

Agenda item 5:

Report of the UN Tourism Director for Europe: Implementation of the Programme of Work in Europe for the period 2025-2026¹

1. Overview of the international tourism trends and outlook in Europe

1. The overview of international tourism trends and outlook in Europe” will be presented during the 72nd meeting of the Commission for Europe, based on an up-to-date analysis of recent developments and forward-looking insights for the European tourism sector, drawing on the latest data from the World Tourism Barometer by UN Tourism, to be released in early May 2026.

2. Operational strategy of the Regional Department for Europe

2. The UN Tourism Secretariat, through its Regional Department for Europe, remains firmly committed to delivering high-quality, specialized services to Member States. During the 2025–2026 period, the department further strengthened its engagement with its Members while deepening international collaboration to effectively navigate an increasingly complex regional landscape.
3. The department continuously works on further strengthening its relationships with Members through consistent dialogue and the provision of targeted services. Central to this approach is the systematic monitoring of political and economic developments to identify the evolving needs of Members. By aligning these needs with UN Tourism’s technical expertise, the department facilitates the delivery of support that is timely, relevant and responsive.
4. Beyond its existing membership base, the department continues to actively expand its reach and engagement. Strategic outreach to non-Members remains an important focus, aimed at establishing new connections and enhancing awareness of the value of the Organization’s global platform within the region.
5. The department’s work is organized around two fundamental pillars, designed to provide a balanced approach to regional governance and development:
 - **Membership-based work:** Focuses on the seamless administration of membership functions and financial contributions. The department provides support for Members’ participation in statutory organs and subsidiary bodies, ensuring that European voices remain central to the Organization’s decision-making processes.
 - **Content-based work:** Prioritizes initiatives that address the immediate and long-term resilience of the sector. Key areas include sustainability, digital innovation, investment and education. Projects are developed in direct consultation with Member States to ensure alignment with overall priorities and the UN Tourism General Programme of Work. To achieve these objectives, the department focuses on various operational tracks, including

¹ This report covers the period from 10 May 2025 to 30 April 2026.

but not limited to:

- **Bilateral collaboration:** Strengthening engagement with Member States through continuous dialogue, official missions and diplomatic engagement with Permanent Representations. High-level visits to Member States and to UN Tourism Headquarters provide opportunities to identify joint activities aligned with the priorities of an individual Member, subregion or globally.
- **International and subregional cooperation:** Advancing partnerships with international entities and regional organizations, including alignment of strategic activities, dedicated fundraising efforts and joint programmes designed to bolster regional stability and growth and avoiding duplication.
- **Enhanced Member support:** Advancing on initiatives, including but not limited to the Agenda for Europe, to ensure a more participatory and impactful approach and reinforcing partnerships to drive sectoral growth and delivering technical projects that align with the specific strategic priorities.

3. Official visits to Member States, diplomatic relations with Permanent Representations and visits to the UN Tourism Headquarters

6. Official visits and high-level meetings of the Secretary-General remain an important component of the department's work. These engagements are designed to strengthen bilateral relations and reinforce Member States' commitment to the Organization's Programme of Work. Furthermore, they provide a platform for dialogue with key stakeholders to address regional challenges, contributing to more coordinated sectoral responses. Additionally, the hosting of high-level officials allows the development of joint initiatives, including the organization of thematic events, aligned with the specific needs and priorities of the Members.
7. Official visits and high-level meetings of the Secretary-General:
 - **Spain** (Real Sitio de San Ildefonso, 29-30 May 2025): 123rd session of the Executive Council;
 - **Slovenia** (Madrid, 31 May 2025): visit of the President of the Government to the UN Tourism Headquarters;
 - **Croatia** (Dubrovnik, 13-14 June 2025): official visit of the Secretary-General, signing ceremony of the Framework Agreement with the University of Zagreb for collaboration through the Research Centre for Sustainable Tourism, and the Cooperation Agreement with the Ministry of Tourism and Sport for the organization of the Sustainable Tourism Awards;
 - **Uzbekistan** (Tashkent and Samarkand, 1-4 July 2025): International Dialogue of the World Tourism Alliance "Silk Road Tourism", meetings with high-level officials, including the Minister of Ecology, Environmental Protection and Climate Change;
 - **Lithuania** (Madrid, 2 October 2025): presentation of the letter of credence by the newly appointed Permanent Representative;
 - **Bulgaria** (Plovdiv, 6-7 October 2025): 9th UN Tourism Global Conference on Wine Tourism;
 - **Holy See** (Madrid, 21 October 2025): presentation of the letter of credence by the newly appointed Permanent Observer;
 - **Kazakhstan** (Madrid, 24 October 2025): meeting with the Ambassador and Permanent Representative to UN Tourism;

- **Germany** (Madrid, 24 November 2025): meeting with the Ambassador and Permanent Representative to UN Tourism;
- **Lithuania** (Madrid, 10 December 2025): visit of the Vice-Minister of Economy and Innovation to the Headquarters, presentation of “Tourism Doing Business: Investing in Lithuania”;
- **Tajikistan** (Madrid, 10 December 2025): presentation of the letter of credence by the newly appointed Permanent Representative;
- **Bosnia and Herzegovina** (Madrid, 11 December 2025): meeting with the Ambassador / Permanent Representative to UN Tourism; submission of the original instrument of ratification of the amendments to the Statutes and the Financing Rules of the World Tourism Organization;
- **Bulgaria** (Madrid, 13 January 2025): visit of the Minister of Tourism to the Headquarters, presentation of “Tourism Doing Business, Investing in Bulgaria”;
- **Spain** (Madrid, 14 January 2026): working lunch with the Spanish Minister of Foreign Affairs, European Union and Cooperation;
- **Spain** (Madrid, 15 January 2026): working lunch with the Spanish Minister of Industry and Tourism and State Secretary of Tourism;
- **Slovenia** (Madrid, 15 January 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Spain** (Madrid, 21-25 January 2026): International Tourism Trade Fair (FITUR), participation of the Secretary-General in the official opening, additional engagements with:
 - **Albania** (Madrid, 22 January 2026): meeting with the Minister of Tourism, Culture and Sports;
 - **Armenia** (Madrid, 23 January 2026): meeting with the Chairperson of the Tourism Committee;
 - **Azerbaijan** (Madrid, 20 January 2026): meeting with the Chairman of the State Tourism Agency;
 - **Malta** (Madrid, 22 January 2026): meeting with the Deputy Chief Executive Officer of Malta Tourism Authority;
 - **Montenegro** (Madrid, 23 January 2026): meeting with the Minister of Tourism;
 - **North Macedonia** (Madrid, 21 January 2026): meeting with the Minister of Culture and Tourism;
 - **Portugal** (Madrid, 22 January 2026): meeting with the Minister of Economy and Territorial Cohesion and Secretary of State for Tourism, Commerce and Services;
 - **San Marino** (Madrid, 21 January 2026): meeting with the Minister for EXPO Cooperation, Posts and Tourism;
 - **Serbia** (Madrid, 22 January 2026): meeting with the Minister of Tourism and Youth;
- **Slovenia et al.** (Madrid, 27 January 2026): working breakfast with selected Ambassadors in Madrid, hosted by the Ambassador of Slovenia; bilateral meeting with the Director General for Tourism in the Ministry of the Economy, Tourism and Sport of Slovenia;
- **Azerbaijan** (Madrid, 28 January 2026): meeting of the Secretary-General with the Deputy Chairman of the State Tourism Agency;
- **Greece** (Madrid, 16 February 2026): presentation of the letter of credence by the newly appointed Permanent Representative

