEU / IEI / MIPC
GTPI workshop and "train the trainer" capacity building in Bali, Indonesia	GTPI workshop and "train the trainer" capacity building in Bali, Indonesia	December	3	5	Bali, Indonesia	STR
32nd World Committee on Tourism Ethics Meeting	Official meeting of the World Committee on Tourism Ethics (WCTE)	December	4	4	n/a	EDO/ECSR
Accessible Tourism Conference	Croatia	December	5	5	Zagreb	ECSR
First UN Tourism International Conference on Rural Tourism	Ministry of Culture, Sports and Tourism of Vietnam	December	9	11	Vietnam	RDAP and TMIC
COP16 Saudi Green Initiative Participation	UNCCD Ministry of Environment, Water and Agriculture of KSA	December	11	11	Riyadh	ROME
International Mountain Day	FAO Mountain Partnership	December	11	11	global	MIPC
Arab Ministerial Council for Tourism meeting	League of Arab States	December	12	15	Cairo	RDME
1st meeting of the Intergovernmental Committee for the Development of an International Safe Tourism Code	Member and Non Member States (50+1)	December	12	12	Global – online	RDEU, LAIS, SDR, IRPA

## Calendar January-December 2025

Activity/Event's Name	Who are we partnering with?	Month	Start Day	End Day	City	Department
Saudi Tourism Forum - To Discover Global and Domestic Travel Trends: Unveiling Insights and Opportunities Panel Session	Saudi Tourism Authority	January	9	9	Riyadh, KSA	ROME
ASEAN Tourism Forum	ASEAN	January	15	20	Johor, Malaysia	RDAP
16th (in person) Meeting of the Committee on Tourism and Competitiveness (CTC) - during FITUR 2025	N/A	January	21	21	Madrid	MIPC
UN Tourism 50 <sup>th</sup> Anniversary Lunch		January	22	22	Madrid	COSE
FITUR 2025	IFEMA	January	22	26	Madrid	AMPPC/ COMM /OFSG/RDEU
FITUR - Welcome cocktail for the delegations of the Americas – UNWTO-CAF	CAF	January	22	22	Madrid	RDAM/IEI
Medir para Gestionar Destinos Turísticos Sostenibles: INE y ONU Turismo	Junta de Andalucía	January	22	22	Madrid (Fitur)	SSD
Desayuno "Oportunidades de Inversión en Turismo en América Latina y el Caribe" - Presentación Guías Brasil - Guatemala con CAF + Guidelines Panamá	CAF	January	23	23	Madrid	IEI/RDAM
20th Meeting of the CTS	n/a	January	23	23	Madrid	STR
UN Tourism Affiliate Members Corner: Targeting Traveler Segments	NA	January	24	24	Madrid (FITUR 2025)	AM-PPC
Brand Africa Brainstorming Session	African Marketing Confederation, Meta, Africa no Filter	January	24	24	Madrid	MIPC/RDAF
Conference on Technological Innovation and Tourism Investment	Société Marocaine d'Ingénierie Touristique (SMIT)/Ministère du tourisme, de l'artisanat, de l'économie sociale et solidaire du Royaume du Maroc	January	27	28	Marrakesh, Morocco	RDAF/IEI
4th Pakistan Travel Mart	Pakistan Tourism Development Corporation	February	4	5	Karachi, Islamabad, Pakistan	RDAP

51st Regional Commission for the Middle East and the Conference on "Sports Tourism and the Tourism Industry after FIFA World Cup"	Qatar Tourism	February	11	14	Doha	RDME / AM-PPC
The Vatel International Convention	Vatel Hotel & Tourism Business School	February	14	16	Bahrain	ROME
9th Meeting of GCC Tourism Ministers	Gulf Cooperation Council	February	17	17	Kuwait	ROME
Global Roundtable on Climate Action in Tourism: Supporting climate-resilient tourism development	UNEP (One Planet), State Tourism Agency of Azerbaijan and Ministry of Tourism of Brazil	February	17	17	Online	STR
The 2025 SDG Indicator Review: Enhancing the Global Monitoring Framework for Greater Impact	UN Statistics Division	February	19	19	Online	SSD
Reto de turismo Indígena	CAF	February	22			IEI
Webinar on how to use AMConnected+	NA	February	27	27	Online	AM-PPC
BTV 'The Knowledge Series' (Session 1): Implementing National Sustainability Goals at the Village Level	Green Destinations	February	27	27	Online	MIPC
ETC Market Intelligence Group annual meeting + UN Tourism / ETC DataLab	ETC	February			tbc	MIPC
56th UN Statistical Commission Session		March	4	7	New York	SSD
ITB Berlin: "High-Level Ministerial Discussion: Enhancing Investment, Ensuring Peace: Harnessing Growth, Shaping the Future"	ITB	March	5	5	Berlin	COMM / RDEU/AMPPC/IEI/ COSE
ITB: Ministers' Summit	Messe Berlin	March	5	5	Berlin, Germany	IEI / COMM
Accessible Tourism and Inclusive Employment at ITB2025	BMZ, GIZ	March	5	5	Berlin	ECSR
South Africa's G20 Presidency – 1 <sup>st</sup> G20 Tourism Working Group Meeting	Ministry of Tourism of the Republic of South Africa	March	5	5	virtual	MIPC/IRPA/IEI/SDR/RDAF
Inauguration of the UN Tourism Regional Office for the Americas	MoT Brazil	March	7		Rio de Janeiro, Brazil	RDAM/ROAM
International Women's Day	TBC	March	8	8	Online	ECSR

