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Agenda item 4

**Report of the Regional Director for the Americas
Implementation of the Programme of Work in the Americas
2024-2025**

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I. Trends and outlooks for international tourism in the region

1. According to the latest UN Tourism Barometer, over 300 million international tourist arrivals were recorded worldwide in the first quarter of 2025—an increase of 5% compared to the same period in 2024, and 3% more than in 2019, the year preceding the Covid-19 pandemic. This reflects the trend of sustained demand in the tourism sector, despite geopolitical and trade tensions in various parts of the world.
2. By region, Africa recorded the highest growth in the first quarter of 2025, with a 9% increase over the same period in 2024. In Europe and the Americas, arrivals grew by 2% year-on-year, while in the Middle East they rose by 1%. In Asia and the Pacific, arrivals increased by 12% compared to the previous year, although they remain slightly below 2019 levels.
3. 2024 marked the recovery of international tourism following the worst crisis in the sector's history. UN Tourism estimates that 1.465 billion international tourists travelled in 2024, representing a full recovery to 2019 levels. This equates to an 11% increase over 2023—nearly 160 million additional international tourist arrivals. These results are attributable to strong post-pandemic demand, particularly from major source markets, as well as the recovery of destinations in Asia and the Pacific.
4. The Middle East (101 million international arrivals) posted the highest growth in 2024 compared to the year prior to the pandemic, registering a 32% increase in arrivals compared to 2019, and 1% more than in 2023. Africa (74 million) recorded 7% more arrivals than in 2019 and 13% more than in 2023.
5. Europe, the world's largest regional destination, received 756 million international arrivals in 2024, a 2% increase over 2019 and 5% more than in 2023, driven by strong intraregional demand. All European subregions exceeded pre-pandemic arrival levels, with the exception of Central and Eastern Europe, where many destinations are still suffering the effects of Russia's aggression against Ukraine. Asia and the Pacific (317 million) continued its recovery trend in 2024, although the number of arrivals remained 12% below pre-pandemic levels.
6. The Americas (217 million arrivals) recovered virtually all (99%) their international arrivals in 2024, and all the subregions apart from North America topped out their respective 2019 figures. Central America registered 18% more arrivals than in 2019, the Caribbean 15% more and South America 2% more. However, North America recorded 6% fewer arrivals than in 2019, although 8% more than in 2023. When compared with 2023, the Americas region as a whole posted a 7% growth in numbers.
7. Among the destinations that recorded the highest growth in 2024, notable examples include Qatar (+138% over 2019), Albania (+82%), El Salvador (+81%), Puerto Rico (+75%), Bahrain (+72%), Saudi Arabia (+70%), Colombia (+58%), and Tanzania (+48%). All of these far exceeded their pre-pandemic numbers. In the Americas, we should point to Guatemala (+33% over 2019), the Dominican Republic (+32%), Panama (+20%), and Honduras (+16%).

8. International tourism revenues continued to grow strongly in 2024, having already returned to near pre-pandemic levels in 2023.
9. In 2024, international tourism revenues amounted to USD 1.7 trillion, an increase of 11% from 2023 and 15% above 2019 in real terms (adjusted for inflation and exchange rate fluctuations). Total exports of tourism-related services (including international tourism receipts and international passenger transport expenditure) reached USD 2 trillion in 2024, also up 11% on 2023 and 15% above 2019 levels.
10. In the Americas, international tourism receipts reached USD 393 billion, 9% more than in 2023 and 16% above pre-pandemic levels (in real terms). Total exports of tourism-related services in the region reached USD 451 billion, having grown at the same rate as tourism receipts.
11. The global forecast for growth in international arrivals in 2025 remains between 3% and 5% compared to 2024. This projection is based on the 5% growth recorded in the first quarter of 2025 (compared to the first quarter of 2024), as well as expectations that economic conditions will remain broadly favourable, inflation will continue to ease, and geopolitical conflicts will not escalate.
12. There is also a clear and sustained recovery in investment. Between 2022 and 2024, 1,044 investment projects were announced, valued at a total of USD 34.265 billion, representing a compound annual growth rate (CAGR) of 10.1%.
13. Preliminary data for 2025 also indicate a positive trend, with 82 investment project announcements totalling USD 3.331 billion. This suggests that improvements in financing conditions and continued activity in mergers and acquisitions are helping to offset the uncertainty arising from changes in trade policy.
14. In the case of the Americas, 222 tourism sector investment projects have been announced since 2022, totalling USD 9.266 billion—representing 25% of total tourism investment announced globally during that period. The United States of America, the Dominican Republic, Mexico, and Costa Rica have consolidated their positions as the main recipients of regional investment. The region is a major source of funding, with companies based in the Americas having made 187 investment announcements totalling USD 7.823 billion, led by the United States and Canada.

II. Key Challenges and Opportunities Affecting the Tourism Sector in the Americas

15. The region faces difficulties and uncertainties arising from global crises and challenges (geopolitical, climate-related, and economic) as well as regional issues such as unemployment, security, and health, all of which hinder progress towards the Sustainable Development Goals (SDGs). In this regard, UN Tourism is working to enhance the contribution of tourism to addressing the key challenges currently affecting the region.
16. Climate change and its associated adverse effects pose a threat to all destinations, but particularly to the Caribbean, where the economy is closely tied to tourism, and vulnerability to climate change and extreme weather events is especially high. UN Tourism and this Regional Department are working to increase tourism resilience with initiatives that we describe below.
17. The tourism sector in the Americas faces the significant challenge of advancing towards a more sustainable model that successfully balances economic growth with the conservation of its natural and cultural heritage. While the sector provides a key source of employment, investment, and development for many countries, it also exerts considerable pressure on ecosystems, local communities, and infrastructure. The region's diversity calls for tailored approaches that promote responsible planning, social inclusion, and efficient resource management. In response, UN Tourism is promoting initiatives to strengthen governance and planning, foster innovation, and a move towards a resilient and inclusive tourism sector aligned with the Sustainable Development Goals.
18. As part of the ongoing efforts to foster a favourable climate for private investment, it is essential to underscore the importance of maintaining public security, fiscal and monetary stability, and political and institutional stability. These foundations not only strengthen the region's economy but also generate an environment of trust and security that is indispensable for attracting and retaining long-term investment.

19. UN Tourism remains committed to addressing one of the region's major challenges: connectivity. To this end, the Regional Department is working to enhance regional connectivity through engagement with the region's leading airlines and with organisations such as the International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA), and the Latin American and Caribbean Air Transport Association (ALTA). In addition, in collaboration with the Department of Market Intelligence, Policy and Competitiveness, it continues to publish the forward-looking demand trends report with Amadeus: *Travel Insights: Focus on the Americas*.
20. In this regard, and building on the experience of the previous year in Santiago, Chile, the Regional Department organised a meeting in June, in Bogotá (Colombia) together with IATA, between Ministers and Senior Tourism Authorities and airline executives operating in the region. The aim was to establish a negotiating platform to support the expansion of routes and frequencies between the various destinations in our region.
21. On the topic of gender, UN Tourism continues to support a range of promising initiatives, capitalising on the significant potential of the tourism sector to empower women. These initiatives are outlined later in this document.
22. In terms of product development, gastronomy, wine tourism, rural tourism and related areas remain the most in demand among our members, due to their considerable potential to foster sustainable community development, diversify the tourism offering, create added value, reduce seasonality, and ensure that tourism development benefits the entire territory.
23. In light of recent events in certain European and Asian cities, it would be advisable to anticipate and implement sustainable management strategies to address growing tourism demand.

III. Strategic Objectives and Priorities of the Organisation

24. Since the last meeting of the Regional Commission for the Americas, held in Varadero (Cuba), the Secretariat—particularly this Regional Department—has focused its areas of work on the Organisation's strategic objectives and priorities. These activities are aligned with the priorities approved under Resolution A/RES/757(XXV) for 2024–2025:
 - I. Enhancing competitiveness: robust tourism statistics and UN standards, data and market intelligence, rethinking destination positioning and product development
 - II. Promoting sustainability and integration: circularity, climate action and biodiversity. Reducing inequalities and promoting culture
 - III. Investing in people: strengthening education and training, enhancing human capital for decent work
 - IV. Driving investment and expanding innovation: access to finance, accelerating the adoption of new business models
 - V. Building better and stronger institutions: tourism policy, governance, and resilience

IV. Priority I: Enhancing Competitiveness — Robust Tourism Statistics and UN Standards, Data and Market Intelligence, Rethinking Destination Positioning and Product Development

A. Statistics and Data to Strengthen Tourism

25. The Statistical Framework for Measuring the Sustainability of Tourism (MST) is an internationally agreed reference framework for assessing the economic, social, and environmental aspects of tourism. Its adoption during the 55th session of the United Nations Statistical Commission (27 February–1st March 2024) marks a historic milestone in unlocking the sector's full potential and responding to the pressing need for a harmonised methodology to effectively assess tourism sustainability.
26. The Statistical Framework for Measuring the Sustainability of Tourism, led by UN Tourism, was recognised at the G20 Tourism Ministers' Meeting in Belém, Brazil, on 21st September 2024. [The G20 Tourism Ministers' Declaration](#) highlighted “the importance of producing reliable, comparable and integrated data on the economic, social and environmental impact of tourism” and noted that “this framework will guide

stakeholders in data-driven decision-making to promote sustainable tourism management”. It also echoed the “call from the United Nations Statistical Commission to the international donor community and countries to support and fund the measurement of tourism and its sustainability, taking into account national circumstances, needs and priorities”.