- **Georgia** (Madrid, 16 February 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Spain** (Madrid, 17 February 2026): meeting of the Secretary-General with European Ambassadors accredited to Spain and Permanent Representatives to UN Tourism;
- **Italy** (Madrid, 23 February 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Netherlands** (Madrid, 24 February 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Türkiye** (Madrid, 24 February 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Kazakhstan** (Madrid, 25 February 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Iceland** (Madrid, 26 February 2026): meeting with the Ambassador;
- **Germany** (Berlin, 2-4 March 2026): bilateral meeting with the Federal Government Coordinator for Maritime Economy and Tourism (3 March 2026); participation in the ITB Berlin gala, opening ceremony and Ministers Summit “Empowering Emerging Destinations: From Potential to Performance”; additional engagements with:
 - **Bulgaria** (Berlin, 2 March 2026): meeting with the Minister of Tourism;
 - **Ukraine** (Berlin, 2 March 2026): meeting with the Chairperson of the State Agency for Tourism Development;
 - **Hungary** (Berlin, 3 March 2026): meeting with the Senior Advisor to the President – International Tourism Partnerships;
 - **Romania** (Berlin, 3 March 2026): meeting with the State Secretary in the Ministry of Economy, Digitalization, Entrepreneurship and Tourism;
 - **Uzbekistan** (Berlin, 3 March 2026): meeting with the Chairman of the Tourism Committee;
- **Greece** (Madrid, 18 February 2026): visit of the Minister of Tourism to the UN Tourism Headquarters;
- **Belarus** (Madrid, 16 March 2026): meeting with the *Chargé d'affaires* of the Embassy of Belarus in Madrid
- **Ukraine** (Madrid, 17 March 2026): meeting with the Ambassador / Permanent Representative to UN Tourism;
- **Bulgaria** (Madrid, 17 March 2026): meeting with the Ambassador/Permanent Representative to UN Tourism;
- **Andorra** (Ordino and Andorra la Vella, 24-27 March 2026): 13th World Congress on Snow, Mountain and Wellness Tourism; bilateral meetings with the Head of Government, Minister of Foreign Affairs and Speaker of the Parliament; additional engagements with:
 - **Kyrgyz Republic** (Andorra la Vella, 25 March 2026): meeting with the Special Representative of the President on the Mountain Agenda;
 - **Tajikistan** (Andorra la Vella, 25 March 2026): meeting with the Ambassador to Switzerland / Permanent Representative to UN Tourism;
 - **Armenia** (Andorra la Vella, 26 March 2026): meeting with the Deputy Minister of Foreign Affairs;
- **Uzbekistan** (Tashkent, Zaamin and Samarkand, 1-4 April 2026): bilateral meeting with the

President of Uzbekistan and the Chairman of the Tourism Committee, opening of the UN Tourism Thematic Office for Tourism on the Silk Road and graduation ceremony at the International Tourism Academy

- **Hungary** (Madrid, 8 April 2026): meeting with the Ambassador;
- **Switzerland** (Zermatt and Andermatt, 12-14 April 2026): official visit and participation in *Connect Switzerland*;
- **Iceland** (Madrid, 20 April 2026): visit of the Minister of Industries to the UN Tourism Headquarters;
- **Republic of Moldova** (Madrid, 23 April 2025): meeting with the Ambassador / Permanent Representative to UN Tourism.

8. Official visits and high-level meetings of other officials:

- **Kyrgyz Republic** (Bishkek and Issyk-Kul, 1-5 May 2025): International Forum on “Tourism 2030: Central Asia as a Single Tourism Space”;
- **Bosnia and Herzegovina** (Sarajevo, 21 May 2025): Sarajevo Business Forum.
- **Czechia** (Prague, 11-13 May 2025): World Tourism Forum 2025;
- **Azerbaijan** (Baku, 4-6 June 2025): 71st meeting of the Commission for Europe;
- **Hungary** (Budapest, 3-6 June 2025): International Congress on Thermal Tourism;
- **Uzbekistan** (Tashkent and Samarkand, 1-4 July 2025): Working visit to meet with UNDP and UNOPS, to check the facilities of the UN Tourism Thematic Office on Tourism on Silk Road, and to attend the International Dialogue of the World Tourism Alliance “Silk Road Tourism”
- **Andorra** (Andorra la Vella, 9-11 July 2025): third field mission for the project of the development of the General Tourism Law of Andorra, executive presentations to stakeholders;
- **Montenegro** (Madrid, 20 July 2025): visit of the Minister of Tourism to UN Tourism Headquarters;
- **Austria** (Vienna, 2-3 September 2025): Coordination Meeting on Tourism Indicators;
- **Tajikistan** (Dushanbe, 16-18 September 2025): Tourism Investments Forum “Transforming Economies through Strategic Tourism Investments”;
- **Malta** (Valletta, 18-19 September 2025): I Tourism Law Conference in Europe;
- **Italy** (Torino, 5-7 October 2025): 3rd World Summit on Accessible Tourism - Destinations for All;
- **Slovenia** (Bled, 16-17 October 2025): Academy for Tourism Marketing;
- **Kazakhstan** (Almaty, 22-23 October 2025): 1st Regional Conference on the Empowerment of Women in Tourism in Europe;
- **Armenia** (Yerevan, 23-25 October 2025): World Tourism Communication Forum on “Tourism Talks: Connecting People, Places, and Perspectives”.
- **Azerbaijan** (Sheki, 27-30 October 2025): 1st Meeting of the ECO Silk Road Task Force;
- **Switzerland** (Zurich, 29-30 October 2025): expert workshop organized under the Agenda for Europe project on climate change and the future of snow-based mountain tourism destinations;
- **United Kingdom** (London, 4-6 November 2025): WTM Ministers Summit “Reimagining Travel in a Changing World”;

- **Austria** (Vienna, 12-13 November 2025): Expert Summit “Ecological Sustainability in Tourism” for the development of the new Austrian tourism strategy;
 - **Andorra** (Andorra la Vella, 20 November 2025): final mission for the project of the development of the General Tourism Law of Andorra, presentations to the media during the press conference on the occasion of the submission of the act to the General Council;
 - **Montenegro** (Tivat, 23-24 November 2025): Ministerial Forum “Bridging Destinations: Montenegro 2025”;
 - **Uzbekistan** (Tashkent, 25-30 November 2025): Tashkent International Tourism Fair and Tourism Week;
 - **Croatia** (Dubrovnik, 19-21 November 2025): Croatian Tourism Days; participation of the Secretary-General elect;
 - **France** (Paris, 21 November 2025): 3rd edition of France Tourism Tech & UN Tourism Tech Adventure: France;
 - **Spain** (Alcalá de Henares, 19 January 2026): XIII Ibero-American Meeting of Ministers of Tourism (SEGIB);
 - **Lithuania** (Vilnius, 29-30 January 2026): International Tourism Forum “Designing Travel: What’s Next in 2026?”.
 - **Turkmenistan** (Ashgabat, 13-16 April 2025): TurkmenTravel-2026 International Tourism Exhibition and Conference and tourism management training for tourism stakeholders of Turkmenistan.
9. In further support of members in the region, the Secretary-General, Executive Directors, the Regional Director and other officials participated in several additional events, either virtually or through pre-recorded messages. These included, *inter alia*:
- Experience Georgia, 8000 Years of Hospitality, Past, Present & Future (27 January 2026);
 - Malta National Tourism Conference (12 February 2026).

4. Regional initiatives, services, projects and other activities

10. The implementation of initiatives, services, projects and related activities is outlined below, in accordance with the programme of work adopted by the UN Tourism General Assembly at its twenty-sixth session, held in Riyadh, Saudi Arabia. The activities are structured around three strategic objectives and five programmatic priorities.

Strategic Objective 1: Leading in tourism, positioning tourism in the global agenda, through advocacy, knowledge creation, policy guidance and diversification of services.

11. At the [Third United Nations Ocean Conference](#) (UNOC3), held in Nice, **France** in June 2025, tourism was recognized as a key contributor to the development of a sustainable and resilient ocean economy. In collaboration with the United Nations Environment Programme (UNEP), UN Tourism organized the official side event “Blue Tourism: Advancing Sustainable and Resilient Ocean Economies for People and Planet”, which highlighted how circular economy approaches and climate action can transform ocean tourism and strengthen coastal resilience. UN Tourism also participated in the multi-agency co-design process of the One Ocean Finance Facility, led by the United Nations Capital Development Fund (UNCDF), UNEP and UNDP, and supported the launch of the Ocean Tourism Pact, facilitated by the Government of France, IDDRI and the Ocean & Climate Platform.

