

Executive Council

126th session
Toledo, Spain

10 -11 June 2026

Agenda item 4**Implementation of the General Programme of Work**

CE/126/4 rev.1
Madrid, 5 June 2026
Original: English

UN Tourism is going green. All Executive Council documents are available on the UN Tourism website at www.untourism.int or use the Quick Response code here.

**Programme activity report for the period October 2025 – April 2026****Executive summary**

Following the priorities of the programme of work approved by the General Assembly at its 26th session, the Secretariat is reporting on the latest activities implemented during the period October 2025 - April 2026.

DRAFT DECISION¹

Agenda item 4
Implementation of the General Programme of Work
(document CE/126/4 rev.1)

The Executive Council,

Having examined the programme activity report for the period October 2025 – April 2026,

1. *Takes note* of the activities implemented and the main achievements during the period;
2. *Welcomes* the significance of the Tourism Thematic Days celebrated at COP30 (Belém, Brazil) and the inclusion of a Plan to Accelerate Solutions (PAS) for the tourism sector under the UNFCCC High-Level Climate Champions Programme of Work;
3. *Takes note* the launch of Recipe of Change as a new initiative under the One Planet Sustainable Tourism Programme, led by UN Tourism and the UN Environment Programme (UNEP), to accelerate food waste reduction in tourism through private sector voluntary commitments and progress tracking;
4. *Endorses the Women in Tourism Transport Action Plan, as presented in Annex IV;*
5. *Also endorses the UN Tourism initiative on the Mentorship Programme for African Women for 2026, implemented with the support of WITLAC, together with its Terms and Conditions as presented in Annex VI;*

Having examined the Work Plan for the Agenda for Europe for 2026–2027, as presented in Annex V,

6. *Further approves* the Work Plan for the Agenda for Europe for 2026–2027 prepared by the Working group of the Agenda for Europe and adopted by the 72nd meeting of the Regional Commission for Europe ; and
7. *Requests* the Working Group to work closely with the Secretariat on further defining the Work Plan.

¹ This is a draft decision. For the final decision adopted by the Executive Council, please refer to the Decisions document issued at the end of the session.

I. Introduction

1. The UN Tourism General Assembly approved in resolution A/RES/780(XXVI) the draft programme of work and budget 2026-2027 at its 26th session in Riyadh, Saudi Arabia, around three strategic objectives and five programmatic priorities:
2. Strategic objectives:
 - (a) Objective 1: Leading in tourism, positioning the sector in the global agenda, through advocacy, knowledge creation, policy guidance and diversification of services.
 - (b) Objective 2: Expanding the Organization and membership. Increase resources, capacity and ownership, through strategic partnerships.
 - (c) Objective 3: Transforming the Organization for a better future. More agile and effective governance. Embracing UN values and multilateralism for realizing the 2030 Agenda.
3. Programmatic priorities:
 - (a) Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions: Data, Standards, Governance, Policies and Legislation.
 - (b) Priority 2: Market intelligence, rethinking destination positioning and product development.
 - (c) Priority 3: Fostering sustainability, inclusiveness and resilience: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.
 - (d) Priority 4: Enabling economic growth, boosting investment and innovation: accelerating the uptake of new business models.
 - (e) Priority 5: Investing in people: reinforcing education and training, strengthening human capital for decent work.
4. The following information is annexed:
 - (a) Annex I: UN Tourism on the ground
 - (b) Annex II: List of UN Tourism latest publications
 - (c) Annex III: List of UN Tourism Events
 - (d) Annex IV: Women in Tourism Transport Action Plan
 - (e) Annex V: Work plan for the Agenda for Europe in 2026-2027
 - (f) Annex VI: UN Tourism Mentorship Programme for African Women, implemented with the support of WITLAC 2026 - Terms and Conditions

II. Strategic Objectives

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

5. UN Tourism participated in the 51st session of the High-Level Committee on Programmes (HLCP), held in New York on 24-25 March 2026, engaging in discussions with senior representatives from across the United Nations system. As a key coordination body within the UN system, the HLCP provides a strategic platform to address programmatic priorities and system-wide issues. Participation enabled UN Tourism to engage at a high level, strengthen its relationships with UN system entities, and gain a comprehensive understanding of their perspectives and progress on agenda items of relevance to the tourism sector.
6. UN Tourism continues to prioritize sustainable and resilient tourism—including ecotourism—within the UN General Assembly agenda, recognizing its role in poverty reduction, environmental protection, and sustainable tourism development in regions such as Central America and the Caribbean. As part of these ongoing efforts, UN Tourism regularly prepares comprehensive

reports on the status, progress and challenges of sustainable tourism, drawing on inputs from Member States and other UN entities. For each report, UN Tourism provides high-level technical support during negotiations, advising Member States and facilitators—such as the Dominican Republic during the development of what would become resolution A/RES/80/134—and ensuring UN Tourism priorities are accurately reflected. These reports and negotiations provide recurring opportunities to inform discussions and shape global tourism policy, as demonstrated by the 2025 report (25 July 2025, A/80/267) and the resolution's adoption on 18 December 2025.

7. UNESCO and UN Tourism have signed a new MoU to strengthen the cooperation between the two specialized agencies to advance sustainable, inclusive and resilient tourism worldwide. The partnership will aim, among other activities, to scale solutions that connect culture, communities and economies—with impact that is visible, sustained and shared.
8. A reception for the Ambassadors from Europe was held at UN Tourism Headquarters, in February, and one for the Ambassadors of the Americas in March 2026, to foster international relations, promote tourism interests, and facilitate networking with such an important counterpart as the diplomatic corps.
9. Conference of the Parties on Climate Change:
 - (a) Building on tourism's historic inclusion in the COP29 Action Agenda in 2024, UN Tourism and the Ministry of Tourism of Brazil convened two dedicated [Tourism Thematic Days at UN Climate Change COP30](#) on 19-20 November 2025 in Belém, Brazil. These Tourism Thematic Days further elevated tourism's visibility within the global climate agenda and reinforced the sector's relevance to climate governance, adaptation and implementation.
 - (b) The COP30 Tourism Days also reinforced the role of the [Interinstitutional Working Group on Tourism and Climate Action](#) under UN Tourism's Executive Council as pioneering mechanism to strengthen coordination and implementation across Member States.
 - (c) In preparation for UN Climate Change COP31, to be held in Antalya, Türkiye, UN Tourism continues exchanges with relevant government stakeholders and the UN Climate Change (UNFCCC) Secretariat. In this context, coastal tourism is being recognized as one of the themes in focus for the Ocean and Climate dialogue, in connection with coastal climate resilience.
10. The Organization has further strengthened its collaboration with the European Commission to enhance the visibility and relevance of tourism within broader EU economic and social policy discussions. Through key engagements, including participation in European Tourism Day (26 January 2026), the Organization is advancing its strategic cooperation in areas such as sustainability measurement, workforce development, research, safety and security, and support for Ukraine, reinforcing tourism's role within high-level EU agendas.
11. The 52nd meeting of the Regional Commission for the Middle East and the 72nd meeting of the Commission for Europe were held in Kuwait and Malta, respectively, under the chairmanships of Kuwait and Montenegro, for the period 2025-2027. These meetings hold particular institutional significance, as they marks the first formal meetings of the Regional Commissions since the commencement of the Secretary-General's tenure, underscoring its importance as a foundational moment for setting the strategic direction of UN Tourism work in the respective regions and for strengthening the institutional frameworks that place tourism firmly at the centre of global, regional and national policy agendas.
12. On the sidelines of FITUR, UN Tourism participated in the 13th Ibero-American Conference of Ministers of Tourism, organized by the Ibero-American General Secretariat (SEGIB) and the Government of Spain. The conference aimed to foster collaboration and create a unified, sustainable, and inclusive agenda for tourism in the Ibero-American region.
13. Affiliate membership:
 - (a) Increased engagement with leading global tourism platforms (FITUR, ITB, WTM Africa), mainly through partnerships with the Affiliate Member IFEMA, organizer of FITUR (January 2026)

and the Affiliate Member Messe Berlin, organizer of ITB Berlin (March 2026), providing UN Tourism with consistent visibility and engagement opportunities within these leading tourism platforms.

(b) Summary of Affiliate Members' Activities 2025: UN Tourism published the [Summary of Affiliate Members' Activities 2025](#), showcasing the contributions of the Affiliate Members network to the overall work of UN Tourism.

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

14. The 26th General Assembly approved St. Kitts and Nevis's candidature as a Member State, taking effect on 1 January 2026 thereby bringing the total number of Member States to 161.

Expanding the Organization

15. 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.
16. 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) that includes the hosting of an event on tourism law and joint research on specific sustainability-related topics.
17. The Thematic Office for the Tourism Law Observatory for Latin America and the Caribbean (LAC Observatory), based at the UN House in Montevideo, will continue its activities through the extension of the agreement with the Ministry of Uruguay until February 2027 (see [priority 1](#)). The Tourism Law Observatory for the Middle East (ME Observatory), approved at the Executive Council's 123rd session, is being established within the Regional Office for the Middle East, building on the LAC Observatory model and adapting it to regional needs. To support this, the Secretariat has adapted the digital platform in Arabic, created a regional academic network, and will host a webinar in 2026 to present the platform and design the 2026-2027 programme of work.
18. In addition to the essential roles of the Regional Office for the Middle East adopted by the General Assembly in A/26/8 Rev.1, the Regional Office for the Middle East has confirmed its central role in supporting the work of the Organization in the areas of Education (see [priority 5](#)), Innovation and Investments (see [priority 4](#)) and Rural development (see [priority 2](#)).
19. The Regional Office for the Americas, based in Rio de Janeiro, successfully concluded its administrative establishment and is now fully operational, marking a significant milestone in strengthening the Organization's presence in the region. Since its operationalization, the Office has begun to serve as a strategic platform for the implementation of the Organization's priorities across the Americas, advancing technical cooperation, policy development, and investment promotion, while deepening engagement with Member States, Affiliate Members and key regional partners.
20. The inauguration of the UN Tourism Thematic Office on Innovation for Africa, based in Rabat, Kingdom of Morocco, took place on 23 April 2026 and is set to serve as a regional hub for advancing innovation and entrepreneurship in tourism across the continent, serving African Member States. The Office will support the development and scaling of startups, foster public-private collaboration, and promote investment in innovation-driven solutions, while contributing to capacity building, including in the field of artificial intelligence, and knowledge sharing aligned with the Organization's priorities on education, digitalization and sustainable development. See document CE/126/13 - Report on the Regional and Thematic Offices.

Developing new strategic partnerships

21. Aiming to achieve its objectives, UN Tourism is strengthening the cooperation with UN system entities, International Organizations, International Financing Institutions (including Multilateral

and Regional Development Banks), through high-level dialogues with strategic partners, increasing coordination and capitalizing on synergies in the sustainable development of tourism.

22. UN Tourism is currently negotiating Memorandums of Understanding (MoUs) and preparing joint action plans with the following entities: Food and Agriculture Organization of the United Nations (FAO), Gulf Cooperation Council (GCC), International Civil Aviation Organization (ICAO), International Labour Organization (ILO), Organisation for Economic Co-operation and Development (OECD), World Bank Group (including IBRD, IFC, IDA and MIGA), European Bank for Reconstruction and Development, European Union and the European Travel Commission (ETC). MoUs are expected to be signed in 2026.
23. The [One Planet Sustainable Tourism Programme](#) further strengthened its role as a platform for multilateral cooperation, fostering strategic partnerships to support the implementation of climate action and circular economy policies and practices, to advance sustainable consumption and production.
24. The strategic initiatives of the One Planet Sustainable Tourism Programme, including the Glasgow Declaration Initiative on Climate Action in Tourism and the Global Tourism Plastics Initiative have continued onboarding new signatories. In addition, a [new initiative "Recipe of Change"](#) was launched in March 2026 by UNEP and UN Tourism to accelerate food waste reduction through private sector voluntary commitments and a progress tracking mechanism, building on the [Global Roadmap for Food Waste Reduction in Tourism](#).
25. In November 2025, at COP30 a [Plan to Accelerate Solutions \(PAS\) for the tourism sector](#) was included under the UNFCCC High-Level Climate Champions Programme of Work. Developed in partnership with the Ministry of Tourism of Brazil and the Inter-American Development Bank, the PAS is focused on advancing towards the establishment of a Global Partnership on Enhanced Climate Action in Tourism by 2029 (see [priority 3](#)).

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

26. See document CE/126/3: Communication of the Secretary-General: management vision for 2026-2029.
27. UN Tourism participated in the second International Forum on Total Official Support for Sustainable Development (TOSSD) General Assembly, fourth Steering Group and first Statistical Working Group (Madrid on 21-24 October 2025) meetings, and it is an observer in the Statistical Working Group, as TOSSD Data Reporter. The TOSSD is an international standard for measuring the full array of resources to promote the sustainable development of developing countries. It is a statistical framework, jointly created by a wide range of stakeholders. In 2025, its work was explicitly recognized in the "*Compromiso de Sevilla*" (Sevilla Commitment, outcome document of the Fourth International Conference on Financing for Development).
28. UN Tourism continues organizing outreach actions contributing to the implementation of the [flagship initiative "Achieving the Sustainable Development Goals through tourism: Toolkit of Indicators for Projects \(TIPs\)"](#). In this context, the use of TIPs continues to be tested in the Tourism for Rural Development Small Grants Programme (T4RD-SGP) (see [priority 2](#)).

III. Programmatic Priorities

D. Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions: Data, Standards, Governance, Policies and Legislation.

Strengthening tourism institutional capacity and governance. Defining and implementing plans, policies and strategies

29. The 63rd meeting of the Board of Affiliate Members (FITUR 2026) was held within the framework of FITUR 2026 and officially opened by the UN Tourism Secretary-General. This first Board

meeting of the 2026-2029 mandate, advanced governance discussions and reinforced Affiliate Members' engagement in key UN Tourism initiatives.

30. UN Tourism and IATA have strengthened their collaboration to enhance connectivity across the Americas. The Organization participated in key regional meetings, including Aviation Day of the Americas (El Salvador, December 2025) and Wings of Change Americas (Santiago de Chile, 8-9 April 2026), which convene aviation leaders, regulators, and experts to address critical air transport issues and advance actions positioning air travel as a driver of economic and social development in the region.
31. The World Tourism Report (WTR) is a UN Tourism flagship initiative approved by the 25th session of the UN Tourism General Assembly through resolution 757(XXV) with the objective of benchmarking countries' performance and policy enablers for tourism development. The Report, an extrabudgetary initiative supported by Visa and Booking.com, is expected to be published in the second half of 2026. The WTR is structured around four core sections: Policy Enablers, Performance, Foresight and Thematic Chapters, including a self-assessment by Member States on over 100 indicators of policy enablers.
32. The UN Tourism Ministers' Summit at ITB, held on 2 March 2026 under the theme "Empowering Emerging Destinations: From Potential to Performance," convened 12 Ministers and key stakeholders, including Affiliate Members ICCA and Trip.com. Discussions focused on governance frameworks, investment aligned with destination priorities, skills and human capital development, and public-private partnerships. Conclusions emphasized the importance of cooperation, investment in human capital, training, digital readiness, and community empowerment to advance emerging destinations.
33. Qatar Tourism Awards 3rd edition, 26 November 2025: The third edition of the Qatar Tourism Awards, held on 26 November 2025 in Doha, marked a significant milestone in the strategic partnership between Qatar Tourism and UN Tourism. Developed to align with the Qatar National Vision 2030, the awards celebrated excellence across seven main categories, including Service Excellence, Gastronomic Experiences, and Smart and Sustainable Tourism. This edition saw a record-breaking response with over 1,160 nominations, which were evaluated by a 10-member jury of local and international experts using rigorous criteria co-developed with UN Tourism.
34. Croatian Sustainable Tourism Awards: The first edition of the Croatian Sustainable Tourism Award, with winners formally announced during the Croatian Tourism Days in November 2025, marked a significant milestone in the cooperation between the Croatian Ministry of Tourism and Sports and UN Tourism. Developed to recognize destinations and businesses leading the sustainable transformation of Croatian tourism, the awards celebrated excellence across three main categories: best sustainable tourism destination in continental Croatia, best sustainable tourism destination on an island or coastal area, and best business entity in sustainable tourism.
35. The Committee on Tourism and Competitiveness (CTC), a subsidiary body of the Executive Council, held its 17th meeting on 7 November 2025 in Riyadh and its 18th meeting on 20 January 2026 in Madrid, on the occasion of FITUR. See Report of the subsidiary bodies of the Council CE/126/6.

Reviewing, strengthening and harmonizing legal and regulatory frameworks applicable to tourism. Promoting Tourism Law activities

36. The development of Andorra's General Tourism Law, the first framework tourism law created under the expert guidance and strategic coordination of UN Tourism, was successfully completed and adopted by consensus in the General Council in April 2026. This 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. The new act not only establishes a robust and sustainable regulatory model for Andorra but also sets a legal precedent and a potential blueprint for other European countries seeking to balance tourism growth with long-term sustainability.

37. Under the project *Integrating Positive Experiences and Legislations for Regulating Online Short-Term Rental Platforms*, developed in the context of the Agenda for Europe, the external experts delivered the Diagnostic Assessment and Evaluation, which was subsequently presented to Members through two dedicated webinars—one for the directly involved countries and another open to the wider region—both of which received positive feedback. The final document highlighting key findings, legal recommendations, best practices and ongoing regulatory challenges has been disseminated to the Members.
38. The 3rd International Seminar on Tourism Law was held in Havana, Cuba, from 9 to 11 December 2025, in collaboration with the Ministry of Tourism of Cuba and the Universidad de La Habana, under the theme “Challenges of Tourism Law”. It addressed key legal issues including territorial planning, climate change impacts on coastal areas, short-term rental regulation and artificial intelligence governance in tourism. The programme featured roundtables with United Nations representatives (UNESCO, ICAO and the UN Office of Legal Affairs) and global experts from the public, private, and academic sectors, as well as a training on the implementation of international standards on universal accessibility. Recommendations and conclusions of the Seminar are available at [\(link\)](#).
39. The 4th International Seminar on Tourism Law will be held in Croatia in the second semester of 2026 in collaboration with the Ministry of Tourism of Croatia and the University of Zagreb through its Centre for Research and Development of Sustainable Tourism. This year’s edition will focus on legal frameworks supporting sustainable tourism development, as part of the preparations for the 2027 International Year of Sustainable and Resilient Tourism. It will showcase best practices and reference tourism laws. An academic publication compiling the main contributions will follow the event, within the framework of the International Year of Sustainable and Resilient Tourism.
40. UN Tourism is collaborating with the Ministry of Tourism of the Dominican Republic on the development of a Tourism Framework Law as part of its national strategy for sustainable tourism. For further information on these projects, see Annex I.

