



UN Tourism

International Year of Sustainable and Resilient Tourism 2027

ROADMAP – V.8





Why an International Year?

Tourism touches far more than tourism

Jobs • Communities • Culture • Nature • Opportunity

Strengthening recognition of tourism's contribution to
sustainable and resilient development

Proclaimed by the United Nations General Assembly
(Resolution 78/260)



The World Has Changed

**Environmental Pressures
Economic Uncertainty
Social Transformation**

These challenges require integrated solutions.

**Sustainability and resilience must now guide how
tourism is planned, managed and developed.**

“The International Year of Sustainable and Resilient Tourism 2027 will help Member States position tourism as a truly transformative sector on the global agenda.”

Shaikha Al Nuwais, Secretary-General, UN Tourism
At 22nd Meeting of the Committee on Tourism and Sustainability
Madrid, January 2026



The Road to 2027



Phase 1: Year of preparations



**A Member State-
Driven Initiative**

Guided by Member States

- Through the Committee on Tourism and Sustainability (CTS)
- Providing strategic guidance and oversight

Anchored in Regional Consultations

- Reflecting regional priorities and perspectives
- Ensuring broad participation across all regions

Developed for Global action

- Translating priorities into practical implementation
- Mobilizing governments, communities and stakeholders
- Advancing sustainable and resilient tourism worldwide

Supported by UN Tourism

- Facilitating coordination and international cooperation
- Providing guidance, knowledge and capacity-building
- Supporting monitoring, communication and legacy

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Terms of Reference of the Steering Committee for the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027) Preamble The Steering Committee for the International Year of Sustainable and Resilient Tourism 2027 (hereinafter “the Steering Committee”) is established pursuant to the summary and conclusions of the 22nd meeting of the Committee on Tourism and Sustainability, taking into account the presentation of the present Terms of Reference at its 23rd meeting, and decision XXX of the 126th session of the Executive Council, to provide strategic guidance and oversight and to serve as a consultative and coordinating platform during both the preparatory phase and the implementation of the International Year. This document sets out the mandate, functions, composition and working modalities of the Steering Committee. 1. Mandate The Steering Committee shall serve as the strategic steering and validation mechanism for the preparation and implementation of the International Year. On the basis of proposals and documentation prepared by the Secretariat, it shall review, guide, prioritize and approve key programmatic, operational and partnership-related elements. In doing so, it shall help ensure alignment with the International Year’s objectives, coherence across initiatives and a well-informed and Member State-driven process. It shall operate within the established intergovernmental framework of UN Tourism and without prejudice to the authority of its governing bodies.	UN Tourism Annex I_Draft Working Methods of the Steering Committee v10.docx	UN Tourism Annex I_Draft Working Methods of the Steering Committee v10.docx	UN Tourism Annex I_Draft Working Methods of the Steering Committee v10.docx
UN Tourism is a specialized agency of the United Nations World Tourism Organization C/ Poeta Joan Maragall, 42, 28020 Madrid, Spain – Tel: (34) 91 567 81 00 – info@untourism.int / untourism.int Page 1	UN Tourism Annex I_Draft Working Methods of the Steering Committee v10.docx	UN Tourism Annex I_Draft Working Methods of the Steering Committee v10.docx	UN Tourism Annex I_Draft Working Methods of the Steering Committee v10.docx

Seven Guidance Documents

The Framework at a Glance

A Member State-driven framework for global action and lasting impact

Governance

- Steering Committee
- National Committees

Delivery

- Knowledge Base
- Capacity Building
- Flagship Events

Enablers

- Partnerships
- International Year Project Account

Legacy

- Beyond 2027
- Post-2030 Dialogue



Steering Committee

Strategic Direction

- Guides implementation of the International Year
- Validates priorities and key initiatives

Coordination

- Aligns regional and stakeholder engagement
- Promotes coherence of activities and messaging

Legacy

- Supports impact beyond 2027
- Contributes to tourism discussions beyond 2030

Composed of CTS Members and Chairs of the Regional Commissions



National Committees

Coordinate

National preparation, implementation and follow up

Engage

Public authorities, private sector, communities, academia and civil society

Promote

Awareness, Capacity building and Knowledge sharing

National Committees, or as appropriate, reflect national contexts and institutional arrangements.

**Phase 2:
Year of
celebrations**



2027

Global Visibility

- International Year campaign
- Global communications and outreach

National Action

- Activities led by Member States
- National Committees driving implementation

Strategic Engagement

- UN system and international organizations
- Contribution to global policy discussions

UN Tourism Initiatives

- Flagship Events
- Knowledge Base
- Capacity Building



Flagship Events

Launch: Opening Ceremony

Mobilise: 5 regionally-anchored global conferences

Consolidate: UN Tourism General Assembly

Legacy: From the International Year to Tourism Beyond 2030



Capacity Building

Supporting Key Stakeholders

Tourism Governance

National and local
tourism government
officials

Private Sector

Local Communities

Non-tourism Asset Owners

Protected area managers

Cultural heritage managers

Government officials
responsible for agriculture,
environment, land use,
climate change,
water management, etc.

