

Conseil exécutif

Cent vingt-sixième session
Tolède (Espagne)

10-11 juin 2026

Point 4 de l'ordre du jour**Exécution du programme général de travail**

CE/126/4 RC-1
Madrid, 8 mai 2026
Original : anglais

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**« Déclaration de Riyad sur l'avenir du tourisme » : rapport d'étape****Résumé**

L'Assemblée générale d'ONU Tourisme, à sa vingt-sixième session, a adopté la Déclaration de Riyad sur l'avenir du tourisme, chargeant le secrétariat de faire avancer l'intégration responsable de l'intelligence artificielle (IA) dans le secteur en préparant une feuille de route stratégique, en donnant suite au Rapport relatif à l'impact de l'IA sur le tourisme et son guide de recommandations, et en élaborant un cadre mondial de maturité pour l'IA dans le tourisme.

En conséquence, le secrétariat a engagé d'importantes interventions, dont l'organisation d'une conférence de haut niveau sur l'IA dans le tourisme (Koweït, février 2026), la tenue d'ateliers régionaux de renforcement des capacités en partenariat avec Amadeus et la mise au point d'une série de webinaires à l'échelle mondiale (de septembre à décembre 2026) pour aider les États membres à traduire les lignes directrices sur l'IA en instruments pratiques pour l'exécution.

Le secrétariat présente, en parallèle, Préparation à l'IA dans le tourisme : cadre mondial de maturité, offrant une méthodologie structurée pour évaluer l'état de préparation dans quatre dimensions : infrastructure des données ; gouvernance, stratégie et réglementation ; capacités et compétences de la main-d'œuvre ; et interopérabilité. Le cadre définit trois niveaux de maturité – exploration, implantation et consolidation – et permet aux États membres de repérer les lacunes, d'évaluer les progrès réalisés et d'éclairer les décisions de politique générale et d'investissement.

Ces mesures contribuent à la mise en œuvre de la Déclaration de Riyad en traduisant les engagements stratégiques en instruments pratiques, en initiatives de renforcement des capacités et en efforts mondiaux coordonnés. D'autres rapports au Conseil exécutif sont prévus pour 2026 et 2027.



PROJET DE DÉCISION¹

Point 4 de l'ordre du jour
Exécution du programme général de travail
(document CE/126/4 RC-1)

Le Conseil exécutif,

Ayant examiné le rapport sur la mise en œuvre de la Déclaration de Riyad sur l'avenir du tourisme,

1. *Prend note* des activités mises en œuvre et des principales réalisations au cours de la période considérée.

¹ Ceci est un projet de décision. Pour la décision finale adoptée par le Conseil exécutif, voir le document des décisions publié à la fin de la session.

