



全体大会

第 26 届会议

沙特阿拉伯利雅得

2025 年 11 月 7 日至 11 日

议程项目 17

关于“人工智能与创新对塑造全球旅游业影响”的专题会议——审议并通过《关于旅游业未来的利雅得宣言》

A/26/17 rev.1
Madrid, 7 November 2025
Original: English

联合国世旅组织正走向绿色。全体大会所有文件均可在联合国世旅组织网站获得：<https://www.unwto.org/zh-hans>，或使用此处二维码。



报告：《关于旅游业未来的利雅得宣言》

执行概要

在执行委员会第 123 届会议上，沙特阿拉伯王国为全体大会第 26 届会议提出了一系列成果，得到了执委会的支持。这些成果之一是关于旅游业人工智能的部长宣言。

将就这一主题举行专题会议和辩论，以期通过相应的宣言。

经发出给成员国后，《关于旅游业未来的利雅得宣言》的整合修订文本作为附件 I 附于本文件。



决议草案¹

议程项目 17

关于“人工智能与创新对塑造全球旅游业影响”的专题会议——
审议并通过《关于旅游业未来的利雅得宣言》
(文件 A/26/17 rev.1)

大会，

听取了对专题会议以及随后辩论的介绍与发言，

1. 感谢发言者和各成员就人工智能的出现给旅游业带来的挑战和机遇提出见解和贡献；

2. 认识到迫切需要采取行动，管理这一发展并收获其所有的裨益；

审查了《关于旅游业未来的利雅得宣言》的报告(A/26/17 rev.1 号文件)，

注意到执行委员会有关《关于旅游业未来的利雅得宣言》的[XXX]号决定，

3. 通过了该《宣言》；

4. 欢迎完全利用预算外资源编写“旅游业未来战略路线图”；

5. 注意到《宣言》中有关“旅游业未来战略路线图”的章节，须待收到资助其编写的预算外捐款后方可实施；以及

6. 请秘书长向执行委员会 2026 年第一届常会报告“旅游业未来战略路线图”取得的进展及为其调动的资金情况。

¹本文件为决议草案，关于大会最终通过的决议，请参考届会结束后发布的决议文件。

I. 关于“人工智能和创新对塑造全球旅游业的影响”专题会议的方案

1. 建议专题辩论的结构如下：
 - (a) 开场陈述
 - (b) 主旨发言：“旅游业的未来：人工智能与全球投资趋势”
 - (c) “联合国世旅组织人工智能挑战”颁奖典礼
 - (d) 私营部门在旅游业人工智能领域的领导地位
 - (e) 高级别政策辩论：“人工智能推动旅游业转型”

II. 《关于旅游业未来的利雅得宣言》

1. 如向执行委员会第 123 届会议提交的报告（CE/123/8 Add.1）所述，沙特阿拉伯政府通过 2025 年 4 月 22 日的来函，请求执行委员会的支持和各成员国的合作，以期在全体大会第 26 届会议上取得与旅游业人工智能（AI）相关的以下成果：
 - (a) **衡量旅游业人工智能的全球框架**：制定标准化方法，以评估整个旅游生态系统中人工智能的成熟水平、采用情况及其影响。
 - (b) **旅游业人工智能应用指南**：提供可操作的全球指南和针对特定行业的人工智能建议，以支持旅游业负责任地采用人工智能，并为政策制定者和企业提供工具包，概述最佳监管做法和风险管理策略，同时为成员提供如何实施指南的培训方案。
 - (c) **关于旅游业人工智能的部长宣言**：为旅游业整体以符合道德、包容和负责任的方式采用人工智能拟定共同原则，报全体大会核准。
2. 执行委员会在 2025 年 5 月 31 日通过的第 [11\(CXXIII\)](#) 号决定中注意到这些拟议成果，并鼓励各成员合作实现这些成果。
3. 2025 年 10 月 2 日，秘书处通过一份普通照会，向成员国转递了沙特阿拉伯提出的“关于旅游业未来的利雅得宣言”草案，请它们审查该草案，并提交意见或评论，以便及时整合一个修订文本。整合修订文本作为附件 I 附于本文件。
4. 2025 年 9 月 26 日星期五，联合国世旅组织收到沙特阿拉伯王国旅游部的一份最初草案。秘书处于 10 月 2 日星期四将此版本发给成员国，征求意见和评论。
5. 2025 年 10 月 28 日，沙特阿拉伯提交了第二版草案，加入了各国首轮评论，秘书处随后将此版本于 2025 年 11 月 1 日发给成员国。
6. 2025 年 10 月 30 日，应沙特阿拉伯要求，秘书处组织了两场成员国在线会议审查《关于旅游业未来的利雅得宣言》的更新草案。来自所有地区的 146 位与会人参加了会议。
7. 2025 年 11 月 6 日，继纳入各国最新反馈后，沙特阿拉伯王国旅游部向秘书处提交了《宣言》的最终草案。
8. 该宣言草案申明以下目标：
 - (a) 立即采取行动实现可持续性
 - (b) 推进旅游业的数字化转型和创新

