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## Conclusions and recommendations

### Agenda

1. Adoption of the agenda.
2. Communication of the Chair (Montenegro).
3. Report of the UN Tourism Secretary-General: Global Vision and Regional Approach.
4. Report of the UN Tourism Executive Director: UN Tourism services.
5. Report of the UN Tourism Director for Europe: Implementation of the Programme of Work in Europe for the period 2025-2026.
  - a. Report of the Working Group for the Agenda for Europe.
6. Report on the UN Tourism Affiliate Members activities in Europe for the period 2025-2026.
7. International Year of Sustainable and Resilient Tourism 2027.
8. Date and place of the next meeting of the UN Tourism Commission for Europe.
9. Other matters.

## CEU/CR/1 (LXXII)

### The Commission for Europe,

Having received no proposals for amendments to the Provisional Agenda,

1. *Adopts the Agenda of the seventy-second meeting as proposed.*

## CEU/CR/2 (LXXII)

### The Commission for Europe,

Having heard the Communication of the Chair, delivered by H.E. Ms. Simonida Kordić, Minister of Tourism of Montenegro,

1. *Expresses its appreciation to the Chair of the Commission for Europe for her leadership and commitment to advancing the work of UN Tourism and the strategic priorities of the Commission for Europe;*
2. *Acknowledges that Europe maintains its position as the world's leading tourism destination while remaining mindful of the significant challenges currently facing the sector, including economic pressures, rising travel costs and geopolitical uncertainty;*
3. *Reaffirms that peace is the fundamental prerequisite for the development, stability and success of tourism, and underscores the shared responsibility of Member States to preserve the values of openness, understanding and mutual respect;*
4. *Welcomes the initiative of Montenegro to organize an Interregional Forum of Europe and Asia in October 2026 as a platform for strengthening interregional cooperation on matters of mutual interest.*

## CEU/CR/3 (LXXII)

### The Commission for Europe,

- Having heard the report of the Secretary-General on the global vision and regional approach,
  - Having heard the interventions of the delegations of Andorra, Armenia, Bosnia and Herzegovina, Czechia, Spain and representative of the European Commission,
1. *Takes note of the four priorities of the Secretary-General for the mandate, namely: building stronger foundations, fostering collaboration, advancing upskilling and promoting sustainability in all its dimensions;*
  2. *Acknowledges the significant progress that has been achieved in enhancing cooperation and coordination with various organizations within the international community, fostering mutual support across multilateral institutions, regional bodies and global initiatives.*

## CEU/CR/4 (LXXII)

### The Commission for Europe,

- Having heard the report of the Executive Director on the initiatives of UN Tourism,
- Having heard the intervention of the delegation of Spain,

1. *Acknowledges the significant progress made in upskilling through the UN Tourism Online Academy, WhatsApp courses and other educational initiatives;*
2. *Welcomes the efforts to harmonize statistical indicators and standardize ESG reporting across the tourism sector to ensure consistency, comparability and alignment, thereby improving the effectiveness and direction of sustainability efforts;*
3. *Notes with satisfaction the proactive investment strategies, including the "Tourism Doing Business" guidelines and technical guidance for Ukraine's Tourism Recovery.*

## **CEU/CR/5 (LXXII)**

### **The Commission for Europe,**

- Taking note of the written report of the Regional Director on the implementation of the Programme of Work in Europe, dated 30 April 2026,
  - Having heard the report of the Regional Director on the implementation of the Programme of Work in Europe,
  - Having heard the report of the Director of Market Intelligence, Policies and Competitiveness on the current tourism performance and trends, as included in the World Tourism Barometer, Volume 24, Issue 2,
  - Having heard the interventions of the delegations of Italy, Kyrgyz Republic, Lithuania and Malta,
1. *Appreciates the continued activities carried out by the Regional Department for Europe to foster regional cooperation and deliver timely, targeted services to Member States through consistent dialogue and systematic monitoring of political and economic developments;*
  2. *Notes with appreciation the strategic outreach to non-Member States designed to establish new connections and enhance awareness of the Organization's global platform within the region;*
  3. *Welcomes the successful efforts to position tourism in the wider international and global agenda, and deepen cooperation with international entities, including the OECD, the European Union, the Organization of the Black Sea Economic Cooperation and the Union for the Mediterranean;*
  4. *Commends the landmark achievement represented by the development and adoption of the Andorra's General Tourism Law, recognizing it as a potential regulatory model for other European countries in the modernization of tourism legislation;*
  5. *Appreciates the efforts toward rural and community-based development, highlighted by the recognition of 26 new Best Tourism Villages in the region and the selection of 10 villages for the Upgrade Programme;*
  6. *Welcomes the proactive work in tourism innovation through the launch of the UN Tourism Safe Destinations Challenge, the Discover Lithuania Challenge and the Green Technologies for Urban Heat Mitigation challenge in Malta;*
  7. *Notes with satisfaction the significant strides in fostering inclusiveness, specifically through the 1st UN Tourism Regional Conference on the Empowerment of Women in Tourism in Europe held in Kazakhstan, and efforts to address accessible tourism for all;*
  8. *Thanks the Regional Director and the team of the Regional Department for Europe for their effective collaboration and the coordination of numerous official visits and high-level meetings with national tourism authorities across the region.*

