

International Year of Sustainable and Resilient Tourism 2027

ROADMAP – V.8

21 May 2026



“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



“As leaders of tourism, we consistently highlight the sector’s transformative potential and its critical role in national and global development agendas, including climate action and reflections beyond 2030. The International Year offers a unique opportunity to translate this shared understanding into more concrete and coordinated action.”

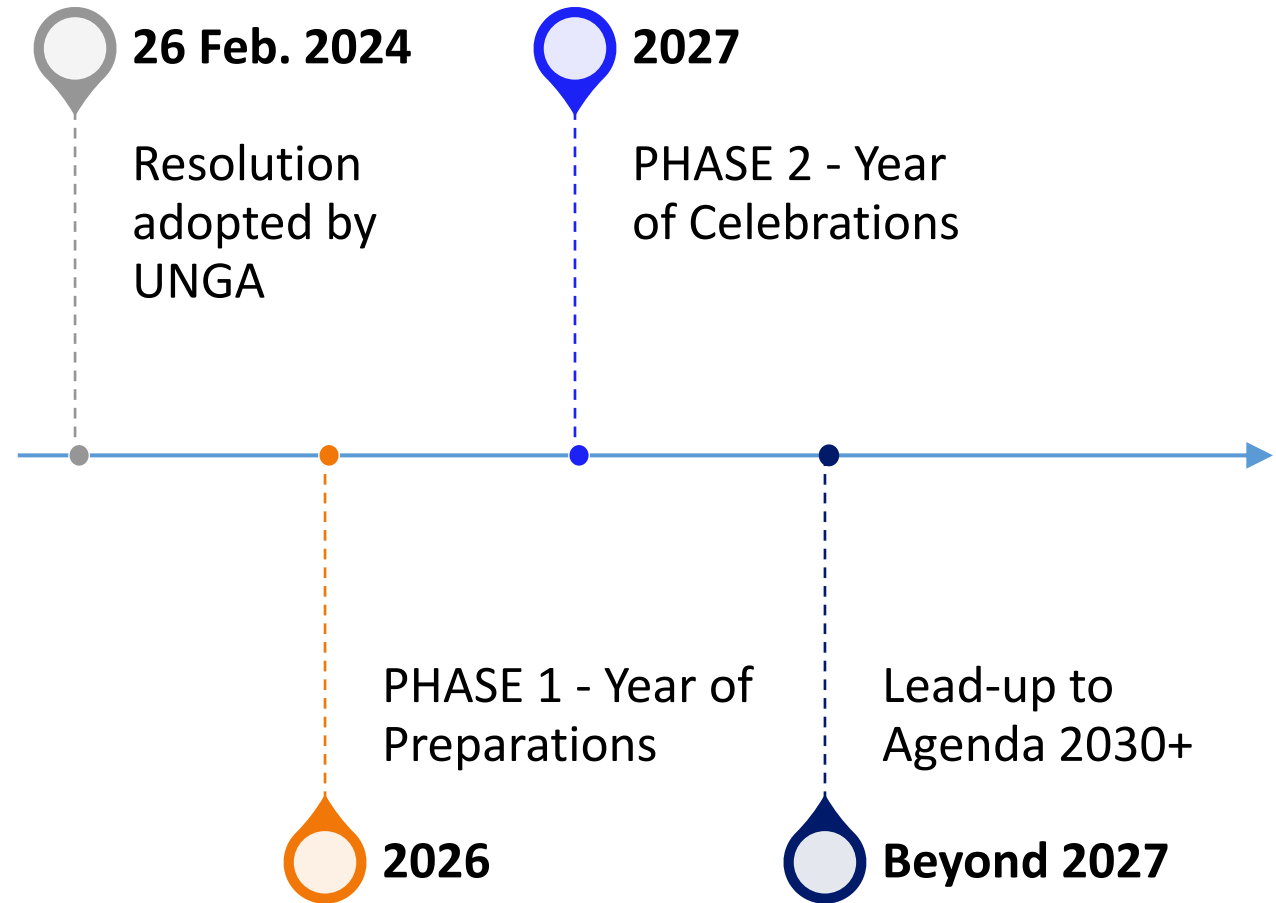
-- William Rodríguez López, Minister of Tourism of Costa Rica
Chair of the Committee on Tourism and Sustainability
At 22nd Meeting of the Committee on Tourism and Sustainability
Madrid, January 2026



Background

- The International Year of Sustainable and Resilient Tourism 2027 was designated by the United Nations General Assembly in February 2024.
- The General Assembly mandated UN Tourism to facilitate the organization and implementation of the International Year, in line with United Nations rules governing International Years.
- The International Year builds on earlier UN-designated years, notably the International Year of Sustainable Tourism for Development 2017, while responding to emerging global challenges and evolving policy priorities.