12. At the [Third United Nations Conference on Landlocked Developing Countries \(LLDC3\)](#), held in Awaza, **Turkmenistan** in August 2025, tourism was underscored as a critical driver of structural transformation. A dedicated side event organized by UN Tourism focused on positioning tourism as a catalyst for economic diversification, sustainable development and resilience in landlocked developing countries. The Awaza Programme of Action (APoA) reinforces this role, setting a target to double the output of services sectors, particularly tourism and knowledge-intensive industries, by 2034. It calls for greater innovation, stronger linkages with agriculture and cultural industries, improved air connectivity and enhanced investment and institutional capacity to support sustainable growth and job creation. In Europe, 9 of 41 Member States are landlocked developing countries: Armenia, Azerbaijan, Kazakhstan, the Kyrgyz Republic, North Macedonia, the Republic of Moldova, Tajikistan, Turkmenistan, and Uzbekistan.
13. [Organisation for Economic Co-operation and Development \(OECD\)](#): Meetings between the principals held in February and March 2026 reaffirmed the strong and ongoing collaboration between UN Tourism and the OECD. This cooperation focuses on promoting tourism on the international policy agenda, including within the United Nations system and the G20. It also aims to advance evidence-based policymaking for sustainable and resilient tourism, notably in areas such as rural development, indigenous tourism and climate action.
14. In addition, both organizations continue to work together to strengthen harmonized tourism sustainability metrics, including the joint UN Tourism–OECD–Eurostat core indicator set developed under the *Statistical Framework for Measuring the Sustainability of Tourism*. Discussions also considered potential OECD participation in the revision of the two foundational standards for tourism measurement: the *International Recommendations for Tourism Statistics* and the *Tourism Satellite Account: Recommended Methodological Framework*.
15. Further opportunities include exploring synergies with OECD regional programmes, resuming cooperation with the International Transport Forum on transport-related emissions modelling and strengthening joint efforts in capacity-building, investment promotion and thematic exchanges. These initiatives aim to better respond to the evolving needs of Member States.
16. [European Union](#): The Organization further strengthened its collaboration with the European Commission to enhance the visibility and strategic importance of tourism within the European Union's broader economic and social policy agenda. Through continued engagement, including participation in European Tourism Day on 26 January 2026, UN Tourism positioned itself as a key interlocutor in the drafting of the forthcoming EU Strategy for Sustainable Tourism, which is expected to be accompanied by a dedicated EU budget line for tourism. At the technical level, an MoU and Action Plan are being elaborated based on pre-identified priority areas for cooperation, including sustainability, innovation, education, investments, accessibility and safety and security preparedness.
17. UN Tourism maintained active participation in the Together for EU Tourism (T4T) Expert Group, convened by the European Commission to monitor progress and raise awareness of the Transition Pathway for Tourism. This post-COVID-19 initiative supports climate-resilient, digital and skills-related transitions in the tourism sector. Under the Transition Pathway, UN Tourism has committed to five pledges, subject to annual monitoring and follow-up. In addition, a technical-level meeting was held on 20 February 2025 to pre-identify strategic priority areas for cooperation with the European Commission, including the possible establishment of bilateral working groups to support technical dialogue and implementation.
18. A key institutional objective remains to raise awareness among the eight EU Member States that are not currently members of UN Tourism.
19. From a financial and institutional perspective, UN Tourism is not eligible to submit direct applications for EU-funded projects, as the Organization has not undergone the pillar assessment required under the 2003 Financial and Administrative Framework Agreement. Nonetheless, past experience demonstrates that project-based funding can be mobilized through partnership arrangements, co-application with Member States or direct awards, as evidenced by previous

collaborative initiatives in areas such as sustainable energy and SME competitiveness. Currently under assessment is the possibility of co-applying with an EU Member State for a project call under the EU's Migration Partnership Facility.

20. UN Tourism contributed to the Informal Meeting of EU Tourism Ministers held on 16–17 April 2026 in Lefkosia, Cyprus, through a video message delivered on behalf of the Secretary-General, reaffirming the Organization's commitment to strengthened cooperation with the European Union and its Member States.
21. **Council of Europe**: A representative of the Regional Department for Europe participated in the 14th Cultural Routes Advisory Forum, held on 22–25 October 2025 in Cappadocia, Türkiye, where a presentation was delivered on bilateral technical cooperation assistance and previous projects related to the development of cultural routes and tourism diversification strategies.
22. **World Health Organization Regional Office for Europe (WHO Europe)**: The World Health Organization Regional Office for Europe (WHO/Europe) and UN Tourism advanced in preparations of a joint publication on emergency preparedness in health and tourism, in collaboration with the lead coordinating author, and national health and tourism representatives participating in the Coalition of Partners on Health and Tourism.
23. **Organization of the Black Sea Economic Cooperation (BSEC)**: A representative of the Regional Department for Europe participated online in the meeting of the BSEC Working Group on Cooperation in Tourism on 3 December 2025, delivering a detailed briefing outlining UN Tourism's strategic priorities, ongoing programmes and long-term initiatives aimed at supporting the development of resilient, inclusive and sustainable tourism ecosystems across Member States.
24. **Union for the Mediterranean (UfM)**: The Secretariat is in the process of strengthening cooperation with the UfM by identifying several areas for cooperation, including sustainable tourism within the blue economy, contributions to ministerial and environment-related processes, joint visibility through the Mediterranean Blue Economy Stakeholder Platform and collaboration on innovation, data-driven decision-making, crisis management and coastal resilience. The Regional Director contributed to these efforts by speaking at the 19th UfM Regional Platform on Sustainable Blue Economy, highlighting the linkages between sustainable tourism and the blue economy.

Strategic Objective 2: Expanding the Organization and membership. Increase resources, capacity and ownership, through strategic and partnerships.

25. **Agenda for Europe**: The report on the progress of the Agenda for Europe is provided in document CEU/72/5(a).
26. The Secretariat has tailored its outreach efforts with selected **non-member States** across Europe, proactively presenting the Organization's mandate, programmes and strategic priorities. This increased engagement aims to identify shared interests and concrete opportunities for cooperation, including technical assistance, capacity-building initiatives and participation in key UN Tourism activities. Through these targeted dialogues, the Secretariat seeks to build trust, demonstrate the value of membership and ultimately encourage non-member countries to join the Organization, thereby broadening its regional presence and enhancing collective impact in Europe.
27. The Organization has progressed on the establishment of the **UN Tourism Thematic Office on Tourism on the Silk Road** in **Uzbekistan**, recognizing the country's key role in promoting tourism along the Silk Road and its strong commitment to institutionalizing this important line of work.
28. The Secretariat advanced discussions on the programme of work for the **Centre for Research and Development of Sustainable Tourism** at the University of Zagreb (**Croatia**), which will focus on tourism law and sustainability. Discussions with the Centre on the elaboration of publications around the International Year of Sustainable and Resilient Tourism 2027 are ongoing, as well as

on the organization of the IV International Seminar on Tourism Law, focusing on legal frameworks supporting sustainable tourism development, in the second semester of 2026.

29. The Secretariat also continued discussions on the collaboration with the Research and Monitoring Centre for Coastal and Maritime Tourism in the Eastern Mediterranean Region (**Greece**).

Strategic Objective 3: Transforming the Organization for a better future. More agile and effective governance. Embracing UN values and multilateralism for realizing the 2030 Agenda.

30. The Department is actively engaged in internal planning processes providing substantive inputs, while working in close coordination with other departments to support cross-departmental alignment and coherence and support more agile and effective decision-making
31. It also participates in several internal pilot initiatives under the Digital Agenda, contributing to ongoing efforts to streamline internal coordination processes, strengthen data-driven decision-making and enhance overall organizational efficiency.
32. In addition, the Department collaborates closely with the UN Resident Coordinators in several countries, ensuring alignment with the priorities of UN Country Teams and contributing to strengthened coherence across the UN system in support of the 2030 Agenda.

Programmatic Priority 1: Building better and strong institutions: Policies, Legislation and Data.

33. The **Andorra's** General Tourism Law, the first comprehensive framework tourism law elaborated under the expert guidance and strategic coordination of UN Tourism, has been recently approved by consensus by the national parliament. The Tourism Law was achieved through a year-long collaboration between the Government of Andorra and a specialized expert team, composed of one local and three international legal experts, and a participative process involving more than 100 consultations with public and private stakeholders. The Andorra's Tourism Law integrates best practices on sustainable tourism, while addressing local needs. The new law not only establishes a robust and sustainable legal framework for Andorra but also sets a regulatory reference model and a potential blueprint for other European countries seeking to balance tourism growth with long-term sustainability.
34. **Malta** and **Ukraine** adhered to the [International Code for the Protection of Tourists](#), increasing the total number of Member States from the region to six fully adhered and one partially adhered.
35. Collaboration with the European Travel Commission continued through the [UN Tourism/ETC Datalab initiative](#). Webinars delivered during the reporting period addressed the following topics:
 - a. Identifying new consumer trends using data and intelligence (July 2025);
 - b. Using big data to measure the impact of events (December 2025);
 - c. Data-driven climate action: how NTOs turn insights into strategy (January 2026).
36. **Measuring the Sustainability of Tourism (MST)**: UN Tourism continues to lead the development of a globally agreed set of indicators derived from the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST). This work aims to ensure international comparability, support country-level reporting, and enable the creation of a global dataset. To date, 12 countries in the region have implemented MST pilot projects: **Austria, Croatia, Denmark, Finland, Germany, Italy, Kyrgyzstan, the Netherlands, Slovenia, Spain, Sweden and Switzerland**; as well as Wales (**United Kingdom**) and the Canary Islands (Spain).
37. The MST framework was showcased at several high-level events, including the First Meeting of Users and Producers of Tourism Statistics organized by the Spanish Statistical Institute (9–10

June 2025, Madrid); the conference Spain Talks – Caring for the Future, organized by Turespaña (7 July 2025, Berlin); and the First Tourism Statistics Webinar, Tourism Statistics – Tools and Techniques for Data-Driven Decisions, organized by the United Nations Network of Economic Statisticians (24 September 2025, online).

