

执行委员会

第 124 届会议
沙特阿拉伯利雅得

2025 年 11 月 8 日

议程项目 4 (b)**总工作方案的执行情况**

CE/124/4(b) rev.1
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联合国世旅组织正走向绿色。执行委员会所有文件均可在联合国世旅组织网站获得：www.untourism.int，或使用此处二维码。

**执行摘要**

根据全体大会第二十五届会议批准的工作方案中的优先事项，秘书处现就 2025 年 5 月至 9 月期间开展的最新活动提交报告。



决定草案¹

议程项目 4 (b)
2024-2025 年总工作方案的执行情况
(文件 CE/124/4(b) rev.1)

执行委员会,

审议了秘书长关于本组织 2025 年 5 月至 9 月期间执行总工作方案情况的报告,

1. 注意到该期间开展的活动和主要成果;
2. 欢迎将旅游业列为 2025 年 11 月在巴西贝伦举行的联合国气候变化 COP30 会议的重点关注领域之一;
3. 授权根据文件 CE/124/4(b) rev.1 附件一中所列方式使用联合国世旅组织的名称和标志;
4. 批准文件 CE/124/4(b) rev.1 附件二所列的《游客保护国际守则》技术委员会职权范围。

¹ 此为决定草案。如欲了解委员会最终通过的决定, 请参阅会议结束时发布的决定文件。

I. 引言

1. 联合国世旅组织全体大会在乌兹别克斯坦撒马尔罕举行的第 25 届会议上批准了 2024-2025 年工作方案和预算草案 ([A/RES/757\(XXV\)](#))，其内容围绕三大战略目标和五项方案优先事项：

目标 1：通过倡导、知识创造、政策指导和服务多样化，成为最具影响力的旅游组织。

目标 2：扩大组织和成员规模。通过建立战略伙伴关系提升资源、能力和主体性。

目标 3：以创造更美好的未来为目标对本组织进行转型。更加灵活、有效的治理。践行联合国价值观和多边主义，落实《2030 年议程》。

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

优先事项 2：促进可持续性和包容性：循环性、气候行动和生物多样性。减少不平等，促进文化。

优先事项 3：投资于人才：加强教育和培训，增强人力资本以实现体面劳动。

优先事项 4：促进投资和扩大创新：拓展融资渠道，加快新商业模式的采纳。

优先事项 5：建立更好、更强健的机构：旅游政策、治理和复原力。

2. 本文件总结了在 5 月至 9 月期间（即在西班牙塞哥维亚举行的第 123 届执行委员会会议上提交报告以来）围绕上述目标和优先事项开展的各项活动和举措。
3. 本文件包含以下附件：
 - (a) 附件一：组织名称和标志的使用
 - (b) 附件二：《游客保护国际守则》技术委员会职权范围
4. 文件 A/26/4(b) 中包含了介绍联合国世旅组织（1）技术合作项目、（2）出版物和（3）活动日历的附件。

II. 战略目标

A. 目标 1：通过倡导、知识创造、政策指导和服务多样化，成为最具影响力的旅游组织。

5. 在南非担任主席国的 [二十国集团旅游部长会议](#) 上，联合国世旅组织为旅游工作组制定的可交付成果做出了贡献，这些成果的主题包括：（1）通过数字创新促进旅游初创企业和中小微企业发展；（2）旅游融资和投资，以加强平等和促进可持续发展；（3）航空连通，实现无缝旅行；（4）增强复原力，以实现具有包容性和可持续性的旅游业发展。
6. [第三次联合国内陆发展中国家问题会议](#)（LLDC3）于 2025 年 8 月召开，会议上强调旅游业为推动结构转型的强大驱动力。联合国世旅组织在 LLDC3 会议期间举办的会外活动重点关注将旅游业定位为内陆发展中国家经济多元化、可持续发展和增强复原力的催化剂。
7. 在 [第三届联合国海洋大会](#)（UNOC3）上，旅游业成为塑造可持续和具复原力的海洋经济的主要参与者。联合国世旅组织与联合国环境规划署（UNEP）合作举办了一场官方会外活动，主题为“[蓝色旅游：为人类和地球推进可持续和有复原力的海洋经济](#)”，展示循环方法和气候行动如何改变海洋旅游业并增强复原力。联合国世旅组织加入了由联合国资本发展基金（UNCDF）、联合国环境规划署和联合国开发计划署牵头的“一个海洋融资机制”的多机构共同设计进程，并参

与支持由法国政府、可持续发展与国际关系研究所（IDDRI）和海洋与气候平台推动的“海洋旅游契约（Ocean Tourism Pact）”的启动。

8. 开展了全球及多国技术援助，强化了成员国在政策与治理、数据体系、人力资本和可持续性等方面的机构建设，同时动员了预算外资源和共同融资，以确保工作的持续性和规模。

B. 目标 2：扩大组织和成员规模。通过建立战略伙伴关系提升资源、能力和主体性。

9. 在摩洛哥王国拉巴特设立非洲创新专题办事处：于 2025 年 5 月签署财务协议，这是加强区域合作和推动整个非洲大陆旅游业发展的重要一步。有关区域和专题办事处的更多详情请参阅文件 A/26/8。

C. 目标 3：以创造更美好的未来为目标对本组织进行转型。更加灵活、有效的治理。践行联合国价值观和多边主义，落实《2030 年议程》。

10. 将技术援助项目组合作为资源引擎，获得了预算外资金、共同融资及成本分担协议，从而增加了本组织的资源，提升了与合作伙伴的交付能力，并加强了成员国的主体性。

III. 方案优先事项

优先事项 1：增强竞争力：健全的旅游统计数据 and 联合国标准、数据和市场情报，重新思考目的地定位和产品开发。

全球统计系统的协调

11. [2025 年联合国秘书长关于《实现可持续发展目标进展情况》的报告](#)以及联合国[《2025 年可持续发展目标报告》](#)及其[扩展版本](#)中均收录了联合国《可持续发展目标全球指标框架》中三项官方旅游指标的相关数据：直接来自旅游业的国内生产总值（8.9.1）、旅游业从业人员（8.9.2）以及各国实施衡量可持续旅游的工具（可持续发展目标指标 12.b.1）。
12. 在第四次联合国发展筹资问题国际会议（2025 年 7 月，西班牙塞维利亚）期间，联合国世旅组织参加了题为“数据和统计：指导决策的关键工具”的会外活动。在该活动上，《衡量旅游业可持续性统计框架》被作为采用国内生产总值（GDP）以外的指标衡量发展的典型示例进行介绍。[《塞维利亚承诺》](#)呼吁加大对数据的投资，并鼓励推动开放数据。
13. 联合国世旅组织继续参与关键国际统计框架和分类的修订工作，特别是涉及《国际服务贸易统计手册》（MSITS，关于服务贸易）和《环境经济核算体系》（SEEA，关于环境核算）的相关工作。

数据和市场情报

14. 《世界旅游业晴雨表》：已发布[五月和九月期刊](#)，内容包括 2025 年上半年国际旅游数据及 2024 年年度收入数据。[联合国世旅组织数据仪表盘](#)每月更新全球、地区和国家数据以及航空运输、住宿、短期租赁和旅游情绪等行业指标。
15. Amadeus 与联合国世旅组织合作，发布了关于[欧洲](#)和[美洲](#)的旅游洞察报告，此前还发布过关于[亚洲和太平洋](#)地区的洞察报告。
16. 通过联合国世旅组织与欧洲旅游委员会（ETC）共同开展的数据实验室（Datalab）项目展开合作：最新的网络研讨会探讨了以数据驱动的策略来应对季节性问题的，并利用数据与情报识别新的消费趋势。
17. 与东盟合作，共同整理最新旅游趋势和预测，用于编制关于国际游客人数的《2025 - 2030 年东盟旅游展望》报告。
18. 由安哥拉主办的第二届联合国世旅组织和国际民航组织（ICAO）非洲旅游和航空运输部长级会议圆满闭幕，与会各方一致呼吁加强伙伴关系和合作，以释放该地区的增长潜力。

19. 联合国世旅组织、联合国粮食及农业组织（粮农组织）山区伙伴关系秘书处和太平洋旅游组织（SPTO）共同举办了为期三天的[可持续美食旅游区域讲习班](#)。
20. 联合国世旅组织/亚太旅游协会（PATA）在中国桂林举办旅游趋势与展望论坛（2025 年 9 月）：第 19 届论坛的主题是“协同前行：开拓有复原力、可持续的智慧旅游生态系统新前沿”，下设两个专题讨论会，主题分别为“智慧目的地：打造面向未来的可持续和有复原力的目的地”以及“旅游未来的新治理与政策：利用数据与协作”。
21. 联合国世旅组织于 2025 年 10 月在巴西里约热内卢举办的巴西旅游展览会上再次举行附属成员交流角活动。与参加其他主要旅游展会一样，本组织展示了附属成员的最佳实践，并分析了旅游业的主要趋势，特别关注拉丁美洲。
22. 与联合国发展协调办公室和拉丁美洲和加勒比国家驻地协调员举行高级别对话，主题为“释放旅游潜力，推动拉丁美洲和加勒比地区的可持续发展”。

