

Programme of Work

Political Strategy - Innovation, Education and Investments -
Technical Cooperation - Communications

Natalia Bayona, Executive Director

Barcelona, Spain



Political Strategy

Working closely with our Members

121 EXECUTIVE
COUNCIL
Barcelona, Spain
10 – 11 June 2024



Venice, Italy



Pioneering interregional initiatives



Attending 45 missions in 36 Member States

by the end of 2024



Agenda for Europe

- ✧ **Rules of Procedure** approved by the 70th Meeting of the Commission for Europe (Albania, 2024)
- ✧ **Projects** proposed by member states:
 - Climate Change and the **Future of Winter Tourism** Destinations - Switzerland 🇨🇭
 - Integrating Positive Experiences and Legislations for Regulating **Online Short-Term Rentals** Platforms 🇲🇪
 - Development of Strategies to Mitigate Negative Effects of **Green Investments** on Tourism SMEs - Slovenia 🇸🇮



Switzerland

New York

Innovation

Strengthening the innovation and entrepreneurship ecosystem in tourism



Artificial Intelligence
**GLOBAL
STARTUP**
COMPETITION

Powered by: UN Tourism

In collaboration with: **PLUGANDPLAY**

Main partners:

Les Roches
Global Hospitality Management Education

SPARK
INNOVATION SPHERE
BY LES ROCHES

Categories:

 People

 Planet

 Prosperity

Acceleration at SPARK



Plug and Play Summit 2025



UN Tourism Innovation Network

Leading the Artificial Intelligence Agenda



Vice Chair of ITU Focus Group on Metaverse

Technical report on tourism

وزارة السياحة
Ministry of Tourism



Saudi Arabia

Report: “Artificial Intelligence Impact on Tourism Jobs”



Global Tourism Innovation Report



Netherlands 

Report on Technology in Tourism with Saxion University of Applied Sciences

Education

Development of skills at all levels



**Tourism
Online
Academy**



Now upgrading our platform
with the support of Saudi Arabia 

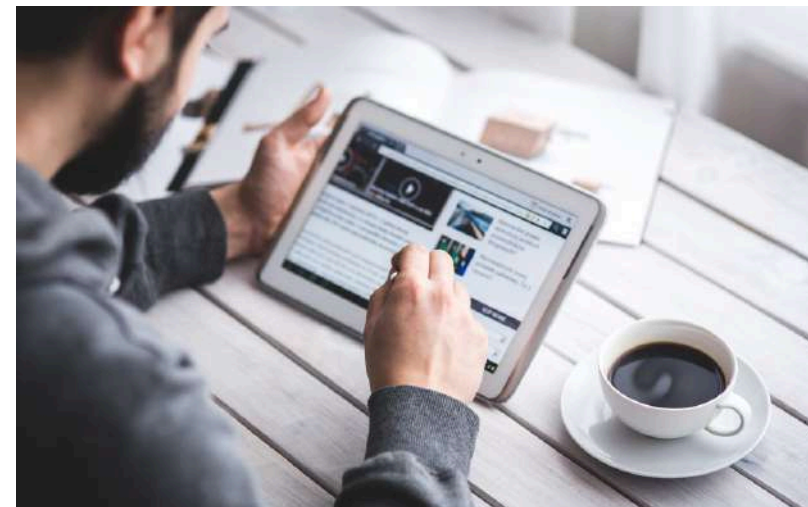
By the end of 2024

50,000 students

40 courses

3 languages  English  Spanish  Arabic

Scaling up online education



**Innovation and Digital
Transformation**



Spain



**Sales, distribution channels and
online reputation**



Spain

Expected to reach **25 academic partners** | **7 new academic partners**



Anahuac University



National Autonomous University of Mexico



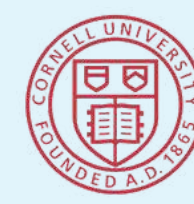
Beijing International Studies University



