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**International Year of Sustainable and Resilient Tourism
2027**

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**Regional Consultations with Member States on the Preparations for the International Year of
Sustainable and Resilient Tourism 2027 (IYSRT 2027)**

1. The present background note is intended to support consultations with Member States in the framework of the Regional Commission meetings, as well as related virtual consultation meetings where appropriate, on the preparations for the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027), proclaimed by the United Nations General Assembly in its resolution 78/260 of 26 February 2024.
2. The designation of 2027 as the International Year of Sustainable and Resilient Tourism reflects the recognition by the United Nations General Assembly of tourism's strategic importance as a driver of sustainable development and resilience. For Member States, it offers a timely opportunity to strengthen political attention, mobilize relevant actors across and beyond the tourism sector and advance more coordinated action at national, regional and global levels. The International Year is therefore intended not as a purely commemorative exercise, but as a practical framework to support implementation, strengthen capacities, generate policy-relevant knowledge and reinforce the long-term positioning of tourism in broader development discussions, including in the context of the post-2030 agenda.
3. The International Year is being developed as a Member State-driven and implementation-oriented process. Its design combines the established functions commonly associated with United Nations international years, including awareness raising, advocacy and broad stakeholder mobilization, with a stronger emphasis on delivery, implementation support and long-term policy relevance.
4. This note is intended to inform Member States of the current state of preparations for IYSRT 2027, present the principal elements of the framework being advanced by the Secretariat, support regional exchanges on priorities for implementation and follow-up and encourage early national and regional engagement in preparation for 2027.
5. The note is provided for discussion purposes and to facilitate regional exchanges among Member States.

1. Context and strategic orientation

6. International years proclaimed by the United Nations are time-bound instruments intended to concentrate political attention, stimulate coordinated action and support policy dialogue around issues of strategic relevance. In tourism, previous international years, notably the International Year of Ecotourism (2002) and the International Year of Sustainable Tourism for Development (2017), demonstrated both the potential of such observances and the importance of a strong preparatory phase, clear objectives and effective links between global visibility and practical implementation.
7. The International Year of Sustainable and Resilient Tourism 2027 builds on this experience while responding to a significantly changed operating environment. It seeks to consolidate progress in advancing sustainable tourism while addressing the growing importance of resilience in the face

of environmental, economic, social and geopolitical pressures affecting destinations and communities.

8. The overall objective of the International Year is to strengthen tourism's contribution to sustainable development and resilience at national, regional and global levels. In this context, the preparatory work places particular emphasis on raising awareness of the tourism sector's transformative potential within the broader sustainable development agenda, supporting Member States in integrating sustainability and resilience into tourism policies, planning processes and operational practices, fostering dialogue and cooperation across sectors and stakeholders and promoting practical implementation and measurable progress, including through strengthened institutional capacities. It also contributes to broader reflections on tourism in the evolving post-2030 development agenda.

2. Governance and preparatory process

9. To ensure a structured and inclusive preparatory process, the Committee on Tourism and Sustainability (CTS), at its twenty-second session, agreed that it would serve as the core of a Steering Committee for the International Year, complemented by the Chairs of the Regional Commissions, thereby helping to ensure that regional perspectives are reflected through consultation and information exchange with Member States in their respective regions.
10. The Steering Committee is envisaged as a consultative and coordinating platform during both the preparatory phase and the implementation of the International Year. It is advisory in nature and functions within the established intergovernmental framework of UN Tourism, without prejudice to the authority of the Organization's governing bodies. Its functions include providing strategic input on the orientation and priorities of the International Year, supporting structured Member State consultations, contributing to refining the implementation framework and encouraging alignment between national initiatives and the global objectives of the International Year.
11. The 23rd meeting of the Committee on Tourism and Sustainability, to be held in Victoria Falls, Zimbabwe, on 27 and 28 April 2026, serves as the principal in-person preparatory milestone before the 126th session of the Executive Council. It is conceived as an expanded CTS meeting, to which the Chairs of the Regional Commissions are invited as the proposed members of the Steering Committee. Subject to the relevant decisions of the Executive Council, the first meeting of the Steering Committee is envisaged to take place on 11 June 2026 in Toledo, Spain, in the margins of the Executive Council, to advance implementation under the endorsed framework.
12. Regional consultations with Member States are being pursued through the Regional Commissions. Where formal Regional Commission meetings take place before the Executive Council, these consultations are being conducted in person. Where formal meetings are scheduled for later in the year, virtual consultations are being convened in advance in order to ensure timely regional engagement.

3. Main elements of the framework

13. The framework being advanced for the International Year is organized around a number of mutually reinforcing elements intended to ensure both visibility and implementation impact.

3.1 Thematic areas and rationale

14. The current thematic orientation of the International Year is structured around five broad areas:
 - a. inclusive, sustainable and resilient economic growth and local value creation;
 - b. social inclusion, decent work, poverty reduction and community resilience;
 - c. environmental protection, biodiversity conservation, resource efficiency and climate action;
 - d. cultural values, diversity, living heritage and destination identity; and
 - e. mutual understanding, peace, security and crisis preparedness.
15. Taken together, these thematic areas are intended to reflect the diversity of regional realities while providing a common global framework.

3.2 National Committees

16. National Committees, or as appropriate other suitable national coordination mechanisms, are envisaged as the primary mechanism for implementation at the national level. They are intended to support the preparation, observance and follow-up of the International Year, while remaining flexible and proportionate to national institutional contexts and priorities.
17. Their role is expected to extend well beyond a purely coordinating function. National Committees are envisaged as the central platform through which Member States can organize national participation in a coherent and structured manner throughout the cycle of preparation, implementation and follow-up. In this context, they may contribute to the development of strategic action plans aligned with the objectives and principles of the International Year, facilitate coordination across relevant ministries and institutions and promote coherence between national priorities and the broader framework of the International Year.
18. National Committees are also expected to play an important operational role. This may include authorizing and registering activities, events and initiatives undertaken at national and local levels in line with agreed guidance and criteria, helping to ensure the integrity, visibility and coherence of activities carried out under the International Year. At the same time, they may support the mobilization of stakeholders across government, the private sector, civil society, academia and local communities and encourage broad-based participation in accordance with national circumstances.
19. In addition, National Committees may serve as an important platform for awareness raising, dialogue, capacity-building and knowledge-sharing. They may support outreach and communication activities, encourage collaboration with academic and research institutions, foster multi-stakeholder exchanges and help identify experiences and lessons of relevance beyond the national context.
20. Through these functions, National Committees, or as appropriate other suitable national coordination mechanisms, are expected to provide structured inputs to UN Tourism in support of regional and global processes, reporting and collective learning. Throughout 2027, such arrangements are expected to form the backbone of Member State engagement in the International Year.

