



Report of the UN Tourism Director for Europe: Implementation of the Programme of Work in Europe for the period 2025-2026

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Regional Department for Europe

Dual-pillar operational strategy

Membership-based work:
seamless membership
administration and
supporting participation
in decision-making.

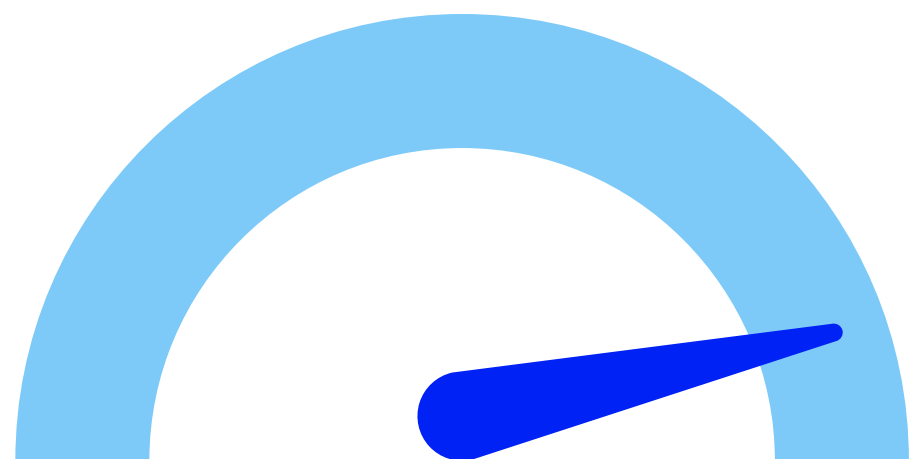
Content-based work:
implementation of
projects aligned with
Member States'
priorities.

Engagement modalities

Bilateral collaboration

International and subregional
cooperation

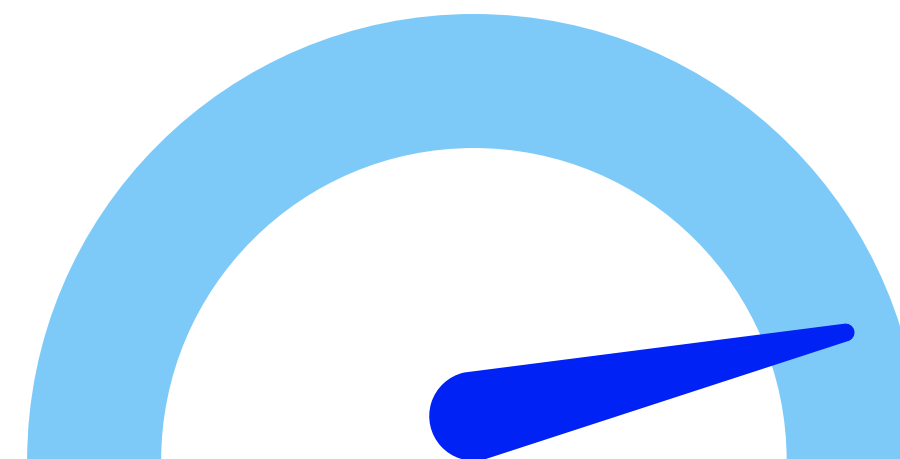
Enhanced member support



55+

bilateral engagements (visits and high-level meetings) by the

Secretary-General



30+

bilateral engagements (visits and high-level meetings) by

UN Tourism officials

Regular online meetings and webinars for Members in the region.

World Tourism Forum 2025 (Prague, Czechia)

71st meeting of the Commission for Europe (Baku, Azerbaijan)

Tourism Investments Forum “Transforming Economies through Strategic Tourism Investments (Dushanbe, Tajikistan)

9th UN Tourism Global Conference on Wine Tourism (Plovdiv, Bulgaria)