38. In partnership with the University of Oxford SDG Impact Lab, the World Sustainable Hospitality Alliance and easyJet holidays, UN Tourism continued advancing the development of a harmonized [Environmental, Social and Governance \(ESG\) framework](#) tailored to the tourism sector. An Advisory Board comprising a diverse range of stakeholders is currently being established, while work is ongoing to finalize a first version of the ESG Framework for consultation. The initiative was promoted in key international fora, including the ICCA Global Association Forum (7–9 July 2025, Granada, Spain).
39. On the margins of the [Fourth United Nations International Conference on Financing for Development](#), held in July 2025 in Sevilla, Spain, UN Tourism participated in a side event titled “Data and Statistics: A Key Instrument to Guide Decision-Making.” During the event, the Statistical Framework for Measuring the Sustainability of Tourism was presented as a practical example of moving beyond GDP in policy and investment decision-making. The resulting Sevilla Commitment (Compromiso de Sevilla) highlights the critical importance of investing in data systems and calls for the expansion of open data to support sustainable development outcomes.

Programmatic Priority 2: Market intelligence, rethinking destination positioning and product development.

40. [Tourism for Rural Development Programme](#): The fifth edition of the Best Tourism Villages by UN Tourism initiative received over 270 applications from 65 countries. Europe recorded the recognition of 26 new Best Tourism Villages, alongside the selection of 10 villages for the Upgrade Programme. The awarded and selected villages represent 17 European countries, reflecting the diversity of rural tourism destinations and the continued commitment across the region to sustainability, community-based development and the preservation of cultural and natural heritage. The complete list of villages included in the Best Tourism Villages by UN Tourism Network is provided in Annex IV of this report.
41. UN Tourism supported a thematic panel at the [Ukraine Recovery Conference 2025](#), held in Rome, **Italy**. During the panel, the State Agency for Tourism Development of **Ukraine** highlighted its commitment to preparing the recovery of the tourism sector, with a focus on robust legislative frameworks, strategic planning, infrastructure development and digital communication, fully aligned with the European tourism space.
42. The Secretariat is supporting the development of the [Brand of Ukraine](#) in collaboration with the London-based design consultancy Matter of Form. This activity aims to reinforce national branding efforts and provide technical guidance to relevant institutions within the broader programme of work.
43. In 2025, UN Tourism renewed the [UN Tourism QUEST certification](#) of the *Fundació Turisme Responsable de Mallorca* (FTRM), **Spain**, reaffirming its sustained excellence in innovative, results-oriented and sustainable destination management. The renewal builds on the initial recognition as the first European and fourth global Destination Management Organisation to achieve QUEST certification, which assesses leadership, execution and governance to enhance destination performance, competitiveness and sustainability.

Programmatic Priority 3: Fostering sustainability, inclusiveness and resilience.

44. Within the framework of the [International Network of Sustainable Tourism Observatories \(INSTO\)](#), Europe continues to demonstrate leadership. Of the 40 observatories worldwide, 15 are located in the region, including two in **Austria**, one in **Croatia**, one in **Ireland**, one in **Italy**,

four in **Portugal**, and six in **Spain**. The complete list of observatories is included in Annex V of this report.

45. The [Glasgow Declaration on Climate Action in Tourism](#) continues to support its signatories in the development and implementation of climate action plans across five pathways: measurement, decarbonization, regeneration, collaboration and finance. As of the date of drafting this report, the Declaration has 494 signatories from 31 countries in the region, including 8 non-member States.
46. The [Global Tourism Plastics Initiative](#) released its Annual Progress Report 2024 in June 2025 during the Third United Nations Ocean Conference, held in Nice, **France**. The report reinforced ongoing efforts to reduce plastic pollution at source and to accelerate circular economy solutions across tourism value chains. As of the date of drafting this report, the Declaration has 87 signatories from 21 countries in the region, including 7 non-member States.
47. In partnership with the Ministry of Tourism and Sport of **Croatia** and the University of Zagreb, UN Tourism launched the [Sustainable Tourism Awards](#). The initiative recognizes destinations that promote innovative, community-centred and long-term tourism strategies, balancing economic resilience with social and cultural preservation.
48. [Tourism Food for Good](#): Co-creating Sustainable Food Systems in Tourism commenced implementation in August 2025 as a two-year action research initiative. Led by UN Tourism in collaboration with the University of Cambridge and enabled by the TUI Care Foundation, the initiative brings together policymakers, academics, practitioners and communities to rethink how food is produced, sourced, served, consumed, redistributed and reused within tourism. A survey targeting policymakers was conducted, with responses received from 12 Member States (**Andorra, Austria, Azerbaijan, Croatia, Greece, Hungary, Montenegro, San Marino, Slovenia, Switzerland, Türkiye and Ukraine**) and one non-member (**Ireland**) in the region.
49. The [1st UN Tourism Regional Conference on the Empowerment of Women in Tourism in Europe](#), held in **Kazakhstan**, effectively advanced the Organization's work on gender equality in the region by providing a dedicated platform for dialogue, experience-sharing and policy reflection among governments, businesses, international organizations and experts. The conference was complemented by a 12-week capacity-building programme launched in October 2025, which engaged around 100 participants and equipped them with practical knowledge and skills to promote women's empowerment in their respective roles. The event also generated momentum for future action, including interest in establishing a Women Leaders in Tourism Network in Europe and strengthened cooperation with UN Women and the European Commission's DG GROW on women's leadership in tourism
50. In collaboration with the State Agency for Tourism Development of **Ukraine**, UN Tourism organized an online webinar entitled ["Accessible Tourism for All"](#), held on 18 November 2025. The session addressed key aspects of accessibility in tourism, including universal design, inclusive services and infrastructure, and showcased practical solutions driven by technology and innovation to enhance accessibility across destinations.

Programmatic Priority 4: Enabling economic growth, boosting investment and innovation.

51. Launch of the UN Tourism [Safe Destinations Challenge](#), an open innovation initiative designed to strengthen crisis preparedness, response and recovery across tourism destinations, with an initial focus on Europe. The Challenge aims to identify and support innovative solutions addressing natural and climate-related hazards, safety and cybersecurity risks, and crisis communication. The call received nearly 50 applications. The final event has not yet been scheduled at the time of drafting this report.
52. Launch of the [Discover Lithuania Challenge](#), an innovation call inviting startups and creative entrepreneurs to reimagine how Lithuania is promoted and experienced. The challenge aims to enhance the country's visibility through advanced digital solutions, while fostering more authentic

cultural and nature-based experiences for travellers. Four thematic categories are opened to participants, covering digital cultural experiences, sustainable green routes, mindful tourism and solutions for solo travellers. The final event has not yet been scheduled at the time of drafting this report.

53. Launch of the [innovation challenge Green Technologies for Urban Heat Mitigation](#) in **Malta** for an improved experience for residents and visitors, identifying sustainable, technologically driven solutions to address the country's growing vulnerability to extreme heat in densely built urban areas. The challenge focuses on attracting proposals that enhance shade, reduce heat exposure, and improve the overall quality of public spaces for residents and visitors. These solutions aim to strengthen destination resilience, support high-quality tourism, and enhance community well-being by tackling the urban heat island effect and improving thermal comfort in key tourism zones.
54. Release of the publications for **Bulgaria** and **Lithuania** in the "[Tourism Doing Business: Investing in Tourism](#)" Guidelines Series.

Programmatic Priority 5: Investing in people.