3.3 Capacity-building as a delivery mechanism

21. Capacity-building is being given a particularly prominent role in the framework for the International Year. It is understood not as a stand-alone training activity, but as a central delivery mechanism for translating thematic priorities into strengthened institutional capacities and practical implementation at national and local levels.
22. The approach under preparation seeks to move beyond ad hoc activities towards more structured and implementation-oriented formats, with emphasis on policy coherence, practical application,

follow-up and measurable commitments. In this respect, capacity-building is intended to play a catalytic role in supporting more durable institutional and policy outcomes.

3.4 Flagship events and regional relevance

23. A central element of the architecture of the International Year is the organization of five flagship global conferences, one hosted in each region. While regionally anchored, each conference is intended to carry global relevance and to translate the thematic pillars of the International Year into region-specific leadership and action.
24. Together, these conferences are expected to form a coherent global architecture that reflects diverse development pathways and risk environments while reinforcing tourism's contribution to inclusion, resilience and long-term competitiveness. Opportunities to host these flagship events will be open to Member States. Further information on the process for the identification of hosts, including an invitation for expressions of interest, will be communicated separately by the Secretariat.

3.5 Partnerships and support

25. The framework for the International Year also includes a structured approach to partnerships and support. In line with United Nations principles governing international years, the implementation of the International Year is expected to rely primarily on voluntary financial contributions. Other forms of support may complement such contributions, where appropriate and in accordance with the values, standards and procedures of UN Tourism.
26. Depending on their nature and relevance, such support may include voluntary financial contributions, selected in-kind contributions, event-based support and collaborative arrangements related to events, analytical work, publications, capacity-building, communication and outreach. All such support is intended to reinforce implementation and coherence across workstreams, while fully safeguarding the independence, integrity and public-interest mandate of UN Tourism.
27. In this context, Member States may wish to consider how voluntary contributions, partnerships and other forms of collaboration could help reinforce implementation at global, regional and national levels. Further guidance on the applicable modalities, principles and procedures will be communicated separately.

3.6 Knowledge base and legacy

28. A stronger analytical and forward-looking dimension is also envisaged through the development of a knowledge base composed of flagship reports prepared by the Secretariat, together with a broader body of research and publications developed in support of the International Year by external entities, including Member States and relevant institutions, in accordance with the applicable guidance and criteria. This work is intended both to support implementation during the International Year and to contribute to broader reflections on the positioning of tourism within future global development frameworks.
29. In this way, the International Year is intended not only to generate visibility in 2027, but also to help produce knowledge, lessons and policy perspectives of relevance beyond the Year itself.

3.7 Communications and visibility

30. Communications and visibility constitute an important component of the International Year and of Member State engagement in its implementation. A common communication framework is being developed to support coherent messaging, visual identity and outreach across regions and countries and to facilitate a recognisable and consistent public profile for the International Year.

31. To support communication efforts, guidance and practical tools will be made available to Member States, including materials related to the visual identity and broader communication support for activities undertaken in the framework of the International Year. These arrangements are also intended to facilitate coherent use of the International Year's name and visual identity, as well as structured visibility of activities and contributions across national, regional and global levels.

4. Focus of the regional consultations

32. The regional consultations provide an opportunity to situate the International Year within the specific realities, priorities and opportunities of each region. In this context, particular attention may be given to the regional relevance of the thematic framework, the practical organization of national coordination mechanisms, priority areas for capacity-building and implementation support, and possible avenues for regional engagement in the flagship architecture and broader visibility of the International Year.
33. They also provide an opportunity to identify areas in which regional experiences, policy approaches and practical lessons may contribute to the wider analytical and political legacy of the International Year, including in relation to post-2030 discussions.
34. In this regard, Member States may wish in particular to indicate national or regional priorities that deserve stronger attention within implementation, areas where capacity-building and institutional support would be especially valuable, and regional initiatives or partnerships that could help reinforce delivery and follow-up under the framework of the International Year. In this context, the Regional Commissions may play an important role in fostering regional coordination, encouraging exchanges among Member States and helping to sustain momentum for implementation and follow-up within their respective regions.

5. Outlook

35. Following the regional consultations, preparations for the International Year will continue under the framework endorsed by the governing bodies of UN Tourism.
36. The first meeting of the Steering Committee is envisaged to take place in the margins of the 126th session of the Executive Council, subject to the relevant decisions of the Council. Thereafter, the International Year will move progressively from preparation towards implementation, with continued engagement of Member States through national, regional and global processes.
37. Regional Commission meetings and related consultations will remain an important channel for sustaining regional ownership, supporting implementation and follow-up and ensuring that the International Year reflects the diversity of regional contexts while advancing a coherent global agenda.

Annex I

Knowledge Base: Research and Flagship Reports

International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

This document provides complementary guidance on the purpose, scope and criteria governing development of a knowledge base, through research, reports and publications, undertaken in the context of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). It should be read in conjunction with the overall framework and guidance documents for the International Year, including the Guidance Note on National Committees and other thematic and operational guidance issued by UN Tourism.

For the purposes of the present document, the International Year of Sustainable and Resilient Tourism 2027 is hereinafter referred to as “the International Year”.

1. Strategic Orientation and Specific Objectives for Building a Knowledge Base

Sustainability is not a static objective but a continuous process requiring ongoing research and building of knowledge to guide tourism policy, planning and development formulation and implementation. Resilience has become an essential dimension of this process, ensuring that the tourism sector is not only of withstanding shocks but also of advancing its development responsibly and in alignment with broader societal, economic and environmental objectives.

The International Year is conceived as a forward-looking, implementation-oriented initiative to consolidate progress in advancing sustainable and resilient tourism, while responding to evolving global challenges affecting destinations and communities, including environmental degradation, economic volatility and social inequalities. It aims to translate policy commitments into coordinated, measurable action at the national, regional and global levels, with a focus on effective implementation and tangible impact. In doing so, it contributes to ongoing international deliberations on sustainable development beyond the current global framework, including the transition from the 2030 Agenda for Sustainable Development to future global frameworks.

Strategic Orientation

The International Year prioritizes the development of a comprehensive Knowledge Base to support the translation of sustainability and resilience principles into practical, implementable policies. This strategic orientation aims to strength skills and capacities across the tourism sector, raise awareness of tourism as an engine for sustainable, inclusive and resilient development and highlight its transformative role in the post 2030 global dialogue.

Specific objectives

The Knowledge Base on Sustainable and Resilient Tourism aims to:

- **Inform evidence-based decision-making** to promote sustainable tourism planning and development;
- **Enhance natural and cultural resources** through environmental protection, biodiversity conservation, resource efficiency, climate action, promotion of cultural values, diversity, living heritage and destination identity;
- **Support measurement and monitoring** of tourism-related data and impacts to strengthen governance, standards, and risk management;
- **Enhance local value creation and community well-being**, promoting inclusiveness and gender equality; and
- **Encourage innovation and competitiveness**, across the tourism sector.

2. Core Flagship Reports to be Prepared by UN Tourism

To ensure a strong analytical foundation for the International Year and to position tourism effectively within the emerging post-2030 global development framework, the Secretariat will prepare three mutually reinforcing knowledge products: two flagship reports and one rolling analytical report that spans the entire preparatory and implementation periods.