Sun Yat-Sen University



Center for Language Education and Cooperation



Cornell University



Alicante Foundation University



SOMMET EDUCATION



SWISS EDUCATION GROUP



basque culinary center



PUCMM
Pontificia Universidad Católica Madre y Maestra



PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE



Bilkent University



THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

Universidad Externado de Colombia

UP Universidad de Palermo

MANDARIN CENTERS
ACADEMIAS DE CHINO

جامعة الشارقة
UNIVERSITY OF SHARJAH

Instituto de Estudios Superiores de Administración

IESA

UNIVERSITY of York
Europe Campus
CITY College



Barcelona School of Tourism, Hospitality and Gastronomy

Summit

Booking.com



UNIVERSITY OF SURREY

ie UNIVERSITY



Arabic language



مقدمة في إدارة قطاع السياحة

Introduction to Tourism



سلامة ونظافة الغذاء، تلاعب الطعام، نظام تحليل المخاطر ونقاط التحكم الحرجة، أنواع وطرق الطهي

Food Safety and Hygiene



النقطيات في المطبخ، المرق، والصلصات الأساسية في الطهي

Cutting Techniques



استراتيجيات البيع، إدارة قنوات التوزيع، وسمعة الفنادق على الإنترنت

Sales Strategies

New courses with the support of **وزارة السياحة**
Ministry of Tourism 

By  **Les Roches**

- Train the Trainers
- Culinary basics for operations
- Restaurant operations

By **HSLU** Lucerne University of Applied Sciences and Arts

- Destination **Management** and **Sustainability**

By  **ÉCOLE DUCASSE**

- Culinary arts and **gastronomy**

By  **SHL** Schweizerische Hotelfachschule Luzern

- **Hotel** Operations



New programmes

with the support of Andorra 

Train the trainers service

tedQual

Renovated **TedQual** Certification

Vocational Education Portfolio



Creating high-quality postgraduate programmes with top institutions



Universidad Autónoma
de Santo Domingo
PRIMADA DE AMERICA / Fundada el 28 de octubre de 1538

Master's in **Tourism Law**



Beijing International Studies University

Master's on **Tourism Management**



UNIVERSIDAD
DE SALAMANCA



SORBONNE
UNIVERSITÉ

PhD in **Tourism Law**



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism

Masters' in **Digital Marketing,**
Analytics and Smart Technologies
Hospitality and Tourism

Investments

Promotion of traditional and non-traditional investments to strengthen the sector

Decision-making through economic insights

Guiding Principles for Sustainable Investment in Tourism

Jointly developed by
UNCTAD and UN Tourism



Provides a global **framework for policies** to attract sustainable investment.



Global Investments Report 2024

Reveals the transformative **potential of tourism investments**, emphasizing sustainability and innovation.



UN Tourism

1st Report on Investments in the tourism sector in Latin America and the Caribbean



