

议程项目 5

2027 年可持续和具有复原力的旅游业国际年相关筹备工作报告

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联合国世旅组织正走向绿色。执委会所有文件均可在联合国世旅组织网站获取：www.untourism.int/zh-hans），或使用此处二维码。



执行概要

联合国大会通过第 78/260 号决议宣布 2027 年为可持续和具有复原力的旅游业国际年，承认旅游业能够为经济机遇、社会包容、文化理解以及环境保护作出贡献。旅游业的影响力远超旅游业本身。

旅游业创造就业、支持社区、保护文化和自然遗产，并为复原力和经济机遇作出贡献。然而，上述贡献往往被孤立对待，或未在更广泛的政策和发展讨论中得到充分体现。国际年为加强对旅游业所作贡献的认可提供了契机，同时动员各方采取行动，提升旅游业的可持续性和复原力。

国际年旨在为政府、企业、社区、联合国系统、国际组织及其它利益攸关方提供全球性的平台，以期分享经验、加强伙伴关系，并推动实际行动。虽然提高认识仍是国际年的重要目标，但国际年同样重视实施工作、知识共享以及相互协作，支持在 2027 年后继续产生持久影响。

相关框架提议遵循明确的愿景：展示旅游业如何创造机遇、增强社区并支持旅游目的地的复原力。其宗旨即通过鼓励实用举措、推动合作并加强证据基础，以将认可转化为行动，从而支持旅游业对更广泛的经济、社会及环境优先事项作出贡献。

国际年框架将分阶段操作，包括 2026 年的筹备阶段、2027 年的实施阶段以及国际年之后的成果传承阶段。同时，也依托于灵活的实施框架、聚焦可持续和具有复原力的旅游业的专题领域、成员国主导的治理安排，以及符合联大第 78/260 号决议的基于自愿捐款的筹资机制。

国际年的宗旨不仅在于加强对旅游业贡献的认可，也是为了留下更有力的证据、打造更牢固的伙伴关系并培育更优秀的能力，从而使旅游业成为更广泛的政策与发展讨论的一部分。国际年的成果最终将取决于其能否推动更广泛的认可和更有力的行动，在 2027 年后继续长期地惠及人民、社区和旅游目的地。

请执委会提供指导意见并核准国际年战略框架提议、治理安排以及筹资方法。

秘书处已为 2027 年可持续和具有复原力的旅游业国际年启动分阶段协商筹备流程，该流程由成员国驱动并以实施工作为导向。该流程结合了联合国现有的惯常做法，例如提高意识、宣传倡导及利益攸关方动员等与更注重实施工作的做法，即旨在加强国家和地方层面落实工作并支持对旅游业在变化中的 2030 年后发展议程中的定位开展系统性磋商的做法，包括加强国家委员会应发挥的作用、巩固能力建设支柱、夯实知识基础、安排旗舰活动，并设立超越国际年本身期限的结构性协商流程。



相关筹备工作流程以旅游与可持续发展委员会（CTS）为依托。该委员会在其第二十二届会议上同意担任国际年指导委员会的核心部分，和各地区委员会主席以及选定的合作伙伴共同开展工作。

此外，还通过各地区委员会与成员国开展了地区性的磋商。与成员国的磋商已通过各地区委员会得以开展。

请执委会注意到已取得的进展，并核准国际年框架提议，包括治理安排、主题方向、国家委员会的角色、旗舰活动、知识库、能力建设活动、传播与外联，以及设立国际年项目账户的提议。还请执委会批准设立指导委员会及其职权范围，注意到关于伙伴关系与支持工作的指导意见，批准为国际年所设计的标识，同时授权秘书处起草相关使用条款。



决定草案¹

议程项目 5

2027 年可持续和具有复原力的旅游业国际年
相关筹备工作报告
(CE/126/5 号文件)