2.1 Future of Work in Tourism for the post 2030 agenda

The first flagship report will examine how the profound structural shifts under way in labour markets, technology and social systems are likely to shape employment and human capital in the tourism sector beyond 2030. It will analyse the transformation of skills and the growing need for lifelong learning, as well as the sector's capacity to promote inclusion and provide access to decent work. Particular attention will be given to the implications of the digital transition and artificial intelligence for tourism labour markets, alongside evolving patterns of labour mobility and migration that increasingly influence workforce availability across regions. The report will also explore the emerging relevance of the care economy and the need for more gender-sensitive approaches to workforce development, recognising the specific characteristics of tourism as a service-intensive, people-centred sector.

2.2 Resilient Tourism Development and its contribution to Poverty Alleviation, Urban Prosperity and Biodiversity Protection

The second flagship report will explore how tourism can serve as a catalyst for resilience-oriented development at both national and subnational level, with particular emphasis on its potential contributions to poverty alleviation, inclusive urban development and biodiversity conservation. It will assess the specific conditions under which tourism SMEs can strengthen their resilience and how coherent national and local frameworks can support more robust tourism development pathways. The report will also analyse the ways in which tourism can effectively contribute to poverty reduction, especially in regions where the sector represents a major source of livelihoods.

In addition, it will examine the role of tourism in urban environments, where the sector can drive more inclusive and resilient forms of growth, and will consider how biodiversity protection and nature-positive approaches can be systematically integrated into tourism planning and investment. Special attention will be given to the evolving role of private sector commitments, particularly net-positive strategies, in shaping more sustainable and resilient tourism ecosystems.

2.3 Rolling Analytical Report: Strategic Roadmap – Tourism in the Agenda 2030+

The Rolling Analytical report will serve as a continuous knowledge instrument, collecting insights, evidence and inputs generated throughout 2026 and 2027, and culminating in a strategic position paper to guide the tourism sector in negotiations on the post-2030 global agenda.

The primary aim of this report is to clarify how tourism can be most effectively positioned within the post 2030 agenda. Work on the report will progress in phases:

- **2026:** focus on establishing conceptual foundations, identifying key themes and gathering initial evidence.
- **2027:** incorporate findings from the International Year, across all regions and workstreams, will be continuously incorporated, enabling a progressive consolidation of ideas and building a broad consensus on the sector's long-term positioning.

The strategic roadmap is intended to be finalized in 2028, ensuring it can meaningfully inform Member States' engagement in Agenda 2030+ negotiations. However, earlier completion may be required should UNDESA's consultation calendar advance more rapidly.

3. Other Research and Publications Developed in Support of the International Year

In addition to the core knowledge products prepared by UN Tourism, research and publications developed by external entities are encouraged to support the objectives and thematic priorities of the International Year. These contributions may be produced by National Committees, academic institutions, research bodies, strategic partners, other partner organizations and relevant stakeholders. They may take the form of policy papers, technical notes, thematic studies, background papers, case-study compilations and other analytical materials relevant to sustainable and resilient tourism. The development, preparation and delivery of such publications shall be financed entirely through independent resources. UN Tourism will not be able to provide financial support for activities related to their preparation, including research, drafting, consultations or associated operational costs.

Research and publications developed in support of the International Year should demonstrate clear relevance to its objectives, thematic priorities and guiding principles. They should be evidence-based, prepared with appropriate analytical rigor and methodological transparency, and clearly identify the responsible author or institution, date of publication and thematic or geographical scope. Publications that are primarily promotional, commercial or advocacy-driven in a manner inconsistent with the public-interest purpose of the International Year should not be presented in association with it.

All publications should include a visible Statement of Responsibility, Originality and Methodological Integrity from the authoring institution or author. This statement should confirm that responsibility for the content, sources, analysis, findings and conclusions rests fully with the named authoring entity; that the publication meets the applicable criteria set out in this guidance; and that the views expressed do not necessarily reflect those of UN Tourism. A model Statement is included as Annex I.

Where artificial intelligence-assisted tools have been used in the preparation of a publication, such use should be disclosed in the statement in a clear and transparent manner. The statement should also confirm that AI tools have not replaced substantive human responsibility for the research, analysis and conclusions and have not been used to fabricate or misrepresent data, references, quotations or findings.

In selected cases, research and publications developed in support of the International Year may also be prepared jointly by UN Tourism and strategic partners. Such collaboration may be considered where it offers clear substantive value for the objectives and thematic priorities of the International Year and be governed by appropriate arrangements defining roles, responsibilities, editorial processes, visibility and accountability. These collaborations must remain fully consistent with the public-interest character of the International Year and shall not confer governance functions, decision-making authority or influence over the substantive independence of UN Tourism. The development, preparation, and delivery of such reports may be financed through the International Year Fund, managed by UN Tourism, subject to availability of funds and approval of the Steering Committee. Specific agreements are required for the funding and preparation of joint publications.

For publications primarily addressing national or subnational issues, the relevant National Committee may, under its own responsibility, associate them with the International Year as part of the national implementation framework. Such association should reflect the Committee's judgement that the publication is relevant to the International Year's objectives and thematic priorities within the respective national context. Annex II includes a model Statement of Relevance by a National Committee, which can be used with that purpose.

All external publications developed in support of the International Year shall remain under the full responsibility of the respective authoring institution or author. Association with the International Year does not in itself imply review, validation or formal endorsement by UN Tourism.

4. Knowledge Repository on the International Year Webpage

The Knowledge Repository on the International Year webpage will serve as a curated, non-exhaustive access point for selected knowledge products relevant to the objectives and thematic priorities of the International Year. It will include the core knowledge products prepared by UN Tourism and may also feature selected external publications developed in support of the International Year.

Inclusion of external publications in the repository is not automatic. As a general rule, only external publications accompanied by a Statement of Relevance issued by the relevant National Committee or,

where appropriate, by one or more relevant National Committees, will be considered for inclusion. Such statement should confirm that the publication is relevant to the objectives and thematic priorities of the International Year, either within the respective national context or, where applicable, across the national contexts represented by the issuing Committees.

All publications considered for inclusion in the repository must also contain, in a visible manner within the publication itself, the required Statement of Responsibility, Originality and Methodological Integrity. Publications must be made publicly available in final digital form free of charge and comply with formal requirements relating to accessibility, completeness, presentation and metadata.

The repository may also include publications prepared jointly by UN Tourism and strategic partners, where such publications are developed in accordance with the applicable agreements, governing roles, responsibilities, visibility and editorial integrity.

Inclusion in the Knowledge Repository does not constitute substantive review, validation or formal endorsement by UN Tourism of publications produced by external entities. Responsibility for the content of such publications remains entirely with the respective authoring institution or author.