- (c) 加强行业的复原力
- (d) 坚持强有力的数据治理做法
- (e) 解决劳动力短缺和技能差距问题
- (f) 促进尊重文化和社会包容的旅游业
- (g) 应对游客分布不均的挑战
- (h) 改善旅游基础设施和公共安全
- (i) 确保公平和包容性的旅游经济

9. 此外，该宣言草案要求秘书处交付以下成果：

- (a) 启动《人工智能对旅游业影响报告和建议指南》，并在执行委员会 2026 年第一届常会上提交；
- (b) 编制人工智能与旅游业全球成熟度框架，并在执行委员会 2026 年第一届常会上提交；
- (c) 编写一份报告，说明成员国采纳和使用《人工智能对旅游业影响报告和建议指南》的情况，并在执行委员会 2027 年第一届常会上提交；以及
- (d) 编写一份 “旅游业未来战略路线图” 并在宣言通过后 12 个月内向执行委员会提交。

10. 秘书处指出，2026-2027 两年期工作方案和预算草案中没有预见到 “旅游业未来战略路线图”，秘书处需要收到预算外捐款才能开始编写该报告。

Annex I: Riyadh Declaration on the Future of Tourism (as of 6 November 2025)

RIYADH DECLARATION ON THE FUTURE OF TOURISM

UN Tourism General Assembly 26th Session, Riyadh,
The Kingdom of Saudi Arabia, 10 November 2025

Cognizant of the centrality of the 2030 Agenda for Sustainable Development,¹ which sets out seventeen Sustainable Development Goals as a shared blueprint for people, planet, prosperity, peace, and partnership; the UN General Assembly resolution on the promotion of sustainable tourism for poverty eradication and environmental protection;² the UN General Assembly resolution on the promotion of sustainable and resilient tourism;³ and the UN General Assembly resolution on seizing opportunities of safe, secure and trustworthy Artificial Intelligence (AI) systems for sustainable development,⁴

Recalling the UN Tourism General Assembly's endorsement of the Chengdu Declaration on Tourism and the Sustainable Development Goals,⁵ which affirms tourism's contribution to economic, trade, and cultural links between developed and developing countries; the Kyoto Declaration on Tourism and Culture: Investing in Future Generations,⁶ which commits to implementing innovative policies, strengthening capacities for sustainable development, and advancing local community empowerment and responsible tourism; the UN Tourism General Assembly's approval of the International Code for the Protection of Tourists,⁷ which sets standards for assisting and protecting tourists; and the General Assembly's adoption of the Global Code of Ethics for Tourism,⁸ which sets out principles for responsible and sustainable tourism development,

¹ United Nations General Assembly, *Transforming our world: the 2030 Agenda for Sustainable Development*, Resolution A/RES/70/1, 25 September 2015.

² United Nations General Assembly, *Promotion of sustainable tourism, including ecotourism, for poverty eradication and environment protection*, Resolution A/RES/71/240, 21 December 2016.

³ United Nations General Assembly, *Promotion of sustainable and resilient tourism, including ecotourism, for poverty eradication and environmental protection*, Resolution A/RES/77/178, 14 December 2022.

⁴ United Nations General Assembly, *Seizing the opportunities of safe, secure and trustworthy artificial intelligence systems for sustainable development*, Resolution A/RES/78/265, 21 March 2024.

⁵ United Nations Tourism General Assembly, Resolution A/RES/677(XXII), 16 September 2017.