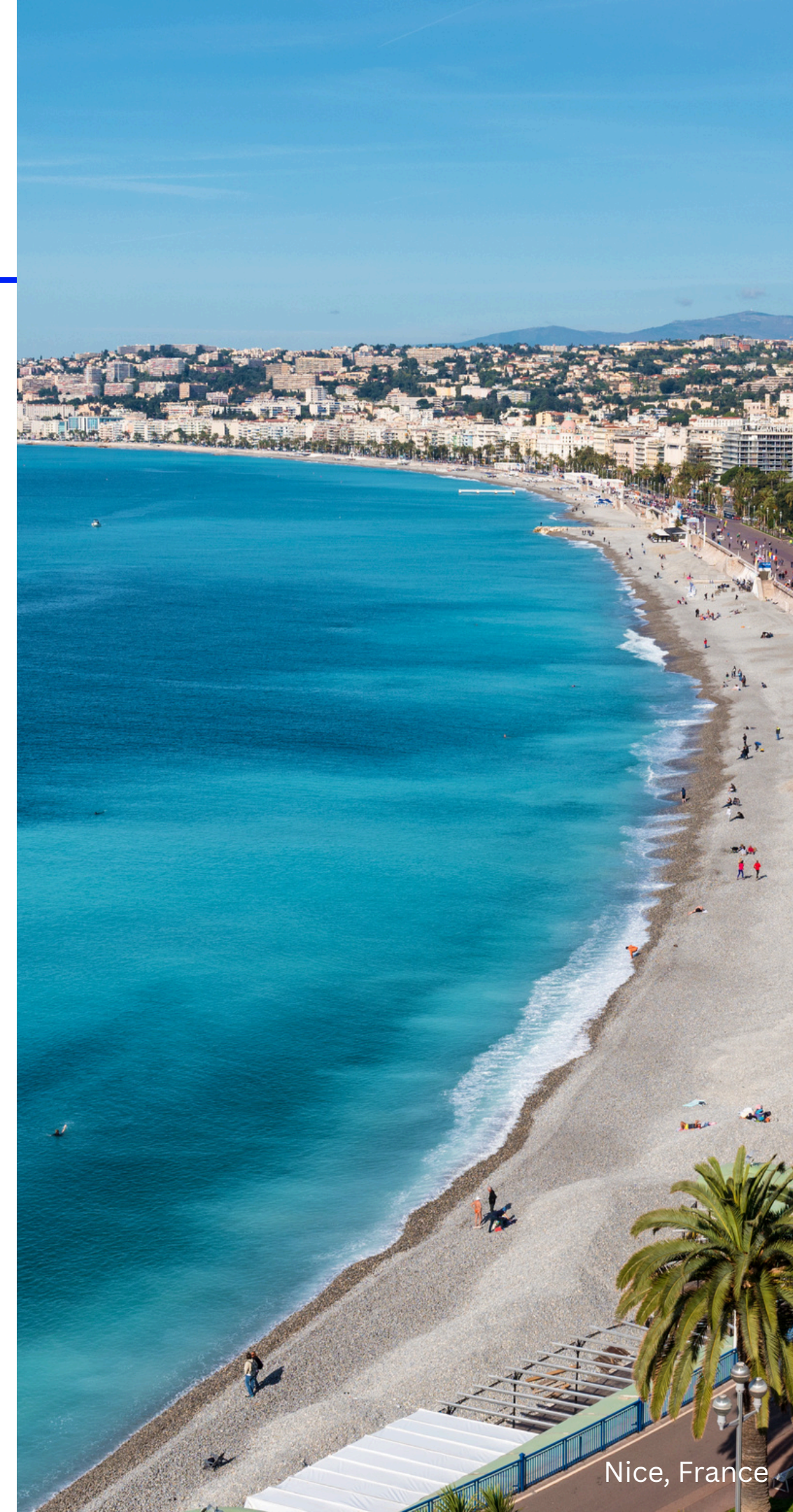
WTM Ministers’ Summit: “Reimagining Travel in a Changing World” (London, United Kingdom)

1st UN Tourism Regional Conference on the Empowerment of Women in Tourism in Europe (Almaty, Kazakhstan)

13th World Congress on Snow, Mountain and Wellness Tourism (Ordino, Andorra)

ITB Ministers' Summit: “Empowering Emerging Destinations: From Potential to Performance” (Berlin, Germany)

72nd meeting of the Commission for Europe (Malta)



Strategic Objective 1

Leading global tourism via advocacy, expert knowledge and strategic policy

- Third United Nations Ocean Conference (UNOC3), Monaco
- Third United Nations Conference on Landlocked Developing Countries (LLDC3), Turkmenistan

Strengthening relations and increased engagement with:

- Organisation for Economic Co-operation and Development (OECD)
- European Union
- European Travel Commission
- Council of Europe - Cultural Routes
- Organization of the Black Sea Economic Cooperation (BSEC)
- Union for the Mediterranean (UfM)

Strategic Objective 2

Scaling membership & capacity through strategic partnerships & increased resources

- Outreach efforts with selected **non-member States (Iceland, etc.)**
- Strategic Partnerships with **multilateral Banks**, e.g. EBRD & ADB.
- UN Tourism **Thematic Office on Tourism on the Silk Road** (Uzbekistan)
- **Centre for Research and Development of Sustainable Tourism at the University of Zagreb** (Croatia)
- **Research and Monitoring Centre for Coastal and Maritime Tourism in the Eastern Mediterranean Region** (Greece)



Dubrovnik, Croatia

Strategic Objective 3

Advancing the 2030 Agenda through agile governance and multilateral values

- Collaboration with UN System
- UN Resident Coordinators
- The International Year of Sustainable and Resilient Tourism serves as a starting point for contributing to the post-2030 Agenda.



Programmatic priority 1: Building better institutions & data architectures

Legislation and Governance

Andorra's General Tourism Law

achieved through a year-long collaboration with international legal experts, setting a sustainable regulatory model and a legal precedence in Europe.