One -to-One Informative Session for the UAE on the Application for the Best Tourism Villages 2025 (BTV)	UAE Ministry of Economy	March	10	10	online	RDME/MIPC
Awareness-raising seminar: international marketing strategy for Gansu Province (China)	Gansu Province, China	March	12	12	Lanzhou	TCSR
Briefing on the Royal Decree on Packaging and Packaging Waste - Implications for the Spanish tourism sector	ECOEMBES	March	12	12	Online	STR
10th Joint OECD-UNECE Seminar on the Implementation of the SEEA	National Statistical Offices (NSOs), (ICEDD), Eurostat, IMF, UNEP, UNSD, OECD, and UNECE	March	18	20	Geneva	SSD
SAFE-D Europe: Before a Crisis: Strengthening Preparedness & Early Warning Online Workshop	Ministry of Regional Development of Czechia	March	26	26	Online	IDC and RDEU
Tourism Development Forum	Ministry of Culture of Turkmenistan	March	TBC	TBC	Ashgabat	RDEU
33rd Meeting of the World Committee on Tourism Ethics (WCTE)	Basquetour and Basque Government	April	1	1	Vitoria-Gasteiz, Spain	ECSR
BWH Convention	BW Hotels	April	1	2	Mallorca	SSD
Tourism Indicators: State of the Art and Future	European Commission, WestMed Blue Economy Initiative	April	2	2	Online	SSD
OECD Working Party on Tourism Statistics - 8th session	OECD	April	2	3	Paris	SSD/EDO
BTV 'Village Talks' (Session 1): Heritage in Action: Innovating Cultural Preservation in Villages		April	3	3	Online	MIPC
OECD 115th session of the Tourism Committee	OECD	April	3	4	Paris	EDO/IRPA
Samarkand International Climate Forum: Central Asia facing global climate challenges: consolidation for common prosperity	Ministry of Ecology, Environmental Protection and Climate Change of Uzbekistan	April	4	5	Samarkand, Uzbekistan	IRPA, STR,
Within the framework of the Annual Investment Congress: (AIM) UN Tourism's: Ministerial Roundtable on "Investment in Tourism: Shaping Tourism Investment Opportunities through Policy Innovation"	AIM	April	7	9	Abu Dhabi, UAE	IEI/ROME/RDM E
3rd Travel Hospitality & Tourism Education Summit	Zambia Institute for Tourism and Hospitality Studies (ZITHS) / Ministry of Tourism of Zambia	April	7	9	Lusaka	IEI/RDAF

Launching of the “Guiding Principles for Sustainable Investment in Tourism”	UNCTAD	April	8	8	Abu Dhabi	IEI
2nd UN Tourism Africa & Americas Summit	Ministry of Tourism of the Republic of Zambia	April	8	10	Livingstone, Zambia	RDAM/IEI/RDAF
Seminar for the presentation of the Jinan International Tourism Destination Plan and the Jinan Marketing Strategy for Expatriates (China)	Provincial Government of Shandong, Jinan Culture and Tourism Bureau	April	10	11	Jinan, China	IDC
37th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia; 56th Meeting of the UN Tourism Commission for East Asia & the Pacific; -60th Meeting of the UN Tourism Commission for South Asia; UN Tourism Regional Conference: Tourism Policy on Circular Economy	Ministry of Tourism, Republic of Indonesia	April	15	16	Jakarta, Indonesia	RDAP
Presentation of the “Tourism Doing Business Investing in Indonesia” guidelines	Ministry of Tourism, Republic of Indonesia	April	16	16	Jakarta Indonesia	IEI
2nd UN Tourism Regional Forum on Gastronomy Tourism for Africa	BCC / Ministry of Natural Resources and Tourism of Tanzania	April	23	25	Arusha, Tanzania	MIPC + RDAF
TIPs – Toolkit of Indicators for Tourism projects (achieving SDGs through tourism) - presentation to stakeholders in Uzbekistan	Green University and UWED	Abril	23	26	Tashkent, Uzbekistan	IRPA
SAFE-D Europe: During a Crisis - Online Workshop	Ministry of Regional Development of Czechia	April	24	24	Online	IDC and RDEU
XII edition of the "Premios Platino del Cine Iberoamericano"	EGEDA and other Affiliate Members	April	26	26	Madrid	AM-PPC
Expo Japan: Celebrating Female Founders	JTB, Japan Tourism Agency,	April	28		Osaka, Japan	IEI, COMM, RDAP
Expo Japan: Global Tourism Investment Forum: Co-creating Cultures for the Future	JTB, Japan Tourism Agency	April	29		Osaka, Japan	IEI/RDAP
Ministerial Summit on “Unlocking Tourism Growth Through Connectivity Across the Middle East, and Globally”	UAE Ministry of Economy + Arabian Travel Market	April	29	29	Dubai	RDME
TIPs – Toolkit of Indicators for Tourism projects (achieving SDGs through tourism) - presentation to stakeholders in Uzbekistan	Green University and UWED	April			Tashkent, Uzbekistan	IRPA
UN Tourism / ETC DataLab	ETC	April			online	MIPC
2nd UN Tourism and ICAO conference on Tourism and Air connectivity in Africa		April			Angola	RDAF

General Assembly of the World Free Zones Organization	World Free Zones Organization	April			China	IEI
Capacity Building Training for tourism stakeholders of Gansu Province (China) at UN HQ	Gansu Province, China	April			Madrid, UN Tourism HQ	TCSR
Presentación de la guía de inversiones de Honduras	CAF	April			Tegucigalpa	IEI
Premios Platino	EGEDA	April			Madrid	AMPPC
Opening Ceremony Samarkand Academy (TBC)		April			Samarkand	IEI
Launch of the IA in Middle East Report	Ministry of Tourism of Saudi Arabia (KSA)	April			Riyad	IEI
1st Webinar on Nature Positive Tourism Partnership		April			Virtual	SDT
First Fujaira International Conference of Adventure Tourism	Fujaira Adventures	April/May	29	1	Fujaira	ROME/AM-PPC
IATA Aviation Day MENA	IATA	May	6	7	Jeddah	ROME
Meeting of the Task Team on International Trade Statistics		May	6	9	Marrakech	SSD
G20 2nd Tourism Working Group - South African Presidency 2025	Ministry of Tourism of the Republic of South Africa	May	11	13	Durban, KwaZulu Natal Province	MIPC +IRPA+ RDAF
World Tourism Innovation Forum 2025	Ministry of Regional Development of Czechia	May	12	13	Prague, Czech Republic	IEI /RDEU
Affiliate Members Global Networking Session		May			Spain	AM-PPC
SAFE-D Europe: After a Crisis - Online Workshop	Ministry of Regional Development of Czechia	May	15	15	Online	IDC and RDEU
Making the most of digital for Brand Africa	Meta Master Day In collaboration with UN Tourism	May	16		Johannesburg (Meta's Offices), South Africa	RDAF
Press Conference for the Launch of 3rd Edition of Qatar Tourism Awards, and Kick off the project activities during the first mission.	Qatar Tourism	May	18	18	Doha	IDC
UN Tourism Regional Workshops on Strengthening Statistics and Data-Driven Decisions in Africa	SADC	May	19	23	TBC	TECO
19th UN Tourism Asia/Pacific Executive Training Programme on Tourism Policy and Strategy	Ministry of Culture, Sports, Tourism and Youth of Mongolia	May	19	22	Ulaanbaatar, Mongolia	RDAP
Regional Webinar on the Framework Convention on Tourism Ethics and its	WCTE	May	20	20	Online	ECSR/LGCO/R DAM