55. The [UN Tourism Academy's Executive Education Programme](#) delivered a set of targeted capacity-building initiatives across Europe and Central Asia, reflecting its commitment to strengthening institutional and professional competencies in the tourism sector. In **Andorra**, a National Course on the Strategic Integration of Generative AI was held in November 2025, training 22 participants in the application of emerging technologies for tourism strategy and governance. In **Uzbekistan**, a Tourism Faculty Development Programme on Hospitality Management concluded in May 2025, benefiting 24 participants and focusing on enhancing academic and pedagogical excellence. This was complemented by a Hospitality Management Retraining Programme, implemented from April 2025 to January 2026, through which 42 certificates were issued, supporting workforce upskilling and professional development within the hospitality industry.
56. UN Tourism continued to advance cooperation with **Uzbekistan** through the [International Academy in Samarkand](#), established in October 2024. The inaugural cohort successfully completed its studies in April 2026. Building on this foundation, UN Tourism and its partners are jointly preparing three programmes for implementation in 2026, including two Training of Trainers courses and one large-scale retraining programme targeting up to 100 tourism professionals. In parallel, the Academy, in collaboration with UN Tourism, is currently implementing a seven-month Executive Education Programme on Hospitality Management.
57. In the area of academic cooperation, UN Tourism strengthened its partnership with the Lucerne University of Applied Sciences and Arts (HSLU), based in **Switzerland**, through the UN Tourism–HSLU [Bachelor of Science in International Sustainable Tourism](#). The inaugural cohort comprised 27 students representing five nationalities and the second cohort included 40 students from 11 nationalities. 4 students from the first cohort are currently completing internships at UN Tourism Headquarters, undertaking four- to six-month placements as part of their academic training.
58. [UN Tourism Online Academy](#): Offering a growing selection of 38 MOOCs, 92 counting the translations to different languages, in collaboration with 20 academic partners, the platform currently hosts over 30,000 registered students. The top five countries by enrolment are India, Saudi Arabia, **Spain**, Egypt and Ecuador. With courses available in English, French, Spanish, Chinese and Arabic, the Academy continues to expand its global reach. In 2025 alone, 4 MOOCs were made available in Spanish in collaboration with Booking.com.
59. The Organization expanded access to quality education through the provision of fully funded scholarships to Member States. During the reporting period, scholarships were awarded to participants from **Lithuania**, **North Macedonia** and **Republic of Moldova**, providing access to a wide range of specialized courses and supporting the strengthening of skills in key areas of the

tourism sector. This initiative contributes to bridging capacity gaps and promoting inclusive human capital development across regions.

60. **Hospitality and Gastronomy e-Learning:** In partnership with local stakeholders in **Spain**, a WhatsApp-based e-learning course on Hospitality and Gastronomy was launched, engaging 2,000 participants. The course, powered by AI, combines micro-lessons with interactive chat, videos, podcasts, and exercises, offering a unique and engaging learning experience.
61. **TedQual Certification Network:** Quality remains a core focus for UN Tourism's educational programs. The UN Tourism TedQual Certification network now includes 295 certified programs from 131 institutions worldwide. In Europe, there are currently 63 certified study programs offered by 28 educational institutions across 17 countries, including three non-members.
62. **Human workforce development:** In collaboration with Member States in the region and partner educational institutions, the Department continued to support human capital development by providing structured opportunities for students and young professionals, including the following:
 - d. **Officers on Loan:** Under the Capacity-Building Scheme, through the secondment of government officials by Member States, UN Tourism hosted two officers from **Azerbaijan**, until August 2025 and November 2025, respectively.
 - e. **Internships:** The Department maintains internship cooperation agreements with educational institutions in **Czechia** (one institution), **Hungary** (one), **Lithuania** (one), and the **Netherlands** (two), allowing for the placement of up to 10 interns per year.

Annex I: List of UN Tourism events in Europe from 1 June 2025 to 30 April 2026

- 71st meeting of the Commission for Europe (4-6 June 2025, Baku, **Azerbaijan**)
- 9th UN Tourism Global Conference on Wine Tourism (6-7 October 2025, Plovdiv, **Bulgaria**)
- 1st UN Tourism Regional Conference on the Empowerment of Women in Tourism in Europe (22-23 October 2025, Almaty, **Kazakhstan**)
- WTM Ministers' Summit: "Reimagining Travel in a Changing World" (4-6 November 2025, London, **United Kingdom**)
- 18th Meeting of the Committee on Tourism and Competitiveness (20 January 2026, Madrid, **Spain**)
- 22nd Meeting of the Committee on Tourism and Sustainability (22 January 2025, Madrid, **Spain**)
- ITB Ministers' Summit: "Empowering Emerging Destinations: From Potential to Performance" (3 March 2026, Berlin, **Germany**)
- 13th World Congress on Snow, Mountain and Wellness Tourism (25-27 March 2025, Ordino, **Andorra**)

Annex II: List of new Affiliate Members from Europe

The following entities became Affiliate Members by virtue of the decisions taken by the 123rd session of the Executive Council on 29 May 2025:

- Academy of Hospitality, Tourism, and Wellness (Serbia)
- Associació de Càmpings de Girona (Spain)
- Blitzscale S.A. (Spain)
- Bytetravel SA (Spain)
- Gremio Empresarial y Profesional de Agencias de Viajes (Spain)
- Nexus Fostering Partnership SI (Spain)
- Passporter Technologies SL (Spain)
- Petición Balazs Companie, SL (Spain)
- The Chamber of Commerce and Industry of Romania (Romania)

The following entities became Affiliate Members by virtue of the decisions taken by the 124th session of the Executive Council on 8 November 2025:

- Buendía Tours Ibérica, S.L.U. (Spain)
- Consorzio Per La Promozione Turistica Della Valchiavenna (Italy)
- Fédération des Associations des Capitales et Villes Mondiales du Sport – ACES (Belgium)
- Findspo (Spain)
- KPRN Network GmbH. (Switzerland)
- Qazaq National Parks Ltd. (Kazakhstan)
- Romexpo S.A (Romania)
- Union of International Mountain Leader Association – UIMLA (Switzerland)
- Universidad Internacional de La Rioja, S.A. (Spain)

Annex III: Detailed list of technical assistance projects in Europe

Programmatic Priorities:

- Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions: Data, Standards, Governance, Policies and Legislation.
- Priority 2: Market intelligence, rethinking destination positioning and product development.
- Priority 3: Fostering sustainability, inclusiveness and resilience: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.
- Priority 4: Enabling economic growth, boosting investment and innovation: accelerating the uptake of new business models.
- Priority 5: Investing in people: reinforcing education and training, strengthening human capital for decent work.

The International Development and Cooperation (IDC) Department focuses on delivering practical, on-the-ground solutions to support sustainable tourism development. It fosters cross-regional collaboration, implements technical projects, and provides direct support to Member States through tailored interventions.

The IDC Department promotes sustainable tourism development across five strategic pillars:

- Human Capital Development: Enhancing skills and standards in tourism through targeted training.
- Strategic Planning & Promotion: Supporting sustainable tourism planning and development.
- Safety of Destinations: Creating frameworks to ensure secure and resilient tourism destinations.
- Data-Driven Decisions: Empowering stakeholders with robust tourism analytics.
- Silk Road Synergies: Promoting cross-border tourism initiatives through our upcoming thematic office

The table below provides an overview of IDC activities in the European Region, including projects that are completed, ongoing and in the pipeline. For each project, information is provided on the country of implementation, alignment with UN Tourism Programme of Work priorities, timeframe, donor and overall tourism benefit.

Commission for Europe
Seventy-second meeting
St. Julian's, Malta – 13 May 2026

CEU/72/5
Madrid, 11 May 2026
Original: English

Completed

Country	Contribution to the PoW priorities	Project	Year / Timeframe	Donor	Tourism Benefit
European Region	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions: Data, Standards, Governance, Policies and Legislation Priority 3: Fostering sustainability, inclusiveness and resilience: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.	UN Tourism Safety of Destinations (SAFE-D) Initiative	2025 3 months	UN Tourism	Strengthened awareness and understanding of tourism security challenges, supported knowledge exchange among Member States and partners, and promoted collaboration to enhance safer and more resilient tourism destinations.
Croatia	Priority 2: Market intelligence, rethinking destination positioning and product	Organizing Croatia Sustainable Tourism Awards	2025 5 months	European Bank for Reconstruction and Development (EBRD)	Promote responsible tourism by recognizing initiatives that prioritize environmental protection, cultural preservation, and community

	development. Priority 3: Fostering sustainability, inclusiveness and resilience				involvement. Encourage tourism stakeholders to adopt greener, more inclusive approaches. Enhance the country's reputation as an eco-conscious destination.
European Region (Bosnia and Herzegovina, Croatia, France, Greece, Italy, Montenegro and Serbia)	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions.	Integrating Positive Experiences and Legislations for Regulating Online Short-Term Rentals Platform IDC together with LAIS	2025-26	UN Tourism (re-classification of available extra-budgetary funds)	First-ever diagnostic review and evaluation of existing legal and regulatory frameworks governing short-term rentals and accommodation services, offered by hosts through online platforms, in selected European countries, followed by knowledge-sharing virtual events aimed at disseminating findings and best practices with a special focus on the needs of Southeast European destinations.
Andorra	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions: Data, Standards, Governance, Policies and Legislation. Priority 5: Investing in people: reinforcing education and training, strengthening human capital for decent work.	Developing a Tourism Law and Sustainability Recommendations – almost completed, capacity building IDC together with LAIS	2025 – 2026	Member State	Development of the Tourism Law for the country, including recommendations on sustainability and competitiveness to strengthen the legal and institutional framework, support a more sustainable and competitive tourism sector, improve governance and coordination, and enhance Andorra's positioning as a high-quality, forward-looking destination.