Timeframe



Objectives

- **Support** Member States in translating sustainability and resilience principles into practical policy implementation
- **Raise** global awareness of tourism as an engine for sustainable, inclusive and resilient development
- **Advance** global dialogue on tourism's role beyond 2030, informed by evidence and Member State priorities
- **Strengthen** skills, knowledge and institutional capacities across the tourism sector
- **Deliver** measurable impact by strengthening governance, standards and national coordination



Suggested Thematic Areas

- **Economic** growth and local value creation that are inclusive, sustainable and resilient
- **Social** inclusion, decent work, poverty reduction and community resilience
- **Environmental** protection, biodiversity conservation, resource efficiency and climate action
- **Cultural** values, diversity, living heritage and destination identity
- **Mutual** understanding, peace, security and crisis preparedness



PHASE 1 – 2026 Year of Preparations

Weekly Progress Review
with Chair of CTS* to
ensure aligned approach

☐ January 22nd CTS Meeting (Spain)

- Presentation of overall objectives & timelines
- Proposal for CTS to form core of Steering Committee

☐ April 23rd CTS Meeting (Zimbabwe)

- Revision of progress on roadmap
- Review of all guiding documents

☐ March-May Regional Commission Meetings + Virtual Consultation Meetings

- Presentation of IYSRT** framework
- Encourage advancement of national preparations
- Encourage establishment of National Committees

☐ June Executive Council (Spain)

- Endorsement of overall framework for IYSRT
- 1st Steering Committee meeting

*CTS:
Committee on
Tourism and
Sustainability,
a subsidiary
organ of the UN
Tourism
Executive
Council

**IYSRT:
International
Year of
Sustainable and
Resilient
Tourism

PHASE 2 – 2027 Year of Celebrations

❑UN System/IO* Engagement

- High-level engagement across UN system and major international policy processes, positioning tourism as a driver of sustainable and resilient development

❑UN Tourism Cornerstone Initiatives

- Designed and implemented around **3 central pillars**:
Flagship Events, Knowledge Base and Capacity Building

*IO:
International
Organization(s)

❑Member State Participation

- Coordinated regional and national activities under common framework aligned with objectives of the International Year

❑Public Engagement

- Broad mobilisation of public authorities, private sector, civil society, academia and local communities

Main Elements of the Framework

I. Framework and Working Arrangements of the Steering Committee

II. Thematic Areas and Rationale

III. Flagship Events

IV. Guidance Note on National Committees

V. Capacity-building: Purpose and Criteria

VI. Knowledge Base: Research and Flagship Reports

VII. Guidance on Partnerships and Support



Financing and the International Year Project Account

- The UNGA resolution proclaiming the International Year makes clear that the costs of activities arising from its implementation are to be met from voluntary contributions.
- Executive Council is to endorse the establishment of the International Year Project Account as the dedicated mechanism through which voluntary contributions may be received and administered in support of the International Year

1. Steering Committee



Steering Committee – Function

The Steering Committee functions as a consultative and coordinating platform during both the preparatory phase and the implementation of the International Year. It aims to ensure continuity of dialogue and coherence across national, regional and global initiatives



Steering Committee – Function

- Provide overall direction on the orientation and priorities of the International Year
- Review and approve key elements of the implementation framework prepared by the Secretariat
- Develop modalities for identifying, monitoring and evaluating capacity-building needs and promote their implementation in a consistent and comparative manner
- Guide the prioritization of major initiatives, including where competing proposals arise in relation to events, activities or other implementation elements
- Provide guidance on the organization of major fora, including on agenda, format, participation and the presentation of identified capacity-building needs and opportunities