Tourism Law Observatories

41. Uruguay: The Tourism Law Observatory for Latin America and the Caribbean (LAC Observatory), established in collaboration with the Inter-American Development Bank (IDB), and hosted by Uruguay at the UN House in Montevideo, pursuant to resolution 785(XXVI) of the 26th session of the General Assembly, has launched its 2026 activities in line with its annual Programme of Work developed in coordination with the Ministry of Tourism of Uruguay. A dedicated survey will again be shared again with Member States to continuously identify priority themes and guide activities tailored to the region’s needs.
42. As part of its 2026 activities, during the first semester, the LAC Observatory is carrying out several pilot projects in Uruguay, which will later be extended to all Member States of the region through tailored recommendations. These include developing technical guidelines for the implementation of Uruguayan Law 20.325 on Tourism Rentals; analysing the labour rights of women entrepreneurs working in the tourism sector in rural areas; and providing training for private-sector stakeholders on the implementation of international standards for universal accessibility.
43. Additionally, ongoing key activities include: providing legal recommendations for the drafting of a model Tourism Law; developing indicators to assess the implementation of UN Tourism standards and definitions within regional tourism legislation; conducting a comparative study on intellectual property rights in collaboration with the Colombian Hotel and Tourism Association; drafting the Tourism Framework Law for the Dominican Republic; and organizing the second edition of the Regional Congress.
44. Saudi Arabia: The Tourism Law Observatory for the Middle East (ME Observatory), approved at the Executive Council’s 123rd session, is being established within the Regional Office for the Middle East. See objective 2.

International Code for the Protection of Tourists

45. UN Tourism has been actively supporting Member States in developing and harmonizing legal and regulatory frameworks for the protection of tourists, including in situations of international crisis. Since the adoption of the International Code for the Protection of Tourists (ICPT) five years ago, thirty-two (32) Member States have adhered to it, with Ukraine, Seychelles and Syria adhering since the 26th session of the General Assembly.
46. The ICPT Technical Committee established by the 124th and 125th sessions of the Executive Council, through decision 4(CXXIV) and decision 3(CXXV), respectively, is expected to hold its first meeting in the second semester of 2026 to assist the Secretary-General in promoting, monitoring and advancing the effective application of the ICPT by States and other stakeholders having adhered thereto.

Facilitating access to development finance

47. Since the operationalization of the [Interinstitutional Working Group on Tourism and Climate Action](#) in November 2025, coordination with its members has continued. A two-year Work Plan, building on the activities of the One Planet Sustainable Tourism Programme and including a focus on access to development finance, is submitted to the 126th session of the Executive Council for approval.
48. To maintain coordination with other entities active in the space of tourism and tourism statistics, UN Tourism participated in the 116th session of the OECD Tourism Committee (6-7 October 2025).
49. UN Tourism participated in a [Technical Deep Dive \(TDD\) on Cities for Tourism and Jobs](#) (1-5 December 2025, Japan) organized by the World Bank Tokyo Development Learning Center (TDLC). The TDD aimed to equip country/subnational delegations with the latest knowledge, operational strategies, and practical tools to foster sustainable and inclusive tourism development through delightful and liveable cities.
50. UN Tourism signed an MoU with TUI Care Foundation, consolidating ongoing collaboration and expanding synergies to promote tourism as an important driver of economic growth, inclusive development, and environmental sustainability.
51. A Letter of Intent (LoI) to be signed with the Japan International Cooperation Agency (JICA) and the Central American Tourism Integration Secretary (SITCA), recognizing the importance of the contribution of sustainable tourism development to community and rural empowerment in the SICA region and the willingness of the parties to combine efforts and work together in the achievement of shared objectives.
52. UN Tourism, through its Institutional Relations, Partnerships and Advocacy Department, remains actively engaged in the United Nations Brussels Team (UNBT), the UN representation in Brussels working exclusively with the European Union (EU) Institutions to manifest UN goals in partnerships and advocacy and benefit from EU financing for development, in particular, with the Directorate-General for International Partnerships (DG INTPA).

Scaling up the evidence base for tourism

53. New data updates are available in the [UN Tourism Statistics Database](#), which provides over 300 key tourism statistics on inbound, outbound and domestic tourism, tourism industries, employment in tourism, trade-based indicators, tourism GDP, and tourism SDG indicators. Apart from its online dissemination (<https://www.untourism.int/tourism-statistics/tourism-statistics-database>), data are also available through the [eLibrary](#), and feed into several UN Tourism data products and reports.
54. UN Tourism continues to uphold its role as the official United Nations custodian agency for SDG indicators 8.9.1 (tourism direct GDP), 8.9.2 (employment in tourism industries), and 12.b.1 (implementation of tools to monitor the economic and environmental aspects of tourism

sustainability). In the first quarter of 2026, the Organization completed the annual compilation, validation, organization, and submission to the UN of the data for these indicators. This data will be included in the global SDG Indicators Database. Accompanying metadata and brief analytical storylines have also been submitted to feed the UN's various reports on progress towards the SDGs.

Measuring what matters: UN standards to advance tourism data

55. The United Nations General Assembly recognized the Statistical Framework for Measuring the Sustainability of Tourism as the first sector-specific model to go beyond gross domestic product metrics (<https://docs.un.org/en/A/RES/79/220>), thereby positioning tourism at the forefront of efforts to develop more holistic measures of progress.
56. UN Tourism contributed to the revision of key international statistical frameworks that are relevant for tourism. Tourism is an important component of trade in services, and the Organization has therefore been actively involved in the revision of the Manual on Statistics of International Trade in Services 2026 that has recently been endorsed by the UN Statistical Commission (at its 57th session, 3-6 March 2026, New York).
57. UN Tourism continues to collaborate with countries, the OECD and Eurostat on developing a core set of tourism sustainability indicators based on the Statistical Framework for Measuring the Sustainability of Tourism. This work, mandated by the Member States and guided by the agreed intergovernmental work programme, is advancing through ongoing research and analysis to ensure the indicators are both feasible and globally relevant. The resulting core set will underpin international reporting.
58. UN Tourism Committee on Statistics: See Report of the subsidiary bodies of the Council CE/126/6

Contributing to global official statistics, advancing related areas of measurement

59. UN Tourism continues to support countries in strengthening their Systems of Tourism Statistics through regional trainings and webinars. The regional workshop “Measuring the Sustainability of Tourism in Asia and the Pacific” (18-20 November 2025, Brunei Darussalam), co-organized with the Ministry of Primary Resources and Tourism, brought together 100 participants from eleven Member States and highlighted the importance of reliable data for sustainable tourism outcomes. Additional capacity-building efforts included the workshop “Developing Indicators for the 2025 APEC State of Tourism Report” (25 February 2026) and the “Tourism of Tomorrow Lab Data Summit” (24 March 2026), advancing the development of sustainability indicators, fostering knowledge exchange, and reinforcing evidence-based tourism governance.
60. UN Tourism contributed to the session of the UN Statistical Commission (3-6 March 2026, New York), the highest decision-making body for global statistics. In addition to engaging in key agenda items, participating in relevant meetings, and holding bilateral discussions with countries and international organizations, the Organization maintained its longstanding engagement with the United Nations statistical system, reinforcing its mandate in tourism statistics and safeguarding tourism’s position within the global statistical framework.

Fostering public-private cooperation

61. UN Tourism, with sponsorship from easyJet holidays and Booking.com, is advancing the development of the [Environmental, Social and Governance \(ESG\) Framework for Tourism Businesses](#) – the first harmonized ESG framework tailored specifically to the tourism sector. Now in its third phase, the initiative focuses on defining core measurement themes and indicators. Key deliverables, including the proposed structure, annotated outline, and a sample metadata sheet, have been submitted to the Committee on Statistics.
62. UN Tourism and the UN Committee of Experts on Business and Trade Statistics (UNCEBTS) have formalized close collaboration, including on the organization of joint events, regular

engagement, and reporting on progress of the ESG Framework. This strengthened partnership was reflected in the report of the UNCEBTS to the 57th session of the UN Statistical Commission.

63. On 4 March 2026 and in the margins of the 57th session of the UN Statistical Commission, UN Tourism organized a high-level side event “[Bridging Macro and Micro Data in Sustainability: The Case of Tourism and the ESG Framework for Tourism Businesses](#)” jointly with the UNCEBTS, and with the support of Statistics Netherlands and the Permanent Mission of the Kingdom of the Netherlands to the UN. The event brought together top representatives from national statistical offices, international organizations, and the private sector to shape the future of ESG measurement in tourism.

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

Data and Market Intelligence

64. Fifty Years of Tourism: Released on the occasion of the 50th Anniversary of UN Tourism, this report looks into the development of tourism since 1975. Over five decades, international tourism has grown from 222 million arrivals in 1975 to 1.5 billion in 2025, driven by economic development and global connectivity. Export revenues soared eleven-fold, and tourism now stands as a pillar for many economies, fostering entrepreneurship, jobs and cultural exchange.
65. Two issues of the World Tourism Barometer were released: in November 2025 and January 2026. The January 2026 issue included preliminary results on international tourism for the year 2025 and an outlook of international arrivals for 2026. A PPT presentation version of the Barometer was also published with each issue, containing key graphs and findings. The UN Tourism Data Dashboard features the latest global tourism data and is updated on a monthly basis, including global, regional and country data, as well as industry indicators on air transport, accommodation, short-term rentals and travel sentiment.
66. Integration of Affiliate Members in knowledge products (UN Tourism Barometer): UN Tourism further strengthened the engagement of Affiliate Members through an expanded participation of Affiliate Members in the Panel of Experts of the UN Tourism Barometer. New experts from 53 Affiliate Member were incorporated, increasing the total from 208 to 267 experts (+28% of Affiliate Member representation), strengthening market intelligence inputs.
67. Industry intelligence sharing from Affiliate Members (AMConnected+): UN Tourism disseminated key travel trends from Affiliate Members, such as the [Tripadvisor Trendcast 2026](#) and the [HBX Group Travel Trends 2026 Report](#), providing valuable industry intelligence, pointing to a growing demand for meaningful and experience-driven travel and helping keep the wider membership informed of evolving traveller preferences.
68. Affiliate Members Corner – FITUR 2026: UN Tourism organized the Affiliate Members Corner FITUR 2026 focused on “[Cross-Sector Value in Tourism](#)”, highlighting new tourism product development models through concrete examples showcased by Affiliate Members from different sectors such as culture, music, wellness, retail, sports and hospitality.
69. UN Tourism contributed to the UN's economic flagship report World Economic Situation and Prospects (WESP) 2026 by the UN Department of Economic and Social Affairs (UN DESA) with the latest data on international tourism and an analysis of tourism-related inflation, the first ever global tourism inflation index.
70. UN Tourism prepared a brief on the impact of the Middle East conflict on international tourism in the region with the aim of closely monitoring the evolving situation and provide regular updates. Various scenarios to measure the impact on international tourist arrivals and tourism receipts in the region were prepared, as well as the latest developments on tourism-related issues, such as air transport, oil prices and inflation.
71. UN Tourism participated in the ASEAN Tourism Forum 2026 to present the latest analysis of international tourism in the region. This follows the contribution by the Organization to the report

ASEAN Tourism Trends & Outlook 2025 (UN Tourism contributed with forecasts on international tourist arrivals for 2030).

72. The 72nd meeting of the Commission for Europe endorsed the Work plan for the Agenda for Europe in 2026–2027 (see [Annex V](#)), including a project “*Sub-Regional Tourism Routes & Promotion Accelerator*”, that aims to develop a blueprint for regional tourism cooperation by identifying pathways to greater competitiveness and coordination among participating stakeholders through a shared tourism development plan. Focusing initially on the Mediterranean and Southeast Europe, regions with common cultural, historical, and ecological assets, the project aims to establish a scalable model of collaboration that can later be extended to Central Asia.

Tourism for Rural Development Programme

73. The Tourism for Rural Development Programme is implemented in coordination with the UN Tourism Regional Office for the Middle East.
74. The ceremony announcing the villages recognized as Best Tourism Villages by UN Tourism in 2025 (fifth edition) –was held on [17 October 2025 in Huzhou City, China](#). 52 villages from 29 countries from all regions were recognized as Best Tourism Villages by UN Tourism from over 270 applications from 65 countries received in 2025. Twenty additional villages from 16 countries were selected to participate in the Upgrade Programme and will receive dedicated mentoring in Q4 2026.
75. UN Tourism opened applications for the [2026 edition \(6th\) of the "Best Tourism Villages by UN Tourism"](#) initiative on 27 February 2026. Member States are invited to submit their applications until 9 June 2026 and the villages recognized this year will be announced at a UN Tourism event in the last quarter of the year. Five introductory sessions were organized in March 2026 in English (two sessions), Spanish, French and Arabic providing guidance to Member States on the application process.
76. As a key component of the Best Tourism Villages by UN Tourism Upgrade Programme, the mentorship activity has been implemented, starting from December 2025, supporting 18 villages from 15 countries selected in the 2024 BTV edition. Tailored recommendations reports are being developed by international experts and will be shared with participating villages and Member States, providing practical guidance to improve sustainability practices, operational performance, and tourism development strategies.
77. The first BTV Monitoring Report has been [published](#). The report aims to provide monitoring for all villages recognized as BTVs. This edition covers all 43 villages recognized in 2021 and highlights the villages' progress across the nine areas of evaluation of the BTV initiative. Findings show that 84% of villages have experienced positive changes in several key areas following BTV recognition in terms of economic opportunities, tourism management and development, and cultural awareness. The second monitoring exercise is currently underway for all villages recognized between 2021-2024 and will be published in Q2 2026.
78. A good practices series from the BTV Network is under development, with the first one on social sustainability planned for publication in Q2 2026. The collection and dissemination of these good practices aim to highlight the good examples from the BTVs, provide them international visibility and recognition, guide effective policymaking, support capacity building, and encourage peer learning across villages and countries.
79. UN Tourism participated in the Global Labour Market Conference (GLMC) 2026 in Riyadh as a Knowledge Partner, reinforcing UN Tourism's role in advancing tourism as a strategic driver of employment, inclusion, and sustainable development, particularly in rural areas. Through a dedicated hosted session titled “Tourism for Rural Development: Creating Jobs and Inclusive Growth in Rural Communities”.
80. The report “Regional Insights and Future Pathways: Tourism for Rural Development in the Middle East” was officially launched in January 2026 through a stakeholder validation meeting with

seven Member States (Egypt, Jordan, UAE, Libya, Lebanon, Oman and Iraq), where the project's objectives, methodology, and expected outcomes were presented. Currently under development, the report will provide analysis and concrete recommendations on tourism for rural development in the region, examining policy frameworks, stakeholder roles, and key challenges and opportunities to inform integrated, evidence-based strategies that promote sustainability, community participation, and the preservation of natural and cultural assets. A detailed survey has been conducted to gather structured inputs from participating Member States.

81. UN Tourism and UNDP have initiated a strategic collaboration to develop a joint Knowledge Product on sustainable rural tourism, drawing on insights from the Best Tourism Villages (BTV) Network and approximately 40 UNDP Accelerator Labs. The forthcoming publication will synthesize lessons learned, proven solutions, and emerging opportunities across areas such as digital transformation, community-based tourism, biodiversity conservation, and economic resilience.
82. In the context of strengthened cooperation between UN Tourism and FAO, the Guidebook for Sustainable Tourism Development in Globally Important Agricultural Heritage Systems (GIAHS) will be launched in Q2 2026. The Guidebook provides practical guidance, case studies, and recommendations to support sustainable tourism development, safeguard agricultural heritage, and empower communities to leverage tourism for rural development..
83. Together with TUI Care Foundation, UN Tourism announced the awarded project portfolio under the [Tourism for Rural Development Small Grants Programme “Colourful Cultures” Call for Proposals](#). Five projects from four countries in Africa (Mozambique, Namibia, Rwanda and Tanzania) were selected out of 141 applications for project funding and capacity-building. For the first time in the history of the Organization, financial and technical assistance is going to be provided directly to grassroots organizations.
84. A full report on the activities and impact of the [Tourism for Rural Development Programme for 2021-2025](#) was released on the occasion of the twenty-sixth session of the General Assembly in Riyadh, Saudi Arabia.

Gastronomy Tourism

85. UN Tourism, the Mountain Partnership Secretariat at the Food and Agriculture Organization of the United Nations (FAO), and the Pacific Tourism Organization (SPTO), concluded a project on the [Development of Sustainable Gastronomy Tourism Itineraries and Value Chains](#) in seven Pacific Islands (Cook Islands, Fiji, Samoa, Tonga, Vanuatu, Solomon Islands, and Palau (FAO-led project). The project aimed to support the integration of small-scale producers into tourism value chains. Results include direct training and mentoring to 69 small-scale food producers from the Pacific Islands and the participation of over 130 stakeholders from the tourism and agriculture sectors in regional and national workshops on gastronomy tourism across the islands. Working on the ground, the project developed tangible outcomes, including 18 gastronomy tourism experiences ready to be marketed in six countries, and six illustrated gastronomy tourism itineraries showcasing the islands' rich culinary and tourism assets.
86. UN Tourism and its Affiliate Member, the Basque Culinary Center (BCC), will release in Q2 2026 a **compilation of best practices based on the implementation of the Guidelines for the Development of Gastronomy Tourism**. The publication analyses the application of the Guidelines across Brazil, Canada, Czech Republic (Brno), Chile, Mexico (Quintana Roo), Slovenia and Spain (the Basque Country). It examines how these destinations have adapted the UN Tourism / BCC Guidelines to design and implement national and local strategies, policies, and initiatives for gastronomy tourism development.