Optional Protocol - the Americas						
Silk Road Dialogue: Chengdu 2025	International Tourism Alliance of Silk Road Cities (ITASRC)	May	27	30	Chengdu, China	IDC
61 AM Board	TBD	May	29	29	Spain	AM-PPC
123rd Executive Council	SETUR	May	29	30	Segovia	COSE / RDEU/RDAM/ /OFSG/COMM
7th CMAM Meeting	NA	May	29	29	Spain	AM-PPC
Glasgow Declaration Global Roundtable		May			Virtual	STR
2nd Webinar on Nature Positive Tourism Partnership		May			Virtual	STR
ADB Water and Urban Forum	ADB	May			Manila	IRPA
71st meeting of the Commission for Europe	State Tourism Agency of the Republic of Azerbaijan	June	4	6	Baku, Azerbaijan	RDEU
World Tourism Industry Conference	The International Tourism Forum and KOTFA	June	5	8	Seoul, Republic of Korea	RDAP
17th Meeting (online) of the Committee on Tourism and Competitiveness (CTC)		June			Online	MIPC
Blue Economy and Finance Forum	Monaco Government, the Prince Albert II of Monaco Foundation and the Oceanographic Institute, Albert I Prince of Monaco Foundation	June	7	8	Monaco	SG/EDO/STR/IRPA
2025 UN Ocean Conference	Ministry of Economy and Finance & MFA	June	9	13	Nice	EDO/STR/IRPARDEU
Official side event at 3rd United Nations Ocean Conference: Blue Tourism - Advancing Sustainable and Resilient Ocean Economies for People and Planet	The United Nations Environment Programme (UNEP)- 10YFP Secretariat, Ministry of Tourism of Costa Rica, Ministry of Foreign Affairs of France, Institute for Sustainable Development and International Relations (IDDRI)	June	TBC		Nice	EDO/STR/IRPA
3rd United Nations Ocean Conference: Side event on Global Tourism Plastics Initiative		June			Nice	EDO/STR/IRPA

INE Congress on Sustainable Tourism	INE (National Statistical Institute of Spain)	June	9	9	Madrid	SSD
UN Tourism Gender Equality Summit	Ministry of Tourism of Brazil	June	9	11	Brasilia, Brazil	ECSR/RDAM
Africa Youth in Tourism Innovation Summit & Challenge	Africa Tourism Partners (ATP - Affiliate Member) / Ministry of Tourism and Wildlife of Kenya	June	10	13	Nairobi	RDAF
World Football Summit Monterrey	WFS	June	10	11	Monterrey, Mexico	AM-PPC
68th UN Tourism Regional Commission for Africa (CAF)	Ministry of Tourism of the Federal Republic of Nigeria	June	11	13	Abuja, Nigeria	IEI/RDAF
2025 International Conference on Responsible Tourism and Hospitality (ICRTH)	N/A	June	16	19	Manila, Philippines	RDAP
73 plenary session of the Conference of European Statisticians		June	16	18	Geneva	SSD
Sports Summit Madrid	MADCUP (AM)	June	18	19	Madrid	AM-PPC
UN Tourism Global Forum on Urban Tourism	Ministry of Culture, Handicraft and Tourism of Iran	June	24	25	Tehran, Iran	MIPC/RDAP
Regional conference on Sports Tourism - Asia	TBD	June	23	25	TBC	AMPPC
Workshop on wellness tourism	Ministry of Tourism KSA	June	29	30	Riyadh	MIPC/RDME/ROME
UNCEBTS		June	24	26	Singapore	SSD
2º Encuentro de Altas Autoridades de Turismo y Ejecutivos de empresas aerocomerciales	IATA	June	24	24	Bogotá, Colombia	RDAM
4th International Conference on Financing for Development (FfD4)	United Nations	June	30	3	Seville	EDO / IRPA / MIPC
4th International Conference on Financing for Development (FfD4) - side-event	tbd	June	30	3	Seville	EDO / IRPA / MIPC
3rd Webinar on Nature Positive Tourism Partnership		June			Virtual	STR
BTV 'Village Talks' (Session 2)		June			Online	MIPC
Financing for Development - Partnerships for Uzbekistan - Roundtable of donors	Tourism Committee	June			Tashkent	IRPA

Financing for Development - Partnerships for Tourism - Roundtable of Stakeholders	UN Geneva	June			Geneva	IRPA
Webinar on how to use AMConnected+	NA	June			Online	AM-PPC
Cooperation roundtable and workshops with public and private stakeholders for the project "Sustainable Tourism Policy and Strategy for the Dominican Republic"	Ministry of Tourism of the Dominican Republic	June	TBC		Santo Domingo and other destinations in the Dominican Republic	IDC
ICCA Global Association Forum	Turismo Andalucía	July	7	9	Granada	SSD
70 Comisión para las Américas (CAM)	Viceministerio de Turismo	July	TBC	TBC	Lima, Peru	RDAM
Seminario en el marco de la 70 CAM: Impactos y oportunidades de la inteligencia artificial (IA) en el sector turístico y su capacidad para transformar la industria	Viceministerio de Turismo	July	TBC		Lima, Peru	IEI/RDAM
Ukraine Recovery Conference	Special Envoy for Ukraine of Italy	July	10	11	Rome, Italy	RDEU, IRPA
Congreso Regional sobre Derecho del Turismo / Observatorio - R. Dominicana	Grupo Punta Cana, Quiroz Asociados	July	14	16	Punta Cana R. Dominicana	LGCO + RDAM
UN High-level Political Forum on Sustainable Development (HLPF) 2025	United Nations	July	14	23	New York / hybrid	IRPA
World Music and Tourism Festival	Ministry of Natural Resources and Tourism	July 2025	16	18	Kinshasa, Democratic Republic of the Congo	RDAF
2nd UN Tourism / ICAO Ministerial Conference on Tourism and Air Transport in Africa	International Civil Aviation Organization (ICAO) / Ministry of Culture, Tourism and Environment of the Republic of Angola	July	22	24	Luanda, Angola	IEI/SDT
UN Tourism workshop on Tourism statistics with SADC MS (Mobile Tourism data)		July			TBC	RDAF
2nd edition of the communication, media and tourism training in Africa workshop		July			Tanzania/Uganda	RDAF/COMM
Tourism Investment Forum and presentation of the "Tourism Doing Business Investing in Tajikistan" investment guideline	Committee for Tourism Development of Tajikistan	July			Tajikistan	IEI/RDEU
Global Tourism Investment Forum	Committee for Tourism Development under the Government of the Republic of Tajikistan	July			Dushanbe	IEI/RDEU
UN Tourism / ETC DataLab	ETC	July			online	MIPC