Steering Committee – Function

- Provide strategic oversight of the International Year project account, including approval of allocations, in accordance with applicable financial rules
- Support a structured Member State-driven consultation process, including through the Regional Commissions
- Contribute to ensuring alignment across national, regional and global initiatives undertaken within the framework of the International Year
- Review sponsorship and partnership proposals screened by the Secretariat, as appropriate and in line with applicable principles and safeguards
- Provide recommendations to the Secretary-General on the proposed sponsorship agreements submitted to it by the UN Tourism Secretariat, and which are in compliance with UN Tourism's rules, regulations and policies governing sponsorship arrangements

Steering Committee – Composition

❑Member: CTS Members

- Costa Rica
- Croatia
- Egypt
- Fiji
- Kenya
- Portugal
- Sri Lanka
- Uruguay
- Zimbabwe

❑Member: Chairs of Regional Commissions

- Zambia (CAF)
- Dominican Republic (CAM)
- Philippines (CAP)
- Maldives (CSA)
- Montenegro (CEU)
- Kuwait (CME)

❑Observer: Chair of Affiliate Member Board

- Network of European Regions
for Competitive and
Sustainable Tourism

❑Observer: Strategic Partners

- International Finance
Institutions
- Other Development Agencies

Steering Committee – Preparatory Process and Sequencing of Meetings



Steering Committee – Engagement of Members

- **Participate** actively in meetings, in person or through hybrid modalities
- **Provide** strategic perspectives reflecting national and regional priorities
- **Facilitate** consultations and information exchange within their respective constituencies
- **Support** visibility and outreach efforts related to the International Year