Annex I.A

Model Statement of Responsibility, Originality and Methodological Integrity

The authoring institution or author (hereinafter referred to as the “Author”) hereby declares and warrants that:

1. the publication is relevant to the objectives and thematic priorities of the International Year of Sustainable and Resilient Tourism 2027;
2. the publication has been prepared on the basis of identifiable sources, supporting evidence and a transparent methodological approach appropriate to its nature, scope and intended purpose;
3. the content of the publication is original, to the extent applicable to its format, and that all data, references, quotations and other source materials have been used in good faith and, to the best of the Author’s knowledge and belief, are accurately, properly represented and duly attributed;
4. the publication is not promotional, commercial or advocacy-driven in a manner inconsistent with the public-interest character of the International Year;
5. the publication is made publicly available in final digital form free of charge;
6. where artificial intelligence-assisted tools have been used in the preparation of the publication, such use has been disclosed in a clear, appropriate, and transparent manner, and has not replaced substantive human responsibility for the research, analysis or conclusions;
7. artificial intelligence-assisted tools, where used, have not been employed to fabricate, falsify, or otherwise misrepresent data, references, quotations, analysis or findings; and
8. the views and opinions expressed in the publication are solely those of the Author and do not necessarily reflect the views of UN Tourism.

Name of authoring institution / author:

Date:

Place:

Signature, where applicable:

Annex I.B**Model Statement of Relevance by a National Committee**

Statement of Relevance

The [*name of National Committee*] has taken note of the publication entitled “[*title of publication*]”, prepared by [*name of authoring institution or author*].

For the purposes of its potential inclusion in the Knowledge Repository of the International Year of Sustainable and Resilient Tourism 2027, the present statement attests that the publication is deemed relevant to the objectives and thematic priorities of the International Year within the national context of [*country*], and, where applicable, across the national contexts represented by the issuing Committees.

This statement is issued solely for the purpose of confirming relevance and shall not be construed as constituting a substantive, technical or peer review of the publication. Nor should be interpreted as an endorsement, in whole or in part, by the National Committee or UN Tourism of any opinions, findings, conclusions or recommendations contained therein. Responsibility for the content of the publication remains exclusively with the authoring institution or author.

Issued by: [*Name of National Committee*]

Country / Countries concerned:

Name and function of signatory:

Date:

Optional reference to thematic area(s):

Optional short note on relevance:

Annex II

Capacity-Building

Purpose and Criteria for Capacity Building Activities Supporting the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

This document provides complementary guidance on the purpose, scope and criteria governing capacity-building activities undertaken in the context of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). It should be read in conjunction with the overall framework and guidance documents for the International Year, including the Guidance Note on National Committees and other thematic and operational guidance issued by UN Tourism.

For the purposes of the present document, the International Year of Sustainable and Resilient Tourism 2027 is hereinafter referred to as “the International Year”.

The United Nations defines capacity building as the process to develop and strengthen skills and abilities¹. It forms an integral component of the Agenda 2030 and the achievement of the Sustainable Development Goals. Understanding that potential target audiences of the capacity building initiatives undertaken within the framework of the International Year will be diverse, from both tourism and non-tourism related backgrounds, for the purpose of this present document, the term “capacity building” refers not only to developing new skills and abilities but also to enhance, strengthen and diversify existing capacities and knowledge.

The present document is intended to support National Committees, or as appropriate, any other national coordination mechanisms established for the same purpose, in identifying, authorising and overseeing capacity-building activities at national and local levels. It aims to ensure that such activities are people-centred, implementation-oriented and catalytic, and that they contribute meaningfully to the objectives, principles and legacy of the International Year, while allowing flexibility in line with national circumstances and priorities.

Capacity-building under the International Year serves as a central delivery mechanism for translating thematic priorities into strengthened institutional capacity and improved conditions on the ground.

This document does not establish a centralised approval mechanism, nor does it replace national decision-making processes or existing institutional arrangements. It provides a common reference framework to support coherence, quality, accountability and shared understanding across capacity-building activities undertaken under the International Year.

5. Capacity-Building as a Delivery Mechanism

Sustainability is not a static objective but a continuous process requiring ongoing learning, adaptation and improvement. Resilience has become an essential and overdue dimension of this process, ensuring that tourism systems are capable not only of withstanding shocks but also of advancing their development responsibly and in alignment with broader societal, economic and environmental objectives.

¹ United Nations, Academic Impact, available at: <https://www.un.org/en/academic-impact/capacity-building> (26-02-2026)

Under the International Year, this strengthened focus places particular emphasis on the capacities of people and institutions to translate principles into practice. Capacity-building therefore plays a central role in enabling implementation, strengthening coordination and supporting informed decision-making.

6. Core Criteria for Capacity-Building Activities Supporting the International Year

To ensure coherence, quality and measurable impact across diverse national contexts, capacity-building activities supporting the International Year shall comply with the mandatory criteria set out below and integrate at least two of the optional criteria.

These criteria establish a common minimum standard while allowing flexibility in format, scale and implementation.

6.1. Mandatory Criteria

The following mandatory criteria apply to all capacity-building activities supporting the International Year. These criteria establish a common minimum standard to ensure coherence, quality and measurable impact across diverse national contexts.

1. Policy awareness and system literacy
Participants will jointly identify and discuss relevant national and local policies and strategies. They will examine how these policies connect to international frameworks such as the 2030 Agenda. The aim is to strengthen participants' understanding of how different levels of policy and governance, including both tourism-specific and tourism-related policies, interact (system literacy) and to ensure they are aware of existing policies and how these can align and support each other effectively (policy awareness and coherence).
2. Plurality of development approaches
The activity will present and discuss different established approaches and schools of thought which guide tourism development, management and governance (for example, market-based, product-based or community-led approaches). What are the short, medium and long-term objectives with regard to tourism development at the destination? Which approach would best facilitate achieving these objectives? How can sustainability and resilience be mainstreamed into this process? Rather than promoting a single viewpoint, it will encourage participants to reflect on context-specific trade-offs.
3. Sustainable Development Goals (SDG)-linked action commitment
Each participant will identify two to three relevant SDG targets and publicly commit to carrying out at least one concrete action within their institutional mandate that contributes to a chosen target within a defined timeframe (e.g. 6–12 months).
4. Knowledge multiplication
Participants will commit to sharing the key insights from the activity with at least 10 other people, using simple dissemination materials. This could include, where appropriate, a blog post, social media post referencing the official International Year hashtag, or engagement through print, radio or television media. Knowledge multiplication can be at the national or international level. Dissemination to both tourism-related and non-tourism related audiences is encouraged.
5. Reporting
The organisers of the activity will submit a short, standardised report confirming implementation of the criteria and summarising commitments planned to be implemented and dissemination undertaken. Modalities will be specified separately.

6.2. Optional Criteria

In addition to the mandatory criteria set out above, capacity-building activities supporting the International Year shall integrate **at least two of the following optional criteria**. These criteria are intended to reinforce practical application, cross-sector coordination and sustained impact beyond the duration of the activity. They allow flexibility in design while ensuring that activities contribute meaningfully to implementation and legacy.

1. Application to a real-world challenge

The activity will apply learning to a concrete national or local policy, planning or operational challenge, informed where possible by existing data, assessments or evidence within the participants' context.