UN Tourism



Tourism Greenfield Investments Report 2024



Bogotá, Colombia

Tourism Doing Business - Investment Guidelines



Investment Guidelines - Upcoming editions



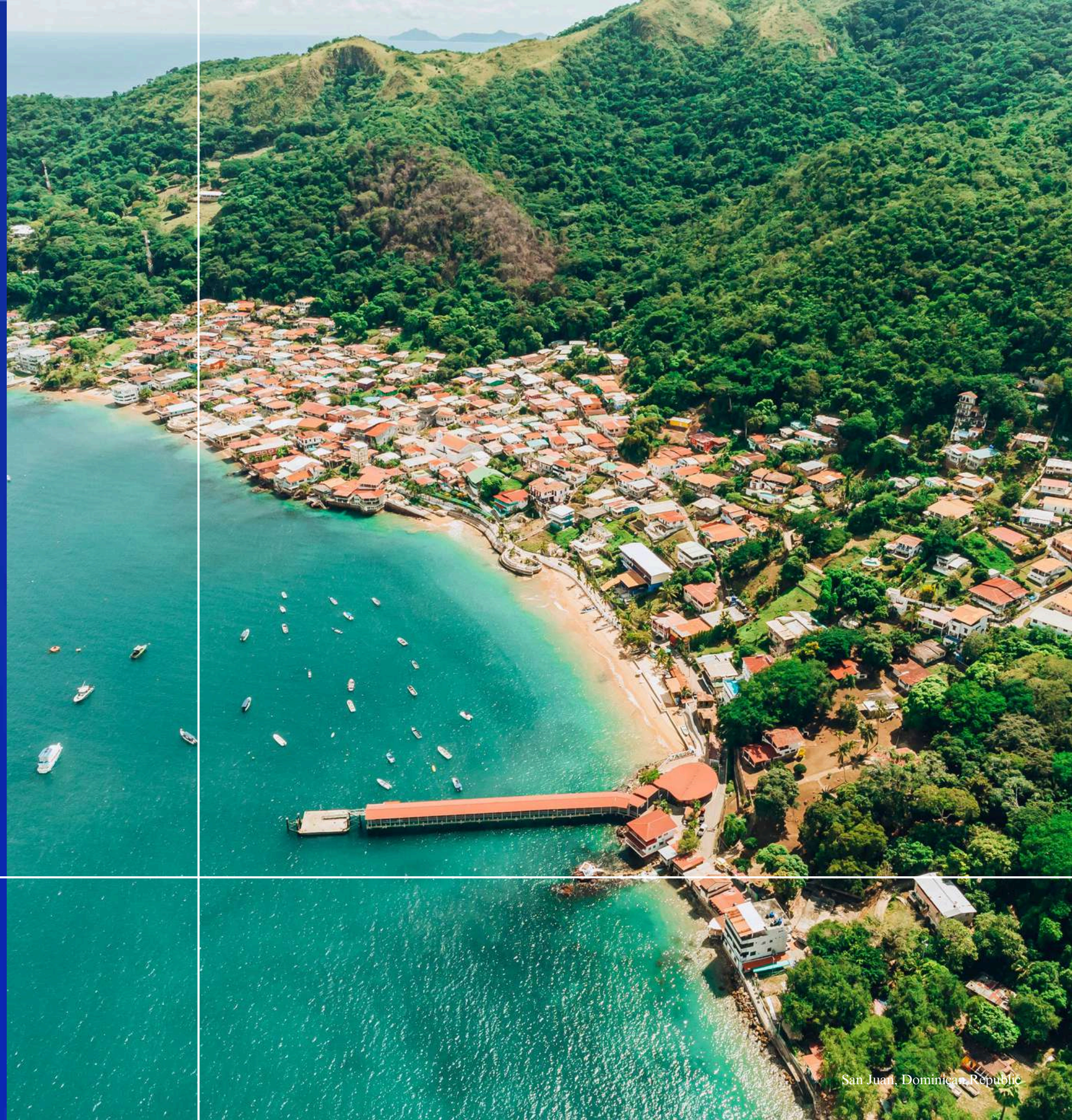
Technical Cooperation

Generation of impact with projects

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UN Tourism


SUSTAINABLE
DEVELOPMENT
GOALS



San Juan, Dominican Republic

Generating impact in all regions

by the end of 2024