旅游业促进乡村发展计划

23. [联合国世旅组织“最佳旅游乡村”倡议](#)第五届评选共收到了来自 65 个国家的 270 多份申请。入选乡村将于 2025 年 10 月 17 日在中国潮州市举行的“联合国世旅组织 2025 最佳旅游乡村颁奖典礼”上公布。另外还将选出 20 个乡村参与“升级计划”。
24. “最佳旅游乡村”网络不断发展，成员包括来自五大区域 59 个国家的 254 个乡村（共四届）。联合国世旅组织网络的“第三届最佳旅游乡村年会”将与 2025 年颁奖典礼同期举行，届时各成员乡村的代表将齐聚一堂，重建联系、分享经验、回顾进展，并探讨网络的战略方向。
25. 来自 13 个国家的 17 个乡村在 2023 年度评选中入选[“升级计划”](#)，并于 2024 年 10 月至 2025 年 8 月期间参与导师辅导。每个乡村都获得了一份量身定制的《导师建议报告》，为改善可持续发展实践、运营绩效和旅游发展战略提供切实可行的指导。针对来自 15 个国家的 20 个乡村的导师辅导活动将于 2025 年第四季度启动，其中，对列入[发展援助委员会（DAC）官方发展援助（ODA）受援国名单](#)的国家将进行实地辅导，其余则通过线上开展。
26. 在“最佳旅游乡村”网络的“知识系列——向专家学习”项目下开展了两场在线课程，共有来自 30 多个国家的学员参加。课程内容包括：“乡村身份的知识产权”（2025 年 5 月，与产权组织合作推出）和“协助乡村旅游目的地的自我评估工具（STAR）”（2025 年 8 月，联合国世旅组织推出）。这些课程为“最佳旅游乡村”网络成员（包括中小微企业、公共和私营部门代表以及民间社会）提供了专家指导。
27. “乡村对话——来自基层的声音”系列活动举办了两场线上会议，来自 45 个国家的 160 多人参加了会议。会议重点关注：[“旅游与自然：通过可持续乡村发展保护自然资源”](#)（2025 年 7 月）和“文化遗产传承：全球重要农业文化遗产（GIAHS）乡村的农旅体验”（2025 年 9 月）。
28. 联合国世旅组织发布了首份《“最佳旅游乡村”监测报告》，该报告是联合国世旅组织“最佳旅游乡村”倡议下每两年一次的监测，涵盖了 2021 年入选的 43 个乡村。报告重点介绍了九个评估区域采取的 460 项行动，其中 84% 的乡村称其在获得“最佳旅游乡村”称号后出现了积极变化。参与积极度最高的领域是环境可持续性（91%）以及旅游发展和价值链整合（88.6%）。最常见的挑战是融资（23%）、基础设施（15%）和人力资源/培训（14%）。
29. [“协助乡村旅游目的地的自我评估工具（STAR）”](#)平台已扩展至包括所有“最佳旅游乡村”网络成员，拥有来自 70 多个国家的 360 多名注册用户。联合国世旅组织开展了一场入门培训、一场知识分享及两场推介活动，以加强不同利益相关方对 STAR 的应用，并推动将其融入当地旅游战略。来自 STAR 用户的反馈和访谈为该平台计划于 2025 年第四季度推出的进一步开发提供了参考。邀请成员国在国家层面对该工具进行定制化，从而为其乡村目的地获取量身定制的评估。
30. 联合国世旅组织与粮农组织合作编写了《全球重要农业文化遗产（GIAHS）可持续旅游发展指南》。该指南将于 2025 年 10 月 31 日在粮农组织 2025 年全球重要农业文化遗产（GIAHS）奖颁奖典礼上发布。

31. 《旅游与乡村发展：政策视角》（[阿拉伯语版本](#)）以及《旅游与乡村发展：了解实际挑战——从最佳旅游乡村倡议中汲取的经验教训》（[阿拉伯语版本](#)）于 2025 年 9 月发布，扩大在中东地区的影响力。
32. [旅游促进乡村发展小额赠款方案（T4RD-SGP）](#) 首轮征集提案以“多彩文化”为主题，在途易关爱基金会（TUI Care Foundation）的支持下，共收到来自全部十个符合条件的非洲国家的 141 份申请。其中 7 个项目入围预选，将分别获得最高 2 万欧元的资助以及能力建设支持。项目实施将于 2025 年第四季度启动，周期为 12 个月。

健康旅游

33. 联合国世旅组织与沙特阿拉伯旅游部合作，在联合国世旅组织中东区域办事处举办了[首届中东地区健康旅游讲习班](#)，吸引了来自 12 个中东国家的 32 名代表参加。

城市旅游

34. 在 2025 年 8 月 25 至 26 日于中国武汉召开的“文化创意驱动可持续城市发展国际研讨会”上，联合国教科文组织（UNESCO）、联合国人居署（UN-Habitat）与联合国世旅组织联合发布了出版物《文化驱动的可可持续城市旅游解决方案》。

体育旅游

35. 联合国世旅组织在 6 月于墨西哥蒙特雷举办的[世界足球峰会](#)（美洲区）上组织了体育旅游专题，并在 10 月于马德里举行的全球区峰会上继续合作，进一步彰显了本组织通过多方对话与合作推动体育旅游发展的承诺。
36. 作为官方合作伙伴，联合国世旅组织参与了由附属成员马德里杯（MADCUP）主办、于 6 月 18 至 19 日在马德里国际会展中心（IFEMA）举行的首届[马德里体育峰会](#)。在该活动中，联合国世旅组织主持了题为“[体育与旅游：可持续遗产战略](#)”的小组讨论，参会的附属成员包括伊比利亚航空、纳亚里特州旅游促进局以及穆尔西亚大区。
37. 启动了由国际汽车联合会（FIA）赞助的“联合国世旅组织可持续体育旅游卓越奖”。该奖项旨在表彰各个目的地、机构和活动对可持续体育旅游做出的杰出贡献。
38. 联合国世旅组织参加了于 2025 年 8 月在阿根廷圣马丁德洛斯安第斯举行的[第二届美洲山地与冰雪大会暨博览会](#)。该活动由附属成员阿根廷旅游商会主办。
39. 联合国世旅组织与附属成员建立了一条新的合作渠道，名为“体育旅游学术合作”，旨在推动与部分开设体育与旅游研究生课程的大学建立伙伴关系。通过这一模式，联合国世旅组织计划参与课程内容开发，在特定模块中开设大师课，共同设计应用型挑战和学生实际案例项目，并促成附属成员以嘉宾讲者身份参与教学。

LGBTQ+ 旅游

40. 联合国世旅组织继续与附属成员 ATREVIA 合作推出播客系列。[第十期](#)于骄傲季期间发布，聚焦 2025 年的 LGBTQ+ 旅游，探讨了旅行者在安全性、真实性与包容性方面不断变化的期待。
41. 联合国世旅组织与附属成员国际 LGBTQ+ 旅游协会（IGLTA）基金会合作，于 2025 年 7 月 31 日举办了题为“[语言的力量：通过包容性沟通强化旅游业](#)”的网络研讨会。此次活动标志着《旅游业 LGBTQ+ 包容性沟通综合指南》的首次全球推广，该指南由联合国世旅组织联合 Miles Partnership 与 HospitableMe 共同制定。

A. 优先事项 2：促进可持续性和包容性：循环性、气候行动和生物多样性。减少不平等，促进文化。

42. 联合国世旅组织与克罗地亚旅游与体育部及萨格勒布大学合作，成立了可持续旅游研究中心。该中心为政策导向型知识中心，重点关注治理、包容性、气候行动、旅游法及其他优先领域，以支

持基于证据的可持续旅游发展。作为对研究中心的补充，联合国世旅组织还将设立[可持续旅游奖](#)，旨在表彰那些倡导创新型、以社区为中心、具有长远战略的目的地。这些目的地所倡导的战略还应在实现经济韧性的同时兼顾社会与文化的保护。

43. 联合国世旅组织参与了在罗马举行的 2025 年乌克兰重建会议上的专题小组讨论。在讨论中，乌克兰国家旅游发展局着重介绍了其在为旅游业复苏做准备方面的承诺，重点关注欧洲旅游领域在立法、战略、基础设施和数字通信方面的坚实基础。
44. 2025 年 6 月，欧洲区域委员会在阿塞拜疆举行会议期间，举办了题为“从势头到里程碑：在 COP29 之后推进旅游业气候行动”的[高级别气候行动专题会议](#)。会议重点介绍了具有里程碑意义的[COP29 旅游日](#)，以及[《COP29 加强旅游业气候行动宣言》](#)的发布。该宣言目前已获得 70 个政府的支持，并在 COP26 上发布的《旅游业气候行动格拉斯哥宣言》基础上进一步推动了全球旅游领域的气候行动。
45. COP30（巴西贝伦，2025 年 11 月 10 日至 20 日）主席国已将旅游业列为[COP30 专题日](#)的重点，预计相关活动将于 2025 年 11 月 19 日至 20 日举行。
46. [《旅游业气候行动格拉斯哥宣言》](#)继续支持其签署方制定和实施气候行动计划，围绕五条行动路径展开：测量、脱碳、再生、协作和融资。2025 年年度执行报告的编写工作已通过发布[在线问卷](#)正式启动。
47. 在 2025 年 6 月于法国尼斯举行的第三次联合国海洋大会期间，[全球旅游业塑料倡议](#)发布了其[《2024 年度进展报告》](#)，进一步强化从源头减少污染的努力，并在整个旅游价值链中推广循环解决方案。
48. “旅游以食为善：共创旅游业可持续食品体系”倡议已于 2025 年 8 月启动实施。该为期两年的行动研究项目汇聚政策制定者、学者、从业者和社区，共同重新设计旅游业中食品的生产、采购、供应、消费、再分配与再利用方式。该倡议由联合国世旅组织牵头，剑桥大学合作开展，并由途易关爱基金会支持。目前，面向政策制定者的问卷调查正在进行中。
49. 联合国世旅组织与慢食运动（Slow Food）建立合作伙伴关系，加强[旅游业与农业之间的联系](#)，以惠及目的地及其社区。
50. 与刚果民主共和国一同[连接旅游与文化](#)：将音乐与旅游作为推动外交、青年赋权和包容性增长的活力引擎。
51. 联合国世旅组织与 E1 方程式赛艇系列赛携手合作，[通过体育促进可持续出行与旅游发展](#)。
52. [《土著旅游业良好实践汇编——聚焦亚太地区》](#)
53. 发布了针对在塞拉利昂举行的主题为“超越赋权，迈向教育、创新和金融服务”的旅游业女性区域大会的[报告](#)。
54. 与智利旅游部副部长共同举办关于旅游公共部门性别主流化的能力建设网络研讨会。
55. 针对成员国和企业进行的关于[旅游交通领域女性就业](#)的问卷调查
56. 通过技术合作项目支持对《危地马拉 2015—2025 年可持续旅游总体规划》的评估工作，并协助制定更新版本，确保其与可持续发展目标及国家发展优先事项充分对接。
57. 为多米尼加共和国制定和实施《国家可持续旅游政策和战略》提供技术援助，将可持续发展原则和跨部门协作方法纳入其中。
58. 设计并实施旅游奖项计划，其中包括卡塔尔旅游奖和克罗地亚可持续旅游奖，旨在表彰可持续旅游领域的卓越成就，同时推动公平、生物多样性保护与文化包容性。