Introduction

1. L'Assemblée générale d'ONU Tourisme a approuvé la Déclaration de Riyad sur l'avenir du tourisme à sa vingt-sixième session à Riyad (Arabie saoudite) et chargé :
 - a) La Secrétaire générale, en étroite consultation avec les États membres, de préparer une feuille de route stratégique sur l'avenir du tourisme et de la présenter au Conseil exécutif dans les 12 mois suivant l'adoption de la Déclaration de Riyad, en faisant observer que, dans l'éventualité que des dépenses soient engagées, le financement sera au moyen de contributions volontaires des États membres intéressés sans coût additionnel pour le budget ordinaire d'ONU Tourisme ;
 - b) La Secrétaire générale de donner suite au Rapport relatif à l'impact de l'IA sur le tourisme et son guide de recommandations et de préparer un cadre mondial de maturité, ou indice, pour l'IA et le tourisme, afin d'aider les États membres à évaluer leur état de préparation, repérer les lacunes, mettre à profit les possibilités nouvelles et guider l'adoption sûre et responsable de l'IA dans le secteur, et de présenter i) le travail entrepris pour donner suite au Rapport relatif à l'impact de l'IA sur le tourisme et son guide de recommandations à la première session ordinaire du Conseil exécutif de 2026 et ii) le cadre mondial de maturité pour examen à la même session ;
 - c) ONU Tourisme i) d'élaborer un rapport sur l'adoption et l'utilisation par les États membres du Rapport relatif à l'impact de l'IA sur le tourisme et son guide de recommandations et de préparer un cadre mondial de maturité, ou indice, pour l'IA et le tourisme, y compris des recommandations sur les moyens d'améliorer les deux instruments et leur utilité, et ii) de présenter ce rapport au Conseil exécutif à sa première session ordinaire de 2027.
2. Conformément à ce mandat, le secrétariat a déjà mis en œuvre les activités ci-après afin de donner suite au Rapport relatif à l'impact de l'IA sur le tourisme et son guide de recommandations :
 - a) Une conférence de haut niveau « Promouvoir le tourisme grâce à l'intelligence artificielle » (février 2026, Koweït), tenue dans le cadre de la Commission régionale pour le Moyen-Orient, qui a réuni des institutions publiques et des entreprises technologiques de premier plan pour permettre un dialogue stratégique et des partenariats, notamment avec Booking.com ;
 - b) Des ateliers de renforcement des capacités « Mettre à profit l'IA dans le tourisme », en partenariat avec Amadeus, organisés depuis février 2026, en coordination avec les départements régionaux, qui mobilisent les responsables gouvernementaux de toutes les régions et renforcent les capacités institutionnelles voulues pour adopter les technologies émergentes et intégrer l'IA aux stratégies touristiques (voir annexe I) ;
 - c) Mise au point de la série de webinaires d'ONU Tourisme : L'intelligence artificielle et le tourisme – Lignes directrices et recommandations à l'usage du secteur public, qui est une série de formations pratiques pour que les acteurs publics du tourisme puissent donner suite à la publication d'ONU Tourisme du même nom et la mettre en application. Le programme prévoit trois webinaires en direct pour aider les participants à traduire en mesures concrètes les éléments d'orientation fournis dans la publication, allant de la connaissance des concepts clés de l'IA et d'exemples d'utilisation dans le tourisme à l'évaluation de l'état de préparation institutionnelle, l'identification des priorités et la planification de la mise en œuvre. Conçue à l'intention des administrations nationales du tourisme, organismes de gestion des destinations, collectivités locales et partenaires du développement, la série vise à convertir la publication en instrument pratique au service de la gouvernance, de la prise de décision et de l'innovation responsable dans le secteur du tourisme. Elle se déroulera de septembre à décembre 2026 et sera pour tous les États membres (voir annexe II) ;
 - d) Préparation à l'IA dans le tourisme : cadre mondial de maturité pour l'évaluation et la prise de décision. Conformément au mandat que lui a confié l'Assemblée générale,

comme énoncé dans la Déclaration de Riyad sur l'avenir du tourisme, le secrétariat présente une méthodologie structurée d'évaluation de la préparation en matière d'intelligence artificielle (IA) portant sur la capacité qu'ont les pouvoirs publics et les destinations d'adopter, de mettre en œuvre et de déployer efficacement à grande échelle les solutions d'IA. Le cadre mondial de maturité distingue quatre dimensions centrales : infrastructure des données ; gouvernance, stratégie et réglementation ; capacités et compétences de la main-d'œuvre ; et interopérabilité. Ces dimensions correspondent aux conditions fondamentales requises pour déployer l'IA. Chaque dimension est évaluée d'après trois niveaux de maturité : exploration, implantation, consolidation. Cette approche permet aux gouvernements de diagnostiquer les déficits de capacités, d'évaluer les progrès réalisés et de classer par rang de priorité les interventions de politique générale et les investissements d'une manière structurée et comparable.

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Annex I: Capacity-building workshops on “Unlocking AI in Tourism” in partnership with AMADEUS

Key Considerations

Organizers: UN Tourism & Amadeus
 Methodology: Design Thinking
 Workshop Format: 2 sessions

Option 1: Hybrid - In person (participants attending the side events of the Regional Commissions) and via streaming for those attending online from their countries – 1 hour

Option 2: Online

Target audience: Officials from Member States

Implementation: Global scale. To be organized across Regional Commissions (pilot at the Regional Commission for the Middle East).