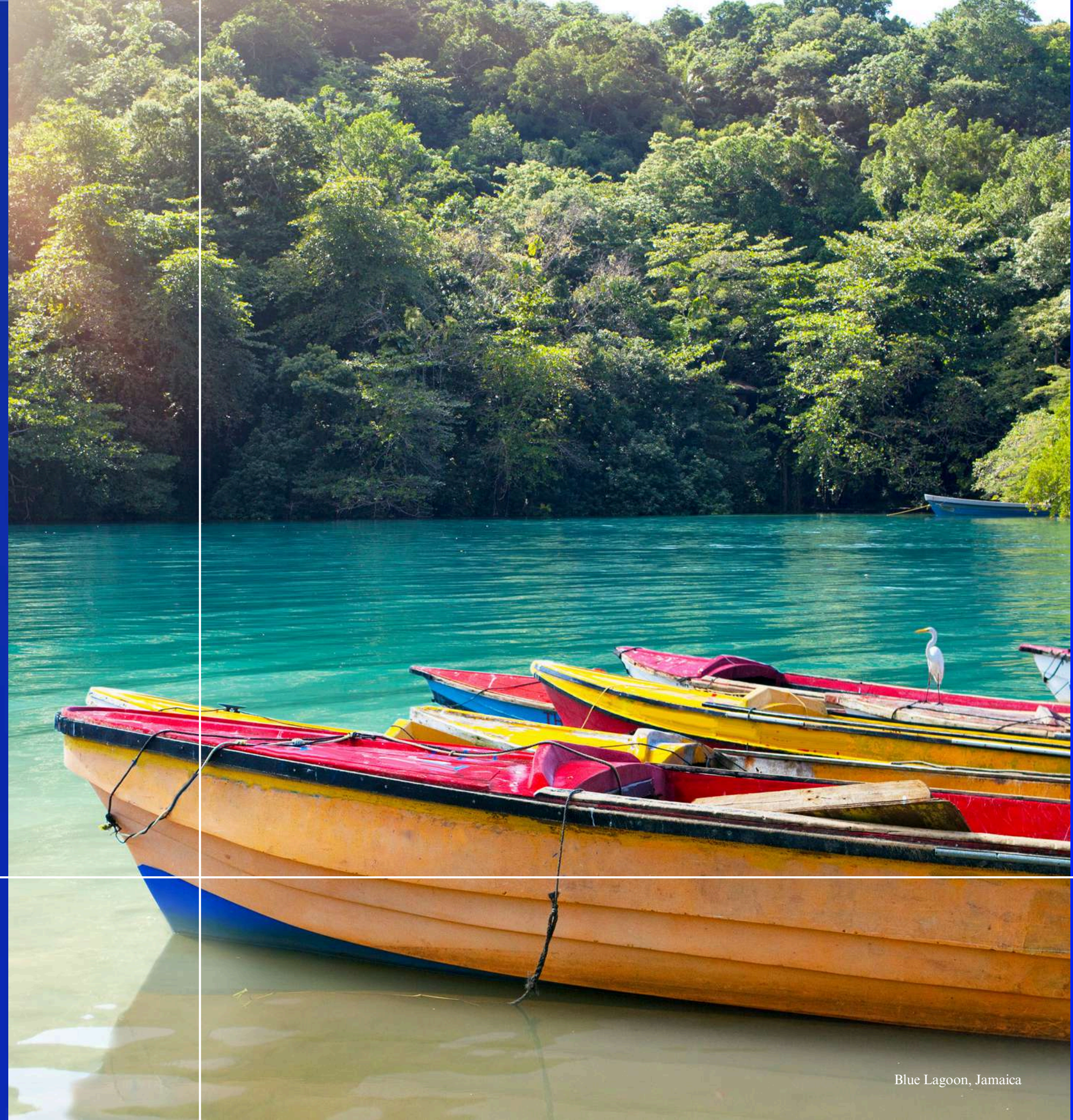
Communications

Effectively sharing our values and programme of work

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UN Tourism


SUSTAINABLE
DEVELOPMENT
GOALS



Blue Lagoon, Jamaica

Spreading the voice of tourism as an economic sector and driver of peace

**WORLD
TOURISM
DAY 2024** | **TOURISM
AND
PEACE**

Tbilisi, Georgia 🇧🇬



**Ministers' Summit
2024**

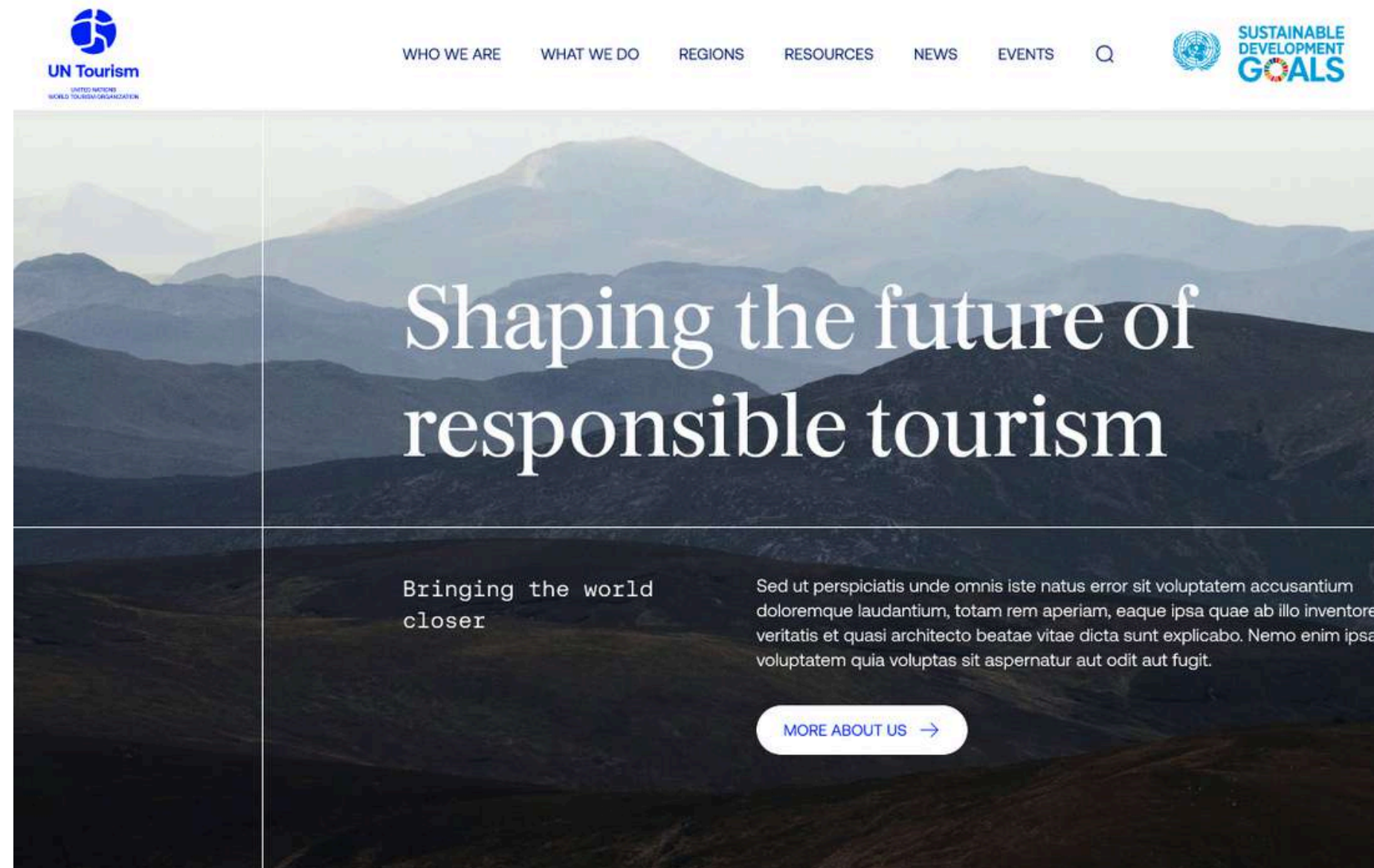