衡量旅游业的可持续性

59. 联合国世旅组织目前正牵头制定一套基于《衡量旅游业可持续性的统计框架》（SF-MST）的公认指标体系，以实现国际可比性，并启动全球数据集与国家层面的报告工作。截至目前，已有 31 个国家和次国家级目的地开展了衡量旅游业可持续性（MST）试点工作，包括：奥地利、加拿大、哥斯达黎加、克罗地亚、丹麦、埃及、斐济、芬兰、德国、印度尼西亚、意大利、吉尔吉斯斯坦、墨西哥、荷兰王国、新西兰、秘鲁、菲律宾、萨摩亚、沙特阿拉伯、斯洛文尼亚、南非、西班牙、斯里兰卡、瑞典、瑞士、泰国、乌干达和越南，以及次国家级地区——英国的威尔士、西班牙的加那利群岛和太平洋地区。
60. 随着《衡量旅游业可持续性的统计框架》获联合国统计委员会批准成为第三个国际旅游统计标准，旅游统计正迎来强劲的国际发展势头。这一里程碑事件激发了成员国、联合国系统及各国际组织在推动 MST 实施方面的高度关注与需求。MST 在多个重要活动中得到了突出展示，包括西班牙统计局组织的第一届旅游统计数据用户和生产者会议（6 月 9 日至 10 日，西班牙马德里）、西班牙旅游局（TourSpain）组织的“西班牙会谈——关爱未来”会议（7 月 7 日，德国柏林）以及联合国经济统计师网络组织的首届旅游统计网络研讨会：“旅游统计——数据驱动决策的工具和技术”（9 月 24 日，线上）。

联合国世旅组织与牛津大学可持续发展目标影响实验室、世界可持续酒店联盟和易捷假期合作，正推进专为旅游业制定的统一版环境、社会与治理（ESG）框架的开发工作。联合国世旅组织正组建由多方利益相关者组成的咨询委员会，并正着手完成 ESG 框架首个版本以供征求意见。该倡议已在多个重要论坛上得到推广，特别是国际大会及会议协会（ICCA）全球协会论坛（7 月 7 日至 9 日，西班牙格拉纳达）和联合国商业和贸易统计专家委员会第 8 次会议（6 月 24 日至 26 日，新加坡）。

国际安全旅游守则

61. 联合国世旅组织正在积极参与制定《国际安全旅游守则》（ISTC），旨在推动安全和有复原力的旅游实践。乌兹别克斯坦提出了为上述目的设立政府间委员会的提案，执行委员会通过第 3(CXXI) 号决定批准该提案。目前各方正依照该决定的授权讨论守则的范围和内容。为了支持这一举措，秘书处正在招募一位在旅游安全、风险管理和复原力方面具有专长的国际专家。

《旅游道德框架公约》

62. 关于《旅游道德框架公约》及其《任择议定书》（FCTE），目前已有五个国家（阿尔巴尼亚、厄瓜多尔、黎巴嫩、尼日利亚和塞舌尔）加入该公约，其中两个国家（阿尔巴尼亚和塞舌尔）也加入了《任择议定书》。该公约目前尚未生效。联合国世旅组织和联合国两家国际机构的成员国再次被邀请接受该公约及其任择议定书的约束。
63. 联合国世旅组织与世界旅游伦理委员会（WCTE）合作，正在举办一系列聚焦《旅游道德框架公约》（FCTE）的区域性网络研讨会。这些研讨会介绍了公约的总体内容，并讲解如果成员国有意接受该公约约束应遵循的具体程序。同时，会议安排了已加入公约的成员国代表发言，并设有专门的问答环节，以加深对公约的理解并促进参与。在此框架下，面向美洲地区成员国的首场区域性网络研讨会于 2025 年 6 月 19 日举行。

B. 优先事项 3：投资于人：加强教育和培训，增强人力资本以实现体面劳动。

64. 悉尼科技大学的拉里·德怀尔（Larry Dwyer）博士荣获 [2025 年尤利西斯旅游知识创造与传播卓越奖](#)。
65. 亚太地区各国的高级旅游官员参加了在蒙古举办的主题为“以旅游与文化促进目的地的复原力与包容性”的[高管培训项目](#)。
66. 联合国世旅组织与巴斯克烹饪中心联合推出美食旅游体验设计课程，并提供 4 个全额奖学金名额，其中 2 个面向西班牙语班，2 个面向英语班。

67. 联合国世旅组织在线学院推出了以下 4 门大型开放式在线课程（MOOC）：（1）影响力和数字趋势；（2）乡村旅游发展的设计思维（英文版）；（3）设计思维（西班牙语版）；（4）乡村地区旅游产品开发与营销。
68. 联合国旅游组织与瑞士卢塞恩应用科技与艺术大学（HSLU）联合开设的、为期三年的国际可持续旅游理学学士项目的首届学生已完成第一学年课程，正筹备进入第二学年。该届共有来自 5 个国家的 27 名学生参加。
69. 联合国世旅组织与 HSLU 联合开设的国际可持续旅游理学学士项目的第二届学生将于 2025 年 9 月开学，在马德里开始第一学年的学习。该届共有来自 11 个国家的 40 名学生参加。
70. 撒马尔罕国际学院与联合国世旅组织合作，正在推进为期 7 个月的酒店管理高管教育项目。
71. 在电子学习协议框架下，联合国世旅组织与瑞士理诺士酒店管理学院合作，启动了沙特阿拉伯王国教师交流项目。
72. 在罗安达举行的联合国世旅组织与国际民航组织部长级会议期间，与安哥拉签署了高管教育谅解备忘录。
73. 于世界旅游日当日发布联合国世旅组织出版物《创新本科与研究生课程——多学科方法》及其相关筹备工作。
74. [欧洲旅游危机防范、应对和恢复行动框架（SAFE-D Europe）](#)：于 3 月至 5 月期间举办了由专家主讲的线上讲习班。在日益增长的气候、健康、安全及网络威胁面前，该倡议旨在加强针对危机的防范、应对和恢复能力。
75. 联合国世旅组织正支持多米尼加共和国旅游部与圣多明各自治大学合作设计首个旅游法硕士学位课程。这是首个专为法律专业人士设立的项目，课程内容涵盖公法、国际组织、监管事务及税收等领域。
76. 以可持续旅游为重点的已完成及正在实施的合作项目框架下（多米尼加共和国和危地马拉），联合国世旅组织设计并开展了多项培训课程和能力建设讲习班，主题多样，面向公共机构、私营部门及当地社区。
77. 在塞舌尔实施能力建设项目，重点围绕酒店等级评定，并设计了“培训师培训”入门模块，以确保长期的机构知识积累和评估人员专业能力建设。

C. 优先事项 4：促进投资和扩大创新：拓展融资渠道，加快新商业模式的采纳。

78. 《旅游业营商环境——投资指南》推出了新版，涵盖以下国家：阿根廷、哥伦比亚（中文版）、哥斯达黎加、洪都拉斯、印度尼西亚（日文版）、巴拿马、南非和塔吉克斯坦。完整的出版物清单见文件 A/26/4(b) 附件二。
79. 联合国世旅组织非洲委员会召开会议，旨在推动[社会影响力、创新与青年赋权](#)。
80. [世界旅游论坛](#)于 2025 年 5 月在捷克布拉格举行，重点探讨赋能初创企业及人工智能（AI）的变革潜力。
81. 在[联合国世旅组织非洲区域委员会第 68 届](#)会议框架下，于 2025 年 6 月在尼日利亚阿布贾举办了通过创新、人工智能与创意产业促进旅游业社会影响力与教育发展的主题会议和讲习班。
82. 与摩洛哥旅游发展署（SMIT）及摩洛哥王国旅游部合作，于 2025 年 6 月举办了题为[“通过数字化转型赋能摩洛哥中小微企业”](#)的网络研讨会。会议吸引了 50 多家企业参与，探讨了商业数据分析、人工智能和数字营销等主题。
83. 启动了“联合国世旅组织[安全目的地挑战赛](#)”，旨在增强欧洲及其它地区旅游业的复原力，现已开放申请，截止日期为 2025 年 10 月 31 日。

84. 2025 年 7 月在多米尼加共和国圣多明各举办了旅游业多维诊断与专题讲习班，旨在识别当地旅游业的优先领域及创新机遇。
85. 于 2025 年 7 月举办了主题为[“拉丁美洲和加勒比地区旅游业投资”的网络研讨会](#)。
86. 于 2025 年 8 月在秘鲁利马举办了拉丁美洲和加勒比地区旅游业人工智能研讨会，该研讨会为[第 70 届美洲区域委员会](#)框架下的一项活动。研讨会期间签署了“巴哈马可持续岛屿挑战赛”的相关协议，并签署了与巴拿马国际可持续旅游创新中心的合作协议。
87. 于 2025 年 8 月启动了[联合国世旅组织巴哈马可持续岛屿挑战赛](#)，该活动是与巴哈马旅游与航空部合作举办，并由巴哈马创业孵化器 Innovate 242 参与协办。该挑战赛申请截止日期为 2025 年 10 月 10 日，重点聚焦海洋保护、社区旅游与绿色科技。比赛成果将于 2025 年 10 月在“旅游科技探险：巴哈马”活动中发布。
88. 于 8 月 6 日，在洪都拉斯特拉湾举行了[投资研讨会](#)。
89. 于 2025 年 8 月 9 日在危地马拉伊希姆切与拉美开发银行（CAF）合作举办了拉丁美洲和加勒比地区[土著旅游挑战赛](#)决赛。该挑战赛共收到来自 21 个国家的近 400 份申请。决赛汇聚了来自该地区的多方利益相关者，并评选出项目 Atpitalla 为获胜者，该项目于 9 月 5 日获得拉美开发银行颁发的 1 万美元奖金。
90. [联合国世旅组织社会创新挑战赛](#)于 2025 年 9 月启动，由 SOMMET 教育基金会、Plug and Play 与 TORNUS 合作举办。该挑战赛旨在征集具备可持续性、包容性以及绿色的解决方案以产生社会影响力。入围决赛的 6 名选手将获得理诺士学院马贝拉校区颁发的奖学金。报名截止日期为 12 月 8 日。
91. 南非旅游投资峰会于 9 月在南非开普敦举行，作为南非担任二十国集团（G20）主席国期间的会外活动之一，同时还发布了《联合国世旅组织南非旅游业营商指南》。此外，会上还：（1）发布了《为何投资非洲》报告，向国际投资者展示了非洲大陆充满活力的旅游投资环境与潜力；（2）启动了[探索立陶宛挑战赛](#)。
92. 塔吉克斯坦[旅游投资论坛](#)于 2025 年 9 月在杜尚别举行。活动重点展示了塔吉克斯坦对可持续旅游发展的承诺，并展现了其吸引国际投资的潜力。
93. 与马耳他旅游局合作启动了创新挑战赛：利用绿色技术缓解城市热浪，改善居民和游客体验。
94. [“美洲的人工智能与旅游业”](#)研讨会
95. 国际无障碍标准应用培训：聚焦在多米尼加共和国运营的企业与目的地。该培训与拉丁美洲和加勒比地区旅游法观察站首届区域大会背靠背举行。
96. 在与多米尼加共和国合作项目框架下，设计了一项可持续旅游创新挑战赛。