27. Following extensive research, development efforts and intergovernmental and consultative processes led by UN Tourism, the United Nations adopted a new indicator on tourism employment to track progress on the SDGs during the 56th session of the United Nations Statistical Commission (New York, 4th–7th March 20 2025, [see decision 56/105 Data and indicators in support of the 2030 Agenda for Sustainable Development](#) in the Commission’s Report. This landmark decision means that global data on employment in tourism will for the first time be systematically monitored as part of the SDG follow-up process. It also increases the number of official tourism-related SDG indicators from two to three, further recognising the sector’s global contribution to economic and social progress.
28. The new Indicator 8.9.2 supports the monitoring of SDG Target 8.9 on promoting sustainable tourism that creates jobs. It is based on the Statistical Framework for Measuring the Sustainability of Tourism, approved by the United Nations Statistical Commission in 2024. Together with existing Indicator 8.9.1 on tourism’s direct GDP contribution, the new Indicator 8.9.2 on people employed in tourism industries will better equip policymakers to optimise the social and economic benefits of tourism—fostering inclusivity and equitable growth for all. UN Tourism is the official custodian of all three official SDG indicators on tourism: 8.9.1, 8.9.2 and 12.b.1. As such, it oversees data submission by all UN Member States. In the first quarter of 2025, UN Tourism completed its annual validation, organisation and submission of data and evidence to UN DESA.
29. During the 56th session of the United Nations Statistical Commission, UN Tourism took part in the online side event [“SDG Indicator Review 2025: Strengthening the Global Monitoring Framework for Greater Impact”](#), organised by the United Nations Statistics Division (19 February 2025) to present the indicator “People Employed in Tourism Industries”.
30. The [Tourism Statistics Database](#) offers more than 300 key indicators on inbound, outbound and domestic tourism; tourism industries; tourism employment; trade-based indicators; and tourism-related SDG indicators. UN Tourism is modernising its data processes to incorporate new technologies, maximise the use of data currently collected for user benefit, and lay the groundwork for new indicators arising from the Statistical Framework for Measuring the Sustainability of Tourism approved by the United Nations. Modernisation efforts include harmonising practices, recommendations, values, and principles with those of the United Nations system, including the Fundamental Principles of Official Statistics, the Principles Governing International Statistical Activities, and the Generic Statistical Business Process Model (GSBPM). Further details of UN Tourism’s statistical work are provided in Annex IV of document CE/123/3(b)(i) rev.2.

UN Tourism Statistics Committee

31. Following the approval by UN Tourism’s Executive Council of the amendment to the election process and the possibility of appointing two different members as Co-Chairs, the Secretariat concluded the elections by tacit approval procedure in January 2025. The Committee on Statistics elected Saudi Arabia and Austria as Co-Chairs of the Committee, noting that Saudi Arabia would be represented by its National Tourism Administration, and Austria by its National Statistical Office, with Costa Rica and Portugal serving as Vice-Chairs. Following the elections, an initial online meeting was held on 12th February 2025 with the newly elected Co-Chairs and Vice-Chairs to discuss the work programme on statistics.

Coordination within the Global Statistical System and UN Statistical Standards pertaining to Tourism

32. UN Tourism continues to contribute to the review of key international classifications and statistical frameworks, particularly the Central Product Classification (CPC, which classifies products), the System of National Accounts (SNA, which measures the economy and key indicators such as GDP), the Manual on Statistics of International Trade in Services (MSITS, which covers trade in services), and the System of Environmental-Economic Accounting (SEEA, which covers environmental and economic data).

B. Market Intelligence for Better Data-Driven Policy

33. The [World Tourism Barometer](#) and the [Tourism Data Dashboard](#) provide up-to-date monthly, quarterly, and annual data on international tourism, along with analysis of the latest global tourism trends. The May 2025 edition of the World Tourism Barometer includes analysis of first-quarter 2025 data and 2024 results, covering both international tourist arrivals and international tourism receipts, as well as outbound tourism expenditure. It also includes a forecast of arrivals for the year 2025.
34. The collaboration with Amadeus on the Travel Insights: Focus on the Americas report will continue in 2025, following the renewal of the cooperation agreement between the two institutions. Notably, in 2025, the report will be extended to include other regions—Asia and the Pacific, and Europe—with two reports scheduled for each region during the year.

C. Product Development

Gastronomy and wine tourism

35. During FITUR 2025, supported through its ongoing permanent collaboration with the Union of Ibero-American Capital Cities (UCCI), UN Tourism took part in the **Gastronomy Tourism: Ibero America as a destination** panel, focused on fostering sustainable gastronomic tourism in Ibero-American cities.
36. [UN Tourism's 9th World Gastronomic Tourism Forum](#) was held in November 2024 in Manama (Bahrein), with the theme of "Gastronomic Tourism: a driver of economic diversification and inclusion". The Forum brought together 500 delegates from 50 countries with the aim of promoting policies that encourage inclusivity, sustainability and community empowerment. Well-known chefs, such as Alejandra Espinoza, of Somos Restaurante (Ecuador), Iñaki López de Viñaspre, of the Sagardi chain, gave speeches, and joined forces with regional professionals Jose Luis Martinez, Economic & Tourism Development Director of Mérida (Mexico) and María Fernanda Bonesso, co-founder of Agrojusto (Argentina). The Forum also marked the appointment of UN Tourism's new Gastronomic Tourism Ambassadors, including chef Diego Guerrero (Spain) who has two Michelin stars, chef Rudolf Štefan (Croatia) with one Michelin star, and chef Tala Bashmi (Bahrein). The 10th edition will be held from 1st to 3rd December 2025 in San Sebastián, Spain.
37. The [8th edition of UN Tourism's World Wine Tourism Conference](#), in September 2024 in Yerevan (Armenia), focused on the theme of "Heritage in every bottle: Creating genuine wine tourism experiences". In this edition, the importance of developing strategies that preserve cultural traditions and benefit local communities was highlighted. Particular attention was given to reviving traditions within the evolving landscape of wine tourism, striking a balance between modernisation and cultural heritage. Carolina Fuller, Head of Tourism, Catena Zapata (Argentina) participated as a speaker. The [9th edition](#) is scheduled for 6th to 7th October 2025, in Plovdiv, Bulgaria, under the theme "The art of wine tourism".
38. Following developments in certain European and Asian cities, it would be advisable to anticipate the need for sustainable management of growing tourism demand. These challenges, particularly in the context of urban tourism, are mainly related to city congestion, pressure on basic infrastructure, mobility issues, access to housing, and gentrification—factors that significantly affect host communities. UN Tourism continues to work with other entities to address these issues.
39. At the **I Meeting of Ibero-American Cities**, held in Madrid on 30th and 31st October 2024, a memorandum of understanding was signed with the Union of Ibero-American Capital Cities (UCCI), with the aim of promoting tourism as a driver of sustainable, inclusive and resilient development within the framework of urban policies and strategies of UCCI member cities, in line with the SDGs and the New Urban Agenda.
40. Further to the above, UN Tourism and UN-Habitat signed a memorandum of understanding on 4th July to strengthen collaboration on the sustainable development of urban tourism.
41. In February 2025, within the framework of Working Group 7, co-led by UN Tourism and SEGITTUR – Smart Destination Platforms at the International Telecommunication Union – an [UITU "United for Smart Sustainable Cities"](#) (U4SSC) initiative, a call was made for case studies to gather good practices around setting up Smart Destination Platforms on a global scale. The outcome of this Working Group is scheduled for publication by the end of July 2025.

Sports Tourism

42. The III World Sports Tourism Congress was held on 28th and 29th November 2024 at the iconic Santiago Bernabéu Stadium in Madrid, organised in collaboration with the Affiliate Member, the Autonomous Community of Madrid.
43. UN Tourism supported the 1st International Conference on Adventure Tourism (30th April – 2nd May), organised by the Affiliate Member, Fujairah Adventure Centre.

D. Competitiveness and Tourism Policy

44. UN Tourism continues to develop the flagship initiative, the “World Tourism Report”, as outlined in document [A/25/4\(c\) RC-1](#). The Tourism & Competitiveness Committee (CTC) discussed the progress of the project and the main components of the report during its sixteenth meeting on 21st January 2025, in Madrid (Spain).
45. The report will comprise the following parts: i) Comparative assessment of tourism – focusing on four main areas: people, the planet, prosperity and governance; ii) analysis and forecasts of tourism trends, and iii) issue-led approaches.
46. Drawing up the report falls within the CTC’s work programme, while other UN Tourism committees (the Tourism & Sustainability Committee, the Statistics Committee, the Online Tourist Education Committee, and the World Committee on Tourism Ethics) will also review the criteria and indicators proposed for inclusion in the report.
47. To this end, UN Tourism has set up the Steering group, comprising experts in each of the report’s four areas (economic, social, environmental sustainability and governance), who will provide further technical advice as to the preparation of criteria and indicators, as well as other relevant issues for the report. This group held its first (online) meeting on 10th January 2025.
48. The CTC met on 21st January 2025 for its sixteenth (face-to-face) meeting at UN Tourism’s HQ during FITUR 2025. Under the presidency of Kenya, the meeting served to fill in CTC members about progress being made on the World Tourism Report and to discuss next steps in the CTC’s 2025 working plan. Annex VI – The Tourism & Competitiveness Committee’s report in the document [CE/123/3\(b\)\(i\) Implementation of the General Programme of Work](#) – contains more information about the CTC.
49. During June the Secretariat organized online foresight sessions with countries across the various regions – the session with the Americas region took place on 16th June – to identify the key drivers for change and the uncertainties that will shape tourism trends in the medium and long term, with the writing of the World Tourism Report in mind.
50. Using the [New Business Models in the Accommodation Industry – Benchmarking of Rules and Regulations in the Short-term Rental Market](#) report as a basis, UN Tourism is currently preparing a survey for distribution to its member states with a view to identifying this important issue. The survey, which is scheduled for distribution throughout 2025, will form the basis of a benchmarking report and a dashboard on the subject, both of which will be published by the end of the year.
51. In Guatemala, UN Tourism is implementing a project that aims not only to enhance that country’s air connectivity, but also to position it as a more accessible, attractive and competitive international destination. This is a strategic investment to support the country’s tourism development goals - how to reach 4.1 million visitors by 2027 – and generate medium- and long-term economic benefits.

