

**General Assembly**

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Riyadh, Saudi Arabia

7-11 November 2025

**Agenda item 17****Thematic session on “The impact of Artificial Intelligence and Innovation in Shaping Global Tourism” – Consideration and adoption of the Riyadh Declaration on the Future of Tourism**

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**Report on the Riyadh Declaration on the Future of Tourism****Executive summary**

At the 123rd session of the Executive Council, the Kingdom of Saudi Arabia proposed a series of outcomes for the 26th session of the General Assembly, which were supported by the Council. Among such outcomes is a ministerial declaration on AI in tourism.

A thematic session and debate on the topic will be held with a view to the adoption of the corresponding declaration.

After circulation to Member States, the consolidated revised text for the “Riyadh Declaration on the Future of Tourism” is attached as Annex I to the present document .

## DRAFT RESOLUTION<sup>1</sup>

### Agenda item 17

Thematic session on “The impact of Artificial Intelligence and Innovation in Shaping Global Tourism” –  
Consideration and adoption of the Riyadh Declaration on the Future of Tourism  
(document A/26/17 rev.1)

*The General Assembly,*

*Having heard* the presentations and interventions of the thematic session and the ensuing debate,

1. *Thanks* the speakers and the Members for their insights and contributions regarding the challenges and opportunities presented by the emergence of Artificial Intelligence for the tourism sector;
2. *Recognizes* the urgent need to take action in order to manage this development and reap all its benefits;

*Having examined* the report on the Riyadh Declaration on the Future of Tourism (document A/26/17 rev.1),

*Noting* decision [xxx] of the Executive Council on the Riyadh Declaration on the Future of Tourism,

3. *Adopts* the Declaration;
4. *Welcomes* the preparation of a Strategic Roadmap on the Future of Tourism through the use of extrabudgetary resources exclusively;
5. *Notes* that the sections of the Declaration relating to the Strategic Roadmap on the Future of Tourism are subject to the receipt of extrabudgetary contributions to fund its preparation; and
6. *Requests* the Secretary-General to report to the Executive Council at its first ordinary session in 2026 on the progress achieved and the funds mobilized for the Strategic Roadmap on the Future of Tourism.

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<sup>1</sup> This is a draft resolution. For the final resolution adopted by the Assembly, please refer to the Resolutions document issued at the end of the session.

## I. Programme of the thematic session on “The impact of Artificial Intelligence and Innovation in Shaping Global Tourism”

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1. The structure of the thematic debate is proposed as follows:
  - (a) Preliminary Remarks
  - (b) Keynote: “The Future of Tourism: Artificial Intelligence and Global Investment Trends”
  - (c) Award Ceremony of the UN Tourism Artificial Intelligence Challenge
  - (d) Private Sector Leadership in Artificial Intelligence for Tourism
  - (e) High-Level Policy Debate: “The Transformation of Tourism through Artificial Intelligence”