D. 优先事项 5：建立更好、更强健的机构：旅游政策、治理和复原力。

97. 通过区域培训与统计咨询服务开展旅游统计能力建设：担任阿拉伯国家联盟主办的第三届阿拉伯旅游统计论坛（2025 年 9 月，伊拉克巴格达）的培训师。

联合国世旅组织附属成员活动

98. 联合国世旅组织启动了 2026 - 2027 年度附属成员和公私合作部（AM-PPC）工作方案公开征集提案活动，为附属成员提供了一个重要机会，提交与本组织战略目标和优先事项相一致的项目构想、活动及倡议。
99. 为增强联合国世旅组织法定会议中附属成员的参与度，多家附属成员在于秘鲁利马举行的第 70 届美洲区域委员会会议上发挥了重要作用。会议期间还举办了两场会外活动：一是欢迎与交流会，二是主题为“美洲旅游：鼓舞人心的最佳案例”的区域会议。

100. 联合国世旅组织发布了《[2025 年 1-6 月附属成员活动摘要](#)》，概述了与附属成员和公私合作部（AM-PPC）协作开展的主要倡议、活动及服务。

旅游法观察站

101. 旅游法观察站属于 2024 - 2025 年度工作方案中的旗舰项目，经第 757(XXV) 号决议批准设立。旅游法观察站是创新性的数字化平台，在区域层面系统地收集、整理、分析、更新并传播旅游相关法律法规，并借助由个人专家及学术合作伙伴组成的网络提供支持。

102. **乌拉圭：**设于蒙得维的亚联合国之家的拉丁美洲和加勒比地区旅游法观察站专题办事处（LAC 观察站）正在实施其 2025 年工作方案。该方案基于 2024 年对美洲地区成员国开展的问卷调查制定，该调查确定了 LAC 观察站的重点优先事项和潜在成果。为确保广泛参与并加强加勒比国家的参与度，将于 2025 年 10 月举办专题网络研讨会，使各国能够就加勒比地区的具体需求提出优先主题领域和相关活动。

(a) Turismo LEX 是与美洲开发银行（IADB）联合开发的，属于 LAC 观察站活动的一部分。该数据库定期更新，收录整个拉加地区现行的旅游法律法规。针对该地区旅游法的综合分析已完成，重点总结了主要趋势和重要进展，并识别出现行法律框架中的空白与不足。此外，一份专门介绍拉加地区旅游法相关新闻、更新及相关举措的专题通讯正在筹备中，不久将在观察站媒体专区发布。

(b) LAC 观察站于 2025 年 7 月 15 至 16 日在多米尼加共和国蓬塔卡纳举办了首届区域大会，该会议是与蓬塔卡纳集团和 QA Legal 合作举办，并得到多米尼加共和国旅游部的支持，大会主题为“*可持续旅游的法律视角*”。大会的一项重要成果是成立了土地治理和国土规划工作组，该工作组就土地管理和国土规划作为战略旅游资源问题给出了法律建议。这些建议将最终为制定该领域的示范性旅游法提供参考依据。

(c) 此外，合集论文集《*旅游法：当代挑战与展望*》已完成编撰，计划于 2025 年底正式出版。作为旅游法观察站的首部学术出版物，该论文集汇集了来自拉丁美洲和加勒比地区 30 余位专家的研究成果，涵盖了观察站所探讨的广泛主题领域。

(d) 作为 2025 年 11 月 19 至 20 日在巴西贝伦举行的 COP30 旅游对话计划的一部分，联合国世旅组织将举办题为“*旅游法与气候行动*”的专题会外活动，由 LAC 旅游法观察站提供支持。该活动将探讨旅游法在加速气候行动中的作用。

103. **沙特阿拉伯：**执行委员会第 123 届会议通过第 3(CXXIII)号决定批准设立中东旅游法观察站。该观察站目前正在中东区域办事处框架内设立。中东观察站将以拉美和加勒比地区旅游法观察站的成功模式为基础，复制和调整其主要功能，例如法律数据库、旅游立法资源和报告、互动学习平台和区域学术网络，以契合中东地区的具体法律框架、优先事项和需求。为此，秘书处正推进观察站数字平台的阿拉伯语版本适配工作。此外，我们将很快正式启动对中东地区成员国学术合作者的预选工作。

旅游法相关活动

104. 首届欧洲旅游法会议于 2025 年 9 月 18 日在马耳他瓦莱塔举行，主题为“*塑造未来：欧洲的旅游法*”。会议讨论了该领域的主要法律与监管挑战，包括无障碍环境、过度旅游、短期租赁以及消费者保护等议题。

105. 继往届成功举办之后，第三届国际旅游法研讨会将于 2025 年 12 月 9 日至 11 日在古巴哈瓦那举办，由哈瓦那大学主办。大会总主题为“*旅游法的挑战*”，将探讨旅游业相关的关键法律议题，包括：国土规划（特别关注沿海地区）、通过在线平台提供短期租赁的监管、外国投资的法律框架，以及人工智能对旅游活动的影响及其监管需求等。

《游客保护国际守则》

106. 联合国世旅组织一直积极支持成员国制定和协调适用于国家、区域和国际层面的旅游业法律和监管框架。自四年前通过《游客保护国际守则》（ICPT）以来，已有 29 个成员国决定遵守该守则，

其中佛得角、马耳他和塞拉利昂自执行委员会第 123 届会议以来决定遵守。根据《游客保护国际守则》第五章 D 节，应设立一个隶属于执行委员会的技术委员会，其总体任务是协助秘书长促进、监督和推进已加入该守则的国家和其他利益攸关方有效执行《游客保护国际守则》。

107. 执行委员会在其第 123 届会议通过的第 3(CXXIII) 号决定中，欢迎设立《游客保护国际守则》技术委员会，批准了文件 CE/123/3(b)(i) rev.2 附件七中提出的技术委员会组成方案，并请秘书处编写技术委员会职权范围，提交委员会下届会议批准。为实现这一目标，秘书处特此提交附件二中的职权范围，供执行委员会审议。该职权范围规定了《游客保护国际守则》技术委员会（作为执行委员会的附属机构）的组成、职能和工作方式。

技术援助

108. 联合国世旅组织推出的旨在为安道尔制定《旅游框架法》的项目目前已进入最后阶段。该法草案计划于 2026 年 11 月提交安道尔议会。与此同时，联合国世旅组织推出的“整合积极经验和立法以规范在线短期租赁平台”项目正在对部分欧洲国家现有的在线短期租赁和住宿服务法律法规框架进行诊断性审查和评估。有关这两个项目的更多信息，请参阅文件 A/26/4(b)的附件一。

Annex I: Use of the name and emblem of the Organization (2024-2025)

NAME	MEMBER STATUS	ACTIVITY	DATES OF USE	TYPE OF LOGO
Cruceroadicto (Cruise Campus)	Not a UN Tourism member	FITUR Cruises posters	25 January 2024 – From the date the logo is accepted to 28 January 2024	with the participation of
ASICOTUR	UN Tourism Affiliate Member	Digital invitation	4-28 January 2024 (FITUR)	UN Tourism Affiliate Member logo
Fatmata Binta in collaboration with World Bank and FAO food series	UN Tourism Responsible Tourism Ambassador	To be featured in a video	11/01/2024 During a year or more	With the support of
PROCOLOMBIA Japan	UN Tourism Affiliate Member	conference materials	1 February - 22 March 2024	In collaboration with
Ministry of Tourism, Jamaica	UN Tourism Full or Associate Member	Invitation letter event (Global Tourism Resilience Day)	1January 2024 - 17 February 2024	UN Tourism logo
Turespaña	UN Tourism Full or Associate Member	Event (FITUR)	19-24 January 2024 (FITUR)	In collaboration with
Ministry of Tourism, Zambia	UN Tourism Full or Associate Member	Event (ZITHS TRAVEL, Hospitality and Tourism Education Summit)	January-May 2024	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	6th edition of the Africa Youth in Tourism Innovation Summit & Challenge	For the event	In collaboration with
Asociación Taleñt	Not a UN Tourism member	Talent Shake Turismo	5 February 2024- 13 March 2025	With the participation
Mediterranean Exchange of Archaeological Tourism (BMTA – Borsa Mediterranea del Turismo Archeologico)	Not a UN Tourism member	Event: XXVI edition of the Mediterranean Exchange of Archaeological Tourism (BMTA), 31 October – 3 November	February-November	With the participation
easyJet holidays	Not a UN Tourism member	Official website	Duration of the partnership (31/03/2026)	In collaboration with
City Destinations Alliance	UN Tourism Affiliate Member	promotional materials and official web page	While Affiliate Member	UN Tourism Affiliate Member logo
Colorado State University	UN Tourism Affiliate Member	official web page	While Affiliate Member	UN Tourism Affiliate Member logo
Skal International	UN Tourism Affiliate Member	promotional materials and official web page	1 year	UN Tourism Affiliate Member logo
Deggendorf Institute of Technology	UN Tourism Affiliate Member	Official website	While Affiliate Member	UN Tourism Affiliate Member logo
Corporación Comunicación Iberoamericana Barcelo	UN Tourism Affiliate Member	Official website	From 2024 to 2026	UN Tourism Affiliate Member logo
AVIAREPS	UN Tourism Affiliate Member	Official website	While Affiliate Member	UN Tourism Affiliate Member logo