E. Tourism in support of rural development and UN Tourism’s Best Tourism Villages initiative

52. UN Tourism has published its first [Tourism for Rural Development Programme Impact Report \(2021-2024\)](#), which documents and analyses the outcomes and impact of the programme’s actions. This comprehensive report provides valuable insights into the effectiveness of the programme in promoting sustainable rural tourism, improving local livelihoods, preserving cultural heritage and fostering social cohesion in rural areas.
53. A total of 21 villages from across the Americas were recognised as Best Tourism Villages 2024 at the ceremony held during the 122nd session of the Executive Council, in Cartagena de Indias (Colombia, November 2024) while a further eight villages were included in the Best Tourism Villages Upgrade programme:

Best Tourism Villages 2024

Argentina	Trevelin Caviahue-Copahue Gaiman Villa Tulumba
Chile	Ralco
Colombia	Jardín
Ecuador	San Rafael de La Laguna El Tambo Mindo
Guatemala	San Juan del Obispo Uaxactún
Mexico	Cuatro Ciénegas de Carranza Palizada Capulálpam de Méndez
Panama	Portobelo El Valle de Antón
Peru	Pueblo de Maras Leymebamba Huancaya Sibayo Quinua

Upgrade Programme 2024

Argentina	Campo Ramón
Chile	Malalcahuello Choshuenco San Juan Bautista
Costa Rica	Piedades Sur
Guatemala	Santa Catarina Palopó
Mexico	Mexcaltitán de Uribe
Peru	Cascas

54. On 5th February 2025, UN Tourism opened the call for applications for the 2025 edition of the Best Tourism Villages initiative. The application period closed on 19th May 2025 during which more than 270 applications were received from 65 Member States. Of these, 73 villages were submitted by 14 countries from the Americas region. The selected villages will be announced in the third or fourth quarter of the year at an event organised by UN Tourism.

55. During the application period, five online information sessions were held with Member States to explain the application process for Best Tourism Villages 2025.

56. UN Tourism organised two online sessions on the theme Tourism as a Driver of Rural Development: The National Journey to the Best Tourism Villages initiative (one in English, one in Spanish), on 2nd and 8th April 2025, respectively. The purpose of these sessions was to share best practices and success stories from UN Tourism Member States within the framework of the Best Tourism Villages programme, since its launch in 2021. Argentina, Peru and Rumania shared their experiences, and participating Member States gained insights from each other's achievements, innovative strategies, and lessons learned.

57. In February 2025, UN Tourism launched a new quarterly online series as part of the Best Tourism Villages programme, “The Knowledge Series – Learn from the Experts”. This is designed to support member villages with expert-led content on tailored, sustainable tourism solutions. The first session, held on 27th February in collaboration with Green Destinations, focused on local-level implementation strategies; the second, which took place on 21st May in conjunction with the World Intellectual Property Organization (WIPO), centred on the use of intellectual property to strengthen rural identity. Together, both sessions brought together around 50 participants from over 30 countries.
58. As part of the strategy to raise visibility and share best practices from the Best Tourism Villages programme, UN Tourism launched the Village Talks – Voices from the Ground webinar series, open to the public. This initiative provides the platform for Best Tourism Villages to share their experiences and best practices in leveraging tourism as a tool for sustainable rural development, while also raising international awareness and visibility for these villages. The first of these sessions took place in April 2025 and focused on heritage preservation.
59. UN Tourism is currently completing its first follow-up report on Best Tourism Villages (available in the second half of 2025), which conducts twice-yearly monitoring of all the villages recognised in that ranking. This edition covers all the villages selected in 2021, highlighting their progress in the nine categories assessed. The conclusions demonstrate that, after achieving a place in Best Tourism Villages, 84 per cent of villages have undergone positive changes in several important areas.
60. The [Upgrade programme](#), a key component of the Best Tourism Villages initiative, was developed between October 2024 and June 2025, supporting the villages in the 15 countries selected during the 2023 edition of Best Tourism Villages. Five villages in Latin America are among them: Puerto Octay (Chile), Iza (Colombia), El Cisne (Ecuador), Sarhua and Yanque (both in Peru), and participated in the technical mentoring processes —whether face-to-face or online— to strengthen sustainability, destination management and the development of skills locally.
61. UN Tourism has given its Member States the option to personalise the Self-assessment Tool to Assist Rural destinations ([STAR](#)) to their national needs, integrating STAR into their national tourism strategies. [Peru has become the first Member State to meet STAR’s terms and conditions](#), increasing the opportunities for the programme to become known in the country’s rural destinations and enabling the tool to be personalised with ad hoc activities and integrated into national strategies.
62. The Massive Open Online Courses (MOOC) on tourism at the service of rural development have been completed and will be available in the third quarter of 2025 from the Online Tourism Academy.

F. Technical cooperation:

63. Colombia:

- Project: Sustainable urban tourism case study in Medellín.
- Counterpart: Medellín Chamber of Commerce
- Duration: 2025-2026
- Purpose: To create a case study on sustainable urban tourism that analyses the factors at play between tourism, short-term rentals, digital nomads and potential gentrification, identifying the main challenges, good practices and recommending effective solutions that contribute to informed decision making for the city of Medellín.

64. Guatemala:

- Project: Improving Air Connectivity and Promotion
- Counterpart: Guatemalan Tourism Institute – INGUAT
- Duration: 2025-2026
- Purpose: To position Guatemala as a strategic centre, establish new routes from strategic markets, increase capacity on existing routes, drive air traffic growth, and foster greater market competition.

65. Honduras:

- Project: Improving the Tourism Statistics System
- Counterpart: Tourism Institute of Honduras
- Duration: Project officially completed - December 2024.
- Purpose: Continuation of a large data project to make the country’s statistical system more robust, upgrade the coverage and quality of basic tourism statistics, as well as to ensure that all statistical tasks conducted in the country are aligned with the 2008 International Recommendations for Tourism Statistics.

V. Priority 2: Foster sustainability and inclusivity

A. Sustainable tourism on the global agenda

66. The meeting of the Tourism & Sustainability Committee (TSC), held in San José (Costa Rica), on 9th and 10th September 2024, was particularly fruitful. It brought together global experts and stakeholders to address key sustainability issues, such as the future of tourism, climate action, and certification systems. The meeting introduced dynamic themed sessions that encouraged deeper collaboration and practical discussions aimed at aligning tourism with global sustainability objectives.
67. The Tourism and Sustainability Committee convened once again during FITUR to review the results of the Programme of Work survey for 2026-2027. The Committee also discussed whether to include tourism for the first time in the Programme of Work during the United Nations Climate Change Conference COP29 and in the roadmap for COP30.
68. UN Tourism continues to put tourism at the heart of the global agenda. Sponsored by 107 Member States and passed without the need for a vote, the [final Resolution 79/220 adopted by the General Assembly of the United Nations, Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection](#), is based on the comprehensive, action-focused report (A/79/228) drawn up by the UN Tourism secretariat in July 2024.
69. In February 2025, UN Tourism began the process for drawing up its report on the application of [Resolution 78/145 adopted by the General Assembly of the United Nations, Sustainable and resilient tourism and sustainable development in Central America and the Dominican Republic](#), including the compilation of contributions from the relevant Member States. This is another twice-yearly report put together by UN Tourism on how said resolution has been applied, offering specific recommendations to accelerate the implementation of the Agenda 2030 in the Member States of the Central American Integration System.
70. UN Tourism is actively contributing to the development of an International Code for Safe Tourism, focused on promoting safe and resilient tourism. In line with decision 3(CXXI) of the Executive Council, which approved Uzbekistan's proposal to establish an Intergovernmental Committee to develop this framework, the scope and content are currently under discussion. The same decision of the Executive Council determined that this Intergovernmental Committee would be set up using the same methodology as that for the Technical Committee for the International Code for the Protection of Tourists, established pursuant to decision 4(CXII), adopted at the Council's 112th session.
71. At its first meeting on 12th December 2024, the Committee adopted its Rules of Procedure, elected Uzbekistan as Chair of the Committee, and approved the timeline presented by the Secretariat, which sets out a structured roadmap for the development of the International Code for Safe Tourism. At its second meeting (date to be confirmed) the committee will discuss and adopt a preliminary proposal on the content and structure of the Code.
72. As part of its mandate, the Committee will review the format and title of the standards to be included in the International Code for Safe Tourism, and deliberate their scope and content, with a view to ensuring global tourism safety. It will present proposals and make recommendations, as appropriate, to the Executive Council and the General Assembly for them to make decisions.
73. Tourism on the G20 Agenda: UN Tourism is working with South Africa as the knowledge partner of South Africa's G20 Presidency in 2025. Building on the overarching theme of its presidency – Solidarity, Equality and Sustainability – UN Tourism is collaborating with the South African Presidency and the G20 Tourism Working Group on the four priority areas proposed, namely: 1. People-centred artificial intelligence and innovation to enhance travel and tourism start-ups and MSMEs; 2. Tourism financing and investment to promote equality and support sustainable development; 3. Air connectivity to facilitate travel, and 4. Greater resilience for inclusive and sustainable tourism development.