Example:

- Applying resilience principles to an existing coastal tourism strategy.
- Reviewing how an existing destination management plan aligns with SDG 12.

2. Cross-sector engagement

The activity will include structured interaction with actors beyond the tourism administration (e.g. environment, culture, finance, local government, community representatives) to strengthen coordination and shared ownership.

3. Barrier identification and problem-solving

Participants will analyse existing tourism or tourism-related policies to identify at least one key institutional, regulatory or behavioural barrier to effective implementation and discuss practical, actionable approaches to address this barrier within their sphere of influence.

Example:

- Identify regulatory bottlenecks.
- Recognize gaps in institutional coordination.
- Identify budgetary or data constraints.

4. Development of a practical output

Participants will develop a short practical proposal, action outline, implementation roadmap or similar deliverable during the activity, designed to facilitate subsequent institutional uptake or policy integration. It can, but does not necessarily, be linked to (3) above.

Example outputs:

- A monitoring checklist.
- A policy recommendation brief.
- A stakeholder engagement plan.

5. Follow-up mechanism

The activity will include a follow-up exchange, reflection session or progress check within a defined period (e.g. 3–6 months) to support continued application of learning.

6. Inclusion and accessibility lens

Participants will assess how proposed actions contribute to improved inclusion, shared benefits and accessibility within tourism systems, including, where relevant, the participation of women, youth, local communities, indigenous peoples or small and medium-sized enterprises and other local value-chain actors; the more equitable distribution of economic and social benefits; and improved physical, digital or informational accessibility for persons with disabilities and other specific needs.

7. Assessment of trade-offs

Participants will assess potential trade-offs and possible adverse effects associated with proposed actions and discuss mitigation or adjustment approaches to strengthen long-term sustainability and resilience.

7. Recognition and Reporting

Capacity-building activities that wish to be presented as supporting the International Year must receive prior authorization from the relevant National Committee.

If no National Committee exists, authorization shall be provided by the competent national tourism authority, or as appropriate, in line with national institutional arrangements.

In exceptional cases where neither mechanism is available, authorization may be granted by the UN Tourism Secretariat in consultation with the Member State concerned.

Capacity-building activities supporting the International Year must comply with all mandatory criteria and integrate at least two optional criteria outlined in this document.

Organisers of activities supporting the International Year shall submit a brief, standardised report to the authorizing body, confirming implementation of the applicable criteria and summarising key outcomes, participants' commitments, and dissemination efforts.

The authorising body shall ensure that the information in these reports is transmitted to, or made accessible by, the UN Tourism Secretariat for global aggregation, knowledge-sharing and visibility of activities supporting the International Year.

Aggregated information may be used to showcase good practices and to assess the overall legacy of the International Year. Specific reporting procedures, including formats and mechanisms to facilitate global visibility, will be provided separately in the communications guidance for the International Year.

Capacity-building activities implemented in cooperation with international organizations, development partners or other external entities, including those financed or co-financed by such partners, may also be presented as supporting the International Year, provided that they comply with the criteria in this document and are authorized according to the procedures above.

The involvement of external partners does not change the requirements established in this document. Reporting obligations remain applicable irrespective of the source of financing.

Annex III

National Committees

Role, Functions and Working Arrangements under the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

This note provides complementary guidance on the role, functions and working arrangements of National Committees established in the context of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). It should be read in conjunction with the overall framework and guidance documents for the International Year and is intended to support Member States in organizing national-level coordination and delivery, in line with their institutional contexts and priorities.

1. Purpose of National Committees

According to the Guidelines for International Years (ECOSOC Resolution [1980/67](#)), there should be ordinarily national committees or other mechanisms for preparing for, conducting, and following up the international year at the national level.

This guidance is reinforced by UN General Assembly resolution ([A/RES/78/260](#)), which recognizes sustainable and resilient tourism as a cross-cutting driver of sustainable development, calls for its promotion by all stakeholders, and encourages leveraging the International Year as a catalyst to advance sustainable development. The resolution highlights tourism's contributions to economic growth, poverty reduction, decent work, sustainable consumption and production, and responsible resource use. It also underscores the sector's role in biodiversity conservation, cultural understanding, social inclusion-including the empowerment of women, youth, Indigenous Peoples and local communities - and rural development, while emphasizing the need for coordinated, value chain-wide action to ensure sustainability and resilience.

To this effect, National Committees are envisaged as national-level coordination platforms to support the preparation, observance and follow-up of the International Year of Sustainable and Resilient Tourism 2027.

National Committees shall play a central role in ensuring effective coordination among governmental and non-governmental actors, aligning and harmonizing activities undertaken in the context of the International Year and communicating internationally agreed priorities and messages to stakeholders at national and local levels. Throughout 2027, National Committees will form the backbone of Member State engagement with the International Year.

It should be noted that such National Committees are not intended as global governance or decision-making bodies, nor do they replace existing national institutions or coordination mechanisms. Rather, they are to provide a flexible and scalable means for Member States to organize engagement with the International Year, ensure coherence across activities undertaken at national and local levels and contribute, on a voluntary basis, to regional and global exchanges of experience and learning.

2. Key Objectives of National Committees for the IYSRT 2027

In support of the objectives of the International Year of Sustainable and Resilient Tourism 2027, National Committees may, taking into account national priorities and institutional contexts, focus on the following objectives:

- raise public awareness of the contribution of sustainable and resilient tourism to broader development processes, including social inclusion and community empowerment;

- facilitate dialogue and coordination around measures that strengthen tourism business ecosystems, including discussion of enabling conditions for SMEs, investment and access to finance, where relevant;
- support reflection on legal, policy and institutional frameworks that enable sustainable and resilient tourism development, without prejudice to national decision-making processes;
- encourage leadership development, skills enhancement and youth engagement related to the future of tourism, including through forward-looking and innovation-oriented approaches;
- contribute to the generation and consolidation of national and regional evidence, good practices and policy dialogue relevant to future global frameworks; and
- support structured consultation and learning processes that may inform broader reflections on resilience, sustainability and tourism in the context of the post-2030 development agenda and future multilateral processes.

National Committees are not expected to address all objectives listed above. The selection and scope of objectives remain at the discretion of each Member State and should reflect national capacities, priorities and existing policy frameworks.

3. Role and Functions

Within the framework of the IYSRT 2027 and in accordance with applicable guidance, National Committees are generally expected to:

- Coordinate the preparation, implementation and follow-up of national activities related to IYSRT 2027;
- Develop a strategic action plan aligned with the objectives of the International Year;
- Authorize and register events, initiatives and activities undertaken under the International Year at national and local levels, in line with agreed guidance and criteria;
- Ensure alignment of activities with the objectives, principles and messaging of the International Year;
- Mobilize and engage relevant stakeholders across government, the private sector, civil society, academia and international partners;
- Promote awareness and advocacy on the contribution of sustainable and resilient tourism to sustainable development;
- Facilitate capacity-building and knowledge-sharing in support of the tourism sector; and
- Provide structured inputs, summaries and reflections to UN Tourism to support regional and global processes and reporting related to the International Year.