Vienna Tourist Board	UN Tourism Affiliate Member	Official website	While Affiliate Member	UN Tourism Affiliate Member logo
Federación de Jóvenes Empresarios (FIJE) y Consejo de Empresarios Iberoamericanos (CEIB)	Not a UN Tourism member	Event: I Congreso Iberoamericano de Turismo Sostenible, Justo e Inclusivo	19/02/2024 – 21/03/2024	In collaboration with
Universidad Antonio de Nebrija	UN Tourism Affiliate Member	promotional materials and official website https://www.nebrija.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Shaanxi Tourism Group	UN Tourism Affiliate Member	promotional materials and official website http://www.sxtourgroup.com	While Affiliate Member	UN Tourism Affiliate Member logo
ASICOTUR	UN Tourism Affiliate Member	promotional materials, social media accounts and official website https://asicotur.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Tourism Optimizer Platform	UN Tourism Affiliate Member	promotional materials and official website https://www.tourismoptimizerplatform.com/en/	While Affiliate Member	UN Tourism Affiliate Member logo
Federación Nacional de Comerciantes Empresarios	UN Tourism Affiliate Member	Event: Tourism Fair ANATO 28 February- 1 March 2024 Congress "TURISMO DE EXPERIENCIAS"- 22-26 mayo 2024	Event	UN Tourism Affiliate Member logo
Asociación Empresarial Hotelera de Madrid - AEHM	UN Tourism Affiliate Member	promotional materials, social media accounts and official website https://aehm.es/ & business cards Chair AM Board	While Affiliate Member	UN Tourism Affiliate Member logo
SPET Turismo de Tenerife	UN Tourism Affiliate Member	event: 3rd edition Congress "Tourism-State of Art", 19-21 June 2024	5 months	In collaboration with
Hotelschool The Hague; (Sustainable Hospitality Challenge)	Not a UN Tourism member	Sustainable Hospitality Challenge (Qualifications; Semi-Finals and Finals)	From 1 January 2024 to 31 December 2025	In collaboration with
Ministry of Tourism and Creative Economy of the Republic of Indonesia	UN Tourism Full Member	International Tourism Investment Forum (ITIF) 2024	From 1 March to 30 June	In collaboration with
Tourism Promotion Organization for Global Cities - TPO	UN Tourism Affiliate Members	General Documents and Website	While Affiliate Member	AM (Replacement of old logo)
Mapfre Asistencia	UN Tourism Affiliate Members	General Documents and Website	While Affiliate Member	AM (Replacement of old logo)
The European Historic Thermal Towns Association	UN Tourism Affiliate Members	General Documents and Website	While Affiliate Member	AM (Replacement of old logo)
Senatur Paraguay	UN Tourism full member	Flyer of the event: Socialización del Código Internacional para la Protección de los Turistas	From 5 to 8 March 2024	In collaboration with
Booking.com Sustainability Website	Not a UN Tourism Member	Sustainability website https://www.sustainability.booking.com	N/A	Should be "In collaboration with" but it is already mentioned in the text, so we send

				the regular logo to replace the old one
International Institute for Research and Development of Special Interest Tourism (Siti1)	UN Tourism Affiliate Member	promotional materials and official website: http://siti1.com and https://specialinteresttourism.ir	While Affiliate Member	UN Tourism Affiliate Member logo
European Boating Industry	UN Tourism Affiliate Member	promotional materials and official web page: https://www.europeanboatingindustry.eu/	While Affiliate Member	UN Tourism Affiliate Member logo
LT Luxy Conciergerie	UN Tourism Affiliate Member	promotional materials and official web page: https://luxy-lt.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Defensoría del Pueblo de la Ciudad de Buenos Aires	UN Tourism Affiliate Member	Invitation to the event: Seminario web sobre el Código Internacional para la Protección de los Turistas (CIPT)	7 days before the event	In collaboration with
CETT, School of Tourism, Hospitality and Gastronomy	UN Tourism Affiliate Member	XXXIX Premis CETT Alimara 39th edition of CETT Alimara Awards	1 year (from May 16)	In collaboration with
CETT, School of Tourism, Hospitality and Gastronomy	UN Tourism Affiliate Member	Terres CHECK-IN 2024, International Hospitality Film Awards	1 year (from October 10)	In collaboration with
CETT, School of Tourism, Hospitality and Gastronomy	UN Tourism Affiliate Member	V CETT Smart Tourism Congress Barcelona	1 year (from November 27/28/29)	In collaboration with
Caribbean University	UN Tourism Affiliate Member	Publication: <i>Turismo como instrumento de desarrollo en comunidades indígenas: experiencias en las comunidades mayas en México.</i>	From 15 March 2024	UN Tourism Affiliate Member logo
The Diplomat in Spain	Not a UN Tourism Member	Banner for the digital publication	Up to 31 December 2024	Main logo
Basquetour	UN Tourism Affiliate Member	email signatures and official web page: https://www.basquetour.eus/inicio.htm	While Affiliate Member	UN Tourism Affiliate Member logo
Caribbean University	UN Tourism Affiliate Member	Event: Applied Reserach Summer Lab, Cancun, Mexico, 1-12 July 2024	March-July 2024	with the participation
Ministry of Tourism and Creative Economy, Republic of Indonesia	UN Tourism Full Member	Event: 2 nd UN Tourism Regional Conference on Women Empowerment in Tourism in Asia and the Pacific	19 March - 5 May 2024	Main logo
Koreal World Travel Fair CO., LTD	Not a UN Tourism Member	The 39th Seoul International Travel Fair 3rd World Tourism Industry Conference	09 May 2024 – 12 May 2024	In collaboration with
EXPO+ACCESIBLE	Not a UN Tourism Member	Event: 3 ^a edición Feria virtual de accesibilidad e innovación en el turismo	23 May – 24 May (1 year available)	with the participation
Japan Association of Travel Agents (JATA)	UN Tourism Affiliate Member	Tourism EXPO Japan (TEJ Ministerial Roundtable and Japan Tourism Awards)	From April 2024 to March 2025	with the participation

Comité International des Festivals du Film Touristique – CIFFT	UN Tourism Affiliate Member	promotional material, official website: https://www.cifft.com/and_email_signature_event:_World_Tourism_Film_Awards	One year. While Affiliate Member	UN Tourism Affiliate Member logo
Atrevia SLU	UN Tourism Affiliate Member	event: Podcast World Talks: Tourism Podcasts by Atrevia	One year	with the participation
Grupo Estrategia	UN Tourism Affiliate Member	official website: https://gemes.com.mx/	While Affiliate Member	UN Tourism Affiliate Member logo (ajustar)
World Football Summit	Not a UN Tourism Member	event: SportsTech Forum 24, 24-25 April 2024, Malaga, Spain	31/12/2024	with the participation
Universidad Complutense de Madrid	Not a UN Tourism Member	Event web: Congreso Internacional de Inteligencia Artificial en Ciencias Sociales y Humanidades	16/04/2024-18/04/2020	with the participation
Ministry of Tourism Brazil /Presidency of the G20 (2024	UN Tourism Full or Associate Member	G20 meetings	May -September 2024	Main logo
Ministry of Foreign Affairs and Tourism	UN Tourism Full or Associate Member	Event: Workshop for the presentation and validation of the HR Strategy prepares by UN Tourism expert	22/04/2024	In collaboration with
Red Sea Global	UN Tourism Affiliate Member	Workshops: “A paradigm shift: driving the transition to Regenerative Tourism” x4. Save the date + invitation	2 May 31 July 23 September 8 November	in collaboration with
Osaka University of Tourism	UN Tourism Affiliate Member	promotional materials and official webpage : https://www.tourism.ac.jp/en/	While Affiliate Member	UN Tourism Affiliate Member logo
Responsible Borneo	UN Tourism Affiliate Member	Event: International Conference on Responsible Tourism and Hospitality. Website, events, stationery, marketing materials, social media etc.	April -11 August 2024	with the participation of
Allianz Partners España	UN Tourism Affiliate Member	Publication: ‘Memoria de Sostenibilidad Allianz Partners España’	June 2024 – June 2026	UN Tourism Affiliate Member logo
Federal Ministry of Labour and Economy - Austria	UN Tourism Full or Associate Member	Information about UN Tourism on the website of the Federal Ministry of Labour and Economy (update the logo)	Permanent	Main logo
Ministry of Heritage and Tourism, Sultanate of Oman	UN Tourism Full or Associate Member	Regional Commission for the Middle East	22-24 May	Main logo
International Mountain Tourism Alliance	Not a UN Tourism Member	International Mountain Tourism Day. Only for material for the event. *NOT granted for the commemorative publication	27 May – 30 May	With the participation of
ILAC- Instituto Latinoamericano de Aviación Civil	UN Tourism Affiliate Member	official web page: https://ilac.com.ar/	While Affiliate Member (2024)	UN Tourism Affiliate Member logo

Skal International	UN Tourism Affiliate Member	promotionals material for Sustainable Tourism Awards, Izmir, Türkiye, 16 -21 October 2024	For the event (16 - 21 October 2024)	In collaboration with
MT-Saudi Arabia		new identity in the Regional Office in Riyadh (building and its amenities)		Main logo
Ministry of Culture, Sports and Tourism – Republic of Korea	UN Tourism Full or Associate Member	Event: - Korea-Africa Tourism Forum 2024 - Photo Exhibition of the Korea-Africa Tourism Forum 2024	13/05/2024-07/06/2024	In collaboration with
Clúster Marítimo y Logístico de las Iles Balears	Not a UN Tourism member	IKAT Tourism 2º Call for SMEs in Europe – Financial support for services	15/05/2024-31/05/2024	With the participation
Responsible Borneo	UN Tourism Affiliate Member	Event: Sarawak Youth Talent 2024, 10 August 2024, Malaysia	Upon approval of request until end of the event on 10 August 2024	UN Tourism Affiliate Member logo
Responsible Borneo	UN Tourism Affiliate Member	Event: World Tourism Day Sarawak 2024, 5-6 October 2024, Malaysia.	Upon approval of request until end of the event on 6 October 2024	UN Tourism Affiliate Member logo
Santa Claus Foundation	UN Tourism Affiliate Member	official web site: https://santaclausfinland.fi/en/	While Affiliate Member	UN Tourism Affiliate Member logo
Eventisimo	UN Tourism Affiliate Member	promotional materials and web page: Sun&Blue Congress, 9-22 November 2024, Cabo de Gata, Spain	Upon approval of request until end of the event on 22 November 2024	UN Tourism Affiliate Member logo
Riyadh Travel Fair	Not a UN Tourism Member	Event: Riyadh Travel Fair – Stand identification	27-29 May 2024	Main logo
IREST, Université Paris 1 Pantheon Sorbonne	UN Tourism Affiliate Member	Event : Symposium: The Legal Aspects of Overtourism	20 days	Main logo + in collaboration
SENATUR	UN Tourism Full or Associate Member	Web: Tourism investment web platform to be presented on 30 May, during the meeting of MERCOSUR Tourism Ministers		Main logo
Qatar Tourism	UN Tourism Full or Associate Member	Event: Qatar Tourism Awards	Ongoing until the end of the Gala Dinner	Main logo
UNRIC	UN system	web		Main logo
Anhui Provincial Department of Culture and Tourism	Not UN Tourism Member	Event: 14 th Anhui International Culture and Tourism Festival (10 th September)	1/09/2024 – 30/09/2024	In collaboration with
Busan Metropolitan City	Not UN Tourism Member	Event: 2024 BUSAN International Tourism City Forum (8 august)	13/06/2024 – 08/08/2024	In collaboration with
Sarawak Tourism Board	UN Tourism Affiliate Member	Event: Rainforest Youth Summit (RAYS) 2024	While Affiliate Member	UN Tourism Affiliate Member logo
PATWA	UN Tourism Affiliate Member	email signatures and promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo

Retaj Hotels& Hospitality	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Al Mashreq Hospitality	UN Tourism Affiliate Member	email signatures & official web page https://www.almashreq.sa/en/	While Affiliate Member	UN Tourism Affiliate Member logo
SAS Institut Vatel	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Viristar LLC	UN Tourism Affiliate Member	official web page : https://www.viristar.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Altezza Travelling Limited	UN Tourism Affiliate Member	promotional materials and official web page https://altezza.travel/en	While Affiliate Member	UN Tourism Affiliate Member logo
World Association of Investment Promotion Agencies (WAIPA)	Not UN Tourism Member	Event: Spotlight on Success: Crafting & showcasing Investible Projects (27/06/2024)	One year	In collaboration with
WTM London	Not UN Tourism Member	Event: WTM London (5-7 November)	annual	Main logo
Sistema Económico Latinoamericano y del Caribe (SELA)	Not UN Tourism Member	Event: Seminario virtual de Formación para el Diseño de Políticas Públicas dirigidas al Sector Turístico Regional (27 junio)	One week before the event	With the participation
Ministry of Tourism and Hospitality Industry, Zimbabwe	UN Tourism Full or Associate Member	Event: First Regional Forum on Gastronomy Tourism for Africa at Victoria Falls, Zimbabwe (26-28 July 2024)	2 days	Main logo
Fédération Internationale de Camping, Caravanning et Autocaravaning F.I.C.C. AISBL	UN Tourism Affiliate Member	event: World Campind Day, 29 June 2025, Alicante, Spain. Press release	While Affiliate Member	UN Tourism Affiliate Member logo
Klook Travel Technologies	UN Tourism Affiliate Member	official webpage: https://www.klook.com/	While Affiliate Member	UN Tourism Affiliate Member logo
International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)	UN Tourism Affiliate Member	promotional materials, social media and official webpage www.igcat.org	While Affiliate Member	UN Tourism Affiliate Member logo
Ministry of Tourism Zambia	UN Tourism Full or Associate Member	CAF + 2nd UN Tourism Regional Conference on Brand Africa	For the event	Main logo
Georgia National Tourism Authority	UN Tourism Full or Associate Member	World Tourism Day 2024	Starting on August 2024 for the promotional campaign of WTD24 and from 26 to 28 September	Main logo
Soudah Development Company	UN Tourism Affiliate Member	official web page: https://soudah.sa/en	While Affiliate Member	UN Tourism Affiliate Member logo
MadCup	UN Tourism Full or Associate Member	Event: Sports Summit Madrid 2025, 18-19 June 2025	08/07/2024 – 30/06/2025	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	Event: Africa Tourism Leadership Forum and Awards, 3-6 September 2024, Gaborone,	3 months	In collaboration with

		Botswana (SM Marketing, Website: https://www.tourismleadershipforum.africa/ and booklet)		
Africa Tourism Partners	UN Tourism Affiliate Member	Official website: https://africatourismpartners.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Asociación Femenil de Ejecutivas de Empresas Turísticas de la Republica de Mexicana AFEET	UN Tourism Affiliate Member	Official website: http://www.afeet.org/	While Affiliate Member	UN Tourism Affiliate Member logo
International Finance Corporation, World Bank Group	Not UN Tourism Member	Event	Duration of the event, August 5, 2024 – Mumbai, India	With the collaboration of
Japan Tourism Agency	UN Tourism Full or Associate Member	Event: Tourism Resilience Summit, 9-11 November, Sendai City Japan	Late august to November 2024	With the participation
ITN Business	Not a UN Tourism Member	27 September for World Tourism Day Programme and digital campaign produced by ITN Business • ITN Business social channels • ITN Business reporter outreach • Press outreach • Dedicated programme page on the ITN Business Hub	27 September and during the promotional Campaign of the Documentary	Main Logo
Georgian Technical University	Not a UN Tourism Member	International Student Conference Peace and Sustainability Tourism Challenges and Opportunities. 26 - 28 September 2024	From August to October 2024	With the participation of
Revista El Congreso Siglo XXI - Colombia	Not a UN Tourism Member	Together with an article on sustainable Tourism including an interview with NB	August 2024	Main logo
Instituto Costarricense de Turismo	Full UN Tourism Member	19th Committee on Tourism and Sustainability (CTS) Meeting	Event dates: 8,9,10, September, 2024 One Month (13 September to 13 October).	Main logo
Federal Ministry of Information and Culture, Nigeria	Full UN Tourism Member	UN Tourism Technical Assistance to Ekiti State, Nigeria	Event dates: 17-23rd of August 2024	Main logo
Leader Comunicazione	Not a UN Tourism Member	XXVI Mediterranean Exchange of Archaeological Tourism	31 October, 1- 2 - 3 November 2024	With the participation of
World Tourism Cities Federation	Not a UN Tourism Member	World Conference on Tourism Cooperation and Development	From 12 to 16 September	With the participation of

Ministry of Tourism and Cultural Affairs, Sierra Leone	UN Tourism Full or Associate Member	Event: Women in Tourism Regional Congress: "Beyond Empowerment to Education, Innovation, and Finance Access". 29-31 October 2024	15 August to 31 October	In collaboration with
Busan Metropolitan City	Not a UN Tourism Member	Event: FLY ASIA Tourism Startup Challenge, 1 October	From date approval to the end of the event	With the participation of
IGLTA	UN Tourism Affiliate Member	Tourism Webinar Impact of LGBTQ+ Tourism and Travel on Destinations, 12 September 2024	Pre and post event	in collaboration with
Travel World Escape Tour Operator	UN Tourism Affiliate Member	promotional material and official webpage: https://travelworldescape.com/en/	While Affiliate Member	UN Tourism Affiliate Member logo
TTU GUEST Center	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Starlight Foundation	UN Tourism Affiliate Member	event: II International astro-tourism Conference and VII Starlight Meeting, Costa da Morte, Spain, 1-4 October 2024	For the event and While Affiliate Member	in collaboration with for the event and AM for the webpage
World Leisure Organization (WLO)	UN Tourism Affiliate Member	official webpage: www.worldleisure.org	While Affiliate Member	UN Tourism Affiliate Member logo
Palacio de Ferias, Congresos y Exposiciones de Marbella	UN Tourism Affiliate Member	email signatures	While Affiliate Member	UN Tourism Affiliate Member logo
Universidad Católica Boliviana "San Pablo"	UN Tourism Affiliate Member	Promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Gansu Provincial Department of Culture and Tourism	UN Tourism Full or Associate Member	event: 7th Silk Road International Cultural Expo, 20-22 September 2024	20/09/2024 – 22/09/2024	in collaboration with
Centro Cultural de China en Madrid	UN Tourism Full or Associate Member	Event: Exposición Animales Salvajes	10/10/2024 – 17/10/2024	Main logo
Ministry of Regional Development of the Czech Republic	UN Tourism Full or Associate Member	World Tourism Forum Prague 2025	12 and 13/05/2025 and in all the promo materials	With the participation of
The Long Run	Not UN Tourism Member	Panel session Tourism and Climate Action, part of The Long Run's Impact Show	Event 26th September 1 week during the event and afterwards to publicise the recorded session	With the participation of
Universidad de Salamanca	Not UN Tourism Member	Publication on the ICPT	Permanent	Main logo
Confcooperative Alpe Adria	Not UN Tourism Member	Event: Turismo di Comunità e Sviluppo del Territorio Web and Promotional Material	14 November and the promotion period	With the participation of

Basque Culinary Center	UN Tourism Affiliate Member	Promotional materials	18 November 2024 to 31 March 2025	In collaboration with
Ministry of Tourism San Marino	UN Tourism Full or Associate Member	Promotional Material of the campaign The Lovely Places	Event: Rimini Expo 9 th to 11 th October and for one year	Main logo
Tanzania Association of Tour Operators	UN Tourism Affiliate Member	Publication: Safari Guide Code of Conduct and Ethics	publication	UN Tourism Affiliate Member logo
ACES. Federation of the Worldwide Capitals and Cities of Sport Associations	Not UN Tourism Member	event: ACES Awards Gala – European Parliament	Event: 12 December, Brussels. Invitación junto a partners como UNESCO y UCLG y banderas	UN Tourism logo with the formula "in collaboration with" (Ion Vilcu participating)
Responsible Borneo	UN Tourism Affiliate Member	event: The 18th Un Tourism Asia/Pacific Executive Training Programme On Tourism Policy And Strategy 28-31 October 2024, Kuching, Sarawak, Malaysia	Use of the logo on website, events stationery, marketing material, social media etc (see attached sample for T-shirt)	In collaboration with
Procolombia	UN Tourism Full or Associate Member	event: Global Forum on Investment and Innovation in tourism, 13-15 November, Cartagena, Colombia	Materials for the Agenda Inversión and Foro Inversión: save the date, agenda, invitation...	Main logo
Direction générale des Entreprises (ministère de l'Economie, des Finances et de l'Industrie)	UN Tourism Full or Associate Member	Event: UN Tourism Tech Adventures (24 October 2024)	1 year	With the participation
Secretaría Nacional de Turismo de Paraguay	UN Tourism Full or Associate Member	All the material related to the event: 1 ^a Conferencia Regional sobre Empoderamiento de las Mujeres en el Turismo en América Latina y el Caribe	21 and 22 October	Main logo
Universidad Complutense	UN Tourism Affiliate Member	event: 23rd AECIT International Congress 2024, 24-26 October, Madrid	10/10/2024 – 17/10/2024 24-26 October	UN Tourism Affiliate Member logo
Allianz Partners España	UN Tourism Affiliate Member	email signatures		UN Tourism Affiliate Member logo
Cámara de Comercio de Medellín para Antioquia – Cluster Turismo	UN Tourism Affiliate Member	event: I Foro de tendencias en el Turismo 2025 – Medellín, Antioquia, 5-6 November, Medellín, Colombia	5-6 November 2024	UN Tourism Affiliate Member logo
Universidad Complutense	UN Tourism Affiliate Member	official web page: https://comercioyturismo.ucm.es/		UN Tourism Affiliate Member logo
Conseil Québécois des ressources humaines en tourisme - CQRHT	UN Tourism Affiliate Member	official web page: https://cqrht.qc.ca/	2024-2025	UN Tourism Affiliate Member logo
Toronto School of Management	Not a UN Tourism Member	Event: TSOM Hospitality and Tourism Sustainability Workshop Series Hospitality & Tourism Sustainability Best	From 14 November -2 months post event	With the participation