Ongoing

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Uzbekistan	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 4: Enabling economic growth, boosting investment and innovation. Priority 5: Investing in people.	Establishment and operation of the UN Tourism Regional Silk Road Office Preparation of the Silk Road Office Work Plan Staffing Organization of a Silk Road Leadership Summit	2026 onwards	Operative in 2026	Operative in 2026.

Annex IV: List of villages in Europe included in the Best Tourism Villages Network

Country	Village	Category	Year of acceptance
Andorra	Ordino	Best Tourism Village	2023
Austria	Kaunertal	Best Tourism Village	2021
	Wagrain	Best Tourism Village	2022
	Zell Am See	Best Tourism Village	2022
	Schladming	Best Tourism Village	2023
	St. Anton Am Arlberg	Best Tourism Village	2023
	St. Johann In Tirol	Best Tourism Village	2024
	Mittelberg	Upgrade	2024
	St. Leonhard In Pitztal	Upgrade	2024
Azerbaijan	Khinalig	Best Tourism Village	2025
Bosnia and Herzegovina	Krupa na Vrbasu	Best Tourism Village	2025
Bulgaria	Koprivshitsa	Upgrade	2021
Croatia	Kaštelir Labinci	Best Tourism Village	2025
	Slunj-Rastoke	Best Tourism Village	2023
Cyprus	Agros	Upgrade	2021
	Pano Lefkara (Lefkara)	Best Tourism Village	2021
	Kalopanagiotis	Upgrade	2022
	Pissouri	Upgrade	2022
	Kalopanagiotis	Best Tourism Village	2024
	Pissouri	Best Tourism Village	2024
France	Pont-Croix	Best Tourism Village	2025
Germany	Marktgemeinde Bad Hindelang	Best Tourism Village	2025
	Flößerstadt Schiltach	Best Tourism Village	2025
	Meisenheim	Upgrade	2025
Georgia	Mestia	Best Tourism Village	2022
Greece	Soufli	Best Tourism Village	2021
	Western Samos	Upgrade	2021
	Anogeia	Best Tourism Village	2024
Hungary	Hollókő	Upgrade	2021
	Tokaj	Best Tourism Village	2023



Country	Village	Category	Year of acceptance
Israel	Hosszúhetény	Best Tourism Village	2025
	Mórahalom	Best Tourism Village	2025
	Kfar Kama	Best Tourism Village	2022
	Kibbutz Kfar Masaryk	Upgrade	2022
	Neot Semadar	Best Tourism Village	2025
Italy	San Ginesio	Best Tourism Village	2021
	Isola del Giglio	Best Tourism Village	2022
	Sauris-Zahre	Best Tourism Village	2022
	Otricoli	Upgrade	2022
	Civita Di Bagnoregio	Upgrade	2023
	Lerici	Best Tourism Village	2023
	Sabbioneta	Upgrade	2023
	San Casciano Dei Bagni	Best Tourism Village	2024
	Arquà Petrarca	Best Tourism Village	2025
	Asolo	Best Tourism Village	2025
	Bellano	Best Tourism Village	2025
	Montagnana	Upgrade	2025
	Sant'Andrea di Conza	Upgrade	2025
Kazakhstan	Saty Village	Best Tourism Village	2023
Lithuania	Plateliai	Best Tourism Village	2025
Montenegro	Godinje	Upgrade	2021
	Gornja Lastva	Upgrade	2021
Netherlands	Oosterend	Upgrade	2025
Poland	Istebna	Upgrade	2022
Portugal	Castelo Rodrigo	Best Tourism Village	2021
	Cumeada	Best Tourism Village	2021
	Ferraria de São João	Upgrade	2022
	Castelo Novo	Best Tourism Village	2022
	Ericeira	Best Tourism Village	2023
	Manteigas	Best Tourism Village	2023
	Sortelha	Best Tourism Village	2023
	Vila Da Madalena	Best Tourism Village	2023
	Vila De Frades	Upgrade	2023
	Rășinari	Best Tourism Village	2022
	Óbidos	Best Tourism Village	2024
	Santa Cruz Da Graciosa	Best Tourism Village	2024
	Mértola	Best Tourism Village	2025

Country	Village	Category	Year of acceptance
	Loriga	Best Tourism Village	2025
	Vila Nogueira de Azeitão	Best Tourism Village	2025
	Quintandona	Upgrade	2025
Republic of Moldova	Văleni Village	Best Tourism Village	2023
Romania	Ciocănești	Upgrade	2023
	Breb	Upgrade	2024
	Polovragi	Upgrade	2024
Serbia	Gostilje	Upgrade	2021
	Mokra Gora	Best Tourism Village	2021
Slovenia	Radovljica	Best Tourism Village	2021
	Solčava	Best Tourism Village	2021
	Bohinj	Best Tourism Village	2022
	Gorenja vas - Poljane	Upgrade	2021
	Bled	Best Tourism Village	2025
Spain	Cantavieja	Upgrade	2021
	Lekunberri	Best Tourism Village	2021
	Morella	Best Tourism Village	2021
	Alquezar	Best Tourism Village	2022
	Guadalupe	Best Tourism Village	2022
	Rupit	Best Tourism Village	2022
	Baños De Montemayor	Upgrade	2023
	Cantavieja	Best Tourism Village	2023
	Oñati	Best Tourism Village	2023
	Sigüenza	Best Tourism Village	2023
	Aínsa	Best Tourism Village	2024
	Mura	Best Tourism Village	2024
	Pals	Upgrade	2024
	Agate	Best Tourism Village	2025
	Ezcaray	Best Tourism Village	2025
	Brihuega	Upgrade	2025
	Orduña	Upgrade	2025
	San Martín de Unx	Upgrade	2025
Switzerland	Gruyères	Best Tourism Village	2021
	Saas-Fee (Saas Valley)	Best Tourism Village	2021
	Valposchiavo	Best Tourism Village	2021
	Andermatt	Best Tourism Village	2022
	Murten	Best Tourism Village	2022
	Morcote	Best Tourism Village	2023

Country	Village	Category	Year of acceptance
	Saint-Ursanne	Best Tourism Village	2023
	Lens	Upgrade	2024
	Romoos	Best Tourism Village	2024
	Splügen	Best Tourism Village	2024
	Valendas	Best Tourism Village	2025
	Evolène	Upgrade	2025
Türkiye	Mustafapaşa	Best Tourism Village	2021
	Taraklı	Best Tourism Village	2021
	Cumalıkızık	Upgrade	2022
	Birgi	Best Tourism Village	2022
	Kemaliye	Upgrade	2023
	Şirince	Best Tourism Village	2023
	Yörük	Upgrade	2024
	Ormana	Best Tourism Village	2024
	Akyaka	Best Tourism Village	2025
	Anıtlı	Best Tourism Village	2025
	Barbaros	Best Tourism Village	2025
	Kale Üçağız	Best Tourism Village	2025
	Kemaliye	Upgrade	2025
Ukraine	Urych	Best Tourism Village	2024
	Vorokhta	Best Tourism Village	2024
	Kolochava	Best Tourism Village	2025
	Synevyrskaya Polyana	Best Tourism Village	2025
Uzbekistan	Sentob	Best Tourism Village	2023
	Omonxona	Upgrade	2025

Annex V: List of International Network of Sustainable Tourism Observatories in Europe