执行委员会，

审议了 2027 年可持续和具有复原力的旅游业国际年相关筹备工作报告，

1. 注意到 2027 年可持续和具有复原力的旅游业国际年相关筹备工作所取得的进展，
2. 核可报告所阐述的拟议愿景、战略目标、实施框架及路线图，
3. 批准设立指导委员会以及报告附录 I 所描述的职权范围，
4. 还批准设立项目专用账户以支持国际年的实施工作，与联合国大会第 78/260 号决议保持一致，
5. 进一步批准国际年标识建议并授权秘书处起草相关使用条款，
6. 支持动员自愿捐款并促进伙伴关系的努力，推动国际年的实施工作，
7. 邀请联合国系统相关组织与联合国世旅组织在国际年相关筹备与实施工作中开展合作，从而推动联合国以协调一致的方法促进可持续和具有复原力的旅游业；并鼓励成员国及利益攸关方积极参与国际年相关筹备与实施工作。

¹ 本文件为决定草案，关于执委会最终通过的决定，请参考届会结束后发布的决定文件。

I. 国际年为什么重要

1. 旅游业是全球最大的经济部门之一，对就业、投资、出口和地方发展作出巨大贡献。旅游业支持人们的生计，维系社区，促进文化交流，帮助保护自然和文化遗产。在很多旅游目的地，旅游业还在增强复原力和创造包容性增长机遇方面发挥重要作用。旅游业的影响力远远超出旅游业本身。
2. 然而，旅游业往往仅让人联想到游客和旅行，而其对机遇、社区、复原力和发展的广泛贡献却常被忽视，或并未与更广泛的经济、社会和环境优先事项挂钩。因此，旅游业在推动国家发展目标方面的潜力往往未获得充分认可，也未能在政策与决策过程中予以体现。
3. 在各国对能够创造经济机遇、巩固社区并促进复原力的解决方案日益重视之际，国际年提供了及时的契机，以展示旅游业如何为相关优先事项作出贡献。国际年还为展示实用做法、凸显成功案例并加深对旅游业在应对当下挑战中所发挥作用的理解提供了平台。
4. 国际年还认识到可持续和具有复原力的旅游已不再是小众的议题，而是对全球旅游目的地日益重要的优先事项。气候压力、生物多样性丧失、旅游目的地脆弱性以及经济不确定性正在重塑旅游业的运营环境，并加大对促进长期可持续性和复原力的相关做法的需求。
5. 国际年旨在将相关讨论汇聚于共同的全球议程之下，为加强对旅游业贡献的认可、鼓励利益攸关方相互协作并促进国际、地区和国家层面的实际行动提供了契机。
6. 国际年旨在展示旅游业不仅能为游客和企业带来益处，同时也惠及社区和当地经济。另外，旅游业在促进人民及社区之间的文化理解、对话与合作方面也发挥重要作用。
7. 最重要的是，国际年的目的并非仅仅安排传播活动。提高民众意识固然仍是其重要工作目标，但国际年同样聚焦实施工作、知识共享以及实际行动。其宗旨在于确保将对旅游业贡献更广泛的认可转化为有意义的成果，增强旅游目的地、支持社区并创造持久价值。
8. 国际年依托于成员国的优先事项以及经验与贡献。通过成员国的参与和领导，国际年为加强国际合作提供契机，同时确保推进可持续和有复原力的旅游业的方式反映各国国情及其发展优先事项。

II. 愿景与宗旨

9. 2027 年可持续和具有复原力的旅游业国际年的宗旨是为政府、企业、社区、国际组织及其它利益攸关方通过相互合作、实际行动及经验交流推进可持续和具有复原力的旅游业提供共享的全球平台。

愿景

10. 国际年的愿景如下：
 - (a) 展示旅游业如何创造机遇、巩固社区并支持具有复原力的旅游目的地。
 - (b) 该愿景反映了对旅游业更为广泛的理解，即旅游业不仅为经济活动作出贡献，同时也促进社会包容、文化活力、环境管理以及长期的复原力。该愿景承认旅游业的贡献跨越多个政策领域，了解旅游业为人民、社区及旅游目的地带来的益处是帮助人们理解旅游业价值的最佳方式。
 - (c) 国际年为政府、企业、社区及旅游目的地在可持续和具有复原力的旅游业方面分享经验、展示实用方案，并加强合作提供了共同的平台。国际年通过此举，致力于加深对旅游业更广泛贡献的理解，并鼓励采取在地方、国家及国际层面带来持久益处的做法。