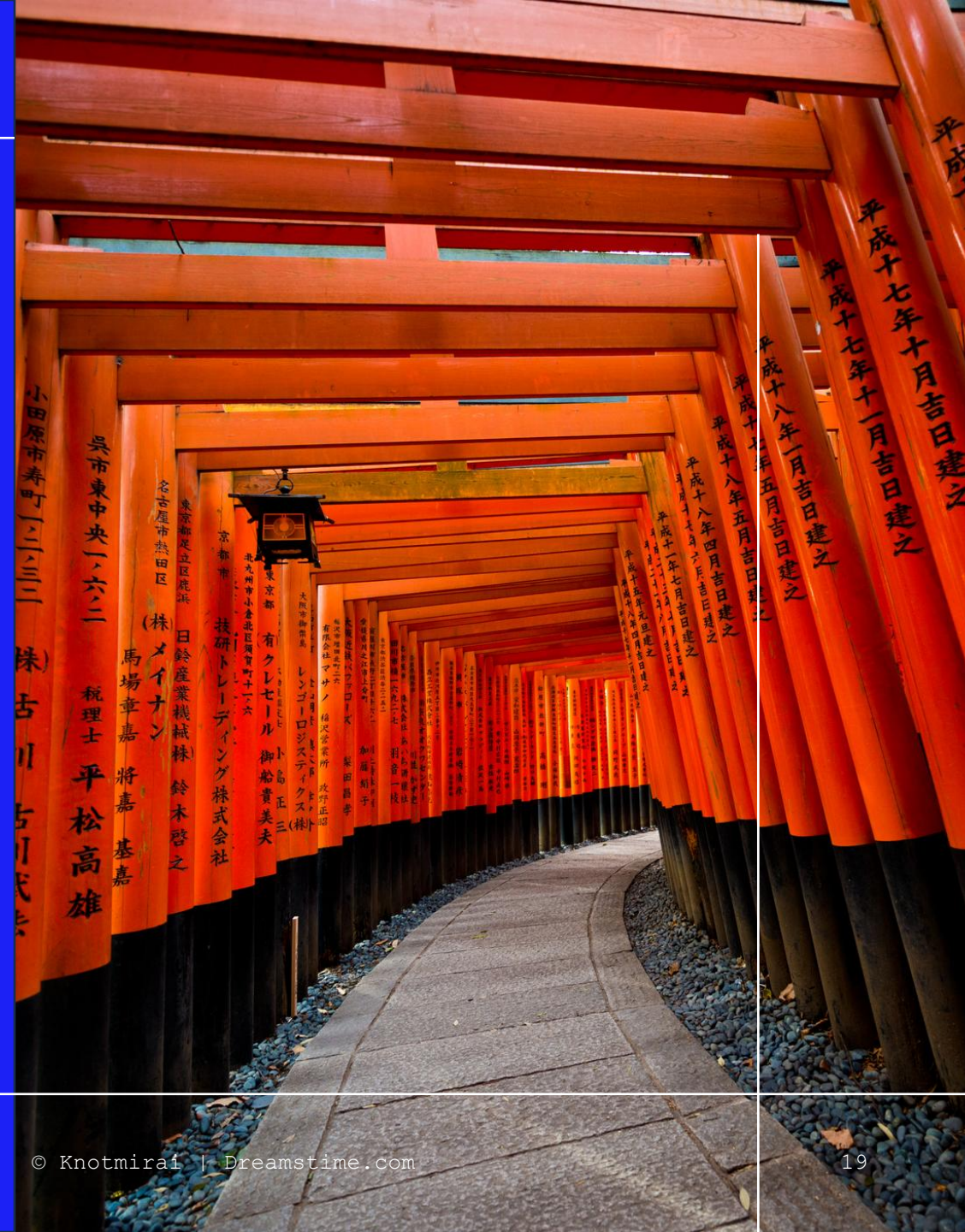
2. National Committees



UN Tourism

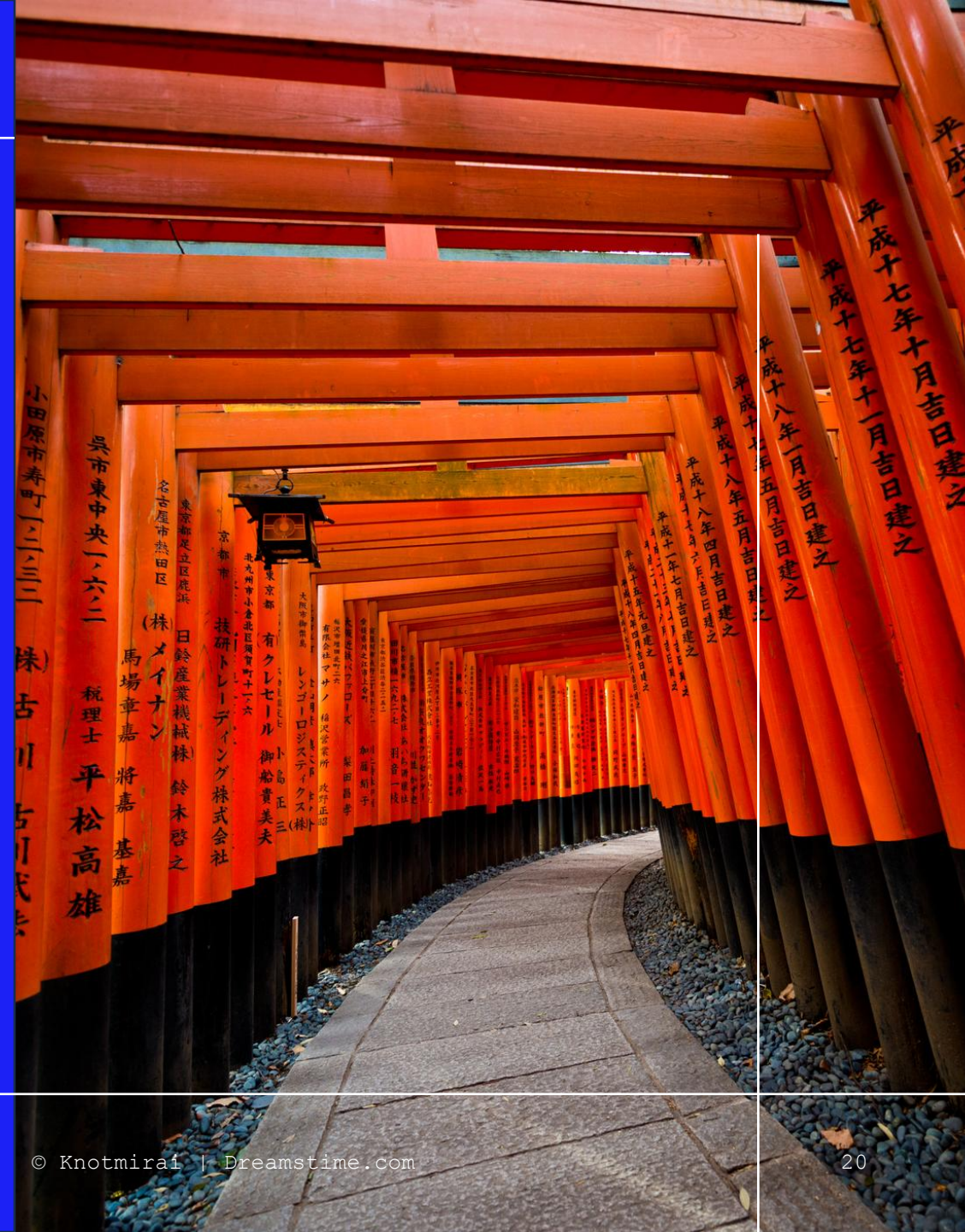
National Committees – Nature and Purpose