Measuring tourism's sustainability

74. Following the adoption of the [Statistical Framework for Measuring the Sustainability of Tourism](#) by the General Assembly of UN Tourism (16th to 20th October 2023, Samarkand (Uzbekistan) and its endorsement by the United Nations Statistical Commission (27 February – 1st March 2024, New York,

USA), UN Tourism is preparing the official publication of the framework along with translations into Spanish and French, with financial support from the International Labour Organization (ILO). Translations into the other official UN languages will be made available subject to the mobilisation of additional funding.

75. During the Tourism Themed Day at the United Nations Climate Change Conference COP29, held in Baku (Azerbaijan) on 20th November 2024, the Statistical Framework for Measuring the Sustainability of Tourism was recognised as an essential tool for measuring greenhouse gas emissions in a consistent manner.
76. At the request of both the tourism and statistical communities, UN Tourism is working to develop an implementation strategy for this framework, as well as a core set of indicators based on it, so that international comparisons can be made; all of these will be submitted to the Tourism Statistics Committee for approval.
77. As part of its work to implement the framework, UN Tourism is developing a harmonised methodology to improve international comparability in measuring residents' perceptions of tourism. Aligned with the Statistical Framework for Measuring the Sustainability of Tourism, this new tool will empower countries to generate comparable statistics relevant to policymaking on the sector's key social impacts.
78. In conjunction with the World Sustainable Hospitality Alliance and EasyJet holidays, UN Tourism is promoting the development of a harmonised Environmental, Social and Governance (ESG) framework, specifically tailored to the tourism sector. Drawn up in collaboration with the University of Oxford's SDG Impact Lab, the purpose of [the ESG framework for tourism businesses](#) will be to help companies to measure and inform others of their efforts to be sustainable in a standardised, reliable and comparable manner. UN Tourism is setting up a Consultative Board with a range of stakeholders while also working hard to finalise the first draft of the ESG Framework.

B. Climate action and the circular economy

79. COP29 marked a historic event in the UN's climate change conferences in creating the first ever [Thematic Day on Tourism](#), made possible thanks to the joint leadership on the part of the Republic of Azerbaijan's State Tourism Body and UN Tourism. 20th November 2024 was the day chosen, date of the first Ministerial Meeting on Climate Change in Tourism, which was followed by three high level thematic round tables on key issues: measuring and decarbonisation, regeneration (adaptation) and financing; and innovative solutions.
80. The final document resulting from the Ministerial Meeting, the [COP29 Declaration on enhanced climate action in tourism](#), has already been approved by over 70 States. It serves as a call to action, requiring an explanation of how national tourism administrations can contribute to the development and achievement of nationally determined contributions (NDCs) in accordance with the Paris Agreement, while also reinforcing the integration of climate action into tourism policies.
81. The COP29 declaration is likewise open for endorsement by United Nations bodies, and the Presidency of COP29, Azerbaijan, has been encouraging UN Tourism to consider adding its endorsement.
82. As part of its legacy of COP29, efforts will be made to establish a global Alliance to enhance climate action in tourism, to be led by UN Tourism, to foster coordination with the United Nations system and among key stakeholders. The initiative will be feasible once funding is secured, supported by an initial voluntary contribution from Azerbaijan. Its objective is to capitalise on the strengthened framework for climate action in the tourism sector, comprising a high-level political commitment (the COP29 Declaration) and the recognition of the Glasgow Declaration Initiative as a tool to support implementation, including by national tourism administrations.
83. [The Glasgow Declaration on Climate Action in Tourism](#) Initiative, implemented within the framework of the One Planet Sustainable Tourism Programme, is serving as a catalyst for the development and roll out of climate action plans by stakeholders across the tourism sector. As of December 2024, nearly 400 climate action plans had been developed by its 910 signatory organisations, which include 525 businesses, 99 destinations (17 of which represent entire countries, as for example the Tourism Authority of Panama, the Honduran Tourism Institute, the Costa Rican Tourism Institute and the Ministry of Tourism of Antigua & Barbuda), together with 286 supporting organisations. In May 2025, the Secretariat for Central American Tourism Integration (SITCA) joined the Glasgow Declaration as a signatory.

84. The [Glasgow Declaration Implementation Report 2024](#) was completed in April and is currently at the design stage prior to publication. This report showcases the progress made by the signatories, who are applying the five strategic directions of travel, together with best practices and recommendations.
85. To mark World Tourism Resilience Day, on 17th February 2025, [two global Roundtable sessions were held on climate action in tourism](#). These brought together leaders from the spheres of politics, the private sector and civil society to raise awareness about progress made and share experiences in the planning of climate action to inspire viable solutions and innovation for a more sustainable and resilient future for tourism. The discussions centred on the Intergovernmental Panel on Climate Change (IPCC) definition of climate-resilient development, which encompasses both mitigation and adaptation, and lays the groundwork for strengthening action at COP30 in Belém (Brazil). The Global Roundtables were organised in collaboration with the State Tourism Agency of the Republic of Azerbaijan and the Tourism Ministry of Brazil, with the support of UNEP. Also to mark the day, UN Tourism took part in the 3rd Global Conference on Tourism Resilience, held in Montego Bay (Jamaica).
86. In February 2025 [Supporting Climate Action Planning in Tourism Destinations – A Review of Literature and Tools for Local Authorities](#) was published. The report is designed to help (subnational) tourism destinations to better understand the prevailing climate policy in their territories.
87. In June 2025, UN Tourism, in conjunction with the UN Environment Programme (UNEP), organised an official event [Blue Tourism: Advancing Sustainable and Resilient Ocean Economies for People And Planet](#) at the Third UN Ocean Conference (UNOC3) in Nice (France). The session brought together ministers (including the Ministers for the Environment and Tourism of Costa Rica), multilateral institutions (the UN Capital Development Fund, UNCDF, and the World Bank), private sector leaders and representatives of civil society to discuss how circular approaches, climate action and regenerative investment can transform tourism's relationship with the ocean, in alignment with the strategic pathways of the Glasgow Declaration on Climate Action in Tourism.
88. In May 2024, UN Tourism continued its task of promoting blue economy solutions by organising two official events during the **Fourth International Conference on Small Developing States (SIDS4)**, in Antigua and Barbuda:
- Regenerative tourism for resilience: policies, practices, and financing**, with the participation of various countries and institutions, including: Antigua and Barbuda, Seychelles, Bahamas, Saint Kitts and Nevis, Sint Maarten, Timor-Leste, the Caribbean Regional Collaboration Centre (UNFCCC), the Pacific Tourism Organisation (SPTO), and the Caribbean Tourism Organisation (CTO), among others.
 - Promoting the sustainable development of SIDS through tourism**: advancing sustainable and circular consumption and production.
89. The [Global Tourism plastics initiative](#), carried out within the framework of the One Planet Sustainable Tourism Programme and co-led with UNEP, has started a consultation process with the UN Tourism Member States with a view to developing Policy Guidelines to support the integration of the circular plastics economy into tourism policies. These guidelines include advice on policy formulation and regulatory options, as well as broader approaches that tourism policymakers can adopt to ensure the sector complies with plastics-related legislation and contributes to the circular use of plastics. As of December 2024, the initiative had over 230 signatory organisations, 70 per cent of which are private sector businesses. The Costa Rican Tourism Institute and the Colombian Ministry of Trade, Industry & Tourism are signatories at the national level.
90. The 2024 Annual Progress Report of the Global Tourism Plastics Initiative (GTPI) was also presented during UNOC3, strengthening efforts to reduce pollution at source and promote circular solutions within tourism value chains. Access the report [here](#).
91. In light of the extension to the mandate of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns to 2030 by the UN General Assembly (resolution A/RES/76/202), UN Tourism was invited to expand its role as the lead of the One Planet Sustainable Tourism Programme for the 2025-2026 period.

C. Action on biodiversity in tourism

92. At the 15th Conference of the Parties to the Convention on Biological Diversity (COP15) in 2022, UN Tourism, the World Travel & Tourism Council (WTTC) and the World Sustainable Hospitality Alliance launched the [Nature Positive Tourism Partnership \(NPTP\)](#). This partnership aims to guide the travel and tourism sector in integrating biodiversity values, minimising environmental harm, and investing in ecological restoration.
93. In October 2024, UN Tourism and its NPTP partners took part in the [16th COP about the Convention on Biological Diversity in Cali \(Colombia\)](#). A side event organized with the Government of Colombia entitled “Net Positive Commitments in Tourism” demonstrated the sector’s role in biodiversity conservation and celebrated the achievements of the NPTP. The event also reaffirmed UN Tourism’s commitment to the Kunming-Montreal Global Biodiversity Framework.
94. The NPTP also participated in the [Business and Biodiversity Forum](#), marking the first time that the tourism sector had been formally represented. The Forum underscored tourism’s potential to foster regenerative governance and enhance community wellbeing. In addition, UN Tourism took part in the High-Level Segment, further reinforcing the sector’s pivotal role in reducing environmental degradation and encouraging business, governments and wider society to invest in the protection and restoration of biodiversity. The ultimate aim is for travel and tourism to become nature-positive by 2030, in alignment with the objectives of the Business and Biodiversity Forum.
95. Since January 2025, UN Tourism has been working closely with the Special Envoy of the President of France to position tourism as a central component of the framework of the third UN Oceans Conference, held in June 2025.