Background and Rationale

This workshop is framed within the principles of the Riyadh Declaration on the Future of Tourism, adopted by the General Assembly in November 2025, as a shared roadmap for transforming the tourism sector through innovation, sustainability, and inclusive growth.

The Declaration recognizes technology, including artificial intelligence, as a key enabler of a more resilient, human-centred, and sustainable tourism ecosystem, while emphasizing that innovation must be guided by ethical standards, transparency, and public value.

The publication Implementing Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector (2025) outlines different levels of maturity, best case studies, and actionable recommendations and guidelines for Member States.

Artificial intelligence is rapidly transforming the tourism value chain. Effective adoption requires specific capabilities. In this context, UN Tourism and Amadeus propose a practical workshop based on design thinking, aimed at exploring how AI solutions can be integrated in a responsible, innovative manner aligned with the real needs of the tourism sector, based on the UN Tourism publication.

Overall Objective

To provide a co-creation space where participants understand and apply the design thinking approach to identify concrete opportunities for integrating Artificial Intelligence in tourism, based on the results of the UN Tourism publication on Implementing Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector (2025).

Specific Objectives

- Introduce key design thinking principles applied to AI-driven innovation
- Identify real challenges and opportunities in the tourism sector where AI can add value
- Foster collaboration between public and private stakeholders around innovative solutions
- Develop initial ideas for AI use cases with a user-centred approach.

Methodology

The workshop is based on a design thinking methodology, combining inspiration, ideation, and practical reflection, with a strong focus on the real-world applicability of AI in tourism. The publication

Implementing Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector (2025) will serve as a knowledge base.

Workshop Structure

Session 1

Welcome and context setting (UN Tourism & Amadeus)

AI in tourism: trends and use case examples based on UN Tourism publication

Design Thinking: The traveller journey

Group work: identification of key area to focus on for the online session

Explanation of preparatory work for the online session & wrap-up

Session 2

Structure: Three online workshops based on levels of AI maturity of the Member State. Participants will be divided into groups based on the Implementing Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector (2025)

Exploring: From little to no AI currently in use. The focus is on building foundations and awareness.

Implementing: Some experience with AI (pilot projects or moderate adoption). The focus is on scaling up and formalizing what works.

Consolidating: Advanced AI adoption across many aspects of tourism. The focus is on innovation, refinement and sharing knowledge.

Outline

Icebreaker and introductions

Recap on the Area and Explore the User Persona/Segment (Empathize & Define)
Brief recap of the selected area to focus on and user personas identified during the in-person session, aligning on the problem statements to be addressed.

AI Guided ideation (Ideate)

Collaborative group work to identify AI-based solution concepts, using structured prompts to encourage creativity, feasibility, and user-centric thinking.

AI Action Plan (Prototype – light)

Initial development of use cases, defining:

the user and context,

the problem addressed,

the AI-enabled solution, and

the value proposition and expected impact.

Peer exchange and feedback (Test)

Group presentations followed by peer and facilitator feedback to refine and strengthen the proposed concepts.

Wrap-up and next steps

Key takeaways, identification of promising ideas, and discussion of potential follow-up actions (pilots, further design, or collaboration opportunities).

Expected Outcomes

Identification of priority tourism challenges suitable for AI-based solutions.

Action Plan for AI-driven solutions centred on user needs.

Strengthened dialogue and collaboration among Member States participants and UN Tourism for future projects, pilots, or joint innovation initiatives.

Implementation

- (a) Middle East (February 2026): Mode: hybrid. Held in Kuwait in the framework of the Regional Commission for the Middle East.
- (b) Europe and Africa (May 2026) Mode: 100% online
- (c) Americas (May 2026). Mode: hybrid. Held in Paraguay in the framework of the Regional Commission for the Americas.
- (d) Asia and Pacific region. The dates of the workshop are yet to be confirmed.

