

Natalia Bayona, Executive Director

Education



Malta

72nd CEU
UN Tourism Commission for Europe
St. Julian's, Malta, 12 – 14 May 2026

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UN Tourism

Bachelor of Science in International Sustainable Tourism

3rd Cohort Starting on september 2026



Joint programme by UN Tourism and Lucerne University of Applied Sciences and Arts, endorsed and supported by the Swiss Government.

HSLU Lucerne University of Applied Sciences and Arts | UN Tourism

Students from 10 nationalities, including the following from Europe:

Spain | Italy | Switzerland | France | Germany | Romania | Uzbekistan | Kazakhstan | Georgia

Tourism Online Academy
UN Tourism

9,000 students from the region

28 MOOCs from European universities

8 European partners

870 Scholarships (From 2025 to date)

Top Nationalities:

Spain

Italy

Portugal

Progress Fueled by the Region



English



Arabic



Spanish



French



Chinese



Completed:

25 participants Tourism Faculty Development Programme in Hospitality Management

Ongoing:

30 participants Tourism Faculty Development Programme in Hotel Operations and Innovation

30 participants Tourism Faculty Development Programme in Uzbekistan in Hospitality Management

TedQual: Shaping Excellence in Tourism Education



68 certified programmes in Europe by 2026

Countries include:

Member States

Austria, Azerbaijan, Bosnia and Herzegovina, Croatia, Slovenia, Netherlands, Switzerland, North Macedonia, Portugal, Serbia, France, Spain, Georgia, Uzbekistan

Non-member states

United Kingdom, Latvia

Universities' Success Cases:

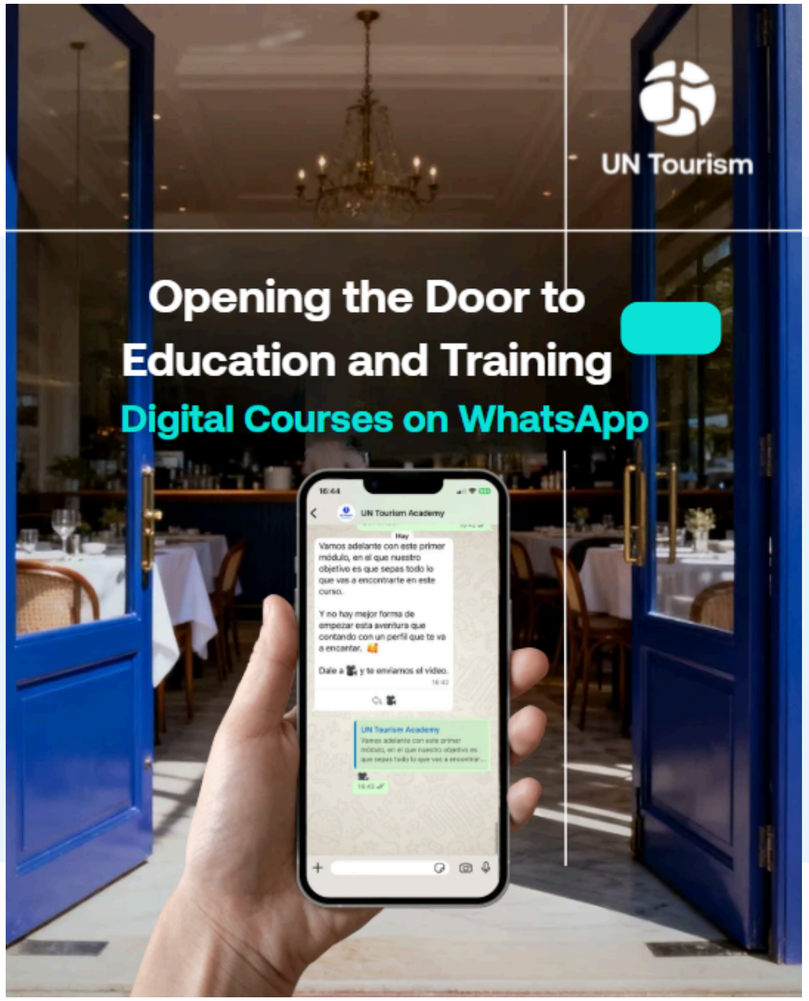
eshte — **9** programmes — Portugal

Bournemouth University — **6** programmes — United Kingdom

New Artificial Intelligence-powered E-learning on WhatsApp

2025/2026 Courses

Global	Tourism Ambassadors
Global	Communications
Spain	Food & Beverage



Innovation

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Atomium, Belgium

2025: UN Tourism Artificial Intelligence Agenda

Artificial Intelligence Survey

Artificial Intelligence Startup Challenges

Artificial Intelligence Reports

EdTech and Artificial Intelligence

Riyadh Declaration of the Future of Tourism

1- Artificial Intelligence survey: 80% response rate in the Middle East Member States 2- Artificial Intelligence Startup Challenge: 27 Middle East Applicants, 1 Finalist from Middle East, 2 pilots in Ecuador and Sierra Leona 3. Artificial Intelligence Reports: 4 reports published 1 upcoming 5. Riyadh Declaration of the Future of Tourism Commitments *Digital Transformation and AI adoption * Education and skills development * SME empowerment * Secure Data Governance

Unlocking Artificial Intelligence for Tourism: New Workshop!