International Network of Sustainable Tourism Observatories (INSTO)

96. UN Tourism has welcomed Antioquia into its expanding [INSTO](#) network, bringing the total number of committed observatories worldwide to 46, including 14 in the Americas.

D. Inclusivity

97. During the 69th meeting of the UN Tourism Commission for the Americas (CAM), held in Varadero (Cuba), the chosen theme was community development. This was the focus of the seminar Enhancing Tourism Development through Innovation in Community-based Tourism, on 29th April. The Regional Commission meeting followed on 30 April 2024, also in Varadero (Cuba).
98. The 1st Regional Conference on the Empowerment of Women in Tourism in Latin America and the Caribbean was jointly organised by UN Tourism and Paraguay’s National Tourism Secretariat (SENATUR), held in Asunción (Paraguay) on 21st and 22nd October 2024. This event provided a platform for some of the most prominent female voices in the tourism sector across the Americas. It included a practical workshop for 700 women entrepreneurs from Paraguay, as well as a dialogue with leaders from both the public and private sectors, offering practical insights to help address and combat gender inequality in the region.
99. During this Conference, the Regional Report on Women in Tourism in Latin America was presented. Published in October 2024, the report aims to provide the necessary tools to strengthen women’s leadership in tourism development. On the initiative of the Tourism Ministry of Brazil, the report will also be translated into Portuguese, alongside other publications such as the guidelines for introducing a gender perspective in the public tourism sector and the gender-lens strategy for tourism enterprises.
100. UN Tourism and UN Women held two joint online seminars: A Beginners Guide to incorporating the Gender lens in the Public Tourism Sector (26th November 2024), and another, A Beginners Guide to Inclusive Gender Strategies for Tourism Businesses (27th November 2024).
101. In one of its gender-focused initiatives, in November 2025 El Salvador will host the *Second UN Tourism Regional Conference on the Empowerment of Women in the Tourism Sector*. The event will seek to advance gender equality in tourism by amplifying the voices of representatives from various Member States, women leaders in the sector, together with gender and tourism experts.
102. In the area of accessibility, in November 2024, UN Tourism, in collaboration with the Córdoba Tourism Agency (Argentina) and Siglo 21 University, organised the *2nd International Seminar on Tourism Law*, focusing on *Tourism Law: Sustainability and Universal Accessibility*. The event was designed to

provide legal support and guidance to stakeholders across the tourism value chain – both public and private – to ensure the long-term sustainable and inclusive growth of the tourism sector.

103. Also in November 2024, UN Tourism, the ONCE Foundation and the Spanish Association for Standardisation (UNE) published a set of accessibility recommendations for the transport sector. These guidelines are designed to improve transport infrastructure, facilities, and services for all users. UN Tourism and its partners collaborated with the European Network for Accessible Tourism (ENAT), the International Air Transport Association (IATA), the International Union of Railways (UIC), the Fédération Internationale de l'Automobile (FIA) and the Cruise Lines International Association (CLIA), to develop targeted measures that ensure safe, reliable, and dignified travel experiences for people with disabilities and older travellers. These recommendations are available in [English](#).
104. A special side event was held in January during the FITUR 2025 Trade Fair in Madrid, co-organised by UN Tourism y AccessibleEU with the support of the ONCE Foundation, ENAT and ILUNION Accessibility. The event featured high-level discussions involving policymakers from Ecuador, Italy and Portugal, alongside sector leaders from the World Sustainable Hospitality Alliance, IATA, and destination management organisations from Málaga and Berlin – both members of the INSTO network.
105. UN Tourism, the German Federal Ministry for Economic Cooperation & Development (BMZ) and the German International Cooperation Society (GIZ) co-organised two events during the ITB Trade Fair in Berlin 2025, on 5th March: 1) a thematic session: Breaking barriers: the road to inclusive employment & accessible tourism, which explored solutions for creating accessible workplaces and opening up new opportunities for people with disabilities – both as employees and as customers – in developed and emerging economies, and 2) a networking event: “Inclusive Connections: Networking for a Better Future”, aimed at fostering partnerships between governments, the private sector and civil society. A joint report by UN Tourism and BMZ is expected to be published by the end of 2025. It will feature success stories on accessibility from Albania, Germany, Austria, Ecuador, India, Jordan and Morocco, showcased in Berlin.
106. UN Tourism and the Ministry of Tourism of El Salvador are currently working on a Family Tourism Development project. The initiative entails a series of training activities to position the country as a leading family-oriented destination.

E. Ethics

107. To mark World Tourism Day on 27th September 2024, which this year had the theme Tourism and peace, and taking its lead from Article 1 of the Global Code of Ethics for Tourism, the World Committee on Tourism Ethics (WCTE), issued a declaration reaffirming the vital role of tourism as a catalyst for peace, mutual understanding, and friendship between people worldwide. The WCTE called for a renewed focus on supporting peace negotiations in conflict-affected destinations, in line with the core principles of the United Nations Charter. The declaration can be accessed [here](#).
108. With regard to the Framework Convention on Tourism Ethics and its optional protocol, Ecuador became the first country in the Americas to accede to the Convention, joining four other States (Albania, Lebanon, Nigeria and the Seychelles) that had already done so. Two of these (Albania and the Seychelles) have also acceded to the optional protocol. The Convention has not yet entered into force. Member States of both UN Tourism and the United Nations are once again invited to express their consent to be bound by the Convention and its optional protocol.
109. UN Tourism, in conjunction with the WCTE, is organising a series of regional webinars focused on the Framework Convention on Tourism Ethics. These webinars offer a comprehensive overview of the Convention and outline the process by which Member States may formally express their consent to be held to it. The sessions also feature interventions from States that have already joined the convention and include dedicated Q&A segments, aimed at deepening understanding and fostering stronger engagement. The first regional webinar for the Member States of the Americas was held on 18th June 2025. The webinar programme and recording are available (in Spanish only) [here](#).
110. Every two years, UN Tourism distributes a questionnaire to the signatories of the Global Code of Ethics for Tourism, with the aim of collecting and promoting examples of corporate social responsibility across five key areas aligned with the Code's principles: corporate governance and ethics; quality of

employment; social equity and human rights; community wellbeing; and environmental sustainability. In October 2024, the questionnaire was sent to all companies and associations that have endorsed the Code. The main findings will be presented to the next UN Tourism General Assembly.

F. Culture

111. UN Tourism and the Italian Università della Svizzera (USI) conducted research into the role played by the creative industries, in particular the various expressions of fashion, in creating new products and experiences, and their trade opportunities for cultural tourism destinations. The research was titled [**Fashion and Cultural Tourism – Connecting Creators, Businesses and Destinations | World Tourism Organization.**](#)

G. Technical Cooperation

112. Dominican Republic:

- Project: Strategy and Policymaking for Sustainable Tourism in the Dominican Republic
- Counterpart: Dominican Republic Tourism Ministry
- Duration: 2024-2026
- Purpose: Shifting towards a more sustainable, competitive, and inclusive tourism model that consolidates the country's leadership within the Caribbean region. This will be achieved through short-, medium-, and long-term planning based on participatory, inclusive, and co-creative processes. The strategy seeks to advance the diversification of the tourism offering across different segments, promote and protect natural and cultural heritage, and improve the quality of life of local communities through tourism.

113. Guatemala:

- Project: Update of the Master plan for Sustainable Tourism
- Counterpart: Guatemalan Tourism Institute – INGUAT
- Duration: 2025-2026
- Purpose: To strengthen the tourism sector and its stakeholders through a strategic planning process focused on quality and sustainability. This collaboration marks the second phase of the project, following the evaluation of the progress and impact of the 2015–2025 Master Plan for Sustainable Tourism. This is an integrated initiative for the sustainable development of tourism in Guatemala, built through an inclusive and participatory process, with particular emphasis on the involvement of indigenous communities.

VI. Priority 3: Investing in people

114. UN Tourism addresses all stages of education – from secondary schooling, university or other tertiary education, and online learning, to the quality of academic programmes and executive training.
115. At university level, work is underway on the publication *Innovating undergraduate and graduate programmes in Tourism*, which is a response to the evolving educational needs of the tourism sector. A global survey was conducted to assess the current landscape, with responses received from nine Member States in the Americas. The publication is expected to be launched on World Tourism Day 2025.
116. Also at university level, UN Tourism offers a bachelor's degree in International Sustainable Tourism in collaboration with Lucerne University of Applied Arts & Sciences (HSLU). Applications are now open for the 2025/2026 academic year. Governments are invited to support the programme by offering scholarships to help train the next generation of tourism professionals.
117. Finally, in the sphere of higher education, UN Tourism is reviewing existing academic programmes in order to integrate the latest trends and strengthen study plans. One example is its partnership with Anáhuac University (Mexico), through which partial scholarships have been awarded for its Doctoral Programme in Tourism, coming under the aegis of the UN Tourism Academy.
118. In the field of online education, the UN Tourism Online Academy is helping to democratise access to training content developed by leading academic institutions and select corporations, thereby making education more inclusive and accessible. The Tourism Online Academy offers over 50 courses in five languages, using integrated AI tools.