宗旨

11. 国际年的宗旨如下：
 - (a) 将认可转化为行动。
 - (b) 仅有认可是不够的。虽然国际年致力于加强公众对旅游业贡献的理解，但其最终目的是鼓励采取实际行动，在各国各地区不同背景下推进可持续和具有复原力的旅游业发展。
 - (c) 相关行动包括支持实施工作、推动知识共享、加强伙伴关系并促进利益攸关方的合作，同时还包括鼓励对证据和数据加以收集利用，帮助展示旅游业的贡献，并为政策制定和决策工作提供依据。
 - (d) 国际年旨在成为推动实际举措和合作与学习的催化剂。通过这一做法，国际年致力于确保不仅加深人们对旅游业惠益的理解，还持续提升旅游业的长期益处。
12. 因此，国际年不应被视为孤立的宣传活动或系列活动，而是动员行动、分享经验、鼓励实施的平台。其价值不仅体现在 2027 年期间产生的可见度，也取决于其助力创造的具体成果和持久影响。

III. 对成功的预期

13. 国际年的成功不应仅以举办活动或推出措施的数量来衡量，更是取决于其所创造的影响和助力实现的进展。国际年旨在加强人们对旅游业贡献的认识，同时鼓励采取实际行动，在国家、地区及国际层面推动可持续和具有复原力的旅游业发展。
14. 衡量成功标准之一在于加强对旅游业广泛贡献的认可。2027 年底前，国际年应已成功地加深了人们对旅游业创造机遇、巩固社区、支持具有复原力的旅游目的地的理解。这意味着更加肯定旅游业在广泛的经济、社会和环境优先事项中的作用，并在相关政策讨论中赋予旅游业更重要的位置。
15. 成功还应体现在行动上。国际年应鼓励采取实际措施、建立伙伴关系并加强合作，以在各国各地区背景下推进可持续和具有复原力的旅游业发展。上述行动的性质会有所不同，但都应展示出将共同目标转化为具体成果的承诺。
16. 另一项衡量成功标准则是收集更多的证据和实例，以展示旅游业的贡献并支持知情决策。相关行动包括鼓励在收集、共享并利用旅游业数据方面开展合作，促进知识交流，并凸显可根据不同背景加以调整和应用的相关做法。
17. 成功还应体现在成员国和利益攸关方更积极地参与相关活动。国际年应为政府、旅游主管部门、企业、社区、学术界、联合国系统及其它国际组织提供机会，以期交流经验、加强合作，并为共同的全球议程作出贡献。
18. 2027 年底前，国际年还应提升政府及旅游主管部门展示旅游业对国家广泛优先事项的贡献，并更有效地将旅游业纳入政策制定和决策进程中的能力。
19. 最后，国际年的成功将取决于是否在 2027 年结束后留下对旅游业贡献更深入的认识，以及是否长期保持实现旅游业惠益最大化的有力行动。

IV. 战略目标

20. 为实现上述成果，国际年确立了五大战略目标。

加强对旅游业贡献的认可

21. 加强人们对旅游业创造机遇、巩固社区并支持具有复原力的旅游目的地的理解。相关行动包括促进对旅游业在更广泛的经济、社会和环境优先事项中所作贡献的认可，并支持将旅游业纳入更广泛的政策和发展相关讨论中。

鼓励采取实际行动

22. 推广在国家、地区及国际层面促进可持续和具有复原力的旅游业发展的相关举措、伙伴关系与活动。尤其强调具体实施工作以及分享可创造具体且持久的益处的做法。

增强知识、证据及数据

23. 支持对展示旅游业贡献并为决策提供依据的相关证据进行收集、分享和利用。相关行动包括鼓励政府、联合国系统、国际组织、学术界及其它利益攸关方开展合作，以加强旅游业数据相关工作、促进知识共享并交流实际经验。