UN Tourism aMADEUS

Design Thinking to integrate **Artificial Intelligence** in the **public sector**

Global reach, implemented at **Regional Commissions**

Output of the **Riyadh Declaration**, and based on UN Tourism **Recommendations for the Public Sector"** publication

MALTA CHALLENGE
URBAN CLIMATE SOLUTIONS
POWERED BY UN Tourism

Winner will recieve personalized mentorships, acceleration programmes and funding opportunities

Accepting global solutions for a local problem

Challenge objetives:

- **Mitigate Urban Heat**
- **Promote the Green Economy**
- **Improve the Tourist Experience**
- **Enhance Residents' Quality of Life**

104 applications from 35 countries (63% from Europe)

greencity solutions · AIRSHADE · Solskin

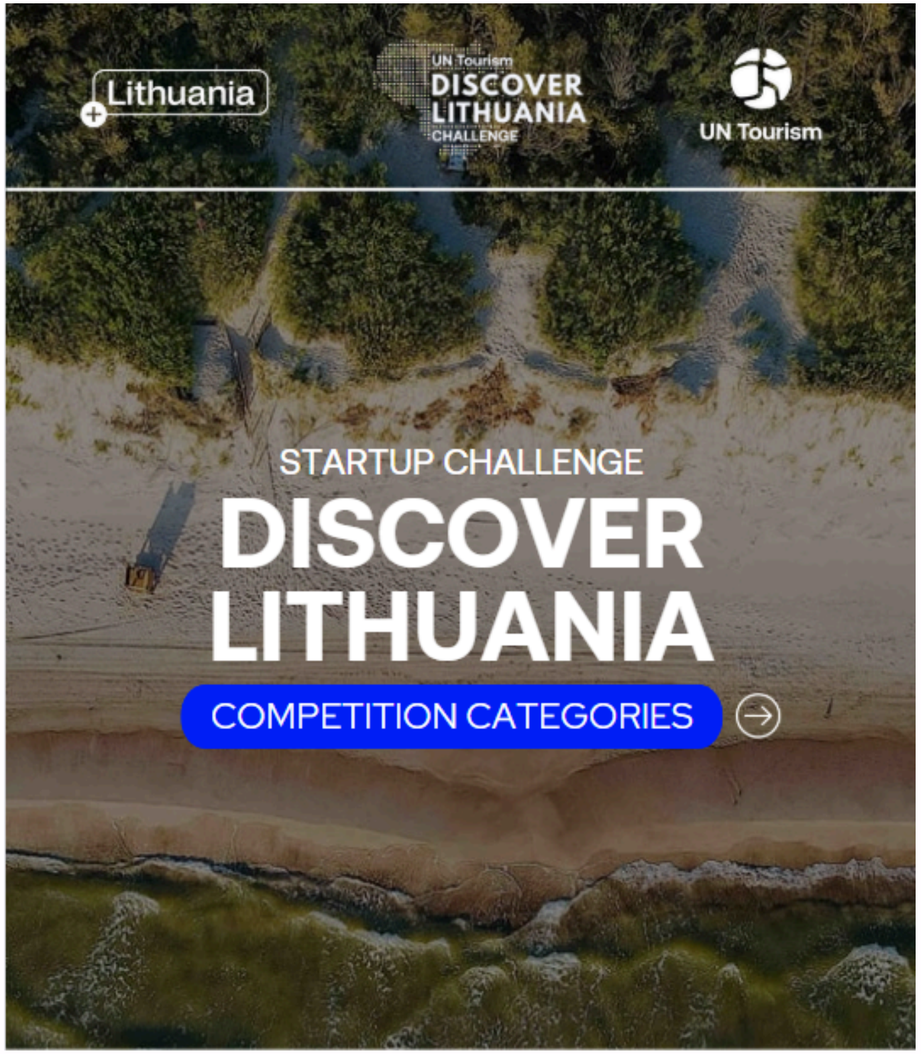
Final on May 12th!