119. The platform has already reached 40,000 registered learners, including 11,059 from the Americas region; Chile, Colombia, Ecuador, Mexico and Argentina are among the top ten countries by number of enrolments¹.
120. UN Tourism has awarded online course scholarships to students from the following Member States in the Americas: Brazil, Mexico, Colombia, Dominican Republic, Jamaica, San & the Grenadines, Antigua & Barbuda, El Salvador, Granada, Puerto Rico, Ecuador and Cuba.
121. In total, 1,725 scholarships were awarded across the Americas over the past year, expanding access to education and increasing opportunities for students throughout the continent.
122. UN Tourism has also expanded the reach of online education through microlearning via WhatsApp. These courses offer a flexible and interactive learning experience designed to strengthen key competencies within the tourism sector. Using a conversational format powered by artificial intelligence, participants engage with the content in a natural and accessible way, enabling intuitive, dynamic, and effective learning.
123. Following this model, Chile has adopted the microlearning format with a focus on rural tourism and hospitality. The Chilean edition of the course is designed for 700 participants, tailoring the learning experience to the local tourism landscape.
124. UN Tourism's TedQual Certification Network for academic quality encompasses 296 certified programmes from 115 institutions worldwide. By region, the programme distribution is as follows: Asia & the Pacific (63.17%), Europe (21.96%), the Americas (13.18%), the Middle East (1.35%) and Africa (0.34%). 36 different programmes were audited in 2024: 14 newly accredited programmes and 12 with renewed certification.
125. In the Americas, there are a total of 38 certified programmes from 20 educational institutions, with three renewals completed in the last year.
126. UN Tourism and the UN Tourism Academy continue to deliver a variety of Executive Education programmes at both vocational and managerial levels. With over 4,000 participants trained since 2019, UN Tourism's executive education has become a cornerstone of capacity-building for the tourism community.
127. Through the UN Tourism Academy, more than 350 professionals in the Americas have been trained over the past five years via executive education programmes, offered in both virtual and in-person formats. These initiatives aim to strengthen the skills of workers, managers, and leaders across the sector.
128. In this area, from 15th to 19th July 2024, the course Tourism and Social Inclusion was held in Mexico City in an in-person format. It targeted national and international tourism administration officials working in the development and management of tourism and social inclusion, and was attended by 45 participants.
129. In November 2024, for the first time, UN Tourism – through the UN Tourism Academy and in collaboration with the Tourism Secretariat of the Government of Chiapas (Mexico), delivered a five-day online course on Tourism Product Development. The course, attended by 50 participants, provided practical conceptual frameworks and tools for developing tourism products from a holistic perspective, aimed at ensuring inclusion and accessibility, strengthening sustainable tourism, and effectively marketing and communicating the destination to ensure benefits for all.
130. The Tourism, Hospitality and Travel Education Summit (THTES) held in April 2025 was organised by Zambia in conjunction with UN Tourism and welcomed representatives from the Americas on this occasion. During the event, the Dominican Republic, represented by the Deputy Minister for Tourism, Carlos Peguero, highlighted his country's progress in vocational and managerial tourism education.
131. Building on the outcomes of the 1st Summit hosted by the Dominican Republic, the second edition of the UN Tourism Summit for Africa & the Americas (CAF-CAM), held in April 2025 in Zambia, featured a panel on how youth empowerment can transform the tourism sector, bringing together representatives

¹ India, Saudi Arabia, Spain, **Chile, Colombia, Ecuador, Mexico, Argentina**, Italy and Indonesia.

from both Africa and the Americas. The event also spotlighted progress in the development of International Academies in collaboration with UN Tourism.

132. With regard to these International Academies, the INFOTEP Academy for Tourism & Hospitality in the Dominican Republic aims to provide a wide range of training opportunities. These programmes are designed to enhance the skills both of educators and professionals, equipping them with the necessary capacities to thrive in the tourism sector.
133. Through its cooperation projects in the region, UN Tourism is supporting Guatemala and the Dominican Republic in strengthening the capacities and training of public, private, and community stakeholders in key areas for sustainable tourism development. This support is based on needs and capacity assessments and is conceived as an enabling mechanism to ensure informed participation in planning processes and to facilitate their future implementation. In addition, the planning instruments include partnerships with educational institutions and actions aimed at making tourism education and the development of human capital in the sector more robust.
134. UN Tourism's QUEST Destination Management Organisation (DMO) Quality Certification has already certified, or is in the process of certifying, the following DMOs in the Americas:

Argentina:

- Joint Venture for the Tourism Promotion of Esquel City, Argentina – in process – registration form submitted
- Ministry of Missions Tourism – in process – registration form submitted
- Córdoba Tourism Agency – certified

Chile:

- SERNATUR Magallanes & Sector Association of Hoteliers and Tourism Services in Torres del Paine – Hoteliers & Tourism Services in Torres del Paine AG (Magallanes & Chilean Antarctic region) – in process
- Valparaíso Regional Tourism Corporation – certified (2023-2027)

Uruguay:

- Punta del Este Convention & Visitors Bureau – certified (2018-2022)

A. Promoting a culture of investment in tourism

135. UN Tourism plays a transformative role in advancing and strengthening the worldwide culture of investing in tourism, recognising that strategic investment is essential for long-term economic resilience and social stability. Through its leadership, UN Tourism actively promotes investment-friendly policies that encourage responsible capital flows, green investment, and infrastructure development to foster inclusive economic growth. A key priority is to reinforce the role of public-private partnerships (PPPs), ensuring that investment delivers not only financial returns but also contributes to social cohesion, job creation, and local empowerment.
136. Between 2019 and 2024, foreign direct investment (FDI) announcements in the tourism sector, specifically those using a greenfield model, totalled 2, 330 projects overall, with an estimated capital investment of USD 125.9 billion. These projects are expected to create around 300,000 jobs.
137. Over the same period, 233 projects were announced in Latin America and the Caribbean, with a total investment of USD 21.83 billion, generating more than 78,000 jobs.
138. Building on the success of Tourism Doing Business – investment guides each dedicated to a specific Member State, UN Tourism is launching a new initiative entitled: "Tourism Forward – Investing in Regions/Cities". This will provide targeted regional investment destinations aimed at maximising tourism's potential, ensuring that destinations with tourism appeal and urban centres likewise benefit from economic development driven by tourism.
139. Knowledge is being created, and investment is being promoted thanks to reports and guidelines that disseminate information helpful to potential investors and policymakers. These resources support informed decision-making processes and help promote economic development. The following initiatives have been undertaken:

a) Global outlook:

i). The organisation has published the following reports:

- a. First joint report with UNCTAD: *Guiding Principles for Sustainable Investment in Tourism*
- b. First regional report: *Investment in the Tourism Sector of Latin America and the Caribbean*

ii) Report currently in preparation:

- a. UN Tourism report entitled *World Tourism Economic Free Zones*, drawn up jointly with the World Free Zones Organization

b) Publications of *Tourism Doing Business* – Investment guides each focusing on an individual country:

i) The following new editions have been published or are pending publication since the last Commission meeting:

- a. Honduras (6th August 2025)
- b. Argentina (15th May 2025, Buenos Aires, Argentina)
- c. Brazil, Guatemala and Panama (22nd-23rd January 2025, Madrid, Spain)
- d. El Salvador (4th December 2024, San Salvador, El Salvador)
- e. Peru (16th July 2024, Lima, Peru)

ii) The Colombia edition has been updated.

iii) The editions for Brazil, Ecuador, El Salvador, Panama, Peru and Uruguay have been translated into English, while the Colombian has been translated into Chinese.

iv) New editions are currently being prepared for Barbados, Bolivia, Costa Rica, Jamaica and Mexico and the Paraguay edition is being updated.

140. The *Tourism Doing Business – Investing in Honduras* guide, developed in partnership with the Development Bank of Latin America (CAF), will be presented during the Honduran Tourism Investment Forum, to be held in Tela from 6th to 8th August 2025.

141. Investment forums and capacity development: Dedicated forums and participation in key investment events continue to grow as part of UN Tourism's active role in enhancing and reinforcing traditional and non-traditional investments in the global tourism agenda:

- a) Together with the Development Bank of Latin America & the Caribbean (CAF): Working session on Investment in the Tourism Sector of Latin America and the Caribbean", 23rd January 2025, Madrid (Spain).
- b) UN Tourism has convened strategic gatherings such as the 1st and 2nd Summit for Africa & the Americas held in the Dominican Republic (October 2024) and Zambia (April 2025), with the aim of strengthening investment between Latin America, the Caribbean and Africa.
 - This included a special session on *Tourism and Free Zones; pioneering investment opportunities and enhancing the value proposition*, held during the 2nd UN Tourism on Africa and the Americas, 8th-10th April 2025, Livingstone (Zambia).
- c) Webinar: Investment in the Tourism Sector of Latin America and the Caribbean", 16th July 2025

142. The Americas Economic Forum – Tourism Summit will be held in the Dominican Republic, in December 2025. Discussions will address three key areas: attracting sustainable investment, promoting talent; and strengthening regional connectivity. This integrated approach endeavours to consolidate a shared vision for the role of tourism in the economic recovery and transformation of the Americas.