Wine Tourism

87. In the framework of the ninth edition of the UN Tourism Global Conference on Wine Tourism, held in Plovdiv, Bulgaria, in October 2025, the first [Global Wine Tourism Report](#) was launched. The report, developed by Geisenheim University, in collaboration with UN Tourism, the International Organisation of Vine and Wine (OIV), Great Wine Capitals, and WineTourism.com,

provides valuable insights into emerging trends and market dynamics, offering destinations new opportunities to build meaningful, long-term connections with visitors. The study also underscores the importance of sustainability, storytelling, and digital engagement as foundations for future growth. For the occasion, UN Tourism also prepared a brochure on Wine Routes of Bulgaria, showcasing the rich and unique offering of this country.

Mountain Tourism

88. The thirteenth edition of the [World Congress on Snow, Mountain and Wellness Tourism](#) took place in Andorra, in March 2026. Held within the framework of the “Five Years of Action for the Development of Mountain Regions”, the Congress discussed the profound transformation that digitalization, artificial intelligence, and new technologies may have in mountain tourism destinations.
89. On the occasion, UN Tourism presented the initial findings of **the report on “Climate Change and the Future of Snow and Mountain Tourism Destinations**, developed in the context of the Agenda for Europe. The Steering Group held its first meeting in Switzerland in October 2025 to review the proposed report structure, examine the initial draft chapters and agree on criteria for selecting case studies, after which experts submitted a more advanced draft. A further developed version, including proposed policy recommendations, was presented ahead of a follow-up meeting in Andorra in March 2026, where the Steering Group refined the recommendations and provided guidance for finalization. The final report is expected to be published by autumn 2026.

Urban Tourism

90. UN Tourism and UN-Habitat co-hosted a session at the **Smart City Expo World Congress**, held in Barcelona on 4 November 2025, to advance the agenda of sustainable and resilient tourism in cities. Entitled [“An Urgent Call for Resilient and Sustainable Tourism in Cities”](#), the event brought together representatives from Amsterdam, Barcelona and Rio de Janeiro, who shared their experiences and innovative approaches on governing and managing tourism growth to advance urban resilience and sustainability.
91. UN Tourism participated in the **World Bank Tokyo Development Learning Center (TDLC) Technical Deep Dive on Cities for Tourism and Jobs** (1–5 December 2025, Japan), delivering in-person training on product development and destination management. The programme brought together delegations from ten countries to strengthen capacities in sustainable and inclusive urban tourism, focusing on job creation, income generation, destination sustainability, and the management of cultural and natural assets, while identifying key constraints and priority interventions.

Destination Management

92. Two destination management organizations are currently participating in the **UN Tourism QUEST certification process**. The Destination Management Organization of Esquel, Argentina, commenced the accompanied self-assessment phase on 9 October 2025 and is currently progressing through the certification process. The Strategic Office for Developing Al Baha Region, Saudi Arabia, is currently undertaking the necessary preparatory steps to initiate the process.

Sports Tourism

93. Launched the 1st [UN Tourism – FIA Sustainable Sports Tourism Awards](#) (Madrid, March 2026). Building on the partnership established with its Affiliate Member Fédération Internationale de l'Automobile (FIA), the 1st edition of the UN Tourism Awards for Excellence in Sustainable Sports Tourism Awards, organized in Madrid on 19 March 2026, marked a key milestone in advancing a more sustainable sports tourism industry. The Awards recognized outstanding initiatives that demonstrate sustainability, innovation, community impact and strong public–private collaboration.

94. A Host Agreement was signed with Mexico for the 4th World Sports Tourism Congress, to be held in Mexico City from 7 to 9 September 2026. Convening shortly after the FIFA World Cup 2026™, the Congress will leverage the momentum and lessons of one of the world's largest sporting events to advance new models and opportunities for sports tourism development in destinations worldwide.
95. Preparations are underway for the organization of Sports Tourism Day, within the 30th edition of FIT Latin America (Feria Internacional de Turismo de América Latina, Buenos Aires, 26-29 September 2026), in collaboration with Affiliate Members FAEVYT and the Buenos Aires Tourism Board.
96. Advanced academic collaboration on sports tourism: As part of the structured collaboration initiated with specialized Affiliate Member universities, UN Tourism delivered the inaugural masterclass of the module "Development and Management of Sports Tourism" organized by the CETT – Barcelona School of Tourism, Hospitality and Gastronomy. As part of the programme, students are developing a practical project focused on designing a sports tourism positioning strategy for a destination, integrating key aspects such as strategic planning, sustainability, governance, and legacy for local communities.
97. **Astrotourism development:** UN Tourism launched the publication "[A Guide for the Development of Astrotourism](#)" (January 2026, within FITUR), developed in collaboration with Affiliate Member Fundación Starlight. The guide provides practical guidance for destinations to develop sustainable astrotourism products while protecting dark skies as natural heritage and engaging local communities. The launch was complemented by a dedicated episode of the UN Tourism's "ON THE GO" podcast in Spanish, further exploring the opportunities of astrotourism for destinations.
98. **Audiovisual tourism:** UN Tourism supported the [World Tourism Film Awards](#) 2025, recognizing excellence in destination marketing.
99. Research partnerships with Affiliate Members: Initiated co-edition agreements on thermal tourism (in collaboration with EHTTA - European Historic Thermal Towns Association) and connectivity strategies in emerging destinations (in collaboration with ICF), to support product development.

F. Priority 3: Fostering sustainability, inclusiveness and resilience.

Mitigating and adapting to climate change. Promoting greener and circular practices Climate Action

100. Tourism gained increased visibility in the global climate agenda through the inclusion of [Thematic Days at UN Climate Change COP30 in Belém](#), Brazil. As an outcome of COP30, a Plan to Accelerate Solutions for Tourism was included under the UNFCCC High-Level Climate Champions programme of work, aimed at supporting the development of a Global Partnership on Enhanced Climate Action in Tourism by 2029 and scaling practical mitigation and adaptation solutions across the tourism sector.
101. At COP30 in Belém, Brazil, in November 2025, tourism gained greater visibility in the global climate agenda as a sector capable of accelerating climate solutions. UN Tourism, together with Brazil's Ministry of Tourism and with support from UNEP, convened two high-level [Tourism Thematic Days](#). To facilitate broader peer-to-peer learning during COP30, UN Tourism also co-organized an [online event](#) with Travalyst and the Travel Foundation. The events (in person and online) were attended by over 1,000 stakeholders from more than 60 countries. Governance emerged as a key priority, highlighting the role of the Interinstitutional Working Group on Tourism and Climate Action and the development of a Global Partnership for Enhanced Climate Action in Tourism by 2029, as mechanisms to scale efforts. Within the framework of the Glasgow Declaration Initiative, a series of 10 new [case studies](#) from the signatories has been developed offering valuable insights on how to progress along the various strategic pathways outlined in the Glasgow Declaration.

102. In February 2026 and on the occasion of the UN Global Tourism Resilience Day, UN Tourism, with support of UNEP and within the framework of the One Planet Sustainable Tourism Programme, organized two "[Global Roundtables: Towards low carbon and climate resilient tourism](#)". The discussions focused on how tourism can advance low-carbon and climate-resilient development. Building on the outcomes of COP29 and COP30, the roundtables explored how to scale integrated solutions across mitigation, adaptation and circular economy approaches, while fostering knowledge exchange and strategic collaboration to accelerate action at destination and industry levels. Speakers included representatives of the Ministry of Tourism and Environment of the Republic of Maldives, the Ministry of Tourism of Brazil, the Ministry of Tourism, Civil Aviation, Transportation and Investments of Antigua and Barbuda. During the Global Roundtables, the draft [briefing paper "Regenerative Approaches to Climate Action in Tourism"](#) was released for public consultation. A total of 107 participants from 42 countries joined the first session, with 215 participants from 49 countries joining the second session.
103. In April 2026, the second meeting of the Interinstitutional Working Group on Tourism and Climate Action was organized online. See Reports of the subsidiary bodies of the Council CE/126/6
104. The project Development of Strategies to Mitigate the Negative Effects of Green Investments on Tourism SMEs, developed in the context of the Agenda for Europe, advanced during the reporting period, with work centred on the three core components of the study: a desk review of selected national tourism strategies to assess how ESG principles being integrated; a qualitative assessment through interviews with tourism SMEs across the region; and a quantitative survey capturing broader stakeholder perspectives. The final report is progressing and is expected to be completed within the next reporting period.

Circular Economy

105. In January 2026, within the framework of FITUR, UN Tourism, together with Iberostar and in collaboration with Circle Economy, organized an event to position circular hospitality as a key lever for systemic transformation at destination level. The event convened corporate leaders to align future advocacy and action on the circular transition of the sector and featured the release of the publication [Towards Circular Hospitality - Transforming the tourism system](#), supported by UN Tourism.
106. In March 2026 and on the occasion of the International Day of Zero Waste, UN Tourism and UNEP within the framework of the One Planet Sustainable Tourism Programme, organized a Global Roundtable "[Mobilizing Commitments to Halve Food Waste in Tourism](#)". The event convened leading **tourism stakeholders**, including interventions from the Ministry of Tourism and Culture of Türkiye, the Ministry of Tourism of Indonesia and the Ministry of Foreign Trade and Tourism of Peru. During the event, the new initiative "[Recipe of Change](#)" was launched to accelerate voluntary commitments on food waste reduction and track progress. A total of 415 participants from 102 countries attended.
107. In October 2025, as part of the rollout of the Global Roadmap for Food Waste Reduction in Tourism, UN Tourism delivered two capacity-building workshops in Rhodes, Greece and Mallorca, Spain, in collaboration with easyJet holidays and Winnow. A total of 97 participants took part in these training activities. The workshops brought together tourism businesses, destination stakeholders and sustainability practitioners to exchange practical approaches for measuring and reducing food waste in hospitality operations. These efforts informed the development of the publication [A Practical Guide to Reduce Food Waste in Resorts](#), released in March 2026 with support from UN Tourism.
108. Building on the implementation of the [Tourism Food for Good initiative](#): Co-creating Sustainable Food Systems in Tourism, a two-year action-research programme led by UN Tourism in collaboration with the University of Cambridge and enabled by the TUI Care Foundation, a survey addressed to the National Tourism Administrations (NTAs) was conducted and received over 50 responses. A Policy Lab workshop is planned for the second half of 2026 in Cambridge. Organized with project partners, the workshop will advance the co-creation of the 2040 Impact Roadmap for Sustainable Food Systems in Tourism with contributions from key stakeholders from different tourism industries and authorities.

109. The **Committee on Tourism and Sustainability** convened its twenty-second meeting on the occasion of Fitur in January 2026 where the Committee confirmed its role in guiding the preparations of the International Year. See Reports of the subsidiary bodies of the Council CE/126/6.
110. On its twenty-third meeting of the Committee on Tourism and Sustainability held on 27-29 April in Victoria Falls, Zimbabwe, Members of the CTS have been invited to serve on the Steering Committee to support a participatory and regionally driven consultation process in preparing the 2027 International Year of Sustainable and Resilient Tourism. Key elements of the International Year, including its thematic pillars, flagship events, capacity-building initiatives and the overall implementation roadmap were reviewed. The meeting took place back-to-back with a CTS-linked pilot capacity building workshop which served as a pilot initiative to test elements of the capacity-building approach being developed in the context of the International Year. See report CE/126/5 on the preparations for the International Year of Sustainable and Resilient Tourism 2027.

Advancing evidence-based sustainable policies

111. The department of Sustainable Tourism and Resilience had reviewed and provided constructive feedback on 22 annual reports of the members of the International Network of Sustainable Tourism Observatories (INSTO), many through designated one-on-one sessions. It also engaged in membership consultations with 15 potential applicants, reviewed and provided feedback on applications from 8 candidates.
112. UN Tourism conducted INSTO webinars in January 2026 to explore what INSTO values most in reporting, while highlighting best practices that support the development of focused, engaging and resource-efficient reports that enhance the impact of sustainable tourism monitoring.
113. During the 72nd meeting of the Commission for Europe, Madeira, Malta and Valencia were recognized as new INSTO members.
114. UN Tourism advanced the dissemination of knowledge products aimed at enhancing measurement frameworks in the Americas. In this context, the report [*“Shaping Sustainable Tourism – the Role of Tourism Observatories in Latin America and the Caribbean”*](#) highlights the critical role of locally generated, timely and reliable data in informing sustainable tourism policies. presents an overview of what a tourism observatory is; what type of data it collects; how that data can inform sustainable tourism planning, development and management; how it supports participatory approaches; and it includes a series of case studies from tourism observatories from Latin America and other regions of the world. See **Annex II on UN Tourism Publications**.

Biodiversity

115. UN Tourism continues strengthening its ongoing collaboration with the Secretariat of the Convention on Biological Diversity (CBD), providing tourism-sector expertise in response to **CBD COP 16** decisions calling for enhanced inter-agency cooperation to support implementation of Target 6 of the Global Biodiversity Framework (GBF). The organization has positioned the tourism sector as a key stakeholder in preventing and managing invasive alien species, reinforcing its role within biodiversity governance mechanisms. As part of this work, UN Tourism contributed technical inputs to the document “Activities Undertaken in Collaboration with the Inter-Agency Liaison Group on Invasive Alien Species,” prepared for the 27th meeting of the CBD Subsidiary Body on Scientific, Technical and Technological Advice, held in Panama City on 20-24 October 2025. Contributions focused on “Data and Information Sharing for the Management of Invasive Alien Species,” supporting improved access to biodiversity data and strengthening cross-sectoral information systems relevant to tourism and trade.
116. The first webinar in the Nature Positive Tourism Explained series, titled “Regenerating Destinations Through Nature Positive Tourism,” was delivered on 19 November 2025, by the Nature Positive Tourism Partnership (UN Tourism, WTTC, and the World Sustainable Hospitality Alliance). It addressed key challenges in adopting a nature-positive approach and provided practical guidance and action-oriented tools to help tourism businesses identify priority biodiversity issues, align operations with conservation goals, and build effective partnerships. While the sector has strong potential to support conservation, sustainable livelihoods, and

national priorities at the destination level, a significant gap remains in translating these opportunities into concrete action. Two additional webinars in the series are planned for the end of April and May 2026.

Women empowerment

117. The 1st UN Tourism Regional Conference on the Empowerment of Women in Tourism in Europe was hosted by Visit Almaty on 22-23 October in Almaty, Kazakhstan. This event provided a platform for some of the leading female voices in tourism in the region, celebrating their successes and considering ways to dismantle the barriers that hamper women's economic and social empowerment. Read [here](#) the Almaty call for action. Conference available [here](#). 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.
118. Also in Kazakhstan, a 12-week capacity-building programme on Women's Empowerment in Tourism was implemented in collaboration with the Almaty Tourism Bureau from 8 October to 12 December 2026. Participants from European Member States, businesses and academia learned to identify the key challenges and opportunities for women's empowerment in the tourism sector and develop a tailored action plan for promoting women's empowerment in their organization. A total of 86 certificates were issued to participants who completed the whole course.
119. The 2nd Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean was held from 24 to 26 November 2025, in San Salvador, El Salvador, within the framework of the International Day for the Elimination of Violence against Women. This meeting was organized by UN Tourism, the Ministry of Tourism of El Salvador and the Salvadoran Institute of Tourism. Information on the conference is available [here](#).
120. International Women's Day 2026 was marked with a series of communications focused on: the announcement of the 'Women in Tourism Leadership Africa Committee Mentorship Programme', the release of new global and regional data on the proportion of women in hospitality employment and in ministerial roles, and the opportunities and barriers that women leaders face in tourism.
121. The [Global Report on Women in Tourism Transport](#), published in April 2026, was developed with the International Transport Workers' Federation. The report is the first to study women's participation in tourism transport employment at a global level, producing new data and insights into women's participation in the air, land and water passenger transport industries. The report's recommendations aim to assist policy and decisionmakers to address barriers, improve working conditions and increase the representation of women in tourism transport.
122. The 2nd Regional Congress on Women's Empowerment in Tourism in Africa was held in Victoria Falls from 29 April to 1 May 2026 under the theme 'Advancing from Empowerment to Leadership: Driving Structural Change in the Tourism Sector in Africa'. The event was jointly organized by UN Tourism and the Ministry of Tourism and Hospitality Industry of Zimbabwe. The three-day programme included a high-level dialogue with leaders from both the public and private sectors, a technical workshop for participants, a mentorship segment and the presentation of the results of the UN Tourism Global Report on Women in Tourism: the Transport Industries.
123. UN Tourism, with the support of the International Transport Workers' Federation (ITF), is advancing women's empowerment in passenger transport through activities based on the recommendations of the first Global Report on Women in Tourism Transport.
124. As part of this effort, UN Tourism is publishing an Action Plan on Women in Tourism Transport to promote gender equality across the tourism transport sector (See Annex IV). The Action Plan will serve as a key reference for implementing gender equality and women's empowerment initiatives with both Member States and private sector partners. Within this framework, UN Tourism is currently developing an initiative to designate Women Champions across the four transport modes, with the aim of promoting gender equality, strengthening women's leadership, and foster public-private collaboration through advocacy, networking, and communication activities.

125. The 72nd meeting of the Commission for Europe endorsed the Work plan for the Agenda for Europe in 2026–2027 (see [Annex V](#)), including a project “*UN Tourism European Network of Women Leaders in Tourism*” that aims to establish an inclusive European network that facilitates exchange among women leaders in tourism; to support Member States in creating comparable national networks; and to foster policy dialogue in support of gender-sensitive tourism governance.