		Practices: Evidence from Brazil and UN Tourism (14 November)		
Fundacion ONCE	UN Tourism Full or Associate Member	Event: Accessible Tourism: harnessing the benefits of inclusive destinations for companies and people. FITUR	23 January 2023, IFEMA, North Conference Centre, Room N111+N112, Madrid	Main logo
Secretaría General Iberoamericana	Not a UN Tourism Member	Publication: "La integración de la Agenda 2030 en la política turística en Iberoamérica. Los casos de Chile, Colombia, México y República Dominicana".		In collaboration with
Quiroz Advisors – QA Legal	Not a UN Tourism Member	Jornada de debate: "Tendencias y mejores prácticas del Turismo Internacional: Desafíos y perspectivas del Turismo en República Dominicana" (13 January 2025)	23 December 2024 – 13 January 2025	In collaboration with
Secretaría General Iberoamericana (SEGIB)	Not a UN Tourism Member	Publication "La integración de la Agenda 2030 en la política turística en Iberoamérica. Los casos de Chile, Colombia, México y República Dominicana".	Presentation during Fitur	In collaboration with
Hochschule Geisenheim University	Not a UN Tourism Member	Publication: Report on International Wine Tourism Trends or International Wine Tourism Barometer	From 15 January	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	event: Africa Youth In Tourism Innovation Summit, 10-13 June 2025, Nairobi	For the event	In collaboration
University of South Florida	UN Tourism Affiliate Member	promotional materials and official web page : https://www.usf.edu/business/schools/hospitality-tourism-management/	While Affiliate Member	UN Tourism Affiliate Member logo
The European Historic Thermal Towns Association	UN Tourism Affiliate Member	Event: The thermal Tourism Congress, 4-6 June 2025 Budapest, Hungary	During and after the event	In collaboration
SmArt Tourism and Hospitality Consulting	UN Tourism Affiliate Member	email signature & official web page. https://smart-thc.com/en/home/	While Affiliate Member	UN Tourism Affiliate Member logo
TORNUS	UN Tourism Affiliate Member	promotional material	While Affiliate Member	UN Tourism Affiliate Member logo
Ministry of Tourism, Jamaica	UN Tourism Full or Associate Member	Event: Global Tourism Resilience Conference, 17-19 February 2025	Promotion of the conference and the conference period	In collaboration with

2025				
China National Tourism Office in Spain	UN Tourism Full or Associate Member	FITUR Cruises posters	25 January 2024 – From the date the logo is accepted to 28 January 2024	with the participation of
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	UN Tourism Full or Associate Member	Event at ITB Berlin 2025: Breaking Barriers: Pathway to Inclusive Employment and Accessible Tourism	During the preparation and post-event promotion of the event. Feb 2025 – October 2025 (Agreement end date)	Main logo
Global Journey Consulting	UN Tourism Affiliate Member	promotional materials and official web page: https://www.gj-consulting.com/en	While Affiliate Member	UN Tourism Affiliate Member logo
International Masters Games Association (IMGA)	UN Tourism Affiliate Member	promotional materials and official web page: https://imga.ch/	While Affiliate Member	UN Tourism Affiliate Member logo
Amsa Hospitality	UN Tourism Affiliate Member	promotional materials and email signature	While Affiliate Member	UN Tourism Affiliate Member logo
Sarawak Tourism Board	UN Tourism Affiliate Member	event: Rainforest Youth Summit 2025 (RAYS), 18-20 June 2025, Sarawak, Malaysia	While Affiliate Member	UN Tourism Affiliate Member logo
Argentine Chamber of Tourism	UN Tourism Affiliate Member	event: 2nd Americas Mountain and Snow Conference & Expo, 29-30 August 2025 San Martín de los Andes, Neuquén, Argentina	For the duration of the event	In collaboration with
Kuoni Global Travel Services (Schweiz) AG	UN Tourism Affiliate Member	promotional materials and official web page: https://www.kuonitumlar.e.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Ciudades del futuro	Not a UN Tourism Member	Event: Feria Internacional de Destinos Inteligentes – FIDI Bonito 2025, 19-22 March, Mato Grosso do Sul, Brasil	Since the preparation of the event until the publication of the final report	With the participation
Lithuania	UN Tourism Full or Associate Member	Event: Future Hospitality and Tourism Forum, Vilnius, Lithuania, April 1-3, 2025	21 February – 3 April 2025	With the participation
Smart Travel News	Not a UN Tourism Member	Event: Smart Travel News Inspire, 2 April 2025, Kinépolis Diversia (Alcobendas, Madrid)	10 March 2025 - 2 April 2025	With the participation
World Tourism Cities Federation (WTCF)	Not a UN Tourism Member	WTCF Hong Kong Fragrant Hills Tourism Summit 2025, 14-17 April 2025, Kerry Hotel, Hong Kong, China	4-5 days from 13-17 April 2025 during the Summit	With the participation
Confederación Española de Organizaciones Empresariales – Consejo de Empresarios Iberoamericanos (CEOE – CEIB)	Not a UN Tourism Member	Event: II Foro Iberoamericano de Turismo, 14-15 May, Santa Marta, Colombia	From the approval date to 28 May	In collaboration

Strategic Events and Exhibitions	Not a UN Tourism Member	Event: AIM CONGRESS (April 8th, 10am-12pm. ADNEC; Abu Dhabi. Ministerial Roundtable)	2 hours	In collaboration
Fujairah Adventures Center	UN Tourism Affiliate Member	event: Fujairah International Conference of Adventures Tourism, 21 April Fujairah, UAE	19-25April	With the participation
Caribbean University	UN Tourism Affiliate Member	event: 2nd edition of Applied Research Tourism Lab, 30 June-10 July 2025, Cancun, Mexico	March-July 2025	UN Tourism Affiliate Member logo
University of Malaga	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
ASICOTUR	UN Tourism Affiliate Member	event: II Congreso de Cooperación turística Internacional : CONECTA & LIDERA, 28 -29 May 2025, Porriño, Spain	28-29 May 2025	UN Tourism Affiliate Member logo
Thailand Ministry of Tourism and Sports	UN Tourism Full or Associate Member	Event: The Thailand Tourism Forum 2025 (6-8 May 2025)	6-8 May 2025	In collaboration with.
META	Not a UN Tourism Member	Event: Tourism Capacity Building workshop at Meta Office, 16 May, South Africa	during the event and as needed prior to the event	In collaboration with
Republique Democratique du Congo	UN Tourism Full or Associate Member	Event: 1 st World Music and Tourism Festival, 16-18 July 2025	During the preparations of the event and the event itself	In collaboration with
Angola Ministry of Tourism	UN Tourism Full or Associate Member	Event: 2nd UN Tourism & ICAO Ministerial Conference on Tourism and Air Transport in Africa, 22-24 July	60 days	Main logo
Cornell University	Not a UN Tourism Member	Communications related to new scholarship available	Through December 31, 2025.	Main logo
United Nations Publications	Not a UN Tourism Member	Publication: essential UN, updated edition. Publication date: summer 2025	Until a new edition of the volume is published (5-7 years)	Main logo
European Network for Accesible Tourism (ENAT) a.s.b.l.	Not a UN Tourism Member	Event: Destinations for All. Third World Summit on Accessible Tourism, Torino, Italy, 5th to 7th October 2025	From 8 April 2025 to 31 October 2025	In collaboration with
International Tourism Alliance of Silk Road Cities (ITASRC)	Not a UN Tourism Member	Event: Silk Road Dialogue, Chengdu China (27-30 May 2025)	For the event	With the participation
Organizing Committee of the Sichuan International Travel Expo (SITTE)	Not a UN Tourism Member	Event: The 11 th International Travel Expo, April 25 – 27, Leshan		With the participation
International Mountain Tourism Alliance	Not a UN Tourism Member	Event: International mountain Tourism Day 2025 Theme Events, May 29, 2025, Gran Canaria (Spain)	27 May – 30 May 2025	With the participation
Misión Permanente de República Dominicana	UN Tourism Full or Associate Member	Evento: Conferencia Magistral – Diplomacia Turística: una visión de	One week before the event and one week after the event	With the participation

		representación internacional		
Chinese Embassy in Spain	UN Tourism Full or Associate Member	Event: concert on the Occasion of the International Day for Dialogue among Civilizations (12 June 2025)	One day	In collaboration
Japan Tourism Agency	UN Tourism Full or Associate Member	Event: Tourism Resilience Working Level Meeting 2025 (8 July and early December)	From May to February 2026	In collaboration with
QA Legal, Quiroz Advisors Grupo Puntacana	Not a UN Tourism Member	Event: I Congreso Regional del Observatorio del Derecho del Turismo para América Latina y el Caribe (14-16 julio, Punta Cana, República Dominicana)	From 3 to 17 July	Main logo (our event)
Aseer Development Authority	UN Tourism Affiliate Member	official website: https://discoveraseer.co.m/en and email signatures	During the membership	UN Tourism Affiliate Member logo
Széchenyi István University	UN Tourism Affiliate Member	promotional materials for the event: Kautz Conference on Business and Economics 2025, Győr, Hungary – October 8-11, 2025, https://kautzconference.sze.hu/home and official web page : https://admissions.sze.hu/welcome	8-11 October 2025	UN Tourism Affiliate Member logo
Oficina de Convenciones y Visitantes de Monterrey	UN Tourism Affiliate Member	official web page : https://ocvmtty.com.mx/	During the membership	UN Tourism Affiliate Member logo
Academy of Hospitality, Tourism, and Wellness	UN Tourism Affiliate Member	official webpage : https://akademijahtw.bg.ac.rs/index.php?lng=ENG	During the membership	UN Tourism Affiliate Member logo
TUI Care Foundation	UN Tourism Affiliate Member	for the official web page: https://tui.leoceros.com/?cmp_bypass=devpreview The video will be embedded into the website. It is under production. TUI Care Foundation website: https://www.tuicarefoundation.com/en/take-action/tourism-for-development-fund-application	During the collaboration	In collaboration
Peticion Balazs Companie / Hotel Casa Alberola	UN Tourism Affiliate Member	official web page www.casalberolahotel.com , email signature and plaque at the entry of the hotel	During the membership	UN Tourism Affiliate Member logo
CIMI360 – Congreso Internacional del Mercado Inmobiliario	Not a UN Tourism Member	Event: CIMI360 – Congreso Internacional del Mercado	July to 31 December 2025	With the participation