In particular, National Committees may authorize, coordinate and oversee activities undertaken at national and local levels, in line with national guidance and the objectives of the International Year.

Such activities may include:

- coordinate the development and dissemination of nationally focused outreach and promotional materials including digital content linked to the official IYSRT 2027 platforms;
- organize or endorse meetings, conferences and events addressing national and local priorities related to sustainable and resilient tourism;

- support communication and awareness-raising initiatives, including engagement with national media, consistent with the overall messaging of the International Year;
- facilitate capacity-building and training activities for tourism and related-sector stakeholders, including through the dissemination of guidelines, tools and resources;
- support collaboration with academic and research institutions to strengthen evidence, data collection and analysis relevant to resilience and sustainability in tourism;
- encourage multi-stakeholder dialogue on policy-relevant issues linked to sustainable and resilient tourism, without prejudice to formal national policy-making or legislative processes;
- document activities, initiatives and outputs carried out during the International Year, including examples of good practice and lessons learned;

The above list is indicative and non-exhaustive.

National Committees may also contribute to the preparation of national summaries or reflections at the conclusion of the International Year, focusing on activities undertaken and key insights generated, in line with guidance provided by UN Tourism.

For the purposes of the International Year, National Committees, or as appropriate, may apply differentiated approaches to the authorization and oversight of activities, taking into account their nature and intended purpose. In particular, a distinction may be made between communication and public engagement activities, and policy-oriented, capacity-building or standards-related activities, which may be subject to different levels of criteria, documentation and follow-up.

4. Establishment of National Committees

National Committees should be inclusive and reflect the diversity of actors involved in tourism and related policy areas at a national level, while maintaining clear leadership and accountability for coordination, authorization and reporting functions. They should be anchored in, or formally convened by, the ministry or authority responsible for tourism, to serve as the primary contact for UN Tourism and to support coordination of the National Committee.

National Committees should be inclusive and made up of actors at the national level such as:

- the ministry or authority responsible for tourism, serving as the national focal point;
- relevant public institutions, including those responsible for environment, culture, finance, climate change, water management, land use and local government;
- private sector associations;
- civil society organizations and NGOs, including those addressing decent work and poverty eradication through tourism;
- legal, academic and research institutions with relevant expertise;
- representatives of local communities and other relevant stakeholders;
- United Nations Country Teams, including the Office of the Resident Coordinator, where appropriate, and in line with national arrangements.

The size, composition and working modalities of National Committees should remain flexible and proportionate, reflecting national capacities, institutional contexts and the scope of activities undertaken under the International Year.

Where appropriate, Member States may build on existing inter-ministerial, inter-agency or multi-stakeholder coordination mechanisms, rather than establishing new bodies specifically for the International Year.

5. Working Arrangements

For the purposes of the International Year of Sustainable and Resilient Tourism 2027, Member States are invited to establish appropriate working arrangements to enable National Committees to carry out their coordination, authorization and reporting functions effectively.

Member States may consider the following steps:

1. identifying and convening relevant public and non-public stakeholders, ensuring balanced representation and effective partnership arrangements;
2. establishing, as appropriate, national guidance and procedures for the registration, authorization and monitoring of activities undertaken under the International Year;
3. defining practical modalities for documentation and reporting of activities and outcomes to UN Tourism, in line with guidance provided at global level;
4. where appropriate, involving the United Nations Country Team and integrating activities related to the International Year into relevant national and UN work programmes.

National Committees are encouraged to adopt pragmatic and proportionate working methods, including the preparation of a light action plan or activity framework for the International Year, reflecting national priorities and capacities.

6. Coordination, Communication and Secretariat Support

National Committees are responsible for coordinating national- level activities undertaken in the context of the International Year of Sustainable and Resilient Tourism 2027, and for ensuring their alignment with applicable national and international guidance, objectives and principles. They are expected to establish appropriate arrangements for the identification, authorization, monitoring and documentation of events and activities including verification of compliance with agreed guidance and criteria.

Information on activities undertaken should be consolidated and validated at national level and transmitted to UN Tourism in an aggregated and structured manner, in line with guidance provided at international level, for the purposes of regional and global overviews, reporting and collective learning.

In line with national arrangements, National Committees may coordinate the use of the IYSRT 2027 name and logo at the national level, in accordance with official UN Tourism guidelines. This does not extend to the use of the name, emblem or official seal of UN Tourism or of the United Nations, which remains subject to prior written authorization. A partner portal will support registration of organizations, logo authorization requests, and the upload of activity information, enabling transparent and scalable participation. The National Committee should maintain a central register of all authorized users, and any further dissemination should require explicit approval or adherence to predefined guidelines to prevent misuse, reputational risks, or dilution of the logo's meaning.

National Committees shall not, in any manner whatsoever, use the name, emblem or official seal of UN Tourism or the UN, or any abbreviation of the name of UN Tourism or the UN, in connection with its activities for the IYSRT 2027 or otherwise without the prior written permission of UN Tourism. Under no circumstances shall authorization be provided to use the name, emblem or official seal of UN Tourism or the UN, or any abbreviation of the name of UN Tourism or the UN, for commercial purposes.

The UN Tourism Secretariat provides overall coordination, international guidance and technical support for the International Year, including common principles, templates and reporting formats. This support

complements national leadership and ownership and does not entail the centralized management or validation of individual events or activities.

Through these arrangements, National Committees serve as the primary interface between national implementation and international consolidation, ensuring effective two-way communication and structured contribution to regional and global processes.

7. Funding National Committees

The UNGA resolution [A/RES/78/260](#) proclaiming the International Year of Sustainable and Resilient Tourism 2027 stresses that the costs of all the activities that may arise from the implementation of the International Year should be met through voluntary contributions. The resolution also encourages all States, the United Nations system, and other stakeholders to seize the International Year as an opportunity to promote actions at all levels - including through international cooperation - and to advance sustainable and resilient tourism as a driver for sustainable development. National governments are encouraged to allocate budgetary resources to selected activities, enhancing their engagement and enabling greater impact at the national level.

Annex IV

Thematic Areas and Rationale

International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

1. Inclusive, sustainable and resilient economic growth and local value creation

Tourism is a major driver of economic growth and employment, particularly at the local level. Strengthening the sustainability and inclusiveness of tourism value chains enhances their capacity to withstand shocks, adapt to change and sustain long-term development outcomes.

This thematic area highlights tourism's role in fostering diversified, locally anchored and resilient economic activity, with particular attention to Micro, Small and Medium-sized Enterprises (MSMEs), domestic tourism and diversified products and markets. By reducing over-dependence on single markets, seasons or activities, and by promoting fair participation and shared benefits along the value chain, tourism can contribute to economic stability, inclusive growth and local value creation while reinforcing resilience across destinations.

2. Social inclusion, decent work, poverty reduction and community resilience

Inclusive tourism development is a fundamental condition for resilience. When tourism benefits are widely shared and access to opportunities is ensured, communities are better able to absorb, respond to and recover from economic, environmental and social shocks.