Annex II: Curation of the UN Tourism Webinar Series: Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector

UN Tourism Webinars – Implementation of AI in Tourism: Guidelines and Recommendations

3-webinar delivery plan (2 hours each)

Format: Live webinars (interactive) – 120 minutes each

Purpose and audience

The goal is to move participants from AI awareness to actionable public-sector governance and implementation readiness, based on the UN Tourism publication Implementing Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector (2025), which outlined different levels of maturity, best case studies, and actionable recommendations and guidelines for Member States.

Primary audience:

- National tourism administrations and ministries (policy, data, innovation, digital transformation teams)
- Destination management organizations (DMOs) and local governments managing visitor flows and impacts
- Open, where appropriate, to private stakeholders and development partners (business organizations, multilateral agencies supporting tourism modernization, etc.)

Expected outcomes (by the end of Webinar 3):

- A shared baseline on AI concepts and tourism use cases (public value orientation)
- A readiness diagnosis using a simplified AI Readiness Framework (self-assessment)
- A prioritized portfolio of AI use cases and enabling actions (data, skills, governance, interoperability)
- A measurement and risk-management checklist (inclusive KPIs, safeguards, 'human-in-the-loop')
- A sequencing roadmap aligned to institutional capacity and to UN Tourism guidelines

Webinar schedule and logistics

Date (2026)	Module	Focus	In-session output
TBD	1 - Foundations & Readiness	AI basics + tourism value chain; readiness self-assessment	Readiness baseline + top 3 gaps
TBD	2 - Policy, Governance & Implementation	Strategy, governance, procurement and partnerships; case studies	Draft use-case portfolio + enabling actions
TBD	3 - Measurement, Risk & Global Guidelines	KPIs, risk mitigation, roadmap using tiered actions	1-page sequencing roadmap (0-6 / 6-18 / 18-36 months)

Course architecture

Design principles

Capacity-centred and public-sector oriented: focused on governance and implementation readiness (not technical development).

Structured around the UN Tourism AI Readiness Framework (4 pillars) and a maturity lens (exploring/implementing/consolidating).

Interactive delivery: polling, guided worksheets, and breakout discussions to move from concepts to decisions.

Asset-based outputs: each participant leaves with a readiness baseline, a prioritized use-case portfolio, and a sequencing roadmap.

Participant preparation (recommended)

Pre-read: Chapters 1-2 (plus the executive summary) of the UN Tourism report.

Bring 1-2 candidate AI use cases from your destination/ministry and the main data sources required.

Between-session micro-assignments (30-45 min)

After Webinar 1: complete readiness worksheet + a short data inventory (what exists, gaps, owners).

After Webinar 2: complete the use-case and enablers canvas + draft success measures (KPIs).

Detailed webinar agendas (120 minutes each)

Webinar 1 – Module 1 – Foundations & Readiness Content mapping: Chapter 1 + Chapter 2

Learning goals:

Align on a practical definition of AI and where it sits in the tourism value chain
Clarify why public-sector adoption lags and what 'AI readiness' means in institutional terms
Apply a simplified readiness self-assessment using the UN Tourism AI Readiness Framework (4 pillars)

Run-of-show (indicative):

Time (min)	Segment	Format	Output
0-10	Welcome and objectives	Plenary + poll	Shared expectations; baseline poll (use cases, maturity).
10-30	AI in tourism: concepts and value chain	Mini-lecture + Q&A	Common vocabulary; where AI fits in public value.
30-55	Why public-sector adoption lags	Interactive discussion	Top barriers mapped (skills, cost, data, governance).

55-85	Readiness Framework (4 pillars) walkthrough	Guided worksheet	Initial self-assessment by pillar.
85-100	Break	-	-
100-115	Group reflections	Breakouts	Top 3 gaps + quick wins per institution.
115-120	Wrap-up and assignment	Plenary	Assignment 1: refine readiness + data inventory.