Workshops with public and private stakeholders for the project "Update of Guatemala's Sustainable Tourism Master Plan"	Guatemalan Institute of Tourism	July	TBC		Guatemala	IDC
Foro de Inversión - Presentación de la guía de inversiones de HONDURAS	CAF	August	6		Tela (Honduras)	IEI/RDAM
Entrega de los Premios del Reto de Turismo Indígena	CAF	August	TBC	TBC	Panamá	RDAM / IEI
Presentación de informe prospectivo AMADEUS	AMADEUS	August	31	31	Madrid	TMIC
Third UN Conference on Landlocked Developing Countries (LLDC3)	United Nations	August	tbc	tbc	Turkmenistan	EDO/IRPA
LLDC3 - side-event: Tourism: Driving economic diversification and inclusion in LLDCs	n.a	August	tbc	tbc	Turkmenistan	EDO/IRPA/MPI C
BTV 'The Knowledge Series' (Session 3)		August	TBC		Online	MIPC
Bled Strategic Forum	MFA Slovenia	September	1	2	Bled	RDEU
Regional conference on Sports Tourism - Americas	TBD	September	2	4	TBC	AMPPC
Second cohort Bachelor Opening Ceremony	HSLU	September	7	7	Madrid	IEI
G20 3rd Tourism Working Group + Ministerial Meeting - South African Presidency 2025	Ministry of Tourism of the Republic of South Africa	September	10	12	South Africa - Limpopo Province (TBC)	EDO/MIPC/IRP A/ RDAF
Africa Tourism Leadership Forum (ATLF)	Africa Tourism Partners (ATP - Affiliate Member)	September	18	20	TBC	
Tourism EXPO Japan 2025	JATA and JNTO	September	25	28	Aichi, Japan	RDAP
World Tourism Day and World Tourism Conference	Ministry of Tourism, Arts and Culture of Malaysia	September	27	29	Melaka, Malaysia	RDAP/COMM
International Seminar (topic tbc) + ETC MIC Meeting + DataLab	ETC, Modul, CityDNA and Vienna	September			Vienna	MIPC
Executive Training on Tourism and Rural Development	NA	September			Riyadh	MIPC
BTV 'Village Talks' (Session 3)		September			Online	MIPC
Publication of Guidebook for tourism development in Global Important Agriculture Heritage System (GIAHS) Sites	FAO	September	TBC		N/A	MIPC
Presentation workshop on Visitor Experience Model and Best Practices for Visitor Management in Sri Lanka	Sri Lanka Tourism Development Authority	September	TBC		Colombo	IDC

Workshops with public and private stakeholders for the project "Sustainable Tourism Policy and Strategy for the Dominican Republic"	Ministry of Tourism of the Dominican Republic	September	TBC		Dominican Republic	IDC
Workshops with public and private stakeholders for the project "Update of Guatemala's Sustainable Tourism Master Plan"	Guatemalan Institute of Tourism	September	TBC		Guatemala	IDC
21st Meeting of the Committee on Tourism and Sustainability (CTS)	Ministry of Tourism and Hospitality Industry of Zimbabwe	September	TBC		Zimbabwe	EDO/STR
UN Tourism Technical Workshop on Finance Access for Women in Tourism	UNDP, UN Women, African Development Bank	October	1	3	TBC	IEI/ECSR
Fall 2025 CCSA meeting		October	1	3	Luxembourg	SSD
65th ISI World Statistics Congress 2025		October	5	9	The Hague	SSD
9th UN Tourism Global Conference on Wine Tourism	Ministry of Tourism of Bulgaria	October	6	7	Plovdiv, Bulgaria	MIPC/RDEU
UN Tourism Regional Conference on Tourism, Culture and Creative Industries	UNESCO, WIPO, African Development Bank (Fashionomics Africa)	October	13	15	TBC	IEI/ECSR/MIPC
World Football Summit Madrid + Creation of the Sports Tourism Track	WFS	October	15	16	Madrid	AM-PPC
World Statistics Day		October	20	20		SSD
DGINS Conference		October	21	23		SSD
First UN Tourism Regional Forum on Gastronomy Tourism for the Americas	BCC / SERNATUR Chile	October	22	24	Santiago, Chile	MIPC/RDAM
OECD 116th session of the Tourism Committee	OECD	October	22	23	Paris	EDO/IRPA/MIPC
Global City Tourism Summit	(Not UN Tourism event) Busan Metropolitan Government, Busan Tourism Organization, TPO	October	26	29	Busan, Republic of Korea	RDAP/ MIPC
19th UN Tourism/PATA Forum on Tourism Trends and Outlook	PATA, HKPU and Guilin Department of Culture and Tourism	October			Guilin, China	RDAP/ MIPC
Online Education Committee		October			Online	IEI
TTA France- Final of the Corporate-Startup Innovation Competition		October			Paris, France	IEI - RDEU
2025 Global INSTO Meeting		October				STR
Global Tourism Economy Forum	Global Tourism Economy Research Centre	October	TBC	TBC		RDAP