- Serve as **national-level coordination platforms** for IYSRT 2027
- Support the **preparation, observance and follow-up** of the International Year
- Enable implementation of the International Year as a **catalyst for sustainable development**
- Ensure **coherence and alignment** of activities at national and local levels
- Enable **coordinated, value chain-wide engagement** across stakeholders



National Committees – Nature and Purpose

- Facilitate communication of **internationally agreed priorities and messages**
- Contribute to **regional and global exchange** of experience, learning and good practices
- Reflect the principle of **national leadership with complementary international support**, in line with ECOSOC resolution 1980/67
- **Do not constitute governance or decision-making bodies**
- **Do not replace existing national institutions or coordination mechanisms**
- Form the **backbone of Member State engagement** throughout 2027



National Committees – Key Objectives

- **Raise awareness:** highlight the contribution of sustainable and resilient tourism to **broader development**, including social inclusion and community empowerment
- **Strengthen tourism ecosystems:** facilitate dialogue and coordination on **enabling conditions for SMEs, investment and access to finance**
- **Support policy reflection:** contribute to discussions on **legal, policy and institutional frameworks**, without affecting national decision-making processes
- **Build skills and leadership:** promote **capacity development, youth engagement and innovation** for the future of tourism

National Committees – Key Objectives

- **Advance knowledge and evidence:** contribute to **data, good practices and policy dialogue** at national and regional levels
- **Support learning and consultation:** enable **structured exchanges and reflections** on sustainability, resilience and the **post-2030 development agenda**
- National Committees are **not expected to address all objectives.**
- Priorities are **defined by each Member State**, based on **national context, capacities and policy frameworks**

National Committees – Roles and Functions



Coordinate preparation, implementation and follow-up of national activities



Ensure alignment with agreed objectives, principles and messaging



Develop a strategic action plan aligned with the International Year



Mobilize and engage stakeholders across sectors



Authorize and register activities undertaken at national and local levels



Promote awareness, capacity-building and knowledge-sharing



Provide structured inputs and reporting to UN Tourism



National Committees – Proposed Composition

- **Anchored in national leadership:** convened by or within the ministry or authority responsible for tourism, serving as the **primary national focal point**
- **Inclusive and multi-stakeholder:** bringing together relevant public institutions, private sector associations, civil society and NGOs, academic and research institutions, local communities, and—where appropriate—UN Country Teams, **reflecting the cross-cutting nature of tourism and the themes of the International Year**



National Committees – Proposed Composition

- **Flexible and adaptable:** size and working modalities tailored to national contexts, with the possibility to **build on existing coordination mechanisms**
- **Supported by UN Tourism:** through guidance, tools and reporting formats, while maintaining **full national ownership**
- **Flexible resourcing:** activities supported through **voluntary contributions**, with opportunities for national allocation and partnerships



3. Partnerships and Support



UN Tourism

Partnerships and Support – Eligibility Criteria

Support to the International Year may be provided by:

Governments

Entities of UN
system

International/
regional
organizations

Financial
institutions

Private sector
entities

Civil society
organizations

Academic
institutions

Foundations



Partnerships and Support – Modalities

❑ Financial contributions

Provided on a voluntary basis to support the overall implementation of the International Year

❑ Collaborative support arrangements

Financial contributions for specific joint activities in areas such as research, capacity-building, communication or outreach, where roles and responsibilities are clearly defined and formalized through appropriate instruments.