The SAFE-D Europe Initiative is a global effort to strengthen crisis preparedness, response, and recovery

- **Category 1: Resilience to Natural, Climate, and Health-Related Hazards**
- **Category 2: Safety, Security, and Cyber Threats**
- **Category 3: Crisis Communication Effective strategies**

60 applications with grand finale on June 2026



For European - based startups, scaleups, and innovators

- Category 1: Explore Lithuania
- Category 2: Green Trails Lithuania
- Category 3: Mindful Lithuania
- Category 4 : Solo traveleres

Applications open until May 30th

Investment

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Berlin, Germany

Tourism Doing Business - Investment Guidelines







In the making: San Marino and Montenegro

Market Intelligence, Policy and Competitiveness



Amsterdam, Netherlands

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Bled, Slovenia

Best Tourism Villages Global Initiative

2021-2025

1100+ applications from over **100** countries

236 have been recognized as Best Tourism Villages

90 from Europe across 25 countries

15 European Countries Recognized in the 2025 Best Tourism Villages Initiative

26 recognised villages in total



Azerbaijan



Bosnia and Herzegovina



Croatia



France



Germany



Hungary



Israel



Italy



Lithuania



Portugal



Slovenia



Spain



Switzerland



Türkiye



Ukraine

2025



Best Tourism Villages 2025
Announcement Ceremony

Third Annual Best Tourism Villages Network Meeting

2026



Current call for applications 6th edition

Deadline: June 9th 2026

Winners will be announced in the **fourth quarter** of the year

Statistics, Standards and Data

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Grindelwald, Switzerland

Europe is Leading a New Era of Tourism Measurement

Tourism sustainability is now a global statistical priority

UN endorsement of the Statistical Framework for Measuring the Sustainability of Tourism as the **third global tourism standard**

MST was highlighted across major European forums in:

Spain Germany Croatia Austria



Dubrovnik, Dalmatian Coast, Croatia

Building the Foundations of Smarter Tourism Governance

- Advancing the development of the **Environmental, Social and Governance Framework for Tourism Businesses**, which was launched in partnership with

- UN Tourism continues to work on the development of a core set of tourism sustainability indicators with

- New data updates are available in the UN Tourism Statistics Database, which provide over **300 key tourism statistics**

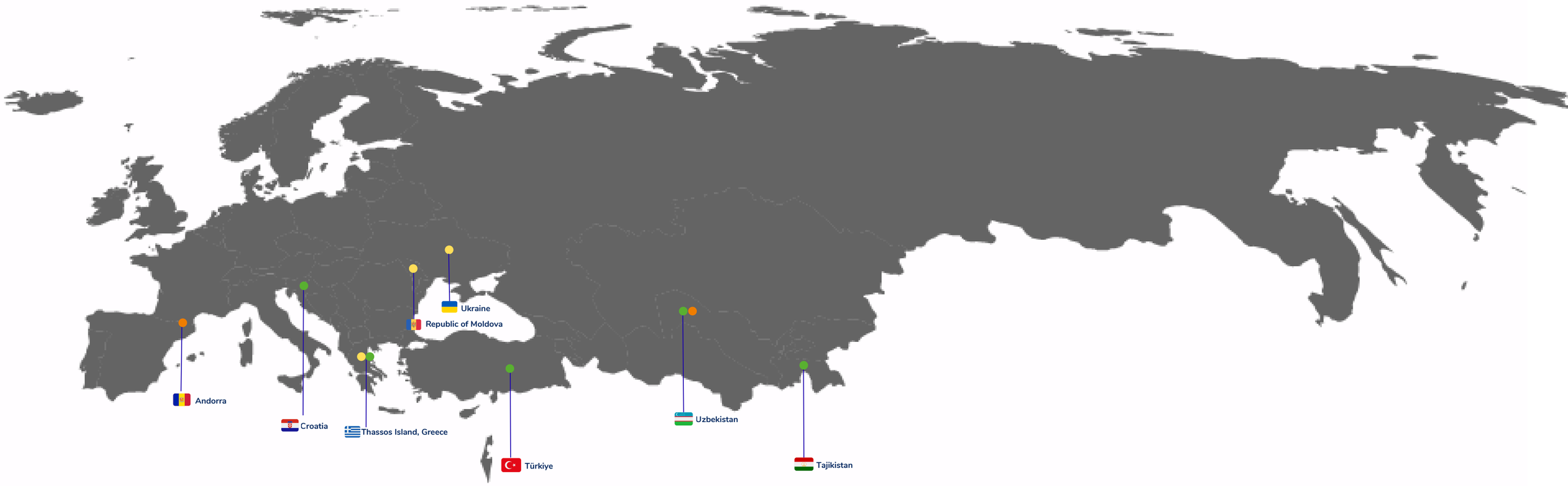
International Development and Cooperation

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Kotor, Montenegro

UN Tourism on the ground



Projects

Completed Ongoing In the Pipeline



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