Regional Conference on Women's Empowerment in Europe + related activities	Kazakh Tourism, Almaty Tourism	(week of 20 Oct) October			Almaty, Kazakhstan	EDO/ECSR/ RDEU
World Tourism Market	WTM, WTTC	November	4	6	London	COMM / RDEU
45th AM Plenary Session		November	6	6	Riyadh, Saudi Arabia	AMPPC
26th session of the General Assembly	Government of Saudi Arabia, Ministry of Tourism of KSA	November	7	11	Riyadh, Saudi Arabia	RDME/COSE/C OMM
21st Meeting of the UN Tourism Committee on Statistics		November	7	9	Riyadh, Saudi Arabia	EDO/SSD
8th CMAM Meeting		November	8	8	Riyadh	AM-PPC
62nd AM Board Meeting		November	11	11	Riyadh	AM-PPC
UN Tourism Regional Training Programme on Policies and Strategies for the Sustainable Development of Tourism	UNEP, FAO, Solimar International	November	19	21	TBC	SDT
International Day for the Elimination of Violence against Women		November	25	25	Online	ECSR
Final Ceremony for Qatar Tourism awards-3rd Edition	Qatar Tourism	November	26	26		IDC
UN Tourism Communication Media and Tourism Training in Africa Workshop	Meta, Google, Africa no Filter, Tourism Boards, Media Powerhouses (e.g. Channels TV, JeuneAfrique, El País, TV5 Monde)	November	Week 24/11	Week 24/11	TBC	COMM
18th (in person) Meeting of the Committee on Tourism and Competitiveness (CTC)		November	half day		Riyadh	EDO/MIPC
BTV 2025 Ceremony + BTV 2025 Network Meeting	TBC	November	full day		TBC	EDO/MIPC
UN Tourism / ETC DataLab		November			2 hours	MIPC
Regional UN Tourism startup competition and a UN tourism tech adventure event		November			TBC	IEI/RDAF
COP30 Climate	Government of Brazil, COP29 Presidency, other UN entities related to the event (UNFCCC, UNEP, etc)	November	TBC		Belém, Brazil	EDO/STR
UN Tourism Regional Workshop on Measuring Tourism: TSA and MST in Asia MST Workshop	Ministry of Primary Resources and Tourism, Brunei Darussalam	November	week of 24		Bandar Seri Begawan, Brunei Darussalam	RDAP/STTC
The 1st UN Tourism-FIA Awards for Excellence in Sustainable Sports Tourism	FIA (AM)	November	TBC	TBC	Riyadh	AM-PPC
BTV 'The Knowledge Series' (Session 4)		November			Online	MIPC

Final Seminar on Fujian Tourism and Action Plan	Fujian Provincial Department of Culture and Tourism	November	TBC			IDC
Closure field mission and high-level event for the project "Update of Guatemala's Sustainable Tourism Master Plan"	Guatemalan Institute of Tourism	November	TBC		Guatemala	IDC
10th UN Tourism World Forum on Gastronomy Tourism	Basque Culinary Center	December	1	3	San Sebastian, Spain	MIPC
III International Seminar on Tourism Law	Ministry of Tourism of Cuba, Universidad de la Habana	December	2	5	La Habana, Cuba	LGCO - RDAM
Eurostat's Tourism Statistics Working Group		December	2	3	Luxembourg	SSD
2ª Conferencia Regional sobre Empoderamiento de las Mujeres en el Turismo en América Latina y el Caribe	N/A	December			El Salvador	RDAM / ECSR
UN Tourism workshop for RDAP focal points	JTB (TBC)	December	8	11	Madrid, Spain	RDAP
UN Tourism Capacity-Building Workshops on Fostering Resilience and Crisis Management	Chrisotech	December	10	12	TBC	TECO
Launch of results "Measuring Residents Perceptions Towards Tourism in Portugal"	Turismo de Portugal	December			NA	MIPC, SSD
BTV 'Village Talks' (Session 4)		December			Online	MIPC
Cooperation roundtable and high-level event for the project "Sustainable Tourism Policy and Strategy for the Dominican Republic"	Ministry of Tourism of the Dominican Republic	December	TBC		Dominican Republic	IDC
Lanzamientos de Guías de Inversión Turística en Américas	CAF	TBC				IEI
Reto Nacional de AgroTurismo y Turismo Comunitario con apoyo de NESTLÉ	NESTLÉ	TBC			GUATEMALA	IEI
Middle East Regional Seminar on Women's Empowerment in the Tourism Industry	N/A	TBC			tbc	ROME
Middle East Regional Capacity-Building Programme to Enhance Awareness and Promotional Activities Aimed at Attracting Chinese Tourists.	N/A	TBC			Riyadh	ROME/IDC
Evento sobre Conectividad Aérea en la Región de las Américas	IATA	TBC			TBC	
Global Youth League		TBC			TBC	ECSR
3rd UN Tourism Global Tourism Investment Forum in Africa	AfDB, UNECA, UNIDO, Afreximbank, World Bank, AUDA-NEPAD	TBC				IEI

Global Tourism Economy Forum	Global Tourism Economy Research Centre	TBC			TBC	OFSG, RDAP, IEI
International/Regional Sports Tourism Conference		TBC			Hainan, China	RDAP
Workshop on Tapping New Markets for Kerala		TBC			Kerala, India	RDAP
UN Tourism Regional Workshop on Measuring Tourism in Asia and the Pacific		TBC			Siem Reap, Cambodia	SSD/RDAP
UN Tourism International Conference on MST		TBC			Philippines	SSD/RDAP
4th UN Food Systems Summit		TBC			tbc	STR
Webinar/Seminar on Accessible & Senior Tourism		TBC			online or hybrid	ECSR/ROME
Webinar on the Basics of Accessible Tourism for All		TBC				ECSR/RDAF
The Tourism Development and Promotion of TDA1 Botswana Phase III	Ministry of Environment and Tourism	TBC			Gaborone	TCSR
Qatar Tourism Awards Third Edition	Qatar Tourism	TBC			Doha	RDME/TCSR
WhatsApp courses launch	Fundación Mahou	TBC				IEI
STAR dissemination meetings	N/A	TBC			online	MIPC
4th Sustainable Destinations Summit		TBC			Mallorca	EDO/SDR

## Annex IV: Scaling up the evidence base for tourism: from SDG indicators to modernization of the UN Tourism statistical database