Webinar 2 – Module 2 – Policy, Governance & Implementation Content mapping: Chapters 3 + 4 + 5

Learning goals:

Translate AI intent into policy: multilevel governance (national vision + local execution)
 Understand implementation enablers: responsible AI principles, agile procurement, sandboxes/testbeds
 Benchmark practical models through regional case studies and identify best-fit pathways.

Run-of-show (indicative):

Time (min)	Segment	Format	Output
0-10	Recap and framing	Plenary	Link readiness gaps to governance actions.
10-35	Integrating AI into tourism strategies; multi-level coordination	Mini-lecture + Q&A	Strategic alignment checklist.
35-60	Governance enablers: trustworthy AI, interoperability, open data	Interactive lecture	Governance actions shortlist.
60-75	Case studies: what works and why	Case discussion	Transferable lessons identified.
75-90	Break	-	-
90-110	Use-case portfolio and enabling actions	Breakouts (canvas)	Top 3 use cases + enablers (data, skills, procurement, PPP).
110-120	Wrap-up and assignment	Plenary	Assignment 2: draft portfolio + success measures.

Webinar 3 – Module 3 – Measurement, Risk & Global Guidelines Content mapping: Chapters 6 + 7/8

Learning goals:

Define inclusive KPIs and accountability mechanisms for AI in tourism (beyond revenue)
 Map key risks (bias, data misuse, exclusion, environmental impacts) and mitigation levers
 Translate global guidelines into a sequencing roadmap tailored to public actors and donors

Run-of-show (indicative):

Time (min)	Segment	Format	Output
0-10	Recap and objectives	Plenary	Confirm portfolio focus.
10-35	Measuring impact: inclusive KPIs and accountability	Lecture + examples	KPI menu tailored to participants.
35-60	Risk mapping: bias, privacy, exclusion, environmental impacts	Facilitated exercise	Risk register + mitigation levers.
60-75	Break	-	-
75-110	From guidelines to roadmap: tiered actions by maturity	Guided build session	Sequencing roadmap (0-6 / 6-18 / 18-36 months).
110-120	Closing and next steps	Plenary	Commitments; optional clinic explained.

Materials, deliverables and follow-up

Participant materials (recommended):

Slide deck per webinar (UN Tourism branded)
 Readiness self-assessment worksheet (4 pillars)
 Use-case + enablers canvas (policy/PPP/procurement/data)

Notes and assumptions

Times are presented as a working reference (Americas/Europe/Asia). Final time zones should be confirmed.

Annex III: AI Readiness in Tourism: A Global Maturity Framework for Assessment and Decision-Making

UN Tourism | AI in Tourism: A Readiness and Maturity Framework based on the Report “Implementing Artificial Intelligence in Tourism: Guidelines and Recommendations for the Public Sector”

1. Purpose

The UN Tourism AI Readiness Framework is a practical tool designed to support public sector institutions in assessing and strengthening their preparedness to adopt artificial intelligence (AI) in the tourism sector. It provides a structured basis for identifying capacity gaps, prioritizing action, and guiding phased implementation in line with national tourism strategies.

The framework supports Member States in aligning AI adoption in tourism with national priorities, while enabling a more coordinated and comparable approach at the global level.

This work directly contributes to the implementation of the Riyadh Declaration on the Future of Tourism, which mandates the activation of the AI Impact on Tourism Report and Recommendation Guide, as well as the development of a global maturity framework or index for AI in tourism. In line with this mandate, the AI Readiness Framework will serve as a practical instrument to help Member States assess their level of preparedness, identify gaps, unlock new opportunities, and guide the responsible and safe adoption of AI across the sector.

Furthermore, this initiative supports the commitment to present both the progress on activating the AI Impact on Tourism Report and Recommendation Guide, and the proposed global maturity framework for consideration at the Executive Council's first ordinary session of 2026.

2. Framework Overview

The framework assesses readiness across four core dimensions: data infrastructure; governance, strategy and regulation; workforce capacity and skills; and interoperability.