❑ In-kind contributions

Including technical expertise, knowledge inputs or logistical support that contribute to the delivery of activities under the International Year

❑ Event-based support

Including the hosting or co-hosting of meetings, conferences or other official activities of the International Year, in accordance with the agreed programme and applicable UN Tourism procedures

Partnerships and Support – Indicative Financial Contribution Ranges

□ Indicative Contribution Tiers

- **TIER I: Transformational Partner: EUR 500,001 and above***
Long-term, high-visibility engagement with significant strategic impact
- **TIER II: Strategic Partner: EUR 100,001 - 500,000***
Substantial support aligned with core objectives and priority initiatives
- **TIER III: Impact Partner: EUR 50,001 - 100,000***
Strong programmatic contribution with visible alignment to outcomes
- **TIER IV: Supporting Partner: EUR 25,001 - 50,000**
Active support of activities and thematic areas
- **TIER V: Associate Partner: EUR 10,000 - 25,000**
Entry-level organizational engagement

□ Additional Engagement Modality: “Friends of the International Year”

- **Financial Contributions : EUR 1,000 and above**
Avenue for private entities to support outside formal partnership structure

*In-kind contributions may be recognized towards Tiers I, II and III only, and shall not exceed 50 per cent of the total value of the contribution (financial and in-kind)

Partnerships and Support – Softly-Earmarked and Tailored Support

On a case-by-case basis, contribution can be directed towards specific areas of work.

Illustrative examples include:

- Support for specific flagship events, including opening or closing ceremonies
- Funding for analytical work, research or publications
- Support for capacity-building initiatives, pilot activities or targeted interventions aligned with the objectives of the International Year



4. Capacity Building



Capacity Building – Purpose

Capacity-building under the International Year serves as a central delivery mechanism for translating thematic priorities into strengthened institutional capacity and improved conditions on the ground



Capacity Building – Purpose

- Sustainability is a continuous process requiring ongoing learning, adaptation and improvement.
- As an essential dimension of this process, resilience ensures tourism systems advance development responsibly and align with broader societal, economic and environmental objectives.
- Under the International Year, this strengthened focus places particular emphasis on the capacities of people and institutions to translate principles into practice.
- Capacity-building therefore plays a central role in enabling implementation, strengthening coordination and supporting informed decision-making.



Capacity Building – Focus

- Activities are designed to move beyond stand-alone training towards practical application, follow-up and measurable commitments.
- Emphasis is placed on policy coherence, action commitments and knowledge multiplication.



Capacity Building – Possible Target Groups

Tourism Governance

- National and local tourism government officials

Non-tourism Asset Owners

- Protected area managers
- Cultural heritage managers
- Government officials responsible for agriculture, environment, land use, climate change, water management, etc.

Private Sector

Local Communities



Capacity Building – Core Criteria

❑Mandatory Criteria

- Policy awareness and system literacy
- Plurality of development approaches
- Sustainable Development Goals (SDG)-linked action commitment
- Knowledge multiplication
- Reporting

❑Optional Criteria*

- Application to a real-world challenge
- Cross-sector engagement
- Barrier identification and problem-solving
- Development of a practical output
- Follow-up mechanism
- Inclusion and accessibility lens
- Assessment of trade-offs

*At least two of the optional criteria shall be integrated

Capacity Building – Recognition and Reporting

- Must comply with all mandatory criteria and integrate at least two optional criteria
- Must receive prior authorization from the relevant National Committee / competent national tourism authority
- In exceptional cases where neither mechanism is available, authorization may be granted by the UN Tourism Secretariat in consultation with the Member State concerned.
- Organizer of activities shall submit a brief, standardised report to the authorizing body confirming implementation of criteria and summarising key outcomes, participants' commitments and dissemination efforts. Such report shall be made accessible by the UN Tourism Secretariat.