Country	Observatory	Hosted by	Monitoring area	Member since
Austria	Tyrolean Sustainable Tourism Observatory (TYSTO)	MCI Tourism	Tyrol, Austria	2024
	Vienna Sustainable Tourism Observatory	Vienna Tourist Board	Vienna, Austria	2024
Croatia	Croatian Sustainable Tourism Observatory	Institute for Tourism (Zagreb, Croatia)	Coastal Area of Croatia	2016
Ireland	Atlantic Sustainable Tourism Observatory	Atlantic Technological University	Irish Atlantic Sea Coastline	2023
Italy	Sustainable Tourism Observatory of South Tyrol (STOST)	EURAC Research Center for Advanced Studies	South Tyrol, Italy	2018
Portugal	Alentejo Sustainable Tourism Observatory (ASTO)	University of Évora	Alentejo region, Portugal	2018
	Algarve Sustainable Tourism Observatory	Algarve Tourism Board Portugal	Algarve region, Portugal	2020
	Azores Tourism Observatory	Secretariat of Environment, Energy and Tourism of the Azores Regional Government	Azores Archipelago, Portugal	2020
	Centro de Portugal Sustainable Tourism Observatory (OTSCP)	Regional Authority Turismo Centro de Portugal	Centro de Portugal Region, Portugal	2023
Spain	Barcelona Tourism Observatory	Observatori del Turisme a Barcelona: ciutat i regió (OTB)	Barcelona (city, region, destination), Spain	2022
	Biscay Tourism Intelligence System	Directorate-General for Territorial Competitiveness and Tourism of Biscay	Biscay, Spain	2022
	Mallorca Sustainable Tourism Observatory	Fundación Mallorca Turismo	Mallorca, Spain	2021
	Navarre Tourism Observatory	Directorate General of Tourism and Trade, Government of Navarre	Navarre, Spain	2019
	Sustainable Tourism Observatory of Málaga	Málaga City Council	City of Málaga, Spain	2022
	Tourism Observatory of the Canary Islands	Ministry of Tourism, Industry and Commerce of the Canary Islands	Canary Islands, Spain	2020

Annex VI: List of Winners, Finalists and Semi-finalists from Europe in the UN Tourism Start-Up Competitions and Innovation Challenges

Country	Company	Competition / challenge	Year	Award
Armenia	2492 Travel (Previously ONEArmenia)	3 rd Gastronomy Tourism Global Startup Competition	2021	Finalist
	Impact Innovations (Safe YOU)	Awake Tourism Challenge	2022	Winner
Austria	Bringsta	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
	Fluxguide	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Finalist
	Swimsol	SDGs Global Startup Competition	2020	Winner
Bulgaria	Deaf Travel	SDGs Global Startup Competition	2020	Finalist
	Umni	Startup Competition for Island Destinations	2023	Winner
Czechia	Dinify	1 st Gastronomy Tourism Global Startup Competition	2019	Winner
	Aguardio	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
	Schulering	Hospitality Challenge	2024	Finalist
Denmark	Sportscompass	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
Finland	Visit Natives	Global Rural Tourism Startup Competition	2021	Semifinalist
France	U2GUIDE	TTA: Bahrain - Executive Council	2018	Finalist
	e-bot7	1st Global Startup Competition	2018	Finalist
	Mile Positioning Solutions (Jooks)	Sports Tourism Global Startup Competition (TTA Macau)	2019	Winner
	NomadSisterSisterHome (La Voyageuse)	2 nd Startup Competition	2020	Finalist
	BeFC	SDGs Global Startup Competition	2020	Winner
	HYDRAO	SDGs Global Startup Competition	2020	Finalist
	Nomad Sister	SDGs Global Startup Competition	2020	Finalist

	Safety Line	SDGs Global Startup Competition	2020	Winner
	elloha	Global Rural Tourism Startup Competition	2021	Finalist
	Murmuration	Awake Tourism Challenge	2022	Winner
	Evelity by Okeenea Digital	Awake Tourism Challenge	2022	Winner
	touch2see	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Winner
	Karakal-Renault	Open Innovation Challenge France	2025	Winner
	Aquatech-Veolia	Open Innovation Challenge France	2025	Winner
	Buddy-Lion Airport	Open Innovation Challenge France	2025	Finalist
	Genial-MarlAnne	Open Innovation Challenge France	2025	Finalist
	Luniwave-B&B Hotels	Open Innovation Challenge France	2025	Finalist
	Moovort-La clef verte	Open Innovation Challenge France	2025	Finalist
Germany	JumpStart EU Tourism	Healing Solutions for Tourism Challenge	2020	Finalist
	Clio Muse Tours PC	SDGs Global Startup Competition	2020	Winner
	Socialbnb	Awake Tourism Challenge	2022	Winner
	R3charge	Awake Tourism Challenge	2022	Winner
Greece	Clio Muse Tours PC	SDGs Global Startup Competition	2020	Winner
	Foodality, a Travelgram brand	3 rd Gastronomy Tourism Global Startup Competition	2021	Semi finalist
	Inteligg	Startup Competition for Island Destinations	2023	Finalist
	Costa Nostrum	Startup Competition for Island Destinations	2023	Finalist
Hungary	TMRW Life	TTA: Bahrain - Executive Council	2018	Finalist
	The Freebird Club	1 st Global Startup Competition	2018	Finalist
	CleanScanLLC/Chameleon Welcome Back. You're in Good Hands	Healing Solutions for Tourism Challenge	2020	Winner
	Touristas	Artificial Intelligence Challenge	2025	Semifinalist
Ireland	SeeVoov	1 st Global Startup	2018	Finalist

		Competition		
	Imvizar	Global Rural Tourism Startup Competition	2021	Semi finalist
	GKinetic Energy Limited	Global Rural Tourism Startup Competition	2021	Semi finalist
Israel	Howazit	1 st Global Tourism Startup Competition	2018	Finalist
	Pruvo	1 st Global Startup Competition	2018	Finalist
	Refundit	1 st Global Startup Competition	2018	Winner
	WishTrip	1 st Global Startup Competition	2018	Finalist
	Great Events & Tourist App	Pitch Challenge Argentina: Innovation for the Americas	2018	Finalist
	bitemojo	1 st Gastronomy Tourism Global Startup Competition	2019	Finalist
	Hotelmize	Healing Solutions for Tourism Challenge	2020	Finalist
	SeeTrue Screening Ltd	Healing Solutions for Tourism Challenge	2020	Winner
	Travaxy - accessible travel	SDGs Global Startup Competition	2020	Winner
	It's July	Global Rural Tourism Startup Competition	2021	Semi finalist
	Sentimantle	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Finalist
Italy	ARB	1 st Gastronomy Tourism Global Startup Competition	2019	Finalist
	Orwell	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Winner
	I Like Local	2 nd Startup Competition	2020	Winner
	Soplaya	3 rd Gastronomy Tourism Global Startup Competition	2021	Finalist
	Volvero	Startup Competition for Island Destinations	2023	Finalist
	Penguinpass	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Finalist
Netherlands	Airfi Aero	Healing Solutions for Tourism Challenge	2020	Finalist
	MyStay	Healing Solutions for Tourism Challenge	2020	Winner
	Ocean Oasis	SDGs Global Startup	2020	Finalist

		Competition		
	DineNTalk	3 rd Gastronomy Tourism Global Startup Competition	2021	Semi finalist
	Coastruction	Awake Tourism Challenge	2022	Winner
	Farmlike	Startup Competition for Island Destinations	2023	Finalist
Norway	visadb.io	TTA: Chile - 2 nd Tourism Tech Adventure for the Americas: EdTech	2019	Finalist
	Campanyon	Global Rural Tourism Startup Competition	2021	Finalist
	Baahdy & Birdy	Awake Tourism Challenge	2022	Winner
Poland	WAAM Disinfection Gate	Healing Solutions for Tourism Challenge	2020	Winner
Portugal	Awake	1 st Global Startup Competition	2018	Finalist
	Climber RMS	1 st Global Startup Competition	2018	Finalist
	Questo	2nd Global Tourism Startup Competition	2019	Winner
	HiJiffy	2 nd Startup Competition	2020	Winner
	LUGGit	2 nd Startup Competition	2020	Finalist
	Live Electric Tours	2 nd Startup Competition	2020	Winner
	HiJiffy	SDGs Global Startup Competition	2020	Finalist
	Siliconbali	SDGs Global Startup Competition	2020	Winner
	Noytrall	Awake Tourism Challenge	2022	Winner
	Circular Unity	Startup Competition on Event Tourism: MICE Tourism and MEGA Events	2023	Winner
Romania	Questo	2 nd Global Tourism Startup Competition	2019	Winner
Russian Federation	Art Lebedev Studio	Inspiration Africa Branding Challenge	2020	Finalist
Spain	TravelgateX	1 st Global Startup Competition	2018	Finalist
	Chekin	1 st Global Startup Competition	2018	Finalist
	BYHOURS	1 st Global Startup Competition	2018	Finalist
	Mabrian	1 st Global Startup Competition	2018	Finalist