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### Tourism in the SDGs

1. The United Nations endorsed a new tourism indicator as part of the official Sustainable Development Goals (SDGs) Indicator Framework, marking a major step forward in the recognition of the sector as powerful tool for sustainable development.
2. Endorsed at the 56<sup>th</sup> session of the UN Statistical Commission (New York, 4-7 March 2025), this landmark decision means that—for the first time—global data on tourism employment will be systematically monitored within the SDG monitoring process (see [decision 56/105 Data and indicators for the 2030 Agenda for Sustainable Development](#) of the UN Statistical Commission Report). It also increases the number of official tourism SDG indicators from two to three, raising recognition of the sector's global contribution to economic and social progress.
3. In line with Goal 8 on economic growth and decent work, the new indicator "employed persons in the tourism industries" promotes a more comprehensive understanding of tourism's potential to contribute to sustainable development, extending beyond GDP to include social advancement. It responds to a critical policy issue in many countries, underlining the importance of employment as a pillar of tourism sustainability.
4. The new indicator 8.9.1 was endorsed to support the monitoring of SDG Target 8.9 on the promotion of sustainable tourism that creates jobs, and is based on the [Statistical Framework for Measuring the Sustainability of Tourism](#) endorsed by the UN Statistical Commission in 2024. Together with existing indicator 8.9.1 on Tourism Direct GDP, new indicator 8.9.2 on persons employed in tourism will better equip policymakers to optimize tourism's social and economic benefits—driving inclusivity and equitable growth for all.
5. The indicator was developed through an extensive research and development process combined with consultative and intergovernmental processes led by UN Tourism upon the request of the UN Inter-agency and Expert Group on SDG Indicators (IAEG-SDG) and its Task Team on Sustainable Tourism. It was officially presented by UN Tourism together with Austria and Spain (co-chairs of the UN Tourism Committee on Statistics), Saudi Arabia (Vice-Chair of the Committee), CARICOM, and the International Labour Organization (ILO) as part of the 2025 Comprehensive Review of the Global Indicator Framework for the SDGs. The proposed indicator was approved by the IAEG-SDG during its 15th Meeting on 21 to 23 October in Oslo, Norway, and subsequently included in the reviewed Global Indicator Framework submitted to the 56<sup>th</sup> session of the UN Statistical Commission.
6. In the framework of the 56<sup>th</sup> session of the UN Statistical Commission, UN Tourism introduced the new tourism employment indicator to the international community at the side event "[The 2025 SDG Indicator Review: Enhancing the Global Monitoring Framework for Greater Impact](#)" (19 February 2025). The event gathered over 400 participants from National Statistical Offices, Ministries—including those responsible for tourism, international and regional organizations, and academia.
7. Data on the indicator "employed persons in the tourism industries", represents a new dataset within the [UN Tourism Statistics Database](#). Developed in partnership with the International Labour Organization (ILO), the new dataset leverages on existing ILO and UN Tourism data reporting mechanisms, maximizing prior investments at national and international levels and minimizing reporting burden on countries. The data on persons employed can be disaggregated by male/female, employee/self-employed, and by the 10 different tourism industries.
8. UN Tourism is the official custodian agency of the three official SDG indicators on tourism: 8.9.1, 8.9.2 and 12.b.1. As such, it manages the data reporting from all UN countries. In the first quarter of 2025, UN Tourism completed the annual validation, organization and submission of data and storylines to UN DESA. This serves as input to UN DESA for the UN Global SDG Database, the Report of the United Nations Secretary General: Progress towards the Sustainable Development

Goals, and the Sustainable Development Goals Report to be launched at the upcoming High Level Political Forum on Sustainable Development.

### UN Tourism Statistics Database

9. UN Tourism manages the most comprehensive statistical database available on tourism worldwide. Modernization efforts are underway to streamline processes, incorporate new technology, and align with established UN System practice, recommendations, values and principles including the Fundamental Principles of Official Statistics, principles governing international statistical activities, and the Generic Statistical Business Process Model (GSBPM). The aim is to make the most of the richness of data presently included, better accompany countries in their reporting, uphold data quality in its various dimensions, and prepare the grounds for new indicators that will be added as a result of the UN-endorsed Statistical Framework for Measuring the Sustainability of Tourism.
10. A core pillar in the fulfilment of the Organization's mandate in tourism statistics, the [UN Tourism Statistics Database](#) includes:
  - (a) **Key tourism statistics** (formerly known as Compendium of Tourism Statistics) with data on (145 indicators):
    - (i) Inbound tourism (44 indicators)
    - (ii) outbound tourism (11 indicators)
    - (iii) domestic tourism (28 indicators)
    - (iv) tourism industries (30 indicators)
    - (v) employment in tourism industries (17 indicators): employees by tourism industries, jobs, and full-time equivalent jobs.
    - (vi) Macroeconomic (trade-based) indicators (15 indicators)
  - (b) **Inbound, domestic and outbound flows with key disaggregations** (formerly known as *Yearbook of Tourism Statistics* and complementary data) including data on (61 indicators):
    - (i) Arrivals of non-resident tourists/visitors at national borders by: nationality, country of residence, month, means of transport, and purpose of visit
    - (ii) Arrivals, and overnight stays, of non-resident tourists in hotels and similar establishments by: nationality, country of residence, month, and type of establishment
    - (iii) Arrivals of non-resident tourists in all types of accommodation establishments, by: nationality, country of residence, month, and type of establishment
    - (iv) Overnight stays of non-resident tourists in all types of accommodation establishments, by month
    - (v) Arrivals, and overnight stays, of resident tourists in all types of accommodation establishments, by type of establishment
    - (vi) Overnight stays of resident tourists, by month
    - (vii) Room capacity, bed-places, and number of establishments
    - (viii) Outbound tourism - trips abroad by: countries of destination, mode of transport, and purpose of visit
  - (c) **Outbound by country of destination:** a dataset calculated on the basis of reported inbound tourism flows by country of origin (mirror data). The main advantage of this synthetic dataset, compared by outbound data reported directly, is higher data coverage.
  - (d) **Official SDG indicators**, endorsed by the UN and under the custodianship of UN Tourism, to monitor the 2030 Agenda:
    - (i) For [SDG Target 8.9](#) on the promotion of sustainable tourism that creates jobs:
      - a. **Indicator 8.9.1:** Tourism Direct Gross Domestic Product (since 2019)
      - b. **Indicator 8.9.2:** Employed persons in the tourism industries (since 2025)
    - (ii) For [SDG Target 12.b](#) on the development and implementation of tools to monitor sustainable tourism

- a. **Indicator 12.b.1:** Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability (since 2019)

This indicator is computed as the number of Tourism Satellite Account tables (1 through 7) and System of Environmental-Economic Accounts (on energy, emissions, water and solid waste) implemented, and reflects countries' preparedness for measuring the sustainability of tourism.