UN Tourism Mentorship Programme for African Women, with the support of WITLAC

126. UN Tourism, with the support of the Women in Tourism Leadership Africa Committee (WITLAC), will soon offer a new pathway into tourism leadership for women across Africa through a mentorship programme.
127. Designed to foster leadership, encourage entrepreneurship, strengthen technological innovation and integration, support professional growth and advocacy, the programme is open to adult women (under 40) and of all professional backgrounds. Applications are particularly encouraged from young talent, emerging leaders, mid-career professionals, entrepreneurs and women living in rural communities. The Programme's Terms and Conditions are included in Annex VI and are submitted for the Council's approval.

Cultural tourism

128. USI – Università della Svizzera italiana, in collaboration with UN Tourism, hosted a Workshop on fashion and cultural tourism in October 2025, in Lugano, attended by policymakers, academic researchers and industry professionals. DMOs of Tuscany (Italy), Ljubljana (Slovenia) and the Lugano Lifestyle Tech Competence Center promoted products benefitting both fashion and tourism sectors, sparking innovation and sustainable growth. Case studies from Indonesia, Lebanon, Mexico, Nigeria, Peru, the Republic of Korea, Saudi Arabia, Spain, and Tanzania also highlighted diverse ways to connect creators, businesses and destinations. Visit [here](#) for more information.
129. Workshop on Cultural Tourism and Creative Industries, held on 14 November 2025 at the United Nations Institute for Training and Research (UNITAR) in Geneva, brought together UN Tourism and representatives of the Shenzhen Metropolitan Government (China). Delivered at UNITAR headquarters, the session explored techniques to generate trade opportunities and the economic benefits for Destination Management Organizations within heritage and creative economy ecosystems, engaging companies and tourism and creative professionals.

Accessible Tourism

130. The International Webinar on Accessible Tourism for All: Focus on Ukraine was organized by UN Tourism and the State Agency for Tourism Development of Ukraine to discuss the evolving opportunities and challenges in the sphere of accessibility at a national and international level; Information on this webinar can be viewed [here](#).
131. The Accessibility Guidelines for Tourism Businesses, developed in collaboration with the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Agency for Business and Economic Development (AWE), outline five steps for tourism businesses to advance disability inclusion and accessibility. The document provides tools to enhance innovation and business performance through inclusive work environments and quality services that meet specific access requirements of clients with and without disabilities, as well as seniors. It also highlights how accessibility can strengthen the competitiveness of tourism service providers in the global market. The accessible PDF was produced by the ONCE Foundation, in compliance with the WCAG standards. Consult the full report in [English](#) and [Spanish](#).
132. A Workshop on Accessibility to Cultural Heritage and Natural Areas, held on 9 December 2025 at the UNESCO Regional Office in Havana, was delivered by UN Tourism to promote inclusive access to protected cultural and natural sites. The session explored strategies to ensure accessibility to monuments, museums, parks, beaches, and natural spaces, while integrating accessibility principles into education across the tourism and cultural sectors.

133. A Workshop on Accessible Tourism, delivered on 11 December 2025 within the framework of the III International Seminar on Tourism Law, held in Cuba, focused on accessibility standards for national tourism administrations and private sector stakeholders. It highlighted the adaptation of tourism environments to international regulations and the role of service providers in the process (see [priority 1](#)).
134. Breaking Barriers: Good Practices in Accessible Tourism and Inclusive Employment, published in March 2026, was developed with the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Agency for Business and Economic Development (AWE). The compendium features 11 case studies, including those from Albania, Ecuador, Germany, India and Jordan, highlighting how accessibility and inclusion enhance service quality, resilience, and socio-economic impact across the tourism sector. Consult the full report in [English](#).
135. With regard to the **Framework Convention on Tourism Ethics** and its Optional Protocol (FCTE), five States (Albania, Ecuador, Lebanon, Nigeria, and Seychelles) have acceded to the Convention, two of which (Albania and Seychelles) have also acceded to the Optional Protocol. The FCTE has not yet entered into force. Member States of both UN Tourism and the United Nations are once again invited to express their consent to be bound by the Convention and its Optional Protocol.

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

Scaling global innovation challenges and startup pipelines

136. The Safe Destinations Challenge (launched in June 2025), received 50 applications focused on resilience, safety, and crisis management in tourism destinations, contributing to strengthening preparedness and risk management capacities through innovative and scalable solutions. As part of the broader European agenda for resilience and the growing pattern of vulnerability, this effort is built on the SAFE-D Europe Initiative, launched in early 2025 at the initiative of Czechia, which responds to the increasing frequency of crises, from climate-related hazards to cyber threats and geopolitical instability, and underscores the need to reinforce crisis governance and resilience across tourism destinations.
137. The Bahamas Sustainable Islands Challenge (launched August 2025 and to be finalized in the second quarter of 2026), developed in collaboration with the Government of The Bahamas, received over 80 applications addressing coastal conservation, community-based tourism and green technologies. The initiative will culminate in the selection of three winning startups, which will benefit from mentorship, acceleration support and access to potential investment opportunities, through its partners Katapult Ventures, the Inter-American Development Bank, and the Climate Innovation Centre for the Caribbean.
138. The UN Tourism Social Innovation Challenge (launched September 2025) attracted 870 applications from 140 countries, demonstrating strong global engagement and reinforcing UN Tourism's capacity to mobilize innovative solutions at scale focused on community-based tourism, green projects, and inclusivity and accessibility in the sector. Selected startups will benefit from a Master's programme by Les Roches, mentorship by Plug and Play, and access to funding opportunities via Amadeus Ventures.
139. The UN Tourism Morocco National Innovation Competition (launched November 2025), in collaboration with SMIT (Société Marocaine d'Ingénierie Touristique) and supported by Les Roches and Bridge for Billions, a social enterprise providing international actors with social impact expertise and incubation programs, received 175 applications, supporting the development of digitalization, gaming and gastronomy-related solutions, with a final event held in Marrakesh in April 2026.
140. The UN Tourism Discover Lithuania Challenge (launched January 2026), in collaboration with Lithuania's Ministry of Tourism, is mobilizing startups to develop digital and sustainable tourism solutions, further positioning Lithuania as a regional innovation platform and strengthening collaboration between startups, industry and public stakeholders. The challenge aims to enhance the country's visibility through advanced digital solutions, while fostering more authentic cultural

and nature-based experiences for travellers. The final event has not yet been scheduled at the time of drafting of this report.

141. The Malta Innovation Challenge on Urban Heat Mitigation (launched March 2026), in collaboration with the Malta Tourism Authority and Visit Malta, focuses on climate adaptation in urban tourism environments, addressing rising temperatures and improving visitor experience through innovative solutions. The selected initiatives presented their pitches and the winner was announced during the final event organized on the sidelines of the 72nd meeting of the Commission for Europe (CEU).
142. The UN Tourism Artificial Intelligence Challenge, which received 440 submissions from 84 countries, advanced into its acceleration phase (April–June 2026), providing selected startups with tailored training, mentorship and access to investors, culminating in a final pitch event in November 2025 with international stakeholders.
143. The 72nd meeting of the Commission for Europe endorsed the Work plan for the Agenda for Europe in 2026–2027 (see [Annex V](#)), including a project “*Wine Tourism Innovation Challenge*” that aims to identify and showcase start-ups and entrepreneurs with the potential to transform the wine tourism experience; to promote the dissemination of best practices that are replicable across Europe; and to stimulate innovation in sustainability, creative and experiential travel, and accessibility.

Advancing innovation through knowledge, capacity-building and policy support

144. UN Tourism contributed to the development of the innovation and entrepreneurship component of the Dominican Republic’s National Tourism Strategy, including the design of a regional innovation competition and the mobilization of partners and sponsors. The project progressed through the strategic design phase (initiated November 2025) and will advance with ideation workshops in the second half of 2026.
145. Progress was advanced in the UN Tourism – Hotel and Tourism Association of Colombia (COTELCO) project, aimed at introducing innovative and technology-enabled approaches to intellectual property rights management in the hospitality sector across Latin America and the Caribbean, with the final report expected by the end of 2026.

Strengthening innovation ecosystems and partnerships

146. Conference on “Promoting Tourism through Artificial Intelligence”, Kuwait, 11 February 2026, the 52nd Regional Commission for the Middle East accompanying the conference “Acquiring the private sector perspective on the potential of Artificial Intelligence for Tourism”. The aim was to provide a platform for private-sector leaders to exchange insights and practical experiences on the adoption of Artificial Intelligence in tourism.
147. A strategic agreement with the Panama Tourism Authority and Central Link: Centre of Innovation for Sustainable Tourism (signed August 2025) established a regional platform to foster innovation and entrepreneurship in sustainable tourism, with a Programme of Work developed and activities set to begin in July 2026. UN Tourism expanded its network of innovation partners, including:
 - (a) Signing of an MoU with the Center for Music Ecosystems (CME) and UMusic Hospitality & Lifestyle (November 2025), leveraging the role of music as a driver of tourism development and job creation;
 - (b) Ongoing formalization of collaboration with Abra Group (Avianca Airlines) (April 2026) to advance education, innovation and impact-driven investment;
 - (c) Strengthened collaboration with the Ibero-American Business Council (CEIB) in the context of the III Ibero-American Tourism Forum (June 2026), which will address the economic and social impact of tourism activity across the continent.

Implementation of the Riyadh Declaration on the Future of Tourism (see document CE/126/4-RC1)

148. These activities have been implemented in coordination with the Regional Office for the Middle East.
149. A high-level conference on “Promoting Tourism through Artificial Intelligence” (February 2026, Kuwait) convened public institutions and leading technology companies, facilitating strategic dialogue and partnerships, including with Booking.com.
150. Capacity-building workshops on “Unlocking AI in Tourism”, in partnership with Amadeus, were piloted for government officials, strengthening institutional capacities to adopt emerging technologies and integrate AI into tourism strategies.
151. Implementation of the UN Tourism Webinar Series: Artificial Intelligence in Tourism - Guidelines and Recommendations for the Public Sector. A practical training series designed to support public-sector tourism stakeholders in activating and applying the UN Tourism publication of the same name. Through three live webinars, the programme helps participants translate the publication's guidance into concrete action, moving from understanding key AI concepts and tourism use cases to assessing institutional readiness, identifying priorities and planning implementation. Tailored for national tourism administrations, DMOs, local authorities and development partners, the series aims to turn the publication into a practical tool for governance, decision-making and responsible innovation in tourism.
152. AI Readiness in Tourism: A Global Maturity Framework for Assessment and Decision-Making. Following the mandate of the GA stated in the Riyadh Declaration on the Future of Tourism, the Secretariat presents a structured methodology for assessing Artificial Intelligence (AI) readiness referring to the capacity of governments and destinations to effectively adopt, implement, and scale AI solutions. The Global Maturity Framework identifies four core dimensions: data infrastructure, governance, strategy and regulation, workforce capacity and skills, and interoperability. These dimensions reflect the foundational conditions required for AI deployment. Each dimension is assessed across three maturity levels: Exploring, Implementing, and Consolidating. This approach enables governments to diagnose capacity gaps, benchmark progress, and prioritize policy actions and investments in a structured and comparable manner.

From Investment to Impact: Transforming Tourism Ecosystems

Advancing standards, frameworks and best practices

153. “Rethinking Investable Destinations: An Approach to Tourism Special Economic Zones (TSEZs)”. First global publication examining how special economic zones are evolving to support tourism investment and destination competitiveness. Developed by UN Tourism in partnership with the World Free Zones Organization (WFZO), it includes the first global mapping of Tourism Special Economic Zones, identifying 140 zones worldwide. The report provides a systemic overview of how zone-based instruments can help destinations attract investment and enhance sustainability and resilience. It aims to inform and set the basis for further global dialogue on tourism investment frameworks.
154. Report under preparation: Practical Guide on Financial and Non-Financial Incentives for Investment in Tourism (launching on June 2026), with the support of the Regional Office for the Americas.

Intelligence & Knowledge: supporting data driven evidence-based decision making

Regional Trends and Specialized Reports

155. “Tourism Investment Trends and Opportunities in Africa” (November 2025). This flagship regional publication designed to position Africa as a competitive and strategic destination for tourism investment. Drawing on data, policy analysis and testimonials from leading private investors and operators, the report captures real market insights on opportunities, challenges and emerging business models across the continent. It provides a sub-regional analysis of tourism dynamics

and investment trends across five African subregions, alongside data on FDI, tourism performance and enabling infrastructure. The report also highlights high-growth investment niches, policy reforms and incentive frameworks shaping the sector.

156. Africa Tourism Investment Conference (ATIC): UN Tourism further reinforced its engagement with key industry platforms in Africa through its participation in the [Africa Tourism Investment Conference \(ATIC\)](#) (on 14 April 2026), organized by Affiliate Member JLL, within the framework of World Travel Market Africa. UN Tourism's representative delivered keynote on tourism investment trends, reinforcing engagement with African stakeholders and promoting Affiliate Membership.
157. Report under preparation: Morocco - Venture Capital and Startups Ecosystem (November 2026)

Promotion: connecting investment opportunities and bankable projects with global capital

158. Individual publications of the Tourism Doing Business – Investment Guidelines:
 - (a) Five new editions launched since the last Executive Council:
 - i. Saudi Arabia (12 November 2025, Riyadh, Saudi Arabia)
 - ii. Lithuania (10 December 2026, Madrid, Spain)
 - iii. Bulgaria (13 January 2026, Madrid, Spain)
 - iv. Mexico (23 January 2026, FITUR, Madrid, Spain)
 - v. Angola (3 March 2026, ITB Berlin, Germany)
 - (b) One edition has been entirely updated and presented: Paraguay (11 December 2025, Asuncion, Paraguay)
 - (c) Two editions have been translated: Argentina and Costa Rica into English
 - (d) Nine brand-new editions in preparation: Barbados, Bolivia, Cape Verde, Jamaica, Kenya, Oman, Philippines, San Marino and Atlántico (Colombia), with a subnational level orientation.
159. Under its strategic partnerships' agenda, UN Tourism has further strengthened its role in advancing tourism investment by deepening cooperation with key financial and knowledge partners. In this regard, the Organization has signed a:
 - (a) Renewed Memorandum of Understanding with the Development Bank of Latin America and the Caribbean - CAF (21 January 2026, Madrid, Spain)
 - (b) In preparation, a MOU with The Bench (10-11 June 2026, Toledo, Spain) a global platform connecting tourism investment stakeholders.

Capacity building: turning intelligence and frameworks into implementation capability

160. Technical cooperation project for the Dominican Republic: Under the Investment Pillar, the project delivered a diagnosis of sustainable tourism investment, identifying priority sectors, financing needs, and opportunities for public-private collaboration. Final outputs included implementation fiches translating recommendations into concrete actions, with proposed activities and indicative resource requirements. Following completion, discussions are underway with national counterparts to develop Phase II, focused on implementing the Strategy and its investment-related measures.

H. Priority 5: Investing in people

161. Part on the activities described under this priority has been coordinated and implemented with the **Regional Office for the Middle East**.

Secondary Education: UN Tourism keeps advancing tourism education at secondary level.

162. An MOU with the International Baccalaureate Organization (IBO) and UN Tourism was signed in December 2025 to expand tourism education to secondary and high schools worldwide. The purpose of this collaboration is to create a new learning path on tourism, that will be available to over 6,000 schools within the IBO network.
163. Schools Embracing Tourism: UN Tourism is working on this new initiative following the request of the Member States to integrate tourism in schools at national level.

Higher Education | University Level

164. The Bachelor of Science in International Sustainable Tourism: The programme was created by UN Tourism and its Affiliate Member, Lucerne University of Applied Sciences and Arts, with the endorsement of the Swiss Government, is a university programme that takes place both in Spain and Switzerland to prepare the future leaders of tourism. The first and second cohorts are progressing smoothly, and recruitment for the third edition, which will commence in September 2026, is currently underway.
165. UN Tourism is supporting the Ministry of Tourism of the Dominican Republic in the design of the first master's degree in Tourism Law in collaboration with the Universidad Autónoma de Santo Domingo.
166. UN Tourism co-branding academic programmes: UN Tourism supports academic partners of excellence co-branding their existing educational programmes, after a thorough review of the curriculum, and include UN Tourism contents and masterclasses. Partners then provide UN Tourism scholarships to foster high-quality education accessible to all. Results:
 - Integration of UN Tourism standards into programmes from 4 top academic institutions: Basque Culinary Center (Spain), Macau (China), BISU (China), and Anahuac University (Mexico). Several high-level academic institutions are currently in open processes to join this initiative.
 - 24 scholarships awarded by UN Tourism for those programmes in this period.

Executive Education for life-long learning

167. The Faculty Exchange Programme for the Kingdom of Saudi Arabia, in collaboration with Les Roches, concluded in November 2025, in the framework of the Human Capital Development by e-Learning Agreement.
168. The Executive Education programme on Hospitality Management at Uzbekistan concluded in March, with a graduation ceremony at the Samarkand Academy campus in April 2026.

UN Tourism Online Academy

169. The E-learning platform offering Massive Open Online Courses (MOOCs) designed to make quality education accessible to everyone, everywhere. UN Tourism partners with leading academic institutions for content development and tailors it to the platform's format for an optimal learning experience and has reached more than 60,000 users.
170. The number of partners of excellence has reached 20, with two additional partners since last Executive Council: Hotel and Tourism Management Institute Switzerland (HTMI) y Beijing International Studies University (BISU).
171. Launch of new MOOC in collaboration with Externado University in March 2026: "Turismo basado en datos: asistentes de IA y perspectivas omnicanal" and 4 MOOCs in collaboration with Booking were translated into Spanish

WhatsApp e-Learning Courses

172. UN Tourism has expanded its training reach through WhatsApp micro-learning courses, which have successfully engaged thousands of professionals with basic training to start working or enhance their skills in their current roles. Through a conversational format powered by AI, participants engage with content in a natural and accessible way, making learning both intuitive and effective.
- (a) **El Salvador.** A programme on Family Friendly tourism was launched in March 2026 with 2,500 participants. Over 1,000 completed it within a week, earning their certificates, while another 1,500 remain in progress.
 - (b) **Spain.** A programme on Food and Beverage was launched in March in collaboration with Fundación Mahou for 2,000 participants.
 - (c) **Chile.** A programme on Inclusive and Accessible Rural Tourism was launched in April for 750 participants from a database of rural tourism entrepreneurs.