B. Driving innovation and strategic partnerships in tourism

143. Innovation-based challenges and competitions led by UN Tourism provide a platform for new ideas that harness artificial intelligence, digital transformation, and green technologies, while also fostering new proposals for community-based tourism and sustainability, with particular attention paid to their environmental and social impact. These initiatives not only identify and support start-ups that have high

potential, but also ease their integration into the broader tourism ecosystem through mentoring, investment opportunities, and exposure to global networks:

- a) The UN Tourism Global Artificial Intelligence Challenge (worldwide) was launched on 6th November 2024 in London (United Kingdom) during the WTM Ministerial Summit. This challenge focuses on AI-based solutions for personalisation, operational efficiency, and customer engagement. A number of selected start-ups will receive acceleration support at the SPARK Innovation Campus (Les Roches), backed by Plug and Play, Amadeus and Unicorn Hunters. The challenge received 441 applications, of which 23% came from the Americas. Start-ups headquartered in the following 14 countries submitted applications: Argentina, Barbados, Brazil, Canada, Chile, Colombia, Ecuador, El Salvador, Mexico, Panama, Paraguay, Peru, Trinidad & Tobago and the United States of America. The worldwide finalists will be announced during the General Assembly in Riyadh.
 - b) The UN Tourism and CAF **Indigenous Tourism Challenge** was launched on 30th January 2025 for Latin America and the Caribbean. It aims to promote the preservation of ancestral knowledge and cultural heritage through tourism-related projects. The challenge attracted 386 applications from 20 countries across the region: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, Peru, Puerto Rico, San Vicente & the Grenadines, Trinidad & Tobago, Uruguay & Venezuela. The finalists receive mentoring, scholarships from the UN Tourism Online Academy and a cash prize of USD 10,000 from CAF to support project implementation. The final event will take place on 9th August in Guatemala as part of the International Day of the World's Indigenous Peoples.
 - c) On 16th July the **Bahamas: Sustainable Islands Challenge** was announced, our first innovation challenge in the Caribbean. This seeks to highlight the potential of the Bahamas as a Small Island Developing State, while bringing together public and private stakeholders to drive economic growth, sustainability, and tourism innovation with a community-based approach. The challenge is divided into three categories: Marine Conservation Marina, Community Tourism & Sustainability; and Digital Transformation. The final will take place in October.
 - d) As part of the agreement between the Ministry of Tourism of the Dominican Republic and UN Tourism's Department for International Development & Cooperation to formulate and support the rollout of the country's Sustainable Tourism Policy & Strategy, three on-site workshops were held in early July 2025 within the scope of the innovation programme. Two of the workshops (in Santiago and Santo Domingo) assessed the challenges facing the tourism sector, setting up consultations with entrepreneurs and identifying the barriers they face when starting a business. The third, an ideation workshop, focused on supporting members of the community in developing tourism-related ventures with a positive social and environmental impact. These workshops laid the groundwork for defining the Dominican Republic Entrepreneurship Challenge, set to launch from September this year.
144. Under the cooperation project with the Dominican Republic, UN Tourism is promoting an innovation challenge in sustainable tourism aimed at addressing the sector's key challenges through innovative solutions. In parallel, a comprehensive analysis of the national innovation and entrepreneurship ecosystem is being carried out, to strengthen the capacities of tourism entrepreneurs and identify their main obstacles and opportunities. Based on this assessment, short, medium- and long-term actions will be proposed to support and consolidate entrepreneurship and innovation in the country.

Key innovation events – Tourism Tech Adventures

145. Innovation challenges and competitions for start-ups were held, and the winners received guidance and mentoring, in addition to joining the UN Tourism Innovation Network, bringing with it the advantages of synergies and access to investors and destinations.
- a) The final of the **Community Tourism Start-up Competition** took place on 13th and 14th November 2024 in Cartagena (Colombia), with the support of that country's Ministry of Trade, Industry & Tourism. From 570 projects submitted from 28 regions across the country, 22 finalists were voted in across five categories.
 - b) The final of the **Green Projects Innovation Challenge** was held on 15th November 2024 in Cartagena (Colombia). This initiative was centred around low-carbon tourism, climate resilience, and biodiversity conservation. With 504 entries from 22 countries, the winner was Natoure (Mexico).

c) The final of the 4th Global Gastronomy Tourism Start-up Competition took place between 14th and 16th November 2024 in Manama (Bahrein). From 178 entries representing 69 countries, Agrojusto (Argentina) came in first.

Innovation Activities

146. The Central Link / Innovation Centre for Sustainable Tourism based in Panama, signed a Letter of Intent in Cartagena (Colombia) during the most recent Executive Council. This marks a significant commitment to promoting entrepreneurship and sustainability in tourism across Latin America. Developed in collaboration with UN Tourism and the ATP, it seeks to support high-impact tourism start-ups focused on sustainability and community-based tourism. By providing access to expert guidance, investment opportunities, and global networks, the Centre will drive innovation, strengthen local economies, and foster a more inclusive and resilient tourism sector.

Artificial intelligence

147. The **Artificial Intelligence Adoption in Tourism – Key Considerations for Sector Stakeholders** report, currently available in the UN Tourism e-Library, is the first UN Tourism publication dedicated to examining the transformative impact of artificial intelligence on the tourism sector.

148. As artificial intelligence continues to redefine global tourism, UN Tourism is making progress in the implementation of AI in the sector through the development of the first **Global Report on Artificial Intelligence & Recommendations Guide**. This report aims to guide the responsible and strategic adoption of AI in tourism by offering concrete policy recommendations. It will be informed by an extensive research process, including documentary research and a dedicated survey circulated to all Member States. The survey gathers Member States' insights on national AI strategies, governance frameworks, and public sector priorities. In addition, a training programme will be developed for Member State officials on how to implement the recommendations, alongside the creation of a Digital Toolkit to help Member States assess their current situation and receive tailored guidance for developing their own strategies.

VII. Priority 5: Creating better and stronger institutions

A. Regional Offices

149. Brazil: The UN Tourism Regional Office for the Americas, in Rio de Janeiro, Brazil, was inaugurated in March 2025. The Regional Office will work on key issues impacting the region: investment, indigenous and community tourism, gender and accessible tourism. The office will manage key initiatives to help Member States create more competitive and sustainable investment environments.

Functional areas:

- I) Promoting FDI in Member States
- II) Developing Rural and Emerging Destinations
- III) Sustaining investments to strengthen incentives for destinations that are already established
- IV) Fostering an FDI culture in the region
- V) Capacity building and institutional strengthening
- VI) Gender and diversity
- VII) Accessibility
- VIII) Indigenous tourism and community development

150. Uruguay: The Tourism Law Observatory office for Latin America and the Caribbean (the "LAC Observatory"), based at the Casa de las Naciones Unidas in Montevideo, has launched its operations and activities for 2025 as laid out in its annual Programme of Work. This programme was shaped by a survey conducted in 2024 with Member States in the Americas, which identified key priorities and potential deliverables for the LAC Observatory. After only a few months of operations, the LAC Observatory, set up in conjunction with the Inter-American Development Bank (IDB), has become a valuable resource for countries in the region, facilitating the exchange of knowledge and best practices on drafting and optimising tourism legislation, addressing regulatory challenges, and exploring opportunities for growth and innovation.

151. The LAC Observatory is an innovative digital platform that collects, organises, analyses, updates, and disseminates tourism laws and regulations across the region, with support from a network of academic collaborators. The LEX Tourism database is regularly updated with current tourism legislation and jurisprudence in force across the LAC region. A comprehensive analysis of tourism legislation in Latin America and the Caribbean is also underway and will soon be published, highlighting key trends, significant developments, and identifying gaps and loopholes in the current legal framework. Additionally, a blog with news, updates, and initiatives about Tourism Law in the region is being developed and will be available in the Observatory's media section.
152. The LAC Observatory hosted its first Regional Congress in Punta Cana, Dominican Republic, on 15th-16th July 2025, in collaboration with Grupo Punta Cana, QA Legal and with the support of the country's Ministry of Tourism. Under the banner of "Legal Perspectives towards Sustainable Tourism", the Congress presented the Observatory's first-year achievements and provided a comprehensive analysis of legal perspectives in sustainability in tourism, covering the environmental, economic, and social dimensions. Topics and discussions included legislation and regulatory frameworks applicable to sustainable tourism, territorial planning, short-term accommodation rentals, accessibility standards, and green investments.
153. As part of COP2025 in Belém, Brazil, the LAC Observatory, supported by the country's Tourism Ministry, will organise a Side Event on Tourism Law. The purpose of the initiative is to create a platform for dialogue between public, private, and academic sectors on how tourism law can support global climate action. Key topics to be addressed include the impact of climate change on tourism – particularly in coastal and shoreline areas – and legal measures for land-use planning and environmental protection.
154. Additionally, a collective work titled *Tourism Law: Challenges and Contemporary Perspectives* is currently being compiled. This academic publication will feature expert contributions from Latin America and the Caribbean on various topics explored by the Tourism Law Observatory. It will offer valuable insights into the evolving field of tourism law, drawing on findings, recommendations, and discussions from the LAC Observatory's analysis and diagnostics.
155. The launch of the LAC Tourism Law Observatory is designed to pave the way for the establishment of Observatories on Tourism Law in UN Tourism's other regions, as approved by the 25th session of the General Assembly through Resolution 757(XXV).