This thematic area emphasizes tourism's contribution to decent work, poverty reduction and the economic empowerment of women, youth, Indigenous Peoples and local communities. It underscores the importance of community participation in tourism planning and decision-making, universal accessibility and social protection, strengthening social cohesion, local ownership and human capital as pillars of resilient tourism systems.

In this context, approaches that go beyond minimizing negative impacts and actively seek to strengthen communities, livelihoods and local capacities, including approaches often described as regenerative, can contribute to more durable, inclusive and self-sustaining development outcomes.

3. Environmental protection, biodiversity conservation, resource efficiency and climate action

Tourism depends directly on healthy ecosystems and natural resources, while at the same time exerting pressure on the environment. Strengthening environmental protection is therefore a prerequisite for sustainable and resilient tourism development.

In line with General Assembly resolution 78/260, this thematic area emphasizes environmental protection and biodiversity conservation as central pillars of sustainable and resilient tourism, while promoting resource efficiency and advancing climate action through mitigation and adaptation measures. By integrating environmental considerations into tourism policy, planning, investment and operations, including through the engagement of workers, communities and local stakeholders, destinations can reduce environmental degradation, lower vulnerability to climate-related risks and safeguard the natural foundations upon which tourism, livelihoods and community wellbeing depend.

In this regard, practices that aim not only to reduce environmental harm but also to restore and enhance ecosystems and natural capital, including regenerative approaches, may further strengthen the contribution of tourism to long-term resilience and sustainability.

4. Cultural values, diversity, living heritage and destination identity

Cultural heritage and diversity are core assets of tourism and central to destination identity, social cohesion and community resilience. When cultural resources are safeguarded and communities are empowered as custodians of their heritage and active participants in tourism development, tourism can reinforce continuity, pride and intergenerational knowledge.

This thematic area highlights tourism's role in protecting and promoting tangible and intangible cultural heritage, supporting creative industries and fostering place-based development. Emphasis is placed on living heritage and locally rooted narratives that strengthen destination identity, while ensuring that cultural tourism development remains inclusive, respectful and resilient to external pressures.

5. Mutual understanding, peace, security and crisis preparedness

Tourism fosters dialogue, mutual understanding and peaceful interaction among peoples, while also being highly sensitive to crises, insecurity and disruptions. Strengthening preparedness and trust is therefore essential for resilient tourism development.

This thematic area underscores tourism's contribution to peace, social stability and international understanding, while highlighting the importance of risk-informed governance, crisis preparedness and coordinated response mechanisms, including cooperation across institutions, communities and sectors. It includes the protection of tourists, effective communication, cross-border and cross-sector cooperation, and the integration of tourism into broader emergency, health and security frameworks to support faster recovery and sustained confidence.

Annex V

Flagship Events

International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

The International Year of Sustainable and Resilient Tourism 2027 (hereinafter, the International Year) provides a global platform to advance tourism as a driver of sustainable development and resilience. Mandated by the United Nations General Assembly and facilitated by UN Tourism, the International Year aims to mobilize governments, the United Nations system, international and regional organizations, the private sector, academia and civil society around a shared agenda to strengthen tourism's contribution to inclusive economic growth, environmental stewardship and social cohesion.

The designation of an International Year creates a rare, time-bound political window in which attention, commitment and visibility converge. It generates a unique momentum that goes beyond routine sectoral exchanges and allows tourism to be positioned within broader debates on resilience, territorial development and sustainable transformation. In this context, one flagship event per region will serve as a defining milestone of the International Year, transforming global ambition into regionally anchored progress. These moments will help accelerate alignment across policy areas, stimulate durable partnerships and translate shared objectives into concrete pathways that extend beyond 2027.

Taken together, the five flagship events (hereafter “the flagship events”) will shape a coherent global architecture under the International Year, reinforcing tourism's structural role in strengthening inclusive and resilient societies and ensuring that the momentum generated in 2027 contributes meaningfully to the evolving post-2030 development landscape.

8. Objectives

Under the International Year, the flagship events, one hosted in each UN Tourism region, will serve as defining milestones of 2027. While regionally anchored, each event will carry global relevance, addressing structural dimensions of sustainability and resilience that extend beyond regional boundaries.

Each event will translate the thematic pillars of the International Year into region-specific leadership and action. By focusing on distinct regional priorities, the events will reflect diverse economic structures, development pathways and risk environments, while contributing to a shared global narrative.

Together, the flagship events will form a coherent and differentiated architecture that ensures balanced geographic representation, thematic depth and strategic complementarity. Rather than duplicating discussions, they will demonstrate how sustainable tourism strengthens inclusion, resilience and long-term competitiveness across diverse global contexts.

9. Opening and Closing of the International Year

a. Opening Ceremony

The event will serve as the formal opening moment of the International Year, marking the transition from the preparatory phase of 2026 to a year of global implementation.

The launch will underscore that the International Year is not a stand-alone celebration, but a coordinated global effort designed to strengthen tourism's contribution to resilience and inclusion while preparing the sector for the post-2030 development framework.

Particular attention will be given to National Committees as the backbone of implementation, the central role of capacity-building in translating principles into practice and the contribution of the five flagship events in shaping regionally grounded yet globally relevant outcomes.

The event will clearly position the International Year as a structured consultation process for the positioning of tourism within the evolving Agenda 2030+ discussions. As communication materials and campaign elements will already have been introduced in advance, the opening will focus on setting political direction, reinforcing institutional coherence and consolidating a shared commitment.

To fulfil this role effectively, the Opening should be organized as a high-level half-day event with arrangements that enable broad global access for Member States, facilitate the participation of Steering Committee members and ensure strong international media involvement. The format and programme should be developed in line with the overall architecture of the International Year and the host setting. Given the political importance and global visibility of the Opening, the host arrangement should also ensure an appropriate level of financial and organizational support so that the event can be delivered to the standard required for a major milestone of the International Year.

b. Closing Ceremony

The closing moment, possibly anchored at FITUR in early 2028, will be the opportunity for UN Tourism and all stakeholders to reflect and inform on the performance and impact of the International Year. More importantly, it will present the consolidated outcome of the global consultation process as the central legacy of the Year.

This outcome, derived from flagship and other events held throughout the Year, national processes, flagship reports and the rolling analytical roadmap, will form the substantive basis for tourism's positioning in the post-2030 negotiations.

In this context, lead Member States and institutional representatives, including the Chair of the Committee on Tourism and Sustainability, the Chair of the Executive Council and members of the Steering Committee, will jointly outline the next phase of engagement within the UN process.

While the Closing Ceremony will mark the official conclusion of the International Year, it will also set out how its findings, conclusions and recommendations can continue to inform and shape the coordinated negotiation phase, ensuring that tourism's contribution to resilience, inclusion and sustainable development is carried forward through structured leadership and coalition-building at the global level.