⁶ World Tourism Organization and United Nations Educational, Scientific and Cultural Organization, *Kyoto Declaration on Tourism and Culture: Investing in Future Generations*, 13 December 2019.

⁷ United Nations Tourism General Assembly, Resolution A/RES/732(XXIV), 3 December 2021.

Recognizing that rapid technological advancements - including AI and other emerging technologies - are fundamentally transforming the global tourism sector, providing opportunities for growth, innovation and empowerment, such as through the enhancement of visitor experiences, market intelligence and data use, responsive product development, adaptability to dynamic travel trends and optimization of travel and tourism operations. At the same time, such technological advances also risk deepening inequalities between States, regions and destinations with different levels of sectoral development,

Embracing the fact that these technologies will have profound and multifaceted effects on the future of tourism, including challenges such as sustainability and environmental pressures, accessibility, innovation capacity and digital innovation gaps, exposure to crises and resilience challenges, workforce shortages and talent or skills mismatches, cultural and social integration, flow management, unbalanced tourism and uneven distribution of visitors, infrastructure limitations, public safety concerns, and inequitable distribution of tourism benefits,

Therefore, we, the Ministers responsible for tourism of the Member States of UN Tourism, gathered in Riyadh, Kingdom of Saudi Arabia, in the context of UN Tourism General Assembly 26th Session, acknowledge that the global tourism sector is at a turning point in how people travel, how destinations evolve, and how communities thrive. Consistent with our individual obligations under international and national laws, as well as our national policies and cultural values, we declare that all Member States should:

1. Act immediately to advance and accelerate progress towards a more sustainable tourism sector that balances environmental stewardship, economic vitality, and social wellbeing.
2. Advance and promote the responsible adoption of digital transformation and innovation in the tourism sector by incentivizing investment in digital infrastructure, taking into account different levels of infrastructural development.
3. Strengthen sectoral resilience by advancing risk assessment and preparedness, investing in adaptive infrastructure and systems, and fostering rapid response and recovery mechanisms to ensure continuity and stability in the face of disruptions.
4. Adopt and maintain strong data governance practices that ensure privacy, cybersecurity, data protection for tourists and industry stakeholders, while encouraging safeguards against cybersecurity threats.
5. Develop a robust and relevant decision-making mechanism, based on reliable data to strengthen tourism indicators for all dimensions of sustainability.
6. Address workforce shortages and skills gaps by encouraging investments in tourism education and training, and sharing knowledge amongst all Member States.
7. Promote culturally respectful and socially inclusive tourism by engaging authentically with local communities, safeguarding cultural heritage, and protecting the social fabric of host societies, while preserving cultural identity.

8. Confront the challenges of uneven tourist distribution by promoting innovative policies and strategies to channel tourism flows towards emerging destinations.
9. Improve tourism infrastructure and strengthen public safety by enhancing basic services, transport and connectivity, as well as security and accessibility standards, in the planning and management of destinations.
10. Enable vital tourism economies by taking advantage of technological and AI- driven initiatives to support local entrepreneurship.
11. Cooperate to achieve the goals of the Riyadh Declaration, while being mindful of the diverse policy priorities of Member States.

We direct:

- The Secretary-General, in close consultation with Member States, to prepare a strategic roadmap on the future of tourism and to present it to the Executive Council within 12 months of the adoption of this Riyadh Declaration. Noting that should any financial obligations arise, funding will be through voluntary contributions from interested Member States at no additional cost to UN Tourism's regular budget.
- The Secretary-General to activate the AI Impact on Tourism Report and Recommendation Guide and to prepare a global maturity framework or index for AI and tourism, to help Member States assess their readiness, identify gaps, unlock new opportunities and guide the responsible and safe adoption of AI in the sector, and to present (i) the work done to activate the AI Impact on Tourism Report and Recommendation Guide at the Executive Council's first ordinary session of 2026; and (ii) the global maturity framework for consideration at the Executive Council's first ordinary session of 2026.
- UN Tourism to (i) prepare a report on the Member State adoption and use of the AI Impact on Tourism Report and Recommendation Guide and to prepare a global maturity framework or index for AI and tourism, including recommendations on how to improve both instruments and their utility; and (ii) present this report to the Executive Council at its first ordinary session of 2027.