24. 尤其强调联合国全系统的参与，包括其专门机构、基金和计划等，致力于以协调一致的方式推进可持续和具有复原力的旅游业。

推动合作与伙伴关系

25. 鼓励成员国、国际组织、私营部门、学术界、民间社会及其它利益攸关方之间开展合作。国际年应作为平台，推动对话、合作并建设支持共同目标的伙伴关系。

为持久影响作贡献

26. 确保国际年在 2027 年结束后继续产生惠益。相关行动包括提升机构能力、支持实用知识和证据的发展，并为今后关于复原力、可持续性、机遇及发展等议题的讨论作出贡献。

27. 上述目标共同构成了国际年的战略基础，并为国际年的筹备、实施及传承阶段所开展的活动、建立的伙伴关系以及采取的举措提供指引。

V. 路线图

28. 国际年的具体实施将采用分阶段的方式，以期聚集力量、支持实际行动，并确保 2027 年期间所产生的惠益为国际年结束后的长期影响作出贡献。

阶段	聚焦	对成功的预期
2026 年 - 筹备	基础建设	坚实的基础、广泛的参与并为 2027 年的实施工作做好准备
2027 年 - 国际年	认可与行动	提升对旅游业贡献的认可，政府及利益攸关方行动力度增加
2027 年后 - 成果传承	持久影响	通过更有力的政策、伙伴关系、证据及倡导工作实现持久影响

基础建设（2026 年）

29. 筹备阶段的工作将聚焦于为国际年的成功实施建立必要的基础。相关工作包括国家、地区及国际层面的治理安排、利益攸关方参与、传播工作、资源动员以及筹备工作。尤其强调需鼓励广泛参与，确保成员国及利益攸关方有条件为国际年相关目标作出贡献。

认可与行动（2027 年）

30. 国际年将聚焦于加强人们对旅游业贡献的认可，并鼓励采取推进可持续和具有复原力的旅游业发展的实际行动。在此阶段所开展活动应支持实施工作、促进合作和知识共享，并展示能够体现旅游业对机遇、社区及具有复原力的旅游目的地所作贡献的实例。

持久影响（2027 年以后）

31. 成果传承阶段将聚焦于汲取经验教训、加强证据工作与伙伴关系，并鼓励在国际年结束后持续采取行动。该阶段的工作将致力于确保 2027 年所产生的势头转化为持久影响，并为未来关于复原力、可持续性、机遇和发展等议题的相关讨论提供支持。

VI. 核心实施框架

32. 国际年将采用灵活的实施工作框架。该框架旨在支持参与、鼓励协作，并在各国各地区背景下将认识转化为行动。
33. 该框架旨在实现广泛参与，同时允许成员国及利益攸关方以符合其优先事项、能力和国情的灵活方式作出贡献。与其规定统一的做法，该框架提供了共同的平台，帮助各项活动、伙伴关系及举措为共同的目标作出贡献。

参与和投入

34. 国际年旨在鼓励政府、旅游主管部门、企业、社区、学术界、民间社会、联合国系统、国际组织及其它利益攸关方的广泛参与。为了确保国际年反映多元的看法与经验，并在不同环境下产生有意义的影响，广泛的参与至关重要。

合作与伙伴关系

35. 利益攸关方之间的合作将构成国际年的核心内容。该框架致力于鼓励跨部门和跨机构的合作，支持建设伙伴关系、推动对有利于可持续和具有复原力的旅游业的相关经验与良好实践开展交流，

知识、证据与数据

36. 国际年将支持对展示旅游业贡献并为决策提供依据的相关知识、证据及实例进行生成、共享和利用。尤其强调需鼓励在旅游业数据的收集、共享和利用方面开展合作，并加强供成员国及利益攸关方使用的证据基础。