Across each dimension, readiness is measured through three maturity levels: Exploring, Implementing, and Consolidating. Together, these elements provide a structured basis for self-assessment, benchmarking, and targeted capacity development.

3. Core Dimensions

The framework is built around the following dimensions:

Data Infrastructure

Assesses the availability, quality, and governance of data systems required to support AI applications in tourism, including data architecture, digital platforms, and standards.

Governance, Strategy and Regulation

Assesses the extent to which AI is integrated into tourism strategies and supported by institutional coordination, regulatory frameworks, ethical safeguards, and oversight mechanisms.

Workforce Capacity and Skills

Assesses the level of digital and AI-related skills, including access to training, specialized expertise, and continuous learning mechanisms.

Interoperability

Assesses the ability of systems and institutions to exchange and integrate data across agencies, sectors, and tourism stakeholders through common standards and coordinated approaches.

4. Maturity Levels

The framework defines three levels of readiness across each dimension:

Exploring: Initial awareness and early-stage efforts, with limited structures and fragmented systems

Implementing: Active deployment of AI-related initiatives, with emerging coordination, systems, and capacity-building efforts

Consolidating: Mature integration of AI within tourism systems, supported by strong governance, advanced infrastructure, and continuous improvement

5. AI Readiness Framework – Summary Table:

UN TOURISM — OFFICIAL FRAMEWORK AI Readiness Framework & Maturity Levels A structured assessment of national tourism AI readiness across four core dimensions				Level 1 - Exploring Level 2 - Implementing Level 3 - Consolidating
	Level 1 Exploring Initial discovery phase	Level 2 Implementing Active deployment	Level 3 Consolidating Mature integration	
 Data Infrastructure	- Fragmented datasets - Basic digitisation of tourism data	- Integrated databases - Smart data platforms	- Real-time, interoperable data ecosystems - AI-ready tourism data environments	
 Governance & Regulation	- Initial AI policy discussions - Emerging institutional coordination	- AI included in tourism strategies - Ethical & data protection guidelines	- Dedicated AI governance structures - Regulatory oversight & continuous policy refinement	
 Workforce Capacity & Skills	- General digital skills development - Introductory AI awareness activities	- Targeted AI training programmes - Partnerships with academia & innovation actors	- Specialised AI expertise in institutions - Continuous upskilling & talent retention	
 Interoperability	- Stand-alone digital systems - Limited system integration	- Inter-agency data exchange mechanisms - Common technical standards emerging	- Cross-sector & cross-border interoperability - Integrated tourism data spaces	

6. Application of the Framework

The framework supports self-assessment, identification of priority areas, and sequencing of reforms and investments. It enables benchmarking across dimensions and overtime, while informing capacity-building programmes and international cooperation among Member States.

7. Way Forward

UN Tourism will further operationalize the AI Readiness Framework to support Member States in translating assessment into action. This will include the development of practical guidance tools, self-assessment methodologies, and targeted capacity-building programmes tailored to different levels of readiness.

The framework will be used to inform technical assistance, facilitate knowledge sharing, and support peer learning across regions. In this context, UN Tourism will work closely with Member States and partners to promote alignment of approaches, strengthen institutional capabilities, and encourage the adoption of common standards and practices.

In addition, UN Tourism will explore mechanisms to monitor progress over time, including the development of a self-assessment digital tool with a global reference system to help member states to track their AI readiness in tourism and get a customised roadmap to implement an AI action plan in their national tourism strategy. This will contribute to a more structured understanding of global progress, while supporting evidence-based policy development and international cooperation.

Through this approach, the framework is positioned as a living tool that evolves alongside technological developments and Member State needs, ensuring that AI adoption in tourism remains inclusive, responsible, and aligned with broader development objectives.

As a subsequent step, a strategic roadmap will be developed and presented by the Secretary-General at the Executive Council's second ordinary session of 2026, outlining priority actions, implementation pathways, and opportunities for scaling AI adoption across the tourism sector.