Partnerships and Support

Bringing together
partners from across
sectors and regions:



Partnerships and Support

International
Year Project
Account

Supports

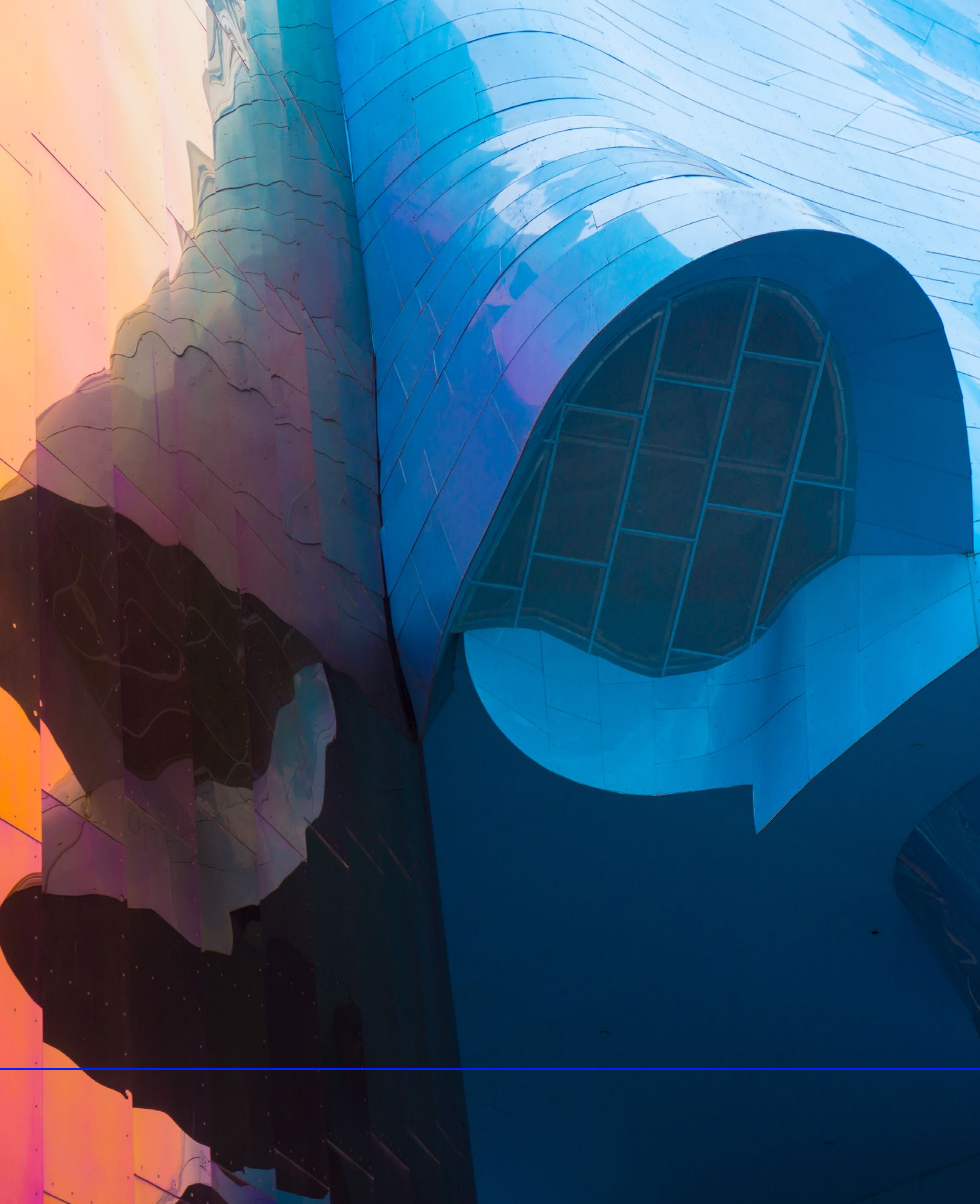
- Flagship Events
- Capacity Building
- Knowledge Products
- Communication and Outreach

Contributions

- Voluntary Financial Contributions
- In-kind Support

Principles

- Transparency
- Accountability
- Strategic Partnerships



Communication and Outreach

Identity and Visual

An interactive Website

A Communication Manual

A Year-Round Campaign

Preparing Tourism for the Post-2030 Agenda

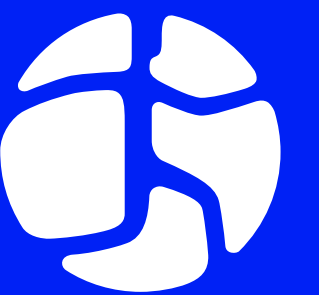
Building the evidence,
partnerships and
momentum for
tourism's future
contribution to
sustainable and
resilient development.



INTERNATIONAL YEAR OF
**SUSTAINABLE AND
RESILIENT TOURISM**

For Engagement Opportunities

Contact Us – IYSRT2027@untourism.int



UN Tourism