International Academies

173. UN Tourism is partnering with public and private sectors to establish "International Academies" that will help Member States improve their tourism workforce through quality and affordable education.
174. The International Samarkand Academy in collaboration with UN Tourism is already operational. The graduation ceremony of the 7-month long retraining programme on Hospitality Management took place on 3 April. And 3 new programmes started on 15 April: (1) Tourism Faculty Development Programme in Hospitality Management; (2) Tourism Faculty Development Programme in Hotel Operations and Innovation; (3) Hotel Operations and Innovation Retraining Programme for professionals.

Annex I: UN Tourism on the Ground

Development Cooperation UN Tourism Programme of Work

1. **Related to Priority 1**, technical assistance projects in Andorra, Angola, Cape Verde, China, Congo, Colombia, Dominican Republic, Guatemala, Honduras, Oman, Sri Lanka and a regional project for Europe with a focus on topics as master planning, legislation, statistics (TSA), hotel classification, visitor management and economic leakages.
2. **Related to Priority 2**, technical assistance projects in China, Congo, Colombia, Croatia, Greece, Guatemala, Oman, Qatar, Tanzania, Uzbekistan and a regional project for Latin America. The projects focus on topics as aerial connectivity, urban tourism, hotel classification, product development, marketing, route development, tourism awards.
3. **Related to Priority 3**, technical assistance projects in Andorra, Congo, Croatia, Dominican Republic, Guatemala, Oman, Qatar, Sri Lanka, and Tanzania. The project focus on topics as sustainable tourism planning and development, visitor management, hotel classification, and tourism awards.
4. **Related to Priority 4**, technical assistance projects in China, Qatar, and Uzbekistan. The projects focus on topics as tourism planning, tourism excellence and innovation.
5. **Related to Priority 5**, technical assistance projects in Cape Verde, Guatemala, Seychelles, Uzbekistan and a regional project for Latin America. The project focus on capacity building for tourism planning and development, training on tourism statistics, and training of hotel classification assessors.

UN Tourism on the ground 2025-2026

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 the Member States through tailored interventions.

The IDC Department promotes sustainable tourism development within 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 below table provides an overview of activities that are completed, and under implementation between October 2025 and April 2026 in addition to the activities in the pipeline. Furthermore, country of activity, project budget and donor source, and overall tourism benefit are defined. The information is presented per region.

AFRICA

Completed:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Seychelles	Priority 5: Investing in people	Capacity Building in Hotel Classification	2025 1 month	Ministry of Foreign Affairs and Tourism	Ensure that staff are familiar with the classification framework apply standards consistently and equipped to implement a long-term internal training program to support ongoing classification efforts.
Angola	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions	Strengthening the tourism statistics of the country	2025 4 months	Member State (re-classification of remaining extra-budgetary funds)	Through a statistical needs assessment, in-country training workshops, and a final report, the aim is to improve the coverage and quality of basic tourism statistics, as well as to ensure that the results are in line with international recommendations.

Ongoing:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Cabo Verde	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions Priority 5: Investing in people.	TSA Technical Assistance for Cabo Verde	2025-26	Member State	The overall objective of the technical mission is to continue reviewing the methodological and procedural standards applied by Cabo Verde in the compilation of their Tourism Satellite Account (TSA)
Congo	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience	Capacity Building in Hotel Classification	2016-2026 (several phases)	Member State	The cooperation agreement was initially signed on June 17, 2016, to support the Republic of Congo's Ministry of Tourism in developing and implementing a classification system for tourist accommodation establishments (EHT). The project aims to align local classification standards with international benchmarks, improve governance and legal frameworks, and build capacity within the Ministry.
Tanzania	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience.	Development and Promotion of Sustainable Forms of Tourism in the Usambara Mountains	2025-2026 12 months	Fundación Europamundo (Spain)	Project focused on strengthening the capacity of local businesses and communities in the Usambara Mountains to reactivate, improve, and diversify sustainable tourism initiatives, with a view to enhancing tourism's contribution to local economic development and the conservation of natural and cultural heritage.

In the Pipeline:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Botswana	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions	The Tourism Development and Promotion in Tourism Development Area 1- Gaborone- Phase III	tbd	The Ministry of the Environment and Tourism	The plan helps elevate the city's profile as a vibrant urban tourism hub through improved infrastructure, targeted investments, and enriched visitor experiences.

	Priority 3: Fostering sustainability, inclusiveness and resilience Priority 4: enabling economic growth, boosting investment and innovation				
Equatorial Guinea	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 5: Investing in people	Update of Tourism Master Plan	12 months	Member State	Revision of the Tourism Plan's approaches, forecasts, and operational recommendations, considering structural changes. Incorporating a new tourism vision applicable until 2030.
Zambia	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions	Development of an Experimental TSA	24 months	World Bank	Long-term statistical assistance project aimed at preparing the country for its first experimental TSA

The AMERICAS

Completed:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Guatemala	Priority 2: Market intelligence, rethinking destination positioning and product development.	Aerial Connectivity Assessment and Promotion	2025 10 months	Member State	Strengthening the country's position as a competitive destination in the global market, attracting new air routes and improving existing ones in the short and medium term.
Guatemala	Priority 1: Building better and strong institutions. Priority 3: Fostering sustainability, inclusiveness and resilience. Priority 5: Investing in people.	Updating the Sustainable Tourism Master Plan and Formulating a Short-Term Implementation Strategy	2025 10 months	Member State	Promote sustainable and competitive tourism development in Guatemala through the update, promotion, and preparation for the implementation of the Sustainable Tourism Master Plan.
Honduras	Priority 1: Placing tourism in global, regional and national	Technical Assistance Project on Statistical System	2025 5 months	Member State	Continuation of long-term statistical assistance project aimed at preparing the country for its first experimental TSA.

	agendas. Building better and strong institutions				
--	--	--	--	--	--

Ongoing:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Colombia	Priority 1: Building better and strong institutions. Priority 2: Market intelligence, destination positioning and product development.	Case Study in Sustainable Urban Tourism for Medellín	2025 - 2026	Chamber of Commerce of Medellín – Affiliate Member UN Tourism Cofinancing	Generate key insights to inform decision-making and foster a sustainable, inclusive, and smart tourism model in Medellín, through a case study on short-term rentals, digital nomads, and the quality of life of local communities.
Dominican Republic	Priority 1: Building better and strong institutions. Priority 3: Fostering sustainability, inclusiveness and resilience.	Support in the development and the implementation of a National Sustainable Tourism Policy and Strategy	2024-2026 26 months project	Member State UN Tourism Cofinancing	Strengthen the tourism model of the Dominican Republic by advancing a policy-driven transition towards a more sustainable, inclusive, competitive, and resilient sector, while enhancing institutional and sectoral capacity, attracting investment, fostering innovation, and reinforcing its positioning as a leading destination in the Caribbean.
Paraguay / Jesuit Missions Route (Argentina, Bolivia, Brazil, Paraguay, Uruguay y Chile)	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 5: Investing in people.	Tourism development and promotion along the Jesuit missions	2026-27 12 months with focus on long-term establishment of route	UN Tourism Regional Office in Brazil	Tourism route development project focused on building cooperation mechanism and tourism activities between 6 countries. Project commencement April 2026.
Uruguay	Priority 3: Fostering sustainability, inclusiveness and resilience. Priority 5: Investing in people.	Workshop Regenerative Tourism	2026 8 months project	UN Tourism Regional Office in Brazil	Strengthen the tourism sector's capacity through a pilot project that promotes regenerative tourism, generates positive impacts on ecosystems, communities, and local

			(May - December)		economies, and serves as a replicable model within MERCOSUR.
--	--	--	------------------	--	--

In the Pipeline:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Colombia	Priority 5: Investing in people.	Vocational and Entrepreneurship Capacity-Building Programme for Tourism in Colombia	2026	Member State UN Tourism Cofinancing	Strengthen human capital and promote inclusive economic opportunities in emerging and vulnerable territories in Colombia by delivering vocational and entrepreneurship capacity-building through a locally anchored programme in partnership with universities and territorial authorities.
Ecuador	Priority 1: Building better and strong institutions. Priority 2: Market intelligence, destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience.	Support for the Development and Implementation of a National Sustainable Tourism Policy and Strategic Plan in Ecuador	2026 – 2027 12 months	Member State UN Tourism Cofinancing	Strengthen Ecuador's sustainable tourism development through the development and implementation of a participatory, policy-driven national framework that fosters diversification, innovation, community engagement, and resilience, in line with international best practices.
Guatemala	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions.	Strengthening the country's Tourism Satellite Account	2026-27	Member State	Support the country in the revision and methodological development of the 10 tables conforming the country's TSA, including methodological review, field assessments and capacity building.
Guatemala	Priority 1: Building better and strong institutions. Priority 3: Fostering sustainability, inclusiveness and resilience.	Support for the Implementation and Monitoring of the Sustainable Tourism Master Plan in Guatemala	2026 – 2027 TBD	Member State UN Tourism Cofinancing	Support the effective implementation and monitoring of the Sustainable Tourism Master Plan in Guatemala by strengthening governance, data and monitoring systems, and human capital, while advancing a more sustainable and resilient tourism sector.

Honduras	Priority 1: Building better and strong institutions. Priority 3: Fostering sustainability, inclusiveness and resilience. Priority 4: Enabling economic growth, boosting investment and innovation.	Development of the Sustainable Tourism Strategy and Investment Portfolio	2026- 2027	Member State UN Tourism Cofinancing	Ensure that the country's tourism model evolves in a sustainable, competitive, and profitable way, thus improving Honduras' overall standing and international competitiveness.
Perú	Priority 4: Enabling economic growth, boosting investment and innovation Priority 5: Investing in people	Tourism Microcourses for tourism stakeholders Tourism Route development assistance	2026	Member State	Tourism microcourses aimed at providing local tourism stakeholders with key know-how on how to develop local tourism initiatives. Tourism route development assistance, with a specific focus on knowledge transmission and capacity building.
Argentina, Brazil, Bolivia, Chile, Paraguay, Uruguay,	Priority 2: Market intelligence, destination positioning and product development.	Visit South America - Regional Destination Branding and Promotion Initiative	2026-2027	UN Tourism Regional Office in Brazil	Expand Visit South America's international visibility by developing a communication and marketing strategy centred on influencers, promoting cross-border themed itineraries, and strengthening its position in strategic international tourism markets.

ASIA AND PACIFIC

Completed:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Sri Lanka	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions	Development of Visitor Experience Model and Best Practices for	2025 7 months (April-October)	Member State	A framework in place for a visitor experience and management at select tourism attractions in the country that will stimulate increased visits while minimizing negative environmental

	Priority 3: Fostering sustainability, inclusiveness and resilience	Visitor Management at Select Tourism Sites			and socio-cultural impacts on the sites, the host destination, and its community.
Sri Lanka	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions	Rapid Assessment on Economic Leakage in the Accommodation, Travel Agents/Tour Operator and Wellness Sector of the Tourism Industry	2025 7 months (March – September)	Member State	Ascertain the real impact of tourism on the economy of Sri Lanka so that the tourism industry continues to change the lives of people by driving growth, creating jobs, reducing poverty, and fostering development.
Islamic Republic of Iran	Priority 5: Investing in people	Tourism Marketing Training for the Islamic Republic of Iran: How to Attract the Chinese Tourism Market	2025 1 month	In-kind Shandong University of China	Following MoU, first activity with Shandong University of China. Tailor-made online capacity building training for public and private marketing actors.

Ongoing:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
China	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions. Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 4: Enabling economic growth, boosting investment and innovation	Vision and Action Plan to Build Fujian into a World-Renowned Tourist Destination	2025 – 2026 14 months	Fujian Province of China	Tailor-made project to develop a Tourism Vision and Action Plan capable of acting as a blueprint for the Fujian Provincial Department of Culture and other tourism stakeholders in Fujian, thus allowing them to take priority actions on tourism planning, marketing, product development, and human resources development.

Sri Lanka	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions.	Improving and Strengthening the National Tourism Statistical System and Compilation of a Tourism Satellite Account – PHASE II	2024	Member State	Continuation of long-term statistical assistance project aimed at preparing the country for its first experimental TSA.
-----------	---	---	------	--------------	---

In the Pipeline:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Sri Lanka	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institution Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience Priority 4: Enabling economic growth, boosting investment and innovation Priority 5: Investing in people	Formulation of key initiatives within the framework of the long-term strategic tourism transformation of Sri Lanka	2026-2028	Member State	Transformation of SLTDA into a modern, agile, and data-driven organization capable of leading the national tourism agenda; to embed principles of sustainability (environmental, social, and economic) into all aspects of tourism planning, development, and management. To diversify and elevate Sri Lanka's tourism product and experience offerings to meet the demands of contemporary global travellers. To create a transparent, attractive, and supportive ecosystem for both local and foreign investment in the tourism sector.

China	Priority 2: Market intelligence, rethinking destination positioning and product development.	Developing the tourism potential of the 21st Century Maritime Silk Road (with Fujian and Shandong Province)	12 months	TBD	Developing the tourism potential of the 21st Century Maritime Silk Road (with Fujian and Shandong Province)
Chongqing, China	Priority 2: Market intelligence, rethinking destination positioning and product development.	Technical Advice & Capacity Building for Planning and Implementation of International Tourism Marketing in Member Cities of the Lancang-Mekong Tourist Cities Cooperation Alliance	8-months	TBD	Targeted high-level advice and capacity building on international tourism marketing provided to Member Cities of the Lancang-Mekong Tourist Cities Cooperation Alliance, creating enhanced capacities and new action plans to successfully promote the attractive cities and destinations in the Lancang-Mekong Region to international markets.
Hong Kong, China	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	Sustainable Tourism Forum	TBD	TBD	The main objective of the Sustainable Tourism Forum, with the first edition to focus on “Sustainable Tourism Development in Desert Areas”, is to establish a solid partnership between UN Tourism, the Finance Center for South-South Cooperation, and the Government of Hong Kong SAR. By providing an adequate environment and structure in which different tourism stakeholders from around the world can convene, share knowledge, and work towards development priorities, a major step will be achieved towards the ultimate goal of this partnership, which is to financially empower local tourism stakeholders on a global scale through the establishment of long-term partnership structures

EUROPE

Completed:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
---------	------------------------------------	---------	----------------	-------	-----------------

Andorra	Priority 1: Building better and strong institutions. Priority 3: Fostering sustainability, inclusiveness and resilience.	Developing a Framework Tourism Law	2025 9 months	Member State	Development of a Tourism Law for Andorra, focusing on sustainable growth, best international practices, and local challenges.
Croatia	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience	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 involvement. Encourage tourism stakeholders to adopt greener, more inclusive approaches. Enhance the country's reputation as an eco-conscious destination.
Thassos Island, Greece	Priority 2: Market intelligence, rethinking destination positioning and product development.	Marketing and Product Development Report, and a Residents Study	2024-2025 12 months	Thassos Municipality	Sustainable project focused on tourism development with key input from residents. Implemented together with Affiliate Member, ICF.

Ongoing:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
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 6 months	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.

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.
------------	--	---	--------------	-------------------	--------------------

In the Pipeline:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Ukraine	Priority 4: Enabling economic growth, boosting investment and innovation Priority 5: Investing in people	Development of a Sustainable and Accessible Tourism Development Strategy for Western Ukraine, based on regional needs-assessment for immediate implementation during the war and in the post-war recovery phase	2026-27	TBD	The primary objective of the Sustainable and Accessible Tourism Development Strategy for Western Ukraine will be to ensure a sustainable, responsible, profitable and competitive development of the tourism sector within the regions comprising Western Ukraine: Chernivtsi, Ivano-Frankivsk, Lviv, Ternopil and Zakarpattia.

MIDDLE EAST

Note on the Middle East

The Regional Office for the Middle East (ROME), in close coordination with the International Development and Cooperation (IDC) Department, supports Member States in the Middle East region through practical, on-the-ground interventions that advance sustainable tourism development. This cooperation focuses on responding to regional needs through tailored technical assistance, fostering partnerships, and facilitating the implementation of projects that strengthen the tourism

sector across the region. These efforts reflect the commitment from ROME and IDC to delivering tangible results and reinforcing UN Tourism's support to the Middle East region.

Completed:

Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Qatar	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience Priority 4: Enabling economic growth, boosting investment and innovation	Organizing Qatar Tourism Awards 2025	2025	Qatar Tourism	Boost the tourism sector by recognizing excellence, motivating stakeholders, and raising service standards across the industry. The initiative enhances Qatar's global image as a quality destination, fosters collaboration among tourism partners, and builds visitor confidence by showcasing best practices, innovation, and sustainability in tourism services.

Ongoing:

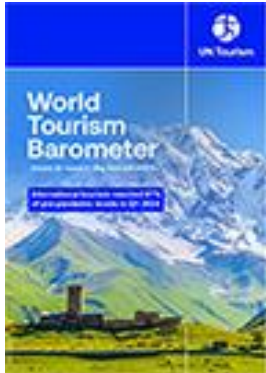
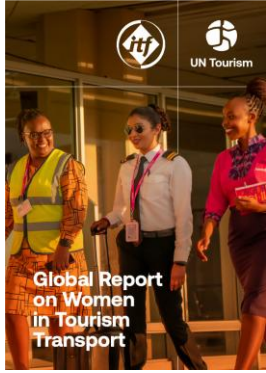
Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Oman	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institution Priority 3: Fostering sustainability,	The Update of the Hotel Classification Scheme	2025-2028 3 years	The Ministry of Heritage and Tourism	Enhance the quality, consistency, and competitiveness of the country's hospitality sector and improve service standards, increase visitor satisfaction, and strengthen the country's overall tourism image and appeal.