10. Flagship Events

Themes and partners

This section outlines the thematic focus of the Flagship Events, one to be held in each region as a central component of the International Year. These events are directly linked to the thematic pillars of the International Year and translate global objectives into region-specific priorities. Each Flagship Event will address a defining regional dimension of sustainability and resilience, contributing to a coherent global architecture while reflecting diverse development contexts and risk environments.

The below themes and partners are intended as proposals for the consideration of the Member States and alternative themes and partners may also be proposed by interested host States. The final decision on the

themes and venues of the flagship events will be taken by the UN Tourism Secretary-General after due consideration of the proposals received by Member States.

10.1. Africa

Theme: Biodiversity, Rural Livelihoods and Resilient Local Economies

Many destinations around the world depend on nature-based tourism. Strengthening local value chains and integrating biodiversity protection enhances long-term economic stability and community resilience. Tourism in these contexts is closely intertwined with ecosystem integrity and community wellbeing, making it a powerful lever for inclusive and sustainable growth.

The event will focus on:

- Tourism financing for protected areas
- Community-based tourism models
- Youth employment and skills development
- Enhancing the positioning and branding of destinations

10.2. Americas

Theme: Financing Resilient Tourism Value Chains

Tourism represents both a mature economic sector and a critical source of income for vulnerable economies. Strengthening tourism value chains through innovative financing mechanisms and enhanced support to micro, small and medium-sized enterprises is essential to protect destinations from economic volatility and systemic shocks.

Sustainable tourism finance and risk-sharing instruments can reinforce economic stability, promote digital integration and strengthen the resilience of tourism-dependent communities.

The event will focus on:

- Public–private investment models
- Innovative financing and risk-sharing instruments
- SME resilience and digital transformation
- Strengthening regional tourism value chains

10.3. Asia-Pacific

Theme: Skills, Innovation and Resilient Tourism Growth

In many destinations, tourism development combines dynamic economic growth with rapid technological innovation and evolving labour market conditions. At the same time, destinations face demographic shifts, climate exposure and increasing competitive pressures. Strengthening tourism resilience in this context requires a focus on human capital, innovation ecosystems and adaptive growth models.

By investing in skills development, fostering entrepreneurship and integrating technological innovation into tourism systems, destinations can strengthen long-term competitiveness while ensuring that growth remains inclusive and resilient.

The event will focus on:

- Workforce development, lifelong learning and skills mobility
- Innovation ecosystems and digital transformation in tourism
- Support to SMEs and start-up environments
- Adaptive growth models in rapidly expanding destinations
- Integrating climate awareness into long-term tourism planning

10.4. Europe

Theme: Strengthening Inclusive and Resilient Territories through Sustainable Tourism

Sustainable tourism plays a leading role in maintaining connectivity, strengthening transport and digital infrastructure and supporting high-value economic activity across varied geographic contexts.

By advancing inclusive and balanced territorial development, sustainable tourism helps ensure that prosperity is broadly shared, regional disparities are addressed and demographic vitality is sustained. In doing so, tourism reinforces social cohesion and strengthens the long-term resilience and competitiveness of the world's diverse territories.

The event will focus on:

- Tourism as a driver of balanced territorial development and regional cohesion
- Strengthening connectivity and infrastructure in diverse geographic contexts
- Inclusive growth models that address demographic change and regional disparities
- Sustainable investment strategies in culturally and environmentally sensitive areas
- Integrating tourism into broader territorial and resilience policy frameworks

10.5. Middle East

Theme: Diversification, Stability and Long-Term Transformation

Tourism is increasingly positioned as a central pillar of economic diversification. As countries pursue structural transformation, sustainable tourism investment contributes to employment generation, heritage preservation and long-term economic resilience.

Strengthening environmental sustainability and regional cooperation will reinforce tourism's role in supporting stability and inclusive development.

The event will focus on:

- Diversification beyond traditional economic sectors
- Sustainable investment frameworks
- Technology and Innovations
- Heritage-led regeneration

Hosting Conditions

It should be recalled that in accordance with [resolution 662\(XXI\)](#), the General Assembly explicitly requests that Member States hosting a UN Tourism meeting provide the conditions set forth in the template agreement developed by the Secretariat, which serves as the legal framework for host country agreements. It is based primarily on Article 32 of the [Statutes](#), the [Convention on the Privileges and Immunities of the Specialized Agencies](#) and its [Annex XVIII](#) (applicable to UN Tourism), relevant General

Assembly resolutions, and aligns with the overall United Nations policy on the matter. It is recommended that Member States interested in hosting a flagship event review the template agreement in advance to preparing a bid.

11. UN System engagement

A central political objective of the International Year will be to secure sustained high-level engagement within the wider United Nations system and to ensure that tourism is substantively reflected in discussions shaping the post-2030 development framework.

Engagement will begin in 2026, aligned with major intergovernmental milestones. The High-Level Political Forum in July 2026 and the 81st session of the United Nations General Assembly in September 2026 will provide early opportunities to position tourism within broader sustainable development debates and to initiate dialogue with the incoming President of the General Assembly. Early coalition-building among Member States will be essential to explore the establishment of a thematic focus on tourism during the 2027 session.

The 2027 SDG Summit, convened at Head-of-State level, represents a pivotal political moment. This milestone will allow tourism's contribution to resilience, inclusion and structural transformation to be reflected within the mid-term review of the 2030 Agenda.

Engagement in environmental negotiation spaces in 2026 will serve as preparation for the International Year. In particular, CBD COP17 provides a high-impact opportunity to consolidate tourism's role within biodiversity finance and nature-positive economic models. As the Biodiversity Conference convenes biennially, substantive and visible engagement will be essential. Building on the successful positioning achieved at the previous COP, tourism can further demonstrate its unique capacity to generate economic value from nature while reinforcing conservation incentives, including through net-positive approaches developed in partnership with key private sector actors.

Across these processes, the focus will be on securing durable outcomes, including joint policy briefs, structured contributions to outcome documents and coordinated cross-agency initiatives. The objective is to move beyond visibility and ensure that tourism is integrated into substantive policy language that will inform the emerging post-2030 negotiations.

12. UN Tourism GA and World Tourism Day

12.1. World Tourism Day (27 September 2027)

Hosted by Cabo Verde with the theme "Transforming Tourism through Education," will provide an important milestone. It will highlight the role of education, skills and human capital in building resilience across the sector and will mobilise youth, academia, training institutions and industry partners around this agenda. As a widely recognised global observance, World Tourism Day will strengthen public engagement in the International Year and create momentum in the weeks leading up to the General Assembly, linking the campaign's broader narrative with the more technical and policy-oriented discussions that will follow.

12.2. UN Tourism General Assembly (October/ November 2027)

The GA will provide a very unique and important platform for presenting the key analytical outputs, including the flagship studies and the rolling analytical roadmap for the post-2030 agenda and for showcasing Member State achievements emerging from national committees, regional consultations and capacity-building activities.

The Assembly will also enable a high-level debate on the future positioning of tourism in global development frameworks and serve as the moment to consolidate the legacy of the International Year, whether through ministerial dialogue, the adoption of final recommendations or the consideration of pathways that may extend its impact beyond 2027.