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

### I. Background and objective

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

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)) are:

#### Full members:

- Africa: Kenya  
Zimbabwe
- Americas: Costa Rica (Chair)  
Uruguay
- Asia and the Pacific: Fiji  
Sri Lanka
- Europe: Croatia (Vice-Chair)  
Portugal
- Middle East: Egypt

**Representative of the Associate Members:** Flanders (2023-2025)

**Representative of the Affiliate Members:** Chairman of the Affiliate Members Board: Asociación Empresarial Hotelera de Madrid (AEHM), Spain (2023-2025)

### III. Twentieth meeting of the Committee on Tourism and Sustainability

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 the EC last November in Cartagena de Indias, Colombia, the following in-person meeting took place: Twentieth meeting of the Committee on Tourism and Sustainability.
6. The Committee on Tourism and Sustainability (CTS) held its twentieth meeting at UN Tourism Headquarters in Madrid on 23 January 2025. The meeting took place within the framework of FITUR and was presided by the Chair of the CTS, H.E. Mr. William Rodríguez López, Minister of Tourism, Costa Rican Institute of Tourism.
7. Representatives from eight Member States serving for the period of 2023-2027 participated in the twentieth meeting of the CTS: Costa Rica (Chair), Croatia (Vice-Chair), Egypt, Fiji, Kenya, Portugal, Uruguay and Zimbabwe.
8. The main agenda discussed during the meeting focused on:
  - (a) Consultation process of the UN Tourism Programme of Work 2026-2027

- i. The meeting centred on a critical discussion of the UN Tourism Survey on Members' Priorities for the 2026-2027 Programme of Work, launched in December 2024.
  - ii. This provided an opportunity to analyse the feedback received from Member States and to explore the diverse perspectives and priorities highlighted in the survey.
  - iii. A key focus the technical discussion on the facets of sustainability, addressing how these insights can shape actionable strategies and programs.
  - iv. By engaging in this dialogue, the Committee ensured that sustainability remains at the core of the Programme of Work, reflecting the collective vision and goals of its Members.
  - v. The meeting was also attended by the Chair of the Programme and Budget Committee to present the results of the discussion at the next meeting of the PBC.
- (b) Debrief by the Secretariat on COP29
- i. Tourism was included in the Action Agenda of COP29 for the first time at the initiative of UN Tourism and the State Tourism Agency of the Republic of Azerbaijan, with support from the Presidency.
  - ii. A First Ministerial Meeting on Enhanced Climate Action in Tourism was held in Baku. Ministerial statements echoed the need to advance towards the climate resilient development of the tourism sector. Technical roundtables followed the ministerial.
  - iii. As an outcome document of the Tourism Day at COP29, the Presidency released the COP29 Declaration for Enhanced Climate Action in Tourism (a.k.a. the Baku Declaration), which has already been endorsed by 62 governments among others from CTS Members Costa Rica, Croatia, Kenya, Portugal, Uruguay and Zimbabwe.
  - iv. The landmark achievement at COP29 has resulted in a strengthened framework for climate action in tourism where the Baku Declaration is consolidating the high-level political commitment, whereas the Glasgow Declaration is acknowledged in the Baku Declaration as the tool for implementation.
  - v. The status of climate action plans by signatories of the Glasgow Declaration at national level was presented.
- (c) Debrief by the Secretariat on the roadmap to COP30
- i. UN Tourism explained the importance to pursue the inclusion of tourism in the Action Agenda of COP30, which will take place in Belém, Brazil, between 11-22 November 2025 and informed of the continued collaboration with the State Tourism Agency of the Republic of Azerbaijan. The support of CTS members to achieve this goal was requested.
  - ii. As governments are in the process of updating their Nationally Determined Contributions (NDCs) to the Paris Agreement, a Position Paper to Explore the Integration of Tourism in NDCs will be prepared. CTS members were encouraged to position tourism in their respective NDCs.
  - iii. As part of the legacy of COP29, the setting up of a global partnership for enhanced climate action in tourism is envisaged and CTS members were invited to provide inputs to this process and get involved
- (d) Presentation by the Secretariat on the resolution on the UNGA report on the Promotion of Sustainable and Resilient Tourism including Ecotourism for Poverty Eradication and Environment Protection (A/RES/79/220)
- i. Highlighted that UN Tourism has been leading the preparation of global reports on sustainable tourism and supporting the negotiation of the Resolutions at the UN General Assemblies (UNGA) for the past 15 years to position the tourism sector in the global sustainability agenda.

- ii. Explained the process for preparing the UNGA reports, which are developed in-house and reflect the collective efforts of Member States, UN agencies and UN Tourism. Expressed appreciation for the role of the CTS in reviewing and validating these reports, prepared biennially, which serve as the basis for the respective Resolutions on these issues
  - iii. Noted with appreciation that Resolution 79/220 was adopted by the UNGA without a vote and co-sponsored by 107 Member States, including nearly CTS Members.
  - iv. The resolution, adopted on 19 December 2024, highlights and acknowledges key efforts led by UN Tourism initiatives, including the Glasgow Declaration for Climate Action in Tourism, the Global Tourism Plastics Initiative, INSTO Observatories and MST initiative, among others. It recognizes tourism's role in sustainability, poverty eradication, public health synergies, and calls for investment in sustainable tourism and resource management while empowering women, youth, and marginalized groups. Key strategies include digital transformation, education and training, cross-sector collaboration and partnerships (tourism, environment and health) and commitment to climate and biodiversity action.
  - v. Invited the Members to familiarize themselves with Resolution 79/220 and use it as a framework to shape policies, transform business models, and advance sustainable and resilient tourism. Encouraged Members to leverage the Resolution for advocacy within national governments and portfolios, and to access funding opportunities.
9. Place and date of the next in-person meeting of the CTS: Zimbabwe has offered to host the 21st meeting of the Committee on Tourism and Sustainability. The timing and agenda will be discussed and finalized with UN Tourism Secretariat and Chair of the CTS.