## II. The Riyadh Declaration on the Future of Tourism

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1. As reported to the 123rd session of the Executive Council ([CE/123/8 Add.1](#)), through a letter dated 22 April 2025, the Government of Saudi Arabia requested the support of the Executive Council and the collaboration of the Members towards the achievement of the following outcomes relating to Artificial Intelligence (AI) in tourism for the 26th session of the General Assembly:
  - (a) **Global Framework to measure AI in Tourism:** Develop a standardized approach to assess AI readiness, adoption, and impact across the tourism ecosystem.
  - (b) **Guidelines for AI Applications in Tourism:** Provide actionable global guidelines and sector-specific AI recommendations to support responsible AI adoption in tourism, in addition to a toolkit for policymakers and businesses, outlining the best regulatory practices and risk management strategies, combined with a training programme for Members on how to implement the Guidelines.
  - (c) **Ministerial Declaration on AI in Tourism:** Set shared principles for ethical, inclusive, and responsible AI adoption across the tourism sector to be endorsed in the General Assembly.
2. The Executive Council, in decision [11\(CXXIII\)](#) adopted on 31 May 2025, took note of these proposed outcomes and encouraged the Members to collaborate towards their realization.
3. On 2 October 2025, the Secretariat transmitted through a Note Verbale to the Member States the draft Riyadh Declaration on the Future of Tourism proposed by Saudi Arabia and invited them to review it and communicate any inputs or comments to enable timely consolidation of a revised text. The consolidated revised text is attached as Annex I.
4. On Friday, 26 September 2025, UN Tourism received an initial draft from the Ministry of Tourism of the Kingdom of Saudi Arabia. The Secretariat shared this version with the Member States on Thursday, 2 October requesting their inputs and comments.
5. On 28 October 2025, Saudi Arabia provided a second draft, which incorporated the first set of comments from the countries, and the Secretariat subsequently shared this version with the Member States on 1 November 2025.
6. On 30 October 2025, two online meetings with Member States were organized by the Secretariat at the request of Saudi Arabia to review the updated draft for the Riyadh Declaration on the Future of Tourism. These meetings were attended by 146 participants from all regions.
7. On 6 November 2025, following the inclusion of the latest feedback from the countries, the Ministry of Tourism of the Kingdom of Saudi Arabia submitted to the Secretariat the final draft of the Declaration.
8. The draft Declaration affirms the following objectives:

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<sup>8</sup> United Nations Tourism General Assembly, Resolution A/RES/406(XIII), 1 October 1999.

- (a) Act immediately to achieve sustainability
  - (b) Advance digital transformation and innovation in the tourism industry
  - (c) Strengthen sectoral resilience
  - (d) Uphold strong data governance practices
  - (e) Address workforce shortages and skills gaps
  - (f) Promote culturally respectful and socially inclusive tourism
  - (g) Confront the challenges of uneven tourist distribution
  - (h) Improve tourism infrastructure and public safety
  - (i) Ensure fair and inclusive tourism economies, and
9. Additionally, the draft Declaration tasks the Secretariat with the following deliverables:
- (a) Activate the AI Impact on Tourism Report and Recommendations Guide and present it at the Executive Council in 2026 at its first ordinary session;
  - (b) Prepare a global maturity framework for AI and tourism and present it at the Executive Council in 2026 at its first ordinary session;
  - (c) Prepare a report on Member State adoption and use of the AI Impact on Tourism Report and Recommendations Guide and present it at the Executive Council in 2027 at its first ordinary session; and
  - (d) Prepare a Strategic Roadmap on the Future of Tourism and present it at the Executive Council within 12 months of the adoption of the Declaration.
10. The Secretariat notes that the Strategic Roadmap on the Future of Tourism is not foreseen in the draft Programme of Work and Budget for the biennium 2026-2027 and its preparation will require the receipt by the Secretariat of extrabudgetary contributions.

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<sup>8</sup> United Nations Tourism General Assembly, Resolution A/RES/406(XIII), 1 October 1999.

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

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### RIYADH DECLARATION ON THE FUTURE OF TOURISM

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

Cognizant of the centrality of the 2030 Agenda for Sustainable Development,<sup>1</sup> 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;<sup>2</sup> the UN General Assembly resolution on the promotion of sustainable and resilient tourism;<sup>3</sup> and the UN General Assembly resolution on seizing opportunities of safe, secure and trustworthy Artificial Intelligence (AI) systems for sustainable development,<sup>4</sup>

Recalling the UN Tourism General Assembly's endorsement of the Chengdu Declaration on Tourism and the Sustainable Development Goals,<sup>5</sup> 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,<sup>6</sup> 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,<sup>7</sup> which sets standards for assisting and protecting tourists; and the General Assembly's adoption of the Global

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

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

<sup>3</sup> 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.

<sup>4</sup> 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.

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

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

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

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<sup>8</sup> United Nations Tourism General Assembly, Resolution A/RES/406 (XIII), 1 October 1999.

Code of Ethics for Tourism,<sup>8</sup> which sets out principles for responsible and sustainable tourism development,

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 26<sup>th</sup> 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.