	BYHOURS	TTA: Bahrain - Executive Council	2018	Finalist
	Get Bag Services	TTA: Bahrain - Executive Council	2018	Finalist
	Soundwalkrs	TTA: Americas - Argentina	2019	Finalist
	Arthylen	1 st Gastronomy Tourism Global Startup Competition	2019	Finalist
	WeFish - Fishing Diary and Forecast	Sports Tourism Global Startup Competition (TTA Macau)	2019	Finalist
	Eccocar	2 nd Startup Competition	2020	Winner
	Zeleros	2 nd Startup Competition	2020	Finalist
	Visualfy	2 nd Startup Competition	2020	Winner
	Control H&S	Healing Solutions for Tourism Challenge	2020	Finalist
	Mobiworld	Healing Solutions for Tourism Challenge	2020	Finalist
	Smart Occupancy Checkpoint	Healing Solutions for Tourism Challenge	2020	Winner
	20 Bananas	Healing Solutions for Tourism Challenge	2020	Finalist
	Hoomvip	Healing Solutions for Tourism Challenge	2020	Finalist
	STAYmyway	Healing Solutions for Tourism Challenge	2020	Finalist
	AR Vision (CultuAR)	Rural Tourism Competition	2020	Finalist
	My Street Book	Rural Tourism Competition	2020	Winner
	Smart Digital Plug	Rural Tourism Competition	2020	Finalist
	Apadrinaunolivo.org	Rural Tourism Competition	2020	Finalist
	Inturmancha	Rural Tourism Competition	2020	Finalist
	Libelium	Rural Tourism Competition	2020	Finalist
	Van Woow	Rural Tourism Competition	2020	Winner
	UpperEat	2 nd Gastronomy Tourism Global Startup Competition	2020	Finalist
	Green Urban Data	SDGs Global Startup Competition	2020	Finalist
	Tunnll	SDGs Global Startup Competition	2020	Finalist
	Metrica6	SDGs Global Startup Competition	2020	Winner
	ClimateTrade	SDGs Global Startup Competition	2020	Winner
	ALiCE Biometrics	Smart Solutions for Smart Destination Challenge:	2020	Finalist

		Stadiums		
	B-LAB GASTRONOMIC	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	Hyncha	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	NECSUM trison	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Winner
	Soulbilbao C.M (Guiasvirtuales)	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	ZONIZ by GEBS	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Semi finalist
	ATREVIA	Inspiration Africa Branding Challenge	2020	Winner
	Chartok	Hospitality Challenge	2021	Winner
	Searchef	Hospitality Challenge	2021	Winner
	Effiwaste	Hospitality Challenge	2021	Finalist
	Rooral	Global Rural Tourism Startup Competition	2021	Finalist
	Ecostars	Global Rural Tourism Startup Competition	2021	Finalist
	Wosphere Association	Global Rural Tourism Startup Competition	2021	Semi finalist
	Oasis Hunters	Global Rural Tourism Startup Competition	2021	Finalist
	CloudGuide	Global Rural Tourism Startup Competition	2021	Finalist
	AR VISION - CULTUAR	Global Rural Tourism Startup Competition	2021	Finalist
	HOP Ubiquitous S.L.	Global Rural Tourism Startup Competition	2021	Finalist
	Teikei	3 rd Gastronomy Tourism Global Startup Competitio	2021	Semi finalist
	Instituto de Accesibilidad	Awake Tourism Challenge	2022	Winner
	Twistic	Hospitality Challenge	2024	Winner
	IURBAN	Artificial Intelligence Challenge	2025	Finalist
Sweden	ECOLOO Group	SDGs Global Startup Competition	2020	Winner
	Local Purse	Global Rural Tourism Startup Competition	2021	Semi finalist



United Kingdom	Road.Travel	2 nd Startup Competition	2019	Finalist
	Snaptivity	Smart Solutions for Smart Destination Challenge: Stadiums	2020	Finalist
	Mirabelle Communications	Inspiration Africa Branding Challenge	2020	Finalist
	SafetyNet Technologies	SDGs Global Startup Competition	2020	Finalist
	CampInn Limited	Global Rural Tourism Startup Competition	2021	Finalist
	Artemis Technologies	Startup Competition for Island Destinations	2023	Finalist
	Purple Elephant Venture Studio	Island Destinations Startup Competition INFECAR	2023	Finalist
	F*** Waste	4 th Global Gastronomy Startup Competition	2024	Finalist

Annex VII: List of UN Tourism TedQual certified educational programmes

Country	City	Educational institution	Programme
Austria	Vienna	MODUL University Vienna	Bachelor of Business Administration in Tourism and Hospitality Management
			Master of Science in International Tourism Management
			Bachelor of Business Administration in Tourism, Hotel Management and operations
Azerbaijan	Baku	Azerbaijan Tourism and Management University	Bachelor of Arts in Tourism and Hospitality
			Master of Arts in Tourism and Hospitality
Bosnia and Herzegovina	Tuzla	University of Tuzla, Faculty of Economics	Bachelor of Arts in Management in Tourism
Croatia	Rijeka	University of Rijeka, Faculty of Tourism and Hospitality Management	Business Economics in Tourism and Hospitality
France	Troyes & Metz	École Supérieure de Tourisme	Bachelor of Arts in Management of Tourism
	La Rochelle	Excelia	Bachelor in Tourism and Hospitality
			Master of Science in Tourism Management
Georgia	Tbilisi	Caucasus University	Bachelor Programme in Tourism
Kazakhstan	Almaty	Al-Farabi Kazakh National University	Bachelor in Tourism
			Master in Tourism
Latvia	Riga	Baltic International Academy, University of Applied Sciences	Management of communication in the leisure and entertainment industry
		University of Turība	Tourism Strategic Management (Master)
			Tourism and Hospitality Management (Bachelor)
Netherlands	Breda	Breda University of Applied Sciences	Tourism Management (BA)

			International Hotel Management (BA)
North Macedonia	Skopje	University of Tourism and Management	Tourism 1 st Cycle
			Tourism 2 nd Cycle
Portugal	Coimbra	Instituto Politécnico de Coimbra	Tourism (BSc)
	Estoril	Escola Superior de Hotelaria e Turismo do Estoril	Bachelor in Cookery and Food Production
			Bachelor in Tourism Information
			Bachelor in Tourism Management
			Bachelor in Hotel Management
			Bachelor in Leisure Management and Tourism Entertainment
			Master in Tourism / Strategic Management of Tourism Destinations
			Master in Tourism / Events Strategic Management
			Master in Tourism / Innovation in Active and Experience Tourism
			Master in Hotel Management
	Leiria	Instituto Politécnico de Leiria	Tourism and Recreation (BA)
			Tourism and Hotel Management (BA)
			Marketing for Tourism (BA)
			Tourism (BA)
			Restaurant and Catering Management (BA)
			Events Management (BA)
	Porto, Algarve, Oeste	Escolas do Turismo de Portugal	Tourism Management
	Viana do Castelo, Porto, Algarve, Duoro-Lamego, Coimbra, Estoril, Lisboa, Setúbal, Portalegre, Portimão		Food and Beverage Management
	Viana do Castelo, Porto, Algarve, Duoro-Lamego,		Culinary Arts

	Coimbra, Estoril, Lisboa, Setúbal, Portalegre, Vila Real de Santo António		
	Portalegre, Duoro-Lamego, Lisboa, Oeste, Algarve, Porto		Pastry Management and Production
	Setúbal, Duoro-Lamego, Lisboa, Estoril, Algarve, Porto, Coimbra		Hospitality Operations Management
Serbia	Belgrade	Singidunum University	Bachelor in Tourism & Hospitality & Food Management
			Master in Business Systems in Tourism & Hospitality
Slovenia	Ljubljana	University of Ljubljana, School of Economics and Business	Business and Economics / Tourism (BA)
			Sustainable Tourism Management (MA)
Spain	Valencia	Universitat de València	Tourism (BA)
	online	Universitat Oberta de Catalunya UOC	Tourism (BA)
Switzerland	Le Bouveret & Brig	César Ritz Colleges	Bachelor of International Business in Hotel and Tourism Management
			Master of International Business in Entrepreneurship
		Culinary Arts Academy	Bachelor of International Business in Culinary Arts
			Master of International Business in Culinary Business Management
	Lucerne	Lucerne University of Applied Sciences and Arts	Master of Science in Business Administration – major in Tourism
	Chur	University of Applied Sciences of the Grisons	Bachelor of Science in Tourism
			Master of Science in Business Administration – major in Tourism
United Kingdom	Poole	Bournemouth University	Bachelor in Tourism Management specializations
			BA (Hons) International Hospitality Management

			BA (Hons) Tourism Management
			BA (Hons) International Tourism and Hospitality Management
			BA (Hons) International Hospitality & Tourism Management (Top-up)
			MSc International Hospitality and Tourism Management
	Leeds	Leeds Beckett University	MSc in Responsible Tourism Management
Uzbekistan	Bukhara	Bukhara State University	Tourism (BSc)
			Tourism (MSc)

Conclusions and recommendations CEU/CR/2 (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 intervention(s) of the delegations of **XXX**,
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.