International Code for the Protection of Tourists

Malta and Ukraine adhered

I Tourism Law Conference in Europe

hosted by the Old University of Malta in Valletta



Andorra la Vella, Andorra

Programmatic priority 2: Rethinking destination positioning

Ukraine Tourism Recovery & Branding

Ukraine Recovery Conference, Rome, 2025
UN Tourism supported the inclusion of a **thematic panel** on tourism as a tool for recovery and development.

UN Tourism is facilitating through the consultancy *Matter of Form* the development of the "**Brand of Ukraine**", reinforcing national identity and providing technical guidance for institutional growth.

TUI Care Foundation

Empowering rural artisans and NGOs in African LDCs through direct grants and training to drive sustainable development & cultural preservation.

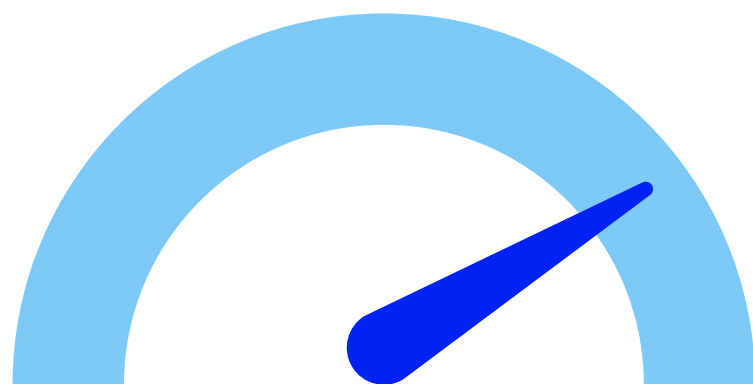
TurkmenTravel & training

Training programme on tourism management for 100+ tourism students and professionals in Turkmenistan.

Programmatic priority 3:

Fostering sustainability, inclusiveness and resilience

Global Tourism Plastics Initiative

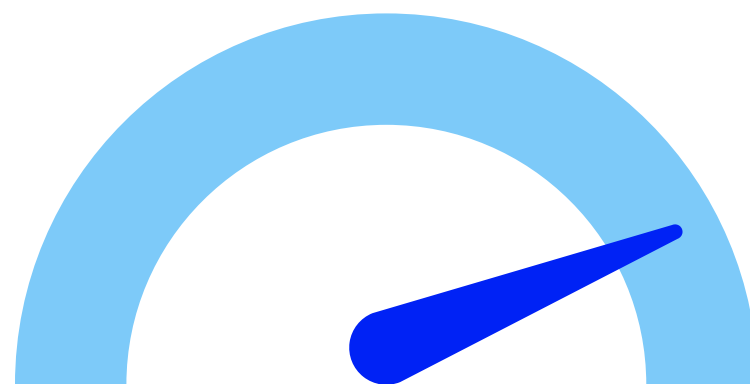


87

signatories

signatories from 21 European countries

Glasgow Declaration

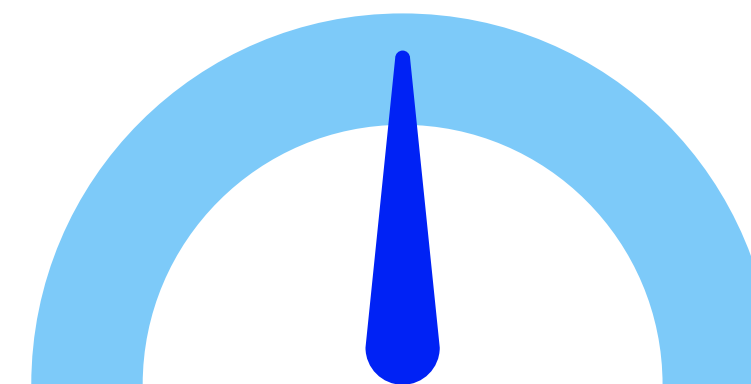


494

signatories

from 31 European countries
(including 8 non-members)

Tourism Food for Good



13

countries involved

2 year action research on food
sourcing and redistribution

Programmatic priority 3: Fostering sustainability, inclusiveness and resilience



INSTO Network

Global network of observatories that monitor the economic, environmental and social impact of tourism at destination level to promote sustainable development through data-driven evidence.

15

INSTO observatories in Europe
(out of 40 worldwide)

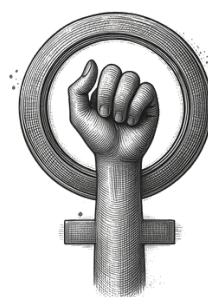
Programmatic priority 3:

Fostering sustainability, inclusiveness and resilience



Sustainable Tourism Awards (Croatia)

- national recognition scheme co-developed with UN Tourism



Women's Empowerment

- 1st Regional Conference on the Empowerment of Women in Tourism (Kazakhstan)
- 12-week capacity building programme for approximately 100 participants



Accessible Tourism

- **Webinar on Accessible Tourism for All** (focus on Ukraine)