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

### I. Background and objectives

1. The Committee on Tourism and Competitiveness (CTC) was established in 2013 as a technical committee ([CE/DEC/7\(XCV\)](#)) of the Organization 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 UN Tourism 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 mandate, the CTC’s achievements in the previous mandates are summarized as follows:
  - (e) Elaboration of operational definitions on concepts related to the tourism value chain.
  - (f) Elaboration of operational definitions on some selected tourism types  
The definitions on the concepts listed above (available [here](#)) were adopted as recommendations by the 22nd General Assembly ([A/RES/684\(XXII\)](#)).
  - (g) Identification of factors which explain the competitiveness of a tourism destination. This list was submitted to the 105th Executive Council, for information ([CE/105/5\(a\) - Annex I Report of the Committee on Tourism and Competitiveness](#)).
  - (h) Based on the consensus reached by the CTC members, the Committee agreed on delving into one of the prioritized factors for competitiveness, tourism policy and strategic planning and elaborating a [position paper](#), which was presented in the 8th CTC Meeting, held on 10 September 2019 in Saint Petersburg, Russian Federation, immediately before the 23rd General Assembly.
  - (i) Within the area of policy, the CTC revised the [UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development](#), which were released in September 2020 as 2020 marked the ‘Year of Tourism and Rural Development’, a theme shared with 2020’s year’s World Tourism Day.
  - (j) As member of the Advisory Board for the World Economic Forum (WEF) revised Travel and Tourism Development Index (TTDI), the Committee provided input to the revision of the criteria and indicators of the new TTDI in 2024.

### II. Composition

5. The Committee renewed its composition for the period of 2023-2027 and the new members nominated by the respective Regional Commissions held in 2023 were approved by the 120th session of the Executive Council ([CE/DEC/2\(CXX\)](#)).
6. The members of the CTC (2023-2027) are:

#### Full members:

- **Africa:** Kenya (Chair)  
Zambia
- **Americas:** Haiti  
Uruguay
- **Asia and the Pacific:** Sri Lanka (Vice-Chair)  
Thailand

- **Europe:** Malta  
Republic of Moldova
- **Middle East:** Lebanon

**Representative of the Associate Members:** Flanders (2023-2025)

**Representatives of the Affiliate Members:** Chairman of the Affiliate Members Board:  
Asociación Empresarial Hotelera de Madrid, AEHM, Spain, (2023-2025)

7. 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.

### III. Scope and areas of work

8. As a technical committee, the work of the CTC is key to deliver value to Members and to guide them in competitiveness-related issues ensuring that this work is relevant to Members and the sector at large and that its outcomes have an operational approach which supports Members in practical terms.
9. In line with its main objectives, it was recommended that the CTC adopt a practical approach in the current mandate (2023-2027) 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

10. The Work Plan of the CTC for 2024-2025 was agreed at its 14<sup>th</sup> Meeting held on 23 January 2024 – the first meeting in its current composition.
11. The Work Plan of the CTC for 2024-2025, which is aligned with areas of action of the Market Intelligence, Policies and Competitiveness Department, namely, 1) knowledge and market intelligence, 2) policy and destination management, and 3) product development, is focused on the development of the World Tourism Report (working title).
12. The World Tourism Report is a UN Tourism flagship initiative approved by the General Assembly ([A/RES/757\(XXV\)](#)) with the objective of benchmarking countries' performance (based on data) and policy enablers for tourism development at national level on the three dimensions of sustainability, economic, social and environmental as well as on governance. The initiative has three objectives: i) benchmark countries tourism performance and policy enablers, ii) identify global tourism trends and foresight and iii) guide countries and businesses to transform governance and policy frameworks as well as business models. The structure of the Report would include i) a Global Tourism Index – focused on four main areas: People, Planet, Prosperity and Governance; ii) a Tourism Trends Analysis and Foresight part, and iii) a Thematic Focus
13. The CTC is playing a pivotal role in this flagship initiative by providing global guidance to its development. It will also revise the proposed criteria and indicators for the i) policy enablers as well as the performance of tourism in the areas under analysis. The Committee will also suggest possible topics for the Foresight and Thematic chapters and will revise the drafts of the report.

## Annex VII: Establishment of the Technical Committee of the International Code for the Protection of Tourists

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1. The [International Code for the Protection of Tourists](#) (ICPT) was adopted by the 24th session of the General Assembly through Resolution 732(XXIV). As of the date of this document, [twenty-six \(26\) Member States](#) have adhered to the ICPT. Five (5) of these countries (Costa Rica, Ecuador, Honduras, Paraguay and Uruguay) have already submitted reports on the integration of the ICPT's principles and recommendations at the national level.
2. Pursuant to Section D, Chapter Five, of the ICPT, a technical committee subsidiary to the Executive Council will be established to assist the Secretary-General to promote and monitor the application of the ICPT.
3. The Committee will meet in ordinary session every year. It will adopt, in an appropriate timeframe, the General Report on the adherence and application of the ICPT that will be transmitted by the Secretary-General to the General Assembly.
4. The Committee will perform, *inter alia*, the following functions:
  - i. Considering and recommending potential amendments to the ICPT as a non-legally binding document for approval by the General Assembly;
  - ii. Adopting good practices and recommendations for the application of the ICPT and taking any measures it may consider necessary to further the objectives of the ICPT; and
  - iii. Considering difficulties and issues arising from the application and interpretation of the ICPT, in consultation with the consultative Group of Experts.
5. The Committee shall be composed of nine (9) Full Members with the right to vote, recommended by the Regional Commissions and appointed by the Executive Council. Only Full Members having fully adhered to the ICPT may be eligible to participate in said Committee as a Member.
6. The Committee shall be composed as follows:
 

Africa:	2 members
Americas:	2 members
East Asia and Pacific:	1 member
Europe:	2 members
Middle East:	1 member
South Asia:	1 member
7. The Secretariat will prepare the Terms of Reference of the Technical Committee in line with the terms of reference of other technical committees of the Executive Council, which will be submitted to its next session for approval.