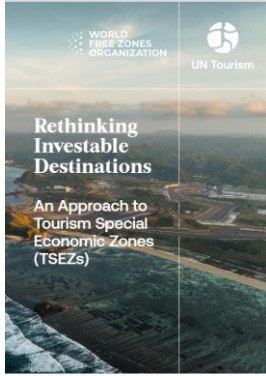
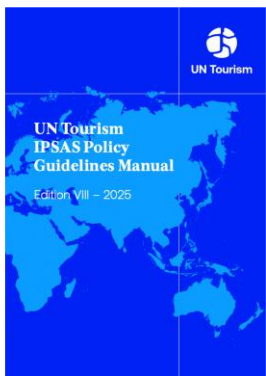
	inclusiveness and resilience				
--	------------------------------	--	--	--	--

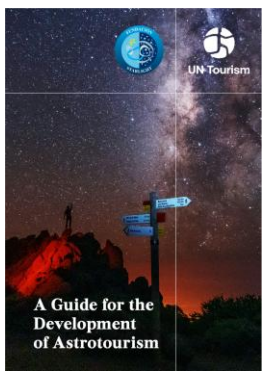
In the Pipeline:

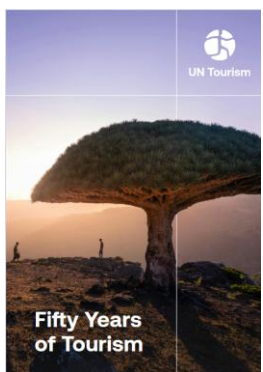
Country	Contribution to the PoW priorities	Project	Year/Timeframe	Donor	Tourism Benefit
Lebanon	Priority 1: Placing tourism in global, regional and national agendas. Building better and strong institutions Priority 3: Fostering sustainability, inclusiveness and resilience Priority 4: Enabling economic growth, boosting investment and innovation	Development of a Destination Management Organization System	2026 4 months	Chimelong	Create a centralized and coordinated approach to managing tourism sector. It enhances strategic planning, improves visitor satisfaction, supports sustainable tourism practices, and strengthens local economic development by aligning public and private sector efforts.
Qatar	Priority 2: Market intelligence, rethinking destination positioning and product development. Priority 3: Fostering sustainability, inclusiveness and resilience Priority 4: Enabling economic growth, boosting investment and innovation	Organizing Qatar Tourism Awards 2025-2027	2025-2027 10 months for each edition	Qatar Tourism	Boost the tourism sector by recognizing excellence, motivating stakeholders, and raising service standards across the industry. The initiative enhances Qatar's global image as a quality destination, fosters collaboration among tourism partners, and builds visitor confidence by showcasing best practices, innovation, and sustainability in tourism services.

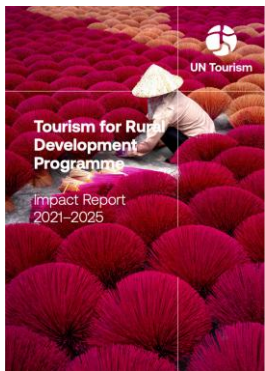
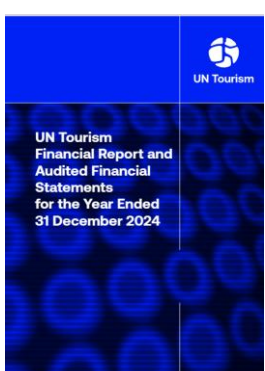
Annex II: List of latest UN Tourism Publications

	World Tourism Barometer • Volume 24, Issue 1, January 2026 • Volume 23, Issue 4, November 2025 • Volume 23, Issue 3, September 2025
	Buenas prácticas en el desarrollo del turismo gastronómico <i>Good Practices in the Development of Gastronomy Tourism</i> This publication, developed jointly by UN Tourism and the Basque Culinary Center (BCC), a UN Tourism Affiliate Member, presents a collection of good practices in gastronomy tourism from eight destinations worldwide: Brazil, Canada, Brno (Czechia), Chile, Quintana Roo (Mexico), Slovenia, Spain, and the Basque Country (Spain). Building on the <i>Guidelines for the Development of Gastronomy Tourism</i> – prepared by UN Tourism and BCC in 2019 – the publication examines how these destinations have applied the Guidelines to strengthen their culinary identity, boost competitiveness and generate significant social, cultural and economic impact. Through structured case studies, it identifies patterns of success, innovative approaches and key lessons learned, offering a practical reference framework for destinations seeking to develop gastronomy tourism as a driver of sustainable development in line with the 2030 Agenda and its Sustainable Development Goals. Available in Spanish.
	Global Report on Women in Tourism Transport UN Tourism and the International Transport Workers' Federation (ITF) have partnered to produce the Global Report on Women in Tourism Transport. The report provides a comprehensive global overview of women's participation in tourism transport employment for the first time, covering four key passenger industries: air, road, rail, and water. It highlights women's roles, challenges, and opportunities across the sector, examines persistent gender gaps and barriers to career entry and advancement, and puts forward practical, actionable recommendations to support more inclusive, fair, and equitable employment in tourism transport.

	<u>Rethinking Investable Destinations - An Approach to Tourism Special Economic Zones</u> This publication, jointly developed by UN Tourism and the World Free Zones Organization (WFZO), examines how SEZs are being applied as platforms for tourism development and investment attraction across different regions of the world. Drawing on a global survey addressed at WFZO members, expert interviews and consultations, secondary research and selected case studies, it explores emerging models of TSEZs, the incentives and governance frameworks that underpin them, and the conditions under which they can contribute meaningfully to sustainable and inclusive destination development.
	<u>International Tourism Highlights - 2025 Edition</u> International Tourism Highlights presents a concise overview of international tourism in the world based on the results for the year 2024.
	<u>UN Tourism IPSAS Policy Guidance Manual – Edition VIII, 2025</u> This fourth edition of the UN Tourism Policy Guidance Manual (PGM) for International Public Sector Accounting Standards is designed to help in understanding IPSAS and how it applies in UN Tourism. The PGM is an important tool in ensuring UN Tourism continues to base accounting policies and prepares financial reports in accordance with IPSAS.
	Tourism Doing Business investment guidelines • Angola • Bulgaria • Lithuania • Mexico • Paraguay (updated version) • Saudi Arabia

	<u>Shaping Sustainable Tourism – The Role of Observatories in Latin America and the Caribbean</u> This report presents an overview of what a tourism observatory is; what type of data it collects; how that data can inform sustainable tourism planning, development and management; how it supports participatory approaches; and it includes a series of case studies from tourism observatories from Latin America and other regions of the world.
	<u>Monitoring Report of the 2021 Best Tourism Villages by UN Tourism – Progress, Successes and Challenges</u> The report provides an overview of the achievements and progress of villages recognized under the first edition of the Best Tourism Villages by UN Tourism (BTV). Drawing on data gathered from all participating villages, the report highlights their active engagement in local development programmes, community-led activities and sustainability initiatives. It illustrates how these villages contribute to advancing the BTV objectives by fostering rural development, preserving cultural and natural heritage and promoting inclusive, innovative and resilient tourism practices.
	<u>Breaking Barriers: Good Practices in Accessible Tourism and Inclusive Employment. Outcomes from ITB Berlin 2025</u> This report showcases good practices in accessible tourism and inclusive employment across the sector. Developed in collaboration with the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Agency for Business and Economic Development (AWE), it complements the Accessibility Guidelines for Tourism Businesses. Through 11 case studies from the public and private sectors, the report demonstrates the positive impact of accessibility and inclusion on service quality, business resilience, sustainability, and society at large.
	<u>A Guide for the Development of Astrotourism</u> Astrotourism is based on using astronomical resources such as dark skies, star observation, celestial heritage and astronomy-related experiences to create meaningful tourism products, especially in rural and remote areas with low light pollution. This guide offers practical ideas for developing these experiences in a sustainable and responsible way, combining science, culture, storytelling and nature to support local communities, protect night skies. It is co-edited with the Starlight Foundation and counts with the kind support of the following UN Tourism Affiliate Members: La Palma Island Society for Economic and Social Promotion and Development (Sociedad de Promoción y Desarrollo Económico y Social de la Isla de La Palma), Spain, and Tenerife Tourism Board (Turismo de Tenerife), Spain.

	<u>Accessibility Guidelines for Tourism Businesses</u> These guidelines, developed in collaboration with the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Agency for Business and Economic Development (AWE), outline five steps for tourism businesses to advance disability inclusion and accessibility. The document provides tools to enhance innovation and business performance through inclusive work environments and quality services that meet specific access requirements of clients with and without disabilities, as well as seniors. It also highlights how accessibility can strengthen the competitiveness of tourism service providers in the global market. The accessible PDF was produced by the ONCE Foundation, in compliance with the WCAG standards. Available in <u>Spanish</u>.
	<u>50 Years of Tourism: Global Trends and Future Scenarios. Briefing Paper for the 26th UN Tourism General Assembly, Riyadh, Saudi Arabia</u> Celebrating 50 Years of UN Tourism, this Briefing Paper prepared for the 26th UN Tourism General Assembly reflects on tourism developments between 1975 and 2025, provides a forecast on international arrivals for 2030 and proposes a set of scenarios for 2050.
	<u>Fifty Years of Tourism</u> Over five decades, international tourism has grown from 222 million arrivals in 1975 to a projected 1.5 billion in 2025, driving economic development and global connectivity. Export revenues soared eleven-fold, and tourism now stands as a pillar for many economies, fostering jobs and cultural exchange. Despite shocks like the COVID-19 pandemic, the sector's resilience is clear. With 2 billion tourists arrivals foreseen for 2030, the future demands sustainable, inclusive growth, robust governance and adaptability to global challenges.
	<u>Innovating Undergraduate and Graduate Programmes in Tourism – A multidisciplinary approach</u> This report calls for a transformative reimagining of tourism education, proposing a values-driven, interdisciplinary and future-ready paradigm. It advocates for a strategic overhaul aligned with the Sustainable Development Goals (SDGs), the UN Tourism's Education Quality (TedQual) framework and global best practices, including those advanced by Tourism Education Futures Initiative (TEFI) and the Building Excellence in Sustainable Tourism Education Network (BEST-EN). Drawing on empirical insights from over 20 countries¹, the report outlines a comprehensive roadmap for embedding sustainability, digital fluency, ethical reasoning and systems thinking into tourism curricula.

	<u>Tourism for Rural Development Programme – Impact Report 2021–2025</u> This updated edition of the Impact Report on the Tourism for Rural Development Programme describes how rural areas are vital to the global landscape, serving as the backbone of food production, biodiversity and cultural heritage, yet they face significant development challenges. Tourism has a unique potential to bridge these gaps, fostering sustainable and inclusive development of rural communities.
	<u>UN Tourism Financial Report and Audited Financial Statements for the Year Ended 31 December 2024</u> In accordance with Financial Regulation (FR) 14.7, the Secretary-General submits to the Executive Council (EC) Statements (FS) of the World Tourism Organization (UN Tourism) for the year ended 31 December 2024. The Financial Statements were subject to external audit in accordance with Annex I to the Financial Regulations.
	<u>Tourism and Rural Development: A Policy Perspective (Arabic version)</u> Tourism has high potential to stimulate economic growth and social change in rural areas because it contributes to local economies, support other products value chains, distributes benefits across both seasonal and geographic grounds, and promotes the conservation of cultural and natural heritage. Through the UN Tourism for Rural Development Programme, the Organization seeks to enhance these and other opportunities that tourism can bring to rural areas. To devise adequate actions and develop impactful initiatives, it is essential to have solid knowledge and data to help support and monitor the evolution of this important agenda.

Annex III: List of UN Tourism Events

Calendar 2025

Activity/Event's Name	Start Day	End Day	Venue
October			
9th UN Tourism Global Conference on Wine Tourism & Launch of Wine Tourism Report	6	7	Plovdiv, Bulgaria
11 th World Free Zones Organization (WFZO) Annual Congress with a special UN Tourism thematic session on "World Tourism Economic Free Zones",	10	12	Hainan, China
Best Tourism Villages by UN Tourism – 2025 Ceremony and 3 rd Annual Network Meeting	17	18	Huzhou City, China
UN Tourism-El Salvador Family Friendly Signatory Event with the First Lady and El Salvador Delegation	21	21	Madrid, Spain
World Statistics Day	20	20	Online
Conference of Directors General of National Statistical Institutes (DGINS)	22	23	Split, Croatia
Regional Conference on the Empowerment of Women in Tourism in Europe	22	23	Almaty, Kazakhstan
World Tourism Communication Forum, Tourism Talks: Connecting People, Places, and Perspectives	22	26	Yerevan, Armenia
OECD 116 th session of the Tourism Committee	22	23	Paris, France
Workshop on Fashion and Cultural Tourism: Connecting Creators, Businesses, and Destinations	24	24	Lugano, Switzerland
World Tourism Communication Forum, Tourism Talks: Connecting People, Places, and Perspectives	22	26	Yerevan, Armenia
Workshop on Fashion and Cultural Tourism: Connecting Creators, Businesses, and Destinations	24	24	Lugano, Switzerland
1st Meeting of the ECO Silk Road Task Force	27	30	Sheki, Azerbaijan
Expert workshop under the project "Climate Change and the Future of Snow-Based Mountain Tourism Destinations"	29	30	Zurich, Switzerland
11 th meeting of the Working Group for the Agenda for Europe	31	31	Online
November			
World Tourism Market	4	6	London, United Kingdom
Smart City Expo World Congress "An Urgent Call for Resilient and Sustainable Tourism in Cities"	4	4	Barcelona, Spain
26 th session of the General Assembly - 45 th Plenary Session of the Affiliate Members - 21 st Meeting of the UN Tourism Committee on Tourism and Sustainability - 21 st Meeting of the UN Tourism Committee on Statistics - Innovation Session and final of Artificial Intelligence Challenge - 8 th Meeting of the Committee on Matters related to Affiliate Membership (CMAM) - 18 th Meeting of the Committee on Tourism and Competitiveness - 62 nd Meeting of the Board of Affiliate Members - UN Tourism Affiliate Members Corner "Exploring Disruptive Technologies in Tourism"	7	11	Riyadh, Saudi Arabia
Tourism Summit - Investment High Level Meeting and presentation of the Tourism Doing Business Investment in Saudi Arabia Guidelines	12	12	Riyadh, Saudi Arabia
Webinar on Nature Positive Travel & Tourism	18	19	Online
The UN Tourism Regional Workshop on Measuring the Sustainability of Tourism in Asia and the Pacific	18	20	Bandar Seri Begawan, Brunei Darussalam
Tourism Days at COP30 Climate Summit	19	20	Belém, Brazil
International Webinar on Accessible Tourism for All: Focus on Ukraine	19	20	Online

Activity/Event's Name	Start Day	End Day	Venue
Croatian Tourism Days	18	18	Dubrovnik, Croatia
Presentation of Tourism Law of Andorra, developed through a technical cooperation project with UN Tourism	19	21	Andorra la Vella, Andorra
UN Tourism Tech Adventure: France and 3rd edition of France Tourism	21	21	Paris, France
Ministerial Forum "Bridging Destinations: Montenegro 2025"	21	21	Tivat, Montenegro
World Investment Forum the annual meeting of the World Investment Promotion Agencies Association (WAIPA), UN Tourism's special sessions on "Free Economic Zones and Tourism Investment" & "Special Spotlight: Tourism Doing Business: Investing in the Middle East and Africa"	22	24	Sharja, UAE
2nd Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean	24	26	San Salvador, El Salvador
Final Ceremony for Qatar Tourism Awards -3rd Edition	26	26	Qatar
Tashkent International Tourism Fair and Tourism Week	27	29	Tashkent, Uzbekistan
December			
Eurostat's Tourism Statistics Working Group	2	3	Luxemburg
10th Anniversary of IN2destination	4	4	Bilbao, Spain
11th Global Tourism Economy Forum	4	4	Harbin, China
World Tourism Film Awards 2025	5	5	Guimarães, Portugal
III International Seminar on Tourism Law and Workshop on Accessibility to Cultural Heritage for the UNESCO Regional Office in Havana and Workshop on Accessibility to Cultural Heritage for the UNESCO Regional Office in Havana	9	11	La Habana, Cuba
UN Tourism 7 th Education Committee	10	10	Online
BTV 'Village Talks' (Session 4)	18	18	Online

Calendar 2026

Activity/Event's Name	Start Day	End Day	Venue
January			
Kick-off Meeting with Middle East Member States in preparation of the "Regional Insights and Future Pathways: Tourism for Rural Development in the Middle East" report	15	15	Online
XIII Ibero-American Meeting of Ministers of Tourism, SEGIB	19	19	Alcalá de Henares, Spain
Towards Circular Hospitality, event co-organized with Iberostar Hotels & Resorts and Circle Economy	19	19	Madrid, Spain
18th Meeting of the Committee on Tourism and Competitiveness (CTC)	20	20	Madrid, Spain
FITUR 2026 - Madrid Travel Roundtable in Partnership with UN Tourism, FEDSUD, and LATAM Airlines - FITUR - UN Tourism Forum: "Tourism Investment Opportunities in Latin America and the Caribbean" jointly with FORBES and with the Development Bank of Latin America and the Caribbean (CAF) - 63rd Meeting of the Board of the Affiliate Members - 22nd Meeting of the Committee on Tourism and Sustainability (CTS) - UN Tourism Affiliate Members Corner "Cross-Sector Value in Tourism" - Publication Launch: A Guide for the Development of Astrotourism, UN Tourism and Starlight Foundation	21	25	Madrid, Spain
European Tourism Day	26	26	Brussels, Belgium
Global Labour Market Conference (GLMC)	27	27	Riyadh, Saudi Arabia
International Network of Sustainable Tourism Observatories (INSTO) thematic webinar (Session I & II) on "Amplifying the Impact of Monitoring through Stronger Annual Reporting"	28	30	online
International Tourism Forum – Designing Travel: What's Next in 2026?	29	29	Vilnius, Lithuania
February			
Webinar: technical cooperation project on "Integrating Positive Experiences and Legislation for Regulating Short-Term Rentals"	5	5	Online
52nd UN Tourism Regional Commission for the Middle East and accompanying Conference on "Promoting tourism through artificial intelligence"	10	12	Kuwait
UN Tourism-Amadeus Capacity Building Workshop on "Unlocking AI in Tourism" for the Middle East region	11	11	Kuwait
One Planet Global Roundtable "Towards Low Carbon and Climate Resilient Tourism" on the occasion of UN Global Tourism Resilience Day	17 & 26	17 & 26	Online
Meeting of the Secretary-General with European Ambassadors	17	17	Madrid, Spain
Webinar: technical cooperation project on "Integrating Positive Experiences and Legislation for Regulating Short-Term Rentals" (second edition – only countries from the region of Europe)	19	19	Online
12th meeting of the Working Group for the Agenda for Europe	23	23	Online
Scholarship Ceremony and Masterclass – Macao co-branding Master's programme	25	26	Macao, China