## CEU/CR/5(a) (LXXII)

### The Commission for Europe,

- Recalling decision CEU/DEC-PS/1(2024).rev on the approval of the Work plan for the Agenda of Europe for 2024,
  - Recalling conclusions and recommendations CEU/CR/5 (LXXI) on the Implementation of the Programme of Work in Europe for the period 2024-2025,
  - Having reviewed the draft Work plan for the Agenda for Europe in 2026–2027, prepared by the Working Group for the Agenda for Europe and submitted to the Commission for Europe by way of decision WG-AfE/DEC-PS/1(2026) on the approval of the Work plan for the Agenda for Europe in 2026-2027,
  - Having heard the interventions of the delegations of Bosnia and Herzegovina, Bulgaria, Croatia, Germany, France, Slovenia, Spain and Switzerland;
1. *Acknowledges the progress made in the implementation of projects from the Work plan for the Agenda for Europe in 2024;*
  2. *Requests the Secretariat to continue working on the ongoing project to ensure their successful completion;*
  3. *Endorses the draft Work plan for the Agenda for Europe in 2026–2027, as proposed by the Working Group for the Agenda for Europe;*
  4. *Requests the Secretariat to continue working with the proposing countries to finalize the project concepts and to proceed with the implementation of the Work plan for the Agenda for Europe in 2026–2027;*
  5. *Takes note of the progress made by the Working Group and the Secretariat regarding the necessary adjustments to the framework of the Agenda for Europe, in particular the Rules of Procedure of the Working Group for the Agenda for Europe;*
  6. *Requests the Working Group to inform the Commission for Europe, through appropriate means, of the amendments to the Rules of Procedure of the Working Group for the Agenda for Europe, as approved by the Working Group.*

## CEU/CR/6 (LXXII)

### The Commission for Europe,

- Recalling the mandate of UN Tourism and the strategic role of Affiliate Members in fostering sustainable tourism and public–private collaboration;
  - Recalling the Legal Reform and Expansion Strategy aimed at strengthening the quality, governance and regional balance of Affiliate Membership;
  - Taking note of the report on the activities of UN Tourism Affiliate Members in Europe for the period 2025–2026;
  - Having heard the report of the representative of Affiliate Members, Mr. Senthil Gopinath, Chief Executive Officer of the International Congress and Convention Association (ICCA);
1. *Appreciates the contributions of European Affiliate Members to UN Tourism’s Programme of Work, particularly in innovation, sustainability and emerging tourism segments, and their role in*

*advancing knowledge-sharing and cross-sector dialogue;*

2. *Recommends that UN Tourism continues to enhance the effective integration of Affiliate Members into its technical work, programmes and statutory activities, while maintaining a quality-driven approach to membership expansion;*
3. *Notes with satisfaction the progress achieved in Affiliate Membership governance, retention, collaboration with the Board of Affiliate Members and the successful conduct of the 2026–2029 Board elections;*
4. *Encourages Member States and Affiliate Members to strengthen public–private collaboration and actively engage in the Affiliate Members Programme of Work 2026–2027, including through partnerships and Affiliate-Member-driven initiatives.*