		Inmobiliario, 13-14 August, 23-25 October)		
Busan Metropolitan City	Not a UN Tourism Member	The 1 st Global City Tourism Summit, 27-29 October 2025	From date of approval to the end of the event	In collaboration with
Ministry of Tourism of the Republic of Bulgaria	UN Tourism Full or Associate Member	The Art of Wine Tourism, 6-7 October 2025, Plovdiv Bulgaria	3 months of promotion before the event and after the event	Main logo
Camara de Comercio y Turismo LGBT de Brasil	Not a UN Tourism Member	Event: CONFERENCIA INTERNACIONAL DE LA DIVERSIDAD	9 September – 12 September	With the participation
Malta Tourism Authority	UN Tourism Full or Associate Member	Event - Tourism Law Conference in Europe: Challenges and opportunities, 18 September	26 July 2025 – 18 September 2025	In collaboration with
BASQUE CULINARY CENTER FUNDAZIOA	UN Tourism Affiliate Member	4 scholarships for educational programs on gastronomy tourism	4 scholarships for educational programs on gastronomy tourism	In collaboration with
Ministry of Culture and Tourism of China	UN Tourism Full or Associate Member	Event: Liangzhu Forum	18/10/2025 – 20/10/2025	In collaboration with
Almaty Tourism Bureau	Not a UN Tourism Member	Event: UN Tourism Regional Conference on the Empowerment of women in tourism in Europe 2025 (22-24 October 2025)	Before the event, and during the conference	Main logo
World Travel & Tourism Council	Not a UN Tourism Member	Publication: Nature Positive Tourism Webinar Series	Duration of webinar series and to remain on published action sheets	Main logo
World Tourism Cities Federation (WTCF)	Not a UN Tourism Member	Event: World Conference on Tourism Cooperation and Development 2025 (11 September 2025 Beijing)	9-11 September 2025	In collaboration
Anhui Provincial Department of Culture and Tourism	Not a UN Tourism Member	Event: The 15 th Anhui International Culture and Tourism Festival (16 th October 2025, Anhui, China)	From 1 October to 31 October 2025	With the participation
Asovguajira, Asociacion de Agencias de viajes y turismo de La Guajira	Not a UN Tourism Member	Evento/publicación: II Foro de Turismo Regenerativo cultural y oportunidades en La Guajira (26 septiembre 2025)	26 septiembre 2025	With the participation
Ministere Du Tourisme et Des Loisirs Cote	UN Tourism Full or Associate Member	Event: Abidjan International Tourism and Leisure Fair (19-21 September)	6 months	With the participation
Agence Nationale de Promotion du Tourisme “Faso Tourisme” / Ministère de la Communication, de la Culture, des Arts et du Tourisme Burkina Faso	UN Tourism Full or Associate Member	Event: Ouagadougou International Tourism and Hospitality Fair (25-28 September 2025)	For the event	With the participation
Asociación Nacional de Estudiantes de Turismo	Not a UN Tourism Member	Event: Congreso Internacional de Estudiantes de Turismo	Date of approval until mid-November	With the participation.

		(CIT Rosario), 2-5 octubre 2025		
Ministry of Tourism and Sport Croatia	UN Tourism Full or Associate Member	Event: The Final Ceremony of Sustainable Tourism Awards, 19-21 November 2025	September-November 2025	In collaboration with.
USI – Università della Svizzera italiana	Not a UN Tourism Member	Event: “Fashion and Cultural Tourism – Connecting Creators, Businesses and Destinations” 23-24 October 2025	Until the event has taken place	In collaboration with
BRAZTOA – Asociación Brasileña de Operadores Turísticos	Not a UN Tourism Member	Event: Premio Braztoa de Sostenibilidad 2025 y Anuario Braztoa 2026.	During its previous promotion, until 8 December 2025, and after its realization in the dissemination of the results, until 31 January 2025. In the pages dedicated to thanking its institutional allies of the Anuario Braztoa 2026	With the participation

The name(s), abbreviation(s), and emblem(s) of UN Tourism are protected by the Paris Convention for the Protection of Industrial Protection, which prevents third parties from registering or using these signs as trademarks without the authorization of the Organization to avoid confusion or false affiliation. That means that UN Tourism may authorize the registration or use of a sign as a trademark, upon request, for instance when the use of the sign would not be considered misleading as to the origin of the goods or services to which the trademark would apply.

In this period, the Secretariat has been approached by two trademark applicants seeking the consent of the Organization for the registration of the following abbreviations:

- a) “**БТО**” – the abbreviation of the name of the Organization in Russian language (“Всемирная Туристская Организация”) – as a trademark in Canada in connection with goods under Class 9 of the Nice Classification (**amplifiers for musical instruments**).
- b) “**OMT**” – the abbreviation of the name of the Organization in the French (“*Organisation Mondiale du Tourisme*”) and Spanish languages (“*Organización Mundial del Turismo*”) – as a trademark in Switzerland in connection with goods under Classes 10, 16, 17, 40 and 42 of the Nice Classification (**packaging in pharmaceutical and medical industries**).

Upon review of the above trademark applications, the Secretary-General has consented, subject to ratification by the Executive Council, to the registration of the abbreviations as trademarks by these two applicants.

Annex II: Technical Committee of the International Code for the Protection of Tourists

Terms of Reference

I. Introduction

1. The [International Code for the Protection of Tourists](#) (hereinafter referred to as “ICPT”) was adopted by the 24th session of the General Assembly through [Resolution 732\(XXIV\)](#). Through the same resolution, the General Assembly called upon Member States of both UN Tourism and the United Nations to adhere to the ICPT, and invited them to submit a written notification to the Secretary-General of UN Tourism in respect of their intention to adhere thereto and subsequently of any specific activities in this respect.
2. Pursuant to Section D, Chapter Five, of the ICPT, a technical Committee subsidiary to the Executive Council shall be established with the overarching mandate to assist the Secretary-General in promoting, monitoring and advancing the effective application of the ICPT by States and other stakeholders having adhered thereto.
3. The Executive Council, in its decision 3(CXXIII) adopted at its 123rd session, welcomed the establishment of the Technical Committee for the ICPT, approved its composition as proposed in the document CE/123/3(b)(i) rev.2, Annex VII, and requested the Secretariat to prepare and submit its Terms of Reference to the next session of the Council for approval.
4. The present Terms of Reference establish the composition, functions and working modalities for the operation of the technical Committee of the ICPT (hereinafter referred to as “the Committee”).

II. Composition

1. The Committee shall be composed as follows:
 - a) Nine (9) Full Members having fully adhered to the ICPT, appointed by the Executive Council upon recommendation by the Regional Commissions, for a four-year period and with the right to vote, distributed as follows:
 - Africa: 2 members
 - Americas: 2 members
 - East Asia and Pacific: 1 member
 - Europe: 2 members
 - Middle East: 1 member
 - South Asia: 1 member
 - b) One (1) Associate Member having fully adhered to the ICPT, designated among them for a four-year period;
 - c) One (1) Affiliate Member having committed to the ICPT, according to article 6 of the Rules of Procedure of the Committee of the Affiliate Members.
2. The Committee shall be assisted by a Consultative Group of Experts, composed of specialized experts in the field of Tourism Law selected by the Secretary General. The composition of this Consultative Group of Experts will aim at ensuring gender balance and equitable geographical representation. Experts shall be independent from any government or organization and serve in their personal capacities, on a voluntary basis, and pro bono.

3. In addition, Full Members that have adhered partially to the ICPT, non-member States that have adhered to the ICPT, as well as other Members of the Organization, may participate in the work of the Committee without the right to vote. Relevant stakeholders in the field of tourism, both governmental and non-governmental, including representatives of the private sector and international organizations, may be invited, on *ad hoc* basis, to participate in the work of the Committee. The Committee will clarify the modalities of participation of Observers in its Rules of Procedure.
4. The Committee shall elect from among its Full Members a Chair and Vice-Chair for a two-year term, renewable once.

III. Working modalities

1. The Committee may work remotely. Members of the Committee may be consulted at any time, including by electronic means to work effectively between meetings.
2. The Committee shall meet in an ordinary session every year.
3. The presence of a majority of the Members of the Committee shall be necessary to constitute a quorum at its meetings.
4. The Committee shall establish its own Rules of Procedure pursuant to rule 32 of the Rules of Procedure of the Executive Council, to which they are subordinate.
5. The UN Tourism Secretariat, through the Office of Legal Affairs and International Standards, shall act as Secretariat of the Committee.
6. The working language of the Committee shall be English.
7. The Organization will not cover the cost of participation of Members, observers and invited participants at the meetings of the Committee either in presence or remote.

IV. Functions:

1. The Committee shall assist the Secretary General in promoting, monitoring and advancing the effective application of the ICPT by States and other stakeholders having adhered thereto.
2. In furtherance of this mandate, the Committee shall compile the periodic national reports submitted by States adhering fully or partially to the ICPT and supplement them with relevant information on the practice, experience and potential difficulties encountered by countries in applying the recommendations of the ICPT.
3. The Committee shall prepare a *General Report on the adherence and application the ICPT*. The General Report shall be adopted by the Committee in an appropriate timeframe so that it may be transmitted by the Secretary General to the General Assembly.
4. Additionally, the Committee shall perform the following functions:
 - i. Consider and recommend to the General Assembly technical updates or amendments to the ICPT;

- ii. Identify, adopt and disseminate good practices and recommendations for the application of the ICPT, as well as take any measures necessary to further the objectives of the ICPT;
- iii. Analyse difficulties or questions of interpretation arising from the ICPT application, in consultation with the Consultative Group of Experts, and propose non-binding clarifications or guidance to facilitate uniform understanding of the ICPT;
- iv. Advise the Secretariat on priority capacity-building needs and technical assistance projects to support Members;
- v. Provide inputs to the Executive Council and Secretariat on emerging issues related to the ICPT; and
- vi. Perform any other functions as may be entrusted by the General Assembly.