Activity/Event's Name	Start Day	End Day	Venue
APEC Workshop on Tourism Statistics	25	25	Online
UN Statistical Commission Friday Seminar on statistical issues	27	27	New York, USA
Launch Best Tourism Villages by UN Tourism 2026 Call for applications (6th edition)	27	27	Online
March			
ITB 2026: -Announcement of Tourism for Rural Development Small Grants Programme - 'Colourful Cultures' Call for Proposals Recipients - Ministerial Summit and other activities	2	5	Berlin, Germany
Committee of Chief Statisticians of the UN System (CCS-UN)	1	1	New York, USA
Committee for the Coordination of Statistical Activities (CCSA)	2	2	New York, USA
High-level Forum on Official Statistics	2	2	New York, USA
57th session of the United Nations Statistical Commission	3	6	New York, USA
"Bridging macro and micro data in sustainability: The case of tourism and the ESG Framework for Tourism Businesses" UN Tourism's side event in the framework of 57th session of United Nations Statistical Commission	4	4	New York, USA
INSTO Briefing session on the International Year of Sustainable and Resilient Tourism 2027	11	11	Online
"Atender con calidez El Salvador Family Friendly". Opening and Launch of Family Friendly WhatsApp e-Learning course.	14	14	San Salvador, El Salvador & online
1st edition of UN Tourism – FIA Awards for Excellence in Sustainable Sports Tourism	19	19	Madrid, Spain
Tourism of Tomorrow Lab Data Summit	24	24	Málaga, Spain (and online)
51st session of the High-Level Committee on Programmes (HLCP)	24	25	New York, USA
Launch of Best Tourism Villages 2021 Monitoring & Evaluation Report	24	24	Online
Tourism Resilience Symposium	25	25	Japan
UN Tourism – ETC DataLab 'Data-Driven Climate Action: How NTOs Turn Insights into Strategy'	26	26	Online
13th World Congress on Snow, Mountain and Wellness Tourism: "Tourism Destinations Under the Influence of Digital Technologies"	25	27	Andorra
Seventh Global Meeting of the Mountain Partnership	26	28	Andorra
One Planet Global Roundtable "Mobilizing Tourism to Halve Food Waste through Recipe of Change" on the occasion of UN International Day of Zero Waste	30	30	Online
Future Hospitality Summit (FHS) Africa: "Capital Flows into African Hospitality – Who's Investing and Why Now"	31	01	Nairobi, Kenya
April			
9th session of the OECD Working Party on Tourism Statistics	1	1	Paris, France
Joint Session OECD Tourism Committee and Working Party, Paris	2	2	Paris, France
Opening of Silk Road Office & Graduation ceremony at the Samarkand International Academy	3	6	Samarkand Uzbekistan
Zambia Education Summit & Workshop on Upskilling Tourism Faculty in Zambia	13	16	Lusaka, Zambia

Activity/Event's Name	Start Day	End Day	Venue
Connect Switzerland	13	14	Zermatt, Switzerland
TurkmenTravel-2026 International Tourism Exhibition and Conference and Tourism Management Training for Tourism Stakeholders of Turkmenistan	13	16	Ashgabat, Turkmenistan
Launch of the Acceleration of the AI startup challenge and kick-off of the Spark Summit	16	16	Crans-Montana, Switzerland
Launch of two Tourism Faculty Development Programmes at Samarkand International Academy: Webinar	20	20	Online
Inauguration of UN Tourism Thematic Office on Innovation for Africa in Morocco and Conference "Technological Innovation and Tourism Investment"	22	24	Marrakesh and Rabat, Morocco
13 th meeting of the Working Group for the Agenda for Europe	22	22	Online
Second meeting of the Interinstitutional Working Group on Tourism and Climate Action	21	24	Online
23rd Meeting of the Committee on Sustainable Tourism (CTS) - CTS-linked Pilot Capacity-Building Workshop: International Year of Resilient and Sustainable Tourism (IYRST) 2027 2nd Regional Congress on Women's Empowerment in Tourism in Africa	27	1 st May	Victoria Falls, Zimbabwe
UN Tourism Sustainable Islands Innovation Forum and the Grand Final of The Bahamas Startup Challenge	30	30	Nassau, Bahamas
BTV Village Talks on Natural Resource Management	30	30	Online
May			
34th meeting of the World Committee on Tourism Ethics	4	4	Online
UN Tourism-Amadeus Capacity Building Workshop on "Unlocking AI for Tourism" for Africa region	11 (TBC)	11	Online
72 nd Meeting of the UN Tourism Commission for Europe + Tourism Tech Adventure "Green Technologies for Urban Heat Mitigation in Malta for an improved experience for residents and visitors" + Side conference on "Driving tourism towards the future we want: a Dialogue on Policies to balance growth, people and planet"	12	14	St. Julian's, Malta
Official launch of the joint UN Tourism – World Free Zones Organization's report on "Rethinking Investable Destinations: An Approach to Tourism Special Economic Zones (TSEZs)" on the occasion of the 12th World Free Zones Organization (WFZO) Annual Congress, "in collaboration with UN Tourism"	14	14	Panama City, Panama
71st UN Tourism Regional Commission for the Americas and Workshop on the Future is Female: Shaping the Tourism of Tomorrow, & UN Tourism-Amadeus Workshop on "Unlocking AI for Tourism" for the Americas	28	29	Asunción, Paraguay
Enabling universal access to cultural heritage and cultural tourism	TBC	TBC	Doha, Qatar
Signing ceremony for the new international standard: Statistical Framework for Measuring the Sustainability of Tourism	TBC	TBC	Japan
Launch Dominican Republic Sustainability Competition	TBC	TBC	Santo Domingo, Dominican Republic
Tourism Tech Adventure: Indigenous Tourism, Fashion and Gastronomy	TBC	TBC	Ecuador

Activity/Event's Name	Start Day	End Day	Venue
Launch of the UN Tourism – SEGITTUR publications under the ITU U4SSC initiative umbrella: <i>Building Smart Destination Platforms: A Guide for Governments and Cities</i> and <i>Smart Tourism in Action: How Cities Are Managing Destinations with Data</i> .	TBC	TBC	Madrid
June			
BTV Knowledge Hub – Access to Finance	TBC	TBC	Online
Regional Convergence Event by the Knowledge Hub of the World Bank Group	3	3	Riyadh, KSA
San Marino Next Tourism Innovation Forum	3	5	San Marino
One Planet Global Roundtable on Climate Action on the occasion of World Environment Day	5	5	Online
Technical Session about the Global Tourism Plastics Initiative on the occasion of World Ocean Day	8	8	Online
126th Executive Council - 9th Meeting of the Committee on Matters related to Affiliate Membership (CMAM) - PBC	10	11	Toledo, Spain
9th meeting of the UN Committee of Experts on Business and Trade Statistics (UNCEBTS)	23	25	Addis Ababa, Ethiopia
Report Launch: Global Report on Women in Tourism Transport	25	25	Madrid, Spain
1st meeting of the Task Team on the ESG Framework for Tourism Businesses	30	30	Online
8 th Education Committee	16 (TBC)	16 (TBC)	Online
Angola Investment Summit “in collaboration with UN Tourism”	16	18	Luanda, Angola
Webinar: Tourism Law Observatory for the Middle East	TBC	TBC	Online
UN Tourism - ETC DataLab webinar	TBC	TBC	Online
8th Online Education Committee	TBC	TBC	Online
38th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific (CAP) & the UN Tourism Commission for South Asia (CSA)	TBC	TBC	TBC
July			
69th UN Tourism Commission for Africa (CAF) and Thematic Conference on Strengthening Human Capital to Boost Africa's Tourism Growth	2	4	Mahé, Republic of Seychelles
BTV Network: Village Talks: Partnership	TBC	TBC	Online
August			
Arabian Travel Market UN Tourism high-level Summit -proposed theme "Innovation and Technology for Tomorrow's Travel"	17	20	Dubai, UAE
6 th World Nomad Games	31	6/09	Bishkek, Kyrgyz Republic
September			
WTM Spotlight Riyadh (launch of Tourism for Rural Development – Middle East Report)	8	10	Riyadh, Kingdom of Saudi Arabia
Opening of the 3 rd Cohort of the UN Tourism-HSLU Bachelor of International Sustainable Tourism	7	11	Madrid, Spain

Activity/Event's Name	Start Day	End Day	Venue
4th World Sports Tourism Congress (WSTC)	7	9	Mexico City
BTV Knowledge Hub – Access to Finance II	15	15	Online
Global Conference on Medical and Wellness Tourism in collaboration with UN Tourism	16	18	Yerevan, Armenia
UTM-UN Tourism Training Programme 2026	22	25	Macao, China
Tourism Expo Japan 2026	24	27	Tokyo, Japan
World Tourism Day 2026: "Digital Agenda and Artificial Intelligence to redesign tourism"	27	27	El Salvador
Sports Tourism Day at FIT Argentina	29	29	Buenos Aires, Argentina
Technical Session on the Recipe of Change initiative on food waste reduction on the occasion of the International Day of Awareness of Food Loss and Waste	29	29	Online
Future Hospitality Summit and UN Tourism special tourism investments session	29	1	Dubai, UAE
Tourism Tech Adventures (TTA) - Sustainable Tourism Challenge for Dominican Republic	TBC	TBC	Dominican Republic (TBC)
3rd Regional Conference on Women's Empowerment in Tourism in Latin America and the Caribbean + TTA "Mujeres impulsando el futuro del turismo"	TBC	TBC	
2026 Training Programme for INSTO Observatories in China	TBC	TBC	Dunhuang, China
20th UN Tourism Asia/Pacific Executive Training Programme (ETP) – 2026	TBC	TBC	Seoul, Republic of Korea
Coffee and Wine Tourism Routes, organized by the Ministry of Tourism of Brazil, in collaboration with UN Tourism	TBC	TBC	Rio de Janeiro, Brazil
The International Conference on Skills for Tomorrow: Transforming Tourism Education and the Future Labour Market, Amman, Jordan	TBC	TBC	Jordan
Tourism Food for Good: Roadmapping Workshop on Tourism Food Systems	TBC	TBC	Cambridge, UK
October			
Tourism Investment Forum "in collaboration with UN Tourism"	11	14	Podgorica, Montenegro
One Planet Global Roundtable on Food Systems on the occasion of World Food Day	16	16	Online
20th UN Tourism/PATA Forum on Tourism Trends and Outlook – Guilin 2026	19	21	Guilin, China
International Tourism Investment Forum	21	22	Manama, Bahrain
UNCTAD's 9th World Investment Forum, and joint UN Tourism-UNCTAD thematic tourism investment sessions	25	27	Doha, Qatar
Eurostat's Working Group on Tourism Statistics	27	28	Luxembourg
The Conference of Directors General of National Statistical Institutes (DGINS)	28	29	Bern, Switzerland
7th World Forum on Intercultural Dialogue	TBC	TBC	Baku, Azerbaijan

Activity/Event's Name	Start Day	End Day	Venue
BTV Network: Village Talks: Gender Equality	TBC	TBC	Online
Global INSTO meeting	TBC	TBC	Mallorca, Spain
IV Sustainable Destinations Summit	TBC	TBC	Mallorca, Spain
November			
WTM 2026 Ministers Summit - 64th Meeting of the Board of the Affiliate Members, in the framework of WTM 2026	3	5	London, United Kingdom
65th ICCA Annual Congress and joint UN Tourism-ICCA Recognitions	8	11	Panama City, Panama
Tourism Day(s) at COP31 Climate Summit (tbc)	9	20	Antalya, Türkiye (exact dates to be tbd)
ASEAN Investments Summit and presentation of the Tourism Doing Business Investing in the Philippines investment guidelines	9	10	Manila, Philippines
UN Tourism - ETC DataLab webinar	TBC	TBC	Online
22nd meeting of the UN Tourism Committee on Statistics	TBC 16 23	TBC 20 27	TBC
127th Executive Council - 10th Meeting of the Committee on Matters related to Affiliate Membership (CMAM) - PBC - World Tourism Report Presentation	TBC	TBC	TBC
10th UN Tourism World Forum on Gastronomy Tourism	TBC	TBC	Manila, Philippines
Tashkent International Tourism Fair and Event on the 2027 International Year of Sustainable and Resilient Year	25	27	Tashkent, Uzbekistan
9th Online Education Committee	TBC	TBC	Online
December			
2nd edition of UN Tourism – FIA Awards for Excellence in Sustainable Sports Tourism	2	4	Shanghai, China
OECD Workshop to support the work on sustainable tourism indicators	10	11	Zurich, Switzerland
Second UN Tourism Conference on Tourism for Rural Development + BTV 2026 Ceremony	TBC	TBC	TBA
3rd Regional Conference on Empowerment of Women in Tourism in Asia & the Pacific	TBC	TBC	
3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa	2	4	Freetown, Sierra Leone
IV International Seminar on Tourism Law	TBC	TBC	Croatia
First meeting of the Technical Committee for the International Code for the Protection of Tourists	TBC	TBC	Online
Practical training on the implementation of ISO 21902:2021 on Accessible Tourism for All (within the framework of the Tourism Law Observatory for Latin America and the Caribbean)	TBC	TBC	Montevideo, Uruguay

Activity/Event's Name	Start Day	End Day	Venue
Webinar on Uncovering the power of Sports in advancing Peace and Sustainable Tourism in the Middle East	TBC	TBC	TBC
First Conference of Tourism Ministers from the Middle East, and Asia	TBC	TBC	Muscat, Oman
4th Arab Forum on Tourism Statistics	TBC	TBC	UAE (TBC)
Regional Conference on Inclusive Tourism in the Middle East: Creating Accessible, Equitable, and Competitive Destinations	TBC	TBC	TBC

Annex IV: Women in Tourism Transport - Action plan

Based on the key findings and recommendations of the **Global Report on Women in Tourism Transport**, the following **Action Plan** provides concrete steps that will help national governments, unions, and the private sector to strengthen tourism's role in advancing women's empowerment.

Tourism transport can fully realize its potential for sustainable growth and innovation through gender equality, women's empowerment and decent work, but this requires global efforts, effective partnerships and collaboration. The measures and recommendations could help overcome the significant barriers and achieve gender equality in the passenger transport and the wider tourism sector.

Recommendations

Gender-responsive laws, corporate policies and social protection

- Adhere to international conventions, policies and frameworks relating to gender equality and decent work, including ILO Conventions and the UN Tourism Framework Convention on Tourism Ethics.
- Recognize the right for freedom of association, collective bargaining and engage in social dialogue.
- Remove all legal restrictions on a woman's ability to work in certain jobs in passenger transport or at specific times.
- Strengthen gender equality measures in corporate policy and governance in the passenger transport industries
- Enter collective bargaining agreements (CBA) and/or Memorandums of Understandings with unions.
- Ensure universal access to social protections such as healthcare, pensions and insurance.

Health, safety and working environments

- Implement comprehensive policies that clearly address and prohibit gender-based violence and harassment in the passenger transport industries.
- Ensure safe access to decent sanitary facilities and sanitation systems.
- Design working environments with women's safety in mind.
- Ensure that health and safety reporting mechanisms are responsive, simple and include guarantees of confidentiality from retribution.
- Provide incentives for businesses to make advancements in gender-equality and offer non-monetary benefits such as flexibility in working schedules, support for caring responsibilities and support for survivors of domestic violence.

Education, training, career progression and leadership

- Increase girl's and women's access to education and training needed to enter the passenger transport sector, including STEM education.
- Strengthen outreach efforts and initiatives to attract women and girls to careers in passenger transport.
- Provide lifelong learning measures such as technical training, mentorship programmes and targeted support to enable women's progression.
- Develop and implement initiatives to support women-led businesses, ownership and women's entrepreneurship.
- Adopt hiring practices to increase diversity, both by promoting gender equality with neutral job descriptions and by constituting diverse interview panels.
- Provide resources for gender-equality educational and awareness-raising programmes and incentivize participation of men and boys.

Measuring, monitoring and reporting

- Systematically produce and publish data that is disaggregated by sex on employment and use in the passenger transport industries.

- Regularly report data disaggregated by sex on employment and use in the passenger transport industries to UN Tourism.
- Monitor improvements on gender equality, decent work and operational health and safety by passenger transport businesses.
- Implement social auditing mechanisms, including worker-led and third-party auditing.
- Provide support and financing for research and knowledge share partnerships that can help to boost women's participation in passenger transport.
- Increase visibility, communication and dissemination of research and examples of good practice for knowledge share and engagement with a wide range of stakeholders.

Collaboration and partnerships

- Promote and engage in stakeholder collaboration and partnerships across the public sector, private sector and civil society, including with women's networks.
- Collaborate with women's organizations to establish a culture of corporate and government accountability and transparency.
- Increase collaboration between different public bodies to improve the information available for formulating public policies that promote equality and equity in passenger transport.
- Address structural challenges of gig work and workplace automation through public-private partnerships, including gender-responsive algorithms to eliminate bias in recruitment, pay and safety outcomes.