B. Political awareness-raising: official trips, diplomatic relations with permanent representations in Madrid and visits by senior officials to the UN Tourism Headquarters

156. The Regional Department for the Americas recognises the importance of the institutional support that its Member States require, as well as the need to position tourism firmly on the political agendas of their respective countries, as a driver of socio-economic development.
157. With this objective in mind, and in order to expand the reach of its efforts, high-level bilateral meetings have been held with Member States from the region since May and are ongoing.
158. Official missions in, and visits to, the Americas:
- **Peru:** Launch of the *Tourism Doing Business – Investing in Peru* Guide (July 2024)
 - **Uruguay:** Inauguration of the Tourism Law Observatory for Latin America and the Caribbean (September 2024)
 - **Bolivia:** Official mission (September 2024)
 - **Brazil:** G20 Tourism Investments Forum (September 2024)
 - **Mexico:** Inauguration of the President of Mexico (September 2024)
 - **Guatemala:** 5th Business Meeting of the Tourism Sector (October 2024)
 - **Paraguay:** I Regional Conference on the Empowerment of Women in Tourism (Asunción, October 2024)
 - **Argentina:** II International Seminar on Tourism Law (November 2024)
 - **El Salvador:** Official visit and launch of the *Tourism Doing Business – Investing in El Salvador* Guide (December 2024)
 - **Jamaica:** Participation in the *Global Tourism Resilience Day* (February 2025)
 - **Brazil:** The Regional Office for the Americas begins operations (March 2025)
 - **Zambia:** 2nd UN Tourism Summit for Africa and the Americas (Livingstone, 8th-10th April 2025)
 - **Mexico:** UN Tourism is present at the 49th edition of Tianguis Turístico Mexico 2025

- **Argentina:** Official visit, delivery of the investment guide, presentation of the *Best Tourism Villages* plaques and support for the newly established national Innovation Office. (May 2025)
 - **Peru:** 70th Regional Commission for the Americas and Seminar on Artificial Intelligence & Tourism in the Americas (31st July-1st August 2025).
 - **Honduras:** Honduran Forum on Tourism Investment and launch of the Investment Guide (Tela, 6th & 7th August 2025)
 - **Guatemala:** Closing event of *UN Tourism Tech Adventures*, part of the Indigenous Tourism Challenge in Latin America and the Caribbean (8th & 9th August 2025)
 - **Dominican Rep:** 1st Regional Congress: *Legal Perspectives for Sustainable Tourism* (Punta Cana, 15th & 16th July 2025)
 - **El Salvador:** 2nd UN Tourism Regional Conference on Women's Empowerment in the Tourism Sector (TBC, 24th-26th November 2025)
 - **Cuba:** 3rd International Seminar on Tourism Law: Challenges for Tourism Law (Havana, 2nd-5th December 2025)
159. Official visits to UN Tourism headquarters and high-level bilateral meetings:
- **Peru:** Reception of the Ambassador of Peru to Spain's credentials (December 2024)
 - **Argentina:** Meeting and signing of a Memorandum of Understanding with the Secretary for Tourism, Environment & Sport (January 2025)
 - **Chile:** Meeting with the Undersecretary for Tourism (January 2025)
 - **Colombia:** Meeting with the Deputy Minister for Tourism (January 2025)
 - **Brazil:** Meeting with the Minister of Tourism – Handover of the Executive Council Presidency (January 2025)
 - **Jamaica:** Meeting with the Minister of Tourism (January 2025)
 - **Central America Tourism Agency - CATA:** Meeting with the Secretary-General of CATA (January 2025)
 - **Brazil:** Meeting with the Deputy Minister of Tourism (February 2025)
 - **Guatemala:** Meeting with the Director General of INGUAT (February 2025)
160. Other events and in-person or virtual engagements:
- **Panama:** International Economic Forum for Latin America and the Caribbean (January 2025) – in person
 - **Czech Republic:** Participation in the *World Tourism Forum* (May 2025) – in person
 - **Dominican Rep.:** Institutional presentation (May 2025) - virtual
 - **Colombia:** IATA Wings of Change – WOCA (Bogotá – June 2025) – in person
161. Institutional collaborations
- **SELA:** Virtual participation by UN Tourism in a training seminar on the design of public policies targeting the regional tourism sector, organised by the Latin American and Caribbean Economic System (SELA) (June 2024).
 - **AMADEUS:** Participation in the Amadeus-UN Tourism webinar (October 2024)
 - **UCCI:** Participation in the 1st Meeting of Ibero-American Cities (October 2024).
 - **IATA:** UN Tourism and IATA have closely collaborated to enhance connectivity in the Americas. UN Tourism is participating in the Wings of Change Americas (WOCA) meetings organised by IATA across the region (Bogotá, 25th & 26th June 2025) and in the Aviation Day of the Americas (Guatemala, November 2024). These events bring together aviation leaders, regulators, and subject-matter experts to address key issues and explore opportunities relating to air transport, with a view to agreeing on future actions that harness air travel as a driver of economic and social development across the Americas.
 - **SEGIB:** The Ibero-American General Secretariat (SEGIB), in collaboration with UN Tourism, has developed and presented the report *"Integrating the 2030 Agenda into tourism policy in Ibero-America: the cases of Chile, Colombia, Mexico and the Dominican Republic"*.
 - **INFOTEP:** Memorandum of Understanding signed with the National Institute for Technical and Vocational Training (INFOTEP) of the Dominican Republic, with the aim of promoting education and human capital development in tourism. This will be achieved through the creation of educational opportunities in Latin America and the Caribbean and the establishment in the future of an International Academy in collaboration with UN Tourism.

C. International Code for the Protection of Tourists

162. UN Tourism has been actively working to support Member States in the development and harmonisation of legal and regulatory frameworks applicable to tourism at the national, regional, and international levels. Since the adoption of the International Code for the Protection of Tourists (ICPT) three years ago, twenty-eight Member States have adhered to the code, the latest being Andorra and Uzbekistan in 2025. Five 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. A Technical Committee will compile relevant information based on these reports, about the practices, experiences, and potential difficulties encountered by countries in implementing ICPT recommendations. This information will be presented in a General Report on the adherence to, and application of, the ICPT, which will be transmitted by the Secretary-General to the General Assembly.

163. As of the date of this report, 12 countries in the region have joined the ICPT:

Ecuador	20/04/2022
Paraguay	22/04/2022
Uruguay	08/11/2022
Guatemala	18/01/2023
Costa Rica	27/06/2023
Honduras	27/06/2023
Chile (partial)	27/06/2023
Haiti	27/06/2023
Argentina	19/10/2023
Brazil	19/10/2023
Venezuela	19/10/2023
Cuba	29/04/2024

164. The following entities and local governments have also joined the ICPT:

State of Quintana Roo	FITUR 2023
State of Querétaro	30/06/2023
State of Guerrero	30/06/2023
Ciudad de Córdoba	30/08/2023
State of Baja California	FITUR 2024
Ombudsman's Office of the Autonomous City of Buenos Aires	15/03/2024
Buenos Aires Tourism Office	15/03/2024
Tucumán Autonomous region Tucumán Tourism Office	21/01/2025

165. 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. To achieve this, the Secretary-General hereby submits a proposal to set up the ICPT Technical Committee, as detailed in Annex VII of this document, for the consideration of the Executive Council.

166. The second edition of the International Seminar on Tourism Law was held in Córdoba, Argentina, on 26th to 28th November 2024, in collaboration with Córdoba's Tourism Agency and Siglo 21 University. Under the topic "Tourism Law: Sustainability and Universal Accessibility", the Seminar explored sustainable tourism in its social, economic, and environmental dimensions, alongside universal accessibility from the perspective of Tourism Law. Expert discussions covered topics such as universal accessibility, sustainable tourism legislation in the Americas, environmental conservation, and the preservation of cultural and natural heritage. Success stories from Italy, Uruguay, Ecuador, Colombia, Cuba, Costa Rica, and Peru were shared, and a high-level panel discussed the role of international organizations like the UN, UNESCO, and UN Tourism, in developing and harmonising global standards. The event consolidated its role as a key platform for promoting Tourism Law as a recognised and independent legal area.

167. Building on the success of the previous years, the third edition of the International Seminar on Tourism Law will take place in Havana, Cuba, from 2nd to 5th December 2025, focusing on "Challenges of Tourism Law." The seminar will bring together academics, representatives from Member States, private sector practitioners, and representatives from UN organizations to explore key legal issues relating to the

transformation of tourism in the digital era including, among others, the regulation of online platforms, short-term rentals, and artificial intelligence. Discussions will also cover smart destinations, sustainability and accessibility, as well as the role of foreign investment in driving tourism development in an increasingly digital and globalised environment.

D. Technical Cooperation

168. Ecuador:

- Project: Advisory services on the regulation of adventure tourism, developed and applicable to the local realities of the country
- Counterpart: Ministry of Tourism of Ecuador
- Duration: 2024
- Purpose: To provide legal advisory services around the regulation of the types of adventure tourism as developed in the region and adaptable to the specific context of Ecuador. Legal services are accompanied by training for officials and service providers, as well as the development of an informed consent model for participants.

169. Argentina, Bolivia, Brazil, Paraguay, Uruguay & Chile:

- Project: Strengthening of the Camino de los Jesuitas (Jesuits' Way): Diagnosis, Action Plan and Joint Follow-up
- Duration: 2025 - 2026
- Purpose: To optimise the management and governance of the route, with a particular focus on effective coordination mechanisms between each country's hubs, public-private cooperation, and both quality and sustainability in the route's products and destinations.

170. In the context of cooperation projects in Colombia, Ecuador, Honduras, Guatemala y Dominican Republic, UN Tourism is supporting institutional strengthening, inter-institutional coordination, and participatory governance to ensure the sustainable management of tourism in the region. Through technical assistance in regulatory processes, planning, stakeholder engagement and capacity development, Member States' priorities have been addressed and their capacity strengthened in key areas for informed decision-making. During field missions, institutional support has also been provided to position tourism as a driver of sustainable and inclusive socio-economic development in each country.