5. Flagship Events



Flagship Events – Logic

❑ Opening Ceremony

❑ Closing Ceremony

❑ Flagship Events*

- 5 regionally-anchored global conferences serving as defining milestones that translate thematic pillars into region-specific leadership and action

❑ UN Tourism General Assembly and World Tourism Day

*Member States hosting a flagship event must provide conditions set forth in relevant UN Tourism legal framework for host country agreements

Flagship Events – Global Conference in Africa

□Theme

- Biodiversity, Rural Livelihoods and Resilient Local Economies

□Focus

- Tourism financing for protected areas
- Community-based tourism models
- Youth employment and skills development
- Enhancing the positioning and branding of destinations.



Flagship Events – Global Conference in Americas

□Theme

- Financing Resilient Tourism Value Chains

□Focus

- Public–private investment models
- Innovative financing and risk-sharing instruments
- SME resilience and digital transformation
- Strengthening regional tourism value chains



Flagship Events – Global Conference in Asia-Pacific

□ Theme

- Skills, Innovation and Resilient Tourism Growth

□ Focus

- Workforce development, lifelong learning and skills mobility
- Innovation ecosystems and digital transformation in tourism
- Support to SMEs and start-up environments
- Adaptive growth models in rapidly expanding destinations
- Integrating climate awareness into long-term tourism planning



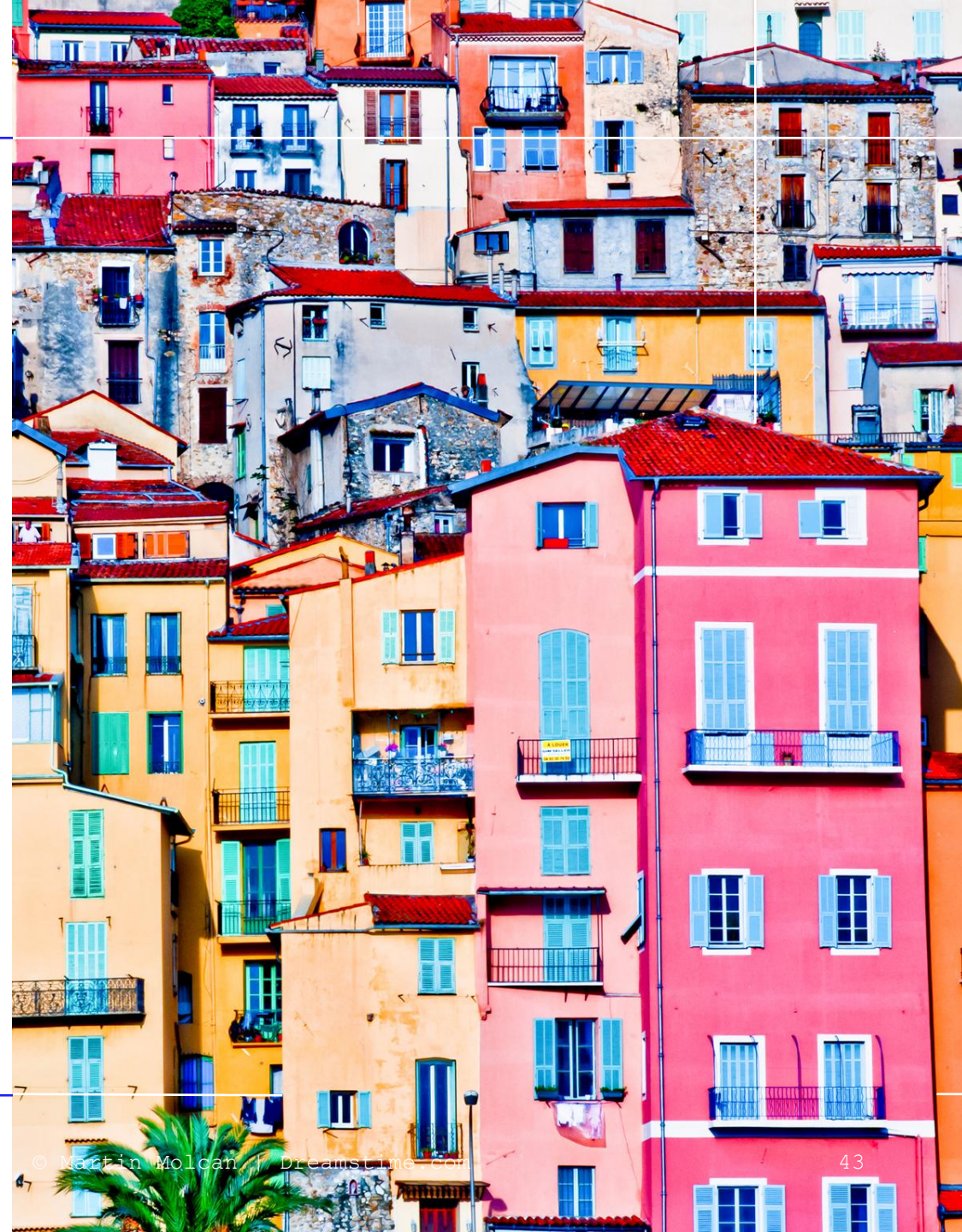
Flagship Events – Global Conference in Europe