The **Global Report on Women in Tourism Transport** is available at: www.untourism.int/ethics/global-study-on-women-in-tourism-the-transport-industry

Annex V: Work plan for the Agenda for Europe in 2026-2027

Background

1. The development of the UN Tourism Agenda for Europe was initiated in June 2023 to foster collaboration among Member States and address issues of specific regional relevance. An evaluation of the initial 2024 implementation highlighted significant positive outcomes, most notably the greater engagement of members and a tailored focus on Europe's unique regional priorities.
2. In December 2025, the Secretariat invited all Members to submit ideas for projects, topics or activities for consideration under the next implementation cycle of the Agenda for Europe (2026–2027). In line with the Rules of Procedure of the Working Group for the Agenda for Europe, Members were invited to submit their ideas by 31 January 2026 for possible inclusion in the upcoming cycle.
3. The Secretariat received 6 proposals by 5 Members in the region, namely from Bulgaria and Montenegro (joint submission), Germany, France and Israel (two proposals). These were presented to the Working Group for consideration during its 12th meeting, in February 2026.
4. In its 12th meeting, the Working Group considered all proposals and agreed that the proposals from Bulgaria and Montenegro (joint submission), Germany and France were to be considered further and requested that the proposing countries make certain adjustments and provide further clarification on financing and country contributions.
5. The proposals covered three thematic areas:
 - women's empowerment in tourism through the establishment of a European level networking initiative building on existing national experiences;
 - innovation in wine tourism through a challenge aimed at identifying and supporting innovative solutions that support sustainability, experience diversification and accessibility through wine tourism;
 - sub regional tourism cooperation in Southeast Europe through the development of a strategic framework for joint promotion designed to be replicable in other regions.
6. The Secretariat expressed its support for the three initiatives, noting their alignment with UN Tourism's priorities, including sustainability, innovation, public–private cooperation, gender equality and regional collaboration.
7. In preparation of further consideration during the 13th meeting, the Secretariat worked closely with the proposing countries to refine the proposals, following guidance provided by the Working Group at its previous meeting.
8. During the 13th meeting, in April 2026, the Working Group received further information from the proposing countries and agreed to include the three projects in the work plan for the Agenda for Europe in 2026-2027, deviating from the existing Rules of Procedure which require annual work plans and aligning with the proposed amendments, at the time considered by the Working Group and due to take effect before the 72nd meeting of the Commission for Europe.
9. The final decision on the adoption of the work plan was deferred to a subsequent silent procedure, the subject of which is the draft decision at the end of this document.

Draft work plan for the Agenda for Europe in 2026-2027

10. Taking into consideration the received project proposals, the Working Group for the Agenda for Europe proposes the following areas of work for the 2026-2027 biennium:

Sub-Regional Tourism Routes & Promotion Accelerator (proposed by Bulgaria and Montenegro)

11. Project objective: To develop a blueprint for regional tourism cooperation by identifying pathways to greater competitiveness and coordination among participating stakeholders through a shared tourism development plan. Focusing initially on the Mediterranean and Southeast Europe, regions with common cultural, historical, and ecological assets, the project aims to establish a scalable model of collaboration that can later be extended to Central Asia. This approach aligns with the UN Tourism existing lines of work and the Programme of Work, 2027, particularly priorities on destination competitiveness, regional cooperation and sustainable tourism development.
12. Contributions: Bulgaria and Montenegro will provide political leadership, coordination and in-kind support, including the hosting of events. Bulgaria is also considering a financial contribution to cover expert fees.
13. Project implementation (subject to availability of funding):
 - Development of a globally transferable sub-regional tourism collaboration framework, including research, expert consultations, drafting and peer review. The outcome will be a lasting, citable UN Tourism publication, using Southeast Europe as the pilot case.
 - Pilot implementation in Southeast Europe, involving live testing of the framework with participating states across Southeast Europe and the Mediterranean. This phase will validate the publication's findings under real conditions, generate stakeholder buy-in and activate joint destination promotion in one selected long-haul source market.
 - Capacity-building and replication in other sub-regions through 6–8 thematic webinars and targeted outreach. This will support the adaptation and replication of the framework in other interested regions.

Wine Tourism Innovation Challenge (proposed by France)

14. Project objective: To identify and showcase start-ups and entrepreneurs with the potential to transform the wine tourism experience; to promote the dissemination of best practices that are replicable across Europe; and to stimulate innovation in sustainability, creative and experiential travel, and accessibility.
- 15.
16. Contributions: France is seeking partnerships with private sponsors to cover the travel and accommodation costs for two finalists per category (six finalists in total) to attend the final mentorship and award event. In-kind contribution for hosting the event.
17. Project implementation:
 - Launch of the challenge and opening of applications in the third or fourth week of May 2026. Candidates will apply under three categories: smart solutions for sustainable wine tourism, creative and experiential wine tourism, and accessibility for a wine tourism for all.
 - Following the application deadline of 3 September 2026, shortlisted finalists will receive tailored mentoring from UN Tourism partners.
 - The grand final and award ceremony will take place during the Destination Vignoble 2026 event in Cognac, France, on 6–7 October 2026, featuring finalist pitches, business meetings and networking opportunities.

UN Tourism European Network of Women Leaders in Tourism (proposed by Germany)

18. Project objective: To establish an inclusive European network that facilitates exchange among women leaders in tourism; to support Member States in creating comparable national networks; and to foster policy dialogue in support of gender-sensitive tourism governance.
19. Contributions: Germany will host the first in-person networking event.
20. Project implementation:
 - Launch an online platform to connect women leaders in tourism and organize virtual events to exchange experiences and lessons learned from the German network and other national

- initiatives.
- Provide guidance to Members on possible models for establishing national networks, with regional-level coordination ensured by the Secretariat.
- Organize the first networking event, hosted by Germany during ITB 2027 in Berlin.

Decision taken by the Working Group for the Agenda for Europe (DEC-PS/1(2026))

The Working Group for the Agenda for Europe,

- Having examined the written documentation on the project proposals submitted by Members in the region and circulated by the Secretariat on 20 February 2026 and 24 April 2026;
 - Having received additional information and clarifications from the proposing countries during its 13th meeting, held on 22 April 2026;
 - Recalling the Rules of Procedure of the Working Group for the Agenda for Europe, in particular Rule 1.1, which entrusts the Working Group with the preparation of the Work plans for submission to the Commission for Europe;
1. Recommends that the following project proposals be included in the Work plan of the Agenda for Europe for the biennium 2026–2027:
 - Proposed jointly by Bulgaria and Montenegro: *Connecting Destinations: A Framework for Sub-Regional Tourism Collaboration*;
 - Proposed by France: *Wine Tourism Innovation Challenge*;
 - Proposed by Germany: *Tourism Female Empowerment Alliance for Europe (T-FEMaLE)*;
 2. Requests the Secretariat to include the work plan in the corresponding meeting documents of the 72nd meeting of the Commission for Europe, for further consideration and endorsement;
 3. Requests the Secretariat to continue working with the proposing countries to finalize the project concepts and to proceed with their implementation;
 4. Requests the Secretariat to report regularly to the Working Group on progress in the implementation of the approved projects.

Annex VI: UN Tourism Mentorship Programme for African Women for 2026, implemented with the support of WITLAC

Terms and Conditions

1. Introduction

- a. The World Tourism Organization (UN Tourism) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.
- b. As the leading international organization in the field of tourism, UN Tourism promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.
- c. The UN Tourism Mentorship Programme (the “Programme”) will be launched and implemented by UN Tourism, which shall act as Secretariat of the Programme and be responsible for its overall coordination and implementation in accordance with its rules, regulations and procedures.
- d. The Women in Tourism Leadership Africa Committee (WITLAC²) shall provide technical support to the Programme through its Steering Committee, in particular by providing strategic guidance and assisting with outreach support.
- e. The Mentors, subject to prior selection by UN Tourism in accordance with its rules and regulations, will consist of members of the WITLAC Steering Committee and their extended networks, offering a wide range of expertise in tourism, leadership, entrepreneurship, academia, and technology from both the public and private sectors.
- f. The Programme will empower selected Mentees through mentorship in the following five core areas:
 - Leadership Development
 - Business Management and Entrepreneurship
 - Technological Innovation and Integration
 - Personal and Professional Growth
 - Advocacy and Sectoral Representation

2. Eligibility

- a. The Programme is open to women across Africa, eager to advance their careers in tourism. These may include prior or current experience in the tourism sector, academic qualifications, demonstrated leadership potential, and engagement in their communities, particularly for those living in rural areas.
- b. Individuals must be 18 years of age or older at the time of entry to be considered eligible to participate in the Programme. The following age groups, professional backgrounds, or levels of experience are prioritized: young talents, emerging leaders, mid-career professionals or entrepreneurs (under 40).
- c. Applicants must not be employees of UN Tourism or any member of the Women in Tourism

¹ WITLAC: Women in Tourism Leadership Africa Committee. This committee was created in 2019 by African Women ministers, in the framework of the 1st UN Tourism Regional Congress on Women Empowerment in Tourism in Africa, Accra, Ghana with the main objectives to elevate the role of women in tourism, dismantling structural barriers and accelerate their full equal integration as leaders in the tourism sector.

Leadership Africa Committee (WITLAC), nor hold an offer of future employment with these entities.

- d. The Programme will be implemented through the UN Tourism website.
- e. Individuals wishing to submit their applications must duly fill in and submit the Online Mentee Application Form (to be made available online) by the deadline indicated on the [Programme webpage](#). No other form of application will be considered. Applications that are incomplete or received after the deadline will not be considered.
- f. No purchase or payment of any kind is required to apply to the Programme.
- g. Whenever an applicant needs to be contacted in connection with the application process, the contact information provided by the applicant in the application form will be used. UN Tourism is not responsible for incomplete or incorrect contact information provided.
- h. The information included in the Online Mentee Application Form is the full responsibility of the applicant and must be true, current and complete. UN Tourism shall not be liable for any false, inaccurate, obsolete, incomplete or erroneous information submitted by the applicants.
- i. The Organization does not provide the equipment or technical/communication infrastructure necessary to participate, create and submit an application to the Programme.
- j. All applications must be submitted in English. Information in any other language will not be considered.
- k. A maximum of one application may be submitted per applicant.
- l. None of the above actions shall entitle any applicants to any right or claim whatsoever for damages, expenses incurred. Etc. against UN Tourism.

3. Evaluation

The applications will be assessed based on the following criteria / areas of evaluation as outlined in the Mentorship Toolkit available on the [Programme webpage](#).

1) Demonstrated Interest in the Tourism Industry

Women Applicants must be currently working in, studying, or aspiring to build a career in the tourism sector in Africa. Women living in rural areas are strongly encouraged to apply.

2) Early to Mid-Career Women

Ideal candidates are in the early to mid-stages of their career (1-15 years of experience). Age is not a strict limitation, but applicants should demonstrate they are in a growth phase of their professional journey. The following age groups, professional backgrounds or level of experience are prioritized: young talents, emerging leaders, mid-career professionals or entrepreneurs (under 40).

3) Commitment to Personal and Professional Development

Applicants should be open to feedback, engage in constructive dialogue, and maintain a professional mentor-mentee relationship.

4) Clear Goals and Vision

Applicants must have defined career or business aspirations, with a strong desire to build leadership skills. They should articulate how the mentorship programme will support their growth objectives.

5) Willingness to Contribute

Ideal candidates are interested in giving back to their local communities and future Mentorship Programme cohorts.

6) African Citizenship and Focus

Applicants must be able to demonstrate citizenship in one of the 51 African Member States (refer to the [full list](#)). The programme encourages inclusivity and diversity from all sub-regions and countries.

4. Mentee Selection Process

- a. Mentee applications will be reviewed by the UN Tourism Secretariat to verify compliance with the eligibility criteria and the completeness and adequacy of the application process.
- b. UN Tourism reserves the right to verify the eligibility of all applications and to exclude any entries that do not comply with the present Terms and Conditions.
- c. UN Tourism reserves the right not to accept or to remove from the initiative, at any moment and without prior notice, any application that acts fraudulently, in an abusive manner, or in a manner contrary to the spirit of the initiative, the principles of the UN Tourism, the Global Code of Ethics for Tourism or the United Nations or the applicable law, third-party rights and/or good faith. Likewise, any application, whose actions may be contrary to the reputation or good name of the UN Tourism, or the United Nations will be removed.
- d. Eligible applications will then be evaluated by an independent Advisory Board which will assess the information provided and advise UN Tourism accordingly:
 - The Advisory Board is a multidisciplinary external body integrated by recognized experts from different areas relevant to the Programme. Members of the Advisory Board are selected and appointed by UN Tourism in accordance with its applicable rules, regulations, and policies, for a term of one year/edition of the Programme. The Board will contribute to ensure the technical standards, impartiality, and transparency of the Programme.
 - The Advisory Board will evaluate all eligible applications and advise the UN Tourism Secretariat on the list of possible Mentees.
 - In order to protect the independence of the evaluators, no information on the identity of the members of the Advisory Board is provided until the end of their mandate. Candidate Mentees are required not to exert any influence or lobby during the selection process. Any contact or attempt to contact the members of the Advisory Board will result in immediate dismissal from the Programme.
 - To avoid potential conflicts of interest, members of the Advisory Board shall not simultaneously serve as members of WITLAC, given that WITLAC members act as Mentors within the Programme.
- e. The final decision on the selection of the Mentees will lie within UN Tourism, following the evaluation and recommendations of the Advisory Board. Decisions of UN Tourism are final and without appeal.
- f. Selected Mentees of the Programme (2026 edition) will be announced at the 69th Meeting of the UN Tourism Commission for Africa (Seychelles, 2 – 4 July 2026). UN Tourism will notify the selected Mentees via email prior to the announcement.

5. Commitments and Benefits

- a. Selected Mentees shall commit to actively engage in activities pertaining to the Programme, including one virtual mentoring session per month over a six-month period. They are expected to actively participate in all scheduled mentoring sessions and programme activities. Failure to attend sessions without prior notice or valid justification may result in removal from the Programme.
- b. Selected Mentees may be requested to complete surveys, progress reports, or feedback forms to support Programme evaluation and improvement.
- c. Selected Mentees shall conduct themselves in a professional, respectful, and ethical manner throughout the Programme. Harassment, discrimination, or inappropriate conduct of any kind may result in immediate exclusion.

- d. Selected Mentees may withdraw from the Programme by providing written notice to the UN Tourism. The Organization reserves the right to replace withdrawn participants where feasible.
- e. Each selected Mentee will have the opportunity to attend online learning sessions throughout the mentorship period.
- f. Each selected Mentee will receive a certificate of achievement upon completion of the Programme, signed by the UN Tourism Secretary-General and the WITLAC Chair.
- g. Selected Mentees will benefit from strong online visibility via the UN Tourism website and social media, including one feature article in the UN Tourism Africa newsletter and Voyages Afriq.

6. Intellectual Property and Protection of Personal Data

- a. UN Tourism owns all intellectual property rights, including title, copyright, trademarks and patent rights in relation to or resulting from the Programme.
- b. In case the processing of personal data is necessary for the running of the Programme, the Organization assumes the following commitments:
 - a. To use the data communicated solely for the purpose of the Programme.
 - b. To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
 - c. To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.
 - d. If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.
 - e. The applicant may exercise his/her rights of access, rectification, cancellation and opposition by sending an email to the Organization, indicating the right that the participant wants to exercise and attaching a copy of the participant's Passport, National Identity Document (DNI) or equivalent documentation.
- c. By submitting their application, applicants expressly grant their consent to use his/her name in connection with the programme and the recording and maintenance of related files.
- d. UN Tourism shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of or in connection with the use by UN Tourism or by any of the third parties of any type of material provided as part of the application.
- e. UN Tourism shall not claim any property on the information submitted or any other intellectual property, copyrights or trademarks contained in the application. Applicants do not cede UN Tourism intellectual property rights arising as a result of their applications
- f. Participants agree to respect the confidentiality of all personal, professional, or organizational information shared during mentoring sessions.

7. Use of the Name, Emblem and Logo

- a. Applicants shall not, in any manner whatsoever, use the name, acronym, emblem or official seal of UN Tourism or of the United Nations in relation to their activities or otherwise without the prior written permission of UN Tourism, to be provided at the sole discretion of UN Tourism in each instance.
- b. Under no circumstances shall authorization be provided to use the name, emblem or official seal of UN Tourism or the UN, or any acronym of the name of UN Tourism or the UN, for commercial purposes. This obligation does not lapse upon termination of the Programme.

8. Limitation of Liability and Indemnity

- a. Under no circumstances shall the Organization be responsible to the Mentees and Mentors for any loss, direct, indirect, incidental, special or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the Programme.
- b. By entering this Programme, applicants agree to indemnify and hold harmless the Organization from and against any and all legal liability, claims, losses, actions, damages and expenses that may occur, directly or indirectly, from or in relation to this Programme, including, without limitation, any infringement of the intellectual property rights, of the personal data or other rights of any third party relating to their participation in the Programme and the contents of their submissions.

9. Applicable Law and Dispute Settlement

- a. These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law.
- b. Nothing in these Terms and Conditions or in relation to them shall be construed as a waiver of the privileges and immunities of the UN Tourism under national or international law, and/or submitting UN Tourism to any national court jurisdiction.

10. Final Considerations

- a. By submitting their application, applicants acknowledge their acceptance of the entire content of these Terms and Conditions. Failure to accept or comply with any of the provisions of the preset Terms and Conditions supposes non-participation in the Programme.
- b. The Organization reserves the right in its sole discretion to disqualify any submission which does not comply with the present Terms and Conditions.
- c. UN Tourism, at its sole discretion, may adjust these Terms and Conditions at any time and in any way deemed necessary in order to carry out the procedures herein established.
- d. The Organization is not responsible for lost, late, corrupted, mutilated or misdirected submissions, or submissions not received in time for judging.
- e. Applicants in the Programme are not allowed to use the titles, acronyms and logos of the Organization or other branding elements on material that was produced by them.
- f. The Programme does not constitute employment, consultancy, or financial support, nor does it create any contractual relationship between participants and the Organization.
- g. The Organization shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Programme without any future obligation, by notifying the applicants via an announcement on the Programme webpage.
- h. The Organization reserves the right to make all final decisions.