Exploring **Artificial Intelligence** and
Emerging Technologies



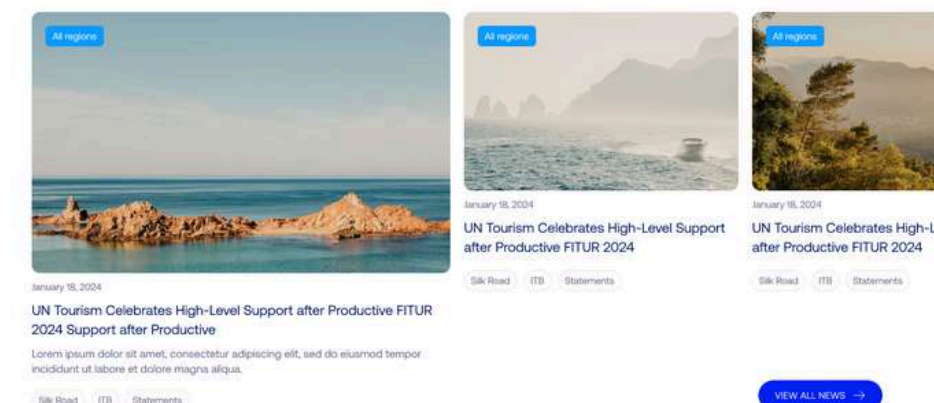
Expo 2025 - UN Pavilion
April - October 2025
Osaka, Japan 🇯🇵

Strengthening our brand positioning

- Implementation of **UN Tourism Branding** Strategy
- **New website** design and structure
- **Programme of Ambassadors:** 45 profiles advocating for tourism



Our latest news



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Natalia Bayona, Executive Director