□ Theme

- Strengthening Inclusive and Resilient Territories through Sustainable Tourism

□ Focus

- Tourism as a driver of balanced territorial development and regional cohesion
- Strengthening connectivity and infrastructure in diverse geographic contexts
- Inclusive growth models that address demographic change and regional disparities
- Sustainable investment strategies in culturally and environmentally sensitive areas
- Integrating tourism into broader territorial and resilience policy frameworks



Flagship Events – Global Conference in Middle East

□Theme

- Diversification, Stability and Long-Term Transformation

□Focus

- Diversification beyond traditional economic sectors
- Sustainable investment frameworks
- Technology and Innovations
- Heritage-led regeneration



6. Knowledge Base



Knowledge Base – Objectives

- **Inform evidence-based decision-making** to promote sustainable tourism planning and development
- **Enhance natural and cultural resources** through environmental protection, biodiversity conservation, resource efficiency, climate action, promotion of cultural values, diversity, living heritage and destination identity
- **Support measurement and monitoring** of tourism-related data and impacts to strengthen governance, standards, and risk management
- **Enhance local value creation and community well-being**, promoting inclusiveness and gender equality
- **Encourage innovation and competitiveness**



Knowledge Base – Core Products

UN Tourism Secretariat will
prepare 3 mutually reinforcing
knowledge products to ensure
a strong analytical foundation

Flagship Report I

Future of Work in Tourism for the Post 2030 Agenda

- Examines how the profound structural shifts under way in labour markets, technology and social systems are likely to shape employment and human capital in the tourism sector beyond 2030

Flagship Report II

Resilient Tourism Development and Its Contribution to Poverty Alleviation, Urban Prosperity and Biodiversity Protection

- Explores how tourism can serve as a catalyst for resilience-oriented development at both national and subnational level, with particular emphasis on its potential contributions to poverty alleviation, inclusive urban development and biodiversity conservation

Rolling Analytical Report

Strategic Roadmap – Tourism in the Agenda 2030+

- Serves as a continuous knowledge instrument, collecting insights, evidence and inputs generated throughout 2026 and 2027, and culminating in a strategic position paper to guide the tourism sector in negotiations on the post-2030 global agenda.

Knowledge Base – Other Research and Publications

External publications are encouraged to support the objectives and thematic priorities of the International Year

- ❑ **Types of Publication:** policy papers, technical notes, thematic studies, background papers, case-study compilations and other analytical materials relevant to sustainable and resilient tourism
- ❑ **Produced by:** National Committees, academic institutions, research bodies, strategic partners, other partner organizations and relevant stakeholders
- ❑ **A Knowledge Repository** will be created on International Year webpage as an access point for core knowledge products, joint publications and selected external publications* developed in support of the International Year

*External publications considered for inclusion in the repository must comply with the applicable criteria

7. Communication and Outreach



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Communication and Outreach

Identity and Visual

An interactive Website

A Communication Manual

A Year-Round Campaign



Identity and Visual – Logo*



INTERNATIONAL YEAR OF
**SUSTAINABLE AND
RESILIENT TOURISM**
#IYSRT2027

*UN Tourism is currently finalizing the related terms of use for the logo for the International Year, in accordance with the applicable terms governing the use of the name, emblem and visual identity of UN Tourism and the United Nations. Use of the logo is currently restricted and subject to the approval of UN Tourism.

For Engagement Opportunities

Contact Us –

IYSRT2027@untourism.int



UN Tourism