## **CEU/CR/7 (LXXII)**

### **The Commission for Europe,**

- Recalling Resolution 78/260, adopted by the United Nations General Assembly on 26 February 2024, which proclaims 2027 as the International Year of Sustainable and Resilient Tourism, and invites the World Tourism Organization, mindful of the provisions contained in the annex to Economic and Social Council resolution 1980/67, to facilitate the organization and implementation of the International Year, in collaboration with Governments, relevant organizations of the United Nations system, international and regional organizations, and other relevant stakeholders;
  - Recalling further that previous international years, such as the International Year of Ecotourism (2002) and the International Year of Sustainable Tourism for Development (2017), have demonstrated both the potential of such observances and the importance of a strong preparatory phase linking global visibility with practical implementation;
  - Taking note of the implementation-oriented framework being advanced by the Secretariat, which structures the International Year around five broad thematic areas, including economic growth, social inclusion, environmental protection, cultural values and mutual understanding, and aims to produce a lasting policy legacy beyond 2027;
  - Having heard the report of the Director of the Sustainable Tourism and Resilience Department,
  - Having heard the interventions of the delegations of Germany, the Netherlands, Poland, Spain, Türkiye, Ukraine, Uzbekistan and Flanders;
1. *Appreciates the structured, inclusive and Member State-driven preparatory process, including the proposed arrangements for the Steering Committee comprising the Committee on Tourism and Sustainability and the Chairs of the Regional Commissions, to ensure regional perspectives are appropriately reflected;*
  2. *Recommends that Member States consider establishing, on a voluntary basis, National Committees, or other suitable national coordination mechanisms, to support coherent national participation, facilitate coordination across relevant stakeholders and contribute to the preparation, observance and follow-up, develop strategic action plans and authorize local and national activities aligned with the framework of the International Year;*
  3. *Encourages Member States to engage early in the preparations by identifying national and regional priorities, submitting expressions of interest to host regional flagship conferences and supporting implementation through voluntary financial contributions and strategic partnerships;*
  4. *Agrees to utilize the Regional Commission as a channel to foster regional coordination, facilitate capacity-building, share knowledge and ensure that regional experiences contribute meaningfully to the broader post-2030 development agenda.*

## CEU/CR/8 (LXXII)

### The Commission for Europe,

- Having received the candidature of Montenegro, presented by H.E. Ms. Simonida Kordić, Minister of Tourism of Montenegro,
  - Having received no alternative candidatures,
1. *Shows appreciation to the Government of Montenegro for presenting the candidature to host the meeting of the Commission for Europe in 2027;*
  2. *Accepts the invitation of Montenegro for its 73<sup>rd</sup> meeting in 2027;*
  3. *Entrusts the Secretariat with making the necessary arrangements and offering support for the holding of the 73<sup>rd</sup> meeting in 2027;*
  4. *Requests the host government and the Secretariat to confirm the dates of the 73<sup>rd</sup> meeting before the end of 2026.*

## CEU/CR/9 (LXXII)

### The Commission for Europe,

- Having heard the presentation of the Chair of the World Committee on Tourism Ethics, Ms. Marina Novelli;
  - Having heard the presentation of the representative of Amadeus, Mr. Laurens Van Den Oever;
  - Having identified no other matters to discuss,
1. *Encourages members to consider adherence to the Framework Convention on Tourism Ethics, adopted in September 2019 as the first legally binding instrument promoting responsible, sustainable, and accessible tourism.*
  2. *Extends appreciation to Amadeus, an Affiliate Member of UN Tourism, for their contribution to the knowledge exchange on tourism trends in Europe, strengthening collective understanding of current developments and future opportunities within the European tourism sector.*
  3. *Expresses its appreciation to the Government of Malta and the Malta Tourism Authority for their exceptional hospitality and for the excellent arrangements made for the holding of the seventy-second meeting of the Commission for Europe in Malta on 13 May 2026;*
  4. *Commends the Government of Malta for its leadership in promoting innovative and sustainable tourism through the organization of the conference “Driving Tourism Towards the Future We Want: A Dialogue on Policies to Balance Growth, People and Planet” on the sidelines of the 72nd meeting of the Commission for Europe and for its leadership in promoting green technologies for urban heat mitigation aimed at improving the quality of life for residents and the experience of visitors.*

## List of participants

### I. Full members / Membres effectifs

#### ALBANIA / ALBANIE

H.E. Ms. Marinela PRIFTI  
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Ms. Ema KOÇI  
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Ms. Elkana HIMCI  
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Ministry of Tourism, Culture and Sports of Albania

Mr. Ariel KOKA  
Specialist  
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#### ANDORRA / ANDORRE

Ms. Cristel MOLNÉ CASAJUANA  
Director  
Ministry of Tourism and Trade

Ms. Alba GOMES MORENO  
Officer of Tourism  
Ministry of Tourism and Trade

#### ARMENIA / ARMÉNIE

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Ambassador / Permanent Representative to UN Tourism  
Embassy of Armenia in Spain

#### AUSTRIA / AUTRICHE

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Head of Department, International Tourism Affairs  
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