实际行动

37. 国际年致力于鼓励采取对可持续和具有复原力的旅游业有利的实际举措。虽然各国各地区的活动会有所不同，但最重视的内容仍是实施、学习，以及落实带来具体惠益和持久影响的做法。

共享学习和持久影响

38. 国际年将为利益攸关方提供交流经验、识别良好实践并汲取经验教训的契机。通过鼓励合作、巩固证据并支持实施工作，该框架致力于确保国际年的惠益在 2027 年结束后仍然存在，并为长期的持久影响作出贡献。

VII. 专题领域

39. 国际年的工作将依托于反映可持续和具有复原力的旅游业广泛维度的五个专题领域。相关专题一起构成了开展对话、合作与行动的共同框架，并赋予成员国及利益攸关方根据自身情况应对相关优先事项的灵活性。

1. 机遇与繁荣

40. 旅游业创造就业机会，支持人民生计，促进地方经济发展。本专题领域聚焦于通过可持续增长、当地价值创造、发扬创业精神并推动具有复原力的旅游经济，提高旅游业对经济机遇所作的贡献。

2. 社区与包容

41. 旅游业为个人和社区创造机遇，同时促进社会包容和共同繁荣。本专题领域聚焦于确保对旅游业惠益予以广泛分配，支持当地社区的参与、无障碍环境、体面工作及发展机遇。

3. 文化与遗产

42. 文化与遗产对于旅游目的地特点和吸引力而言至关重要。本专题领域聚焦于保护和弘扬文化遗产，支持文化多样性，并加强旅游业在保护和推广各地及其社区特征方面的作用。

4. 自然和环境管理

43. 旅游业依赖于健康的自然环境以及具有复原力的生态系统。本专题领域聚焦于鼓励采用支持环境可持续性、负责任资源管理以及自然资产与生物多样性治理的相关做法。

5. 复原力和准备工作

44. 旅游业所处的环境日趋复杂且充满不确定性。本专题领域聚焦于增强旅游目的地和旅游系统的复原力、准备水平与能力，对冲击及新挑战进行预判，作出应对并实现恢复。
45. 上述专题领域共同构成实用框架，推进可持续和具有复原力的旅游业，同时承认成员国的国情、发展优先事项和旅游业模式各不相同。

VIII. 治理与协调

46. 国际年的治理安排旨在支持协调工作、鼓励广泛参与并提供战略指导，同时为成员国及利益攸关方保留灵活性。

指导委员会

47. 将设立指导委员会，为国际年的实施工作提供战略指导并进行监督。委员会将为参与组织和合作伙伴之间的协调予以支持，促使与国际年相关目标保持一致，并鼓励各方广泛参与国际年筹备、实施及传承阶段的工作。
48. 指导委员会将以咨询身份开展工作，并对成员国及利益攸关方之间的协商与协调提供支持。关于委员会组成和职能的更多详情载于附录 I。

成员国的参与

49. 成员国将在国际年的筹备与实施过程中发挥核心作用。成员国的经验、优先事项和贡献将为在国家、地区及国际层面所开展的活动提供依据，并确保国际年反映不同的看法、国情以及发展优先事项。

秘书处的支持

50. 联合国世旅组织将根据联合国大会第 78/260 号决议推进国际年的实施工作。相关行动包括支持各方协调、鼓励利益攸关方之间的协作，以及推动对知识、证据和良好实践展开交流。

咨询支持

51. 国际年可借鉴相关组织、机构及包括联合国系统各实体在内的合作伙伴的专业知识和经验，从支持跨专题领域和跨地区的知识共享、证据生成与相互协作。

IX. 筹资

52. 联合国大会在其第 78/260 号决议中规定，2027 年可持续和具有复原力的旅游业国际年实施工作所产生的开支需通过自愿捐款予以支付。
53. 因此，国际年的实施工作将依赖于成员国及其它符合条件的捐款方自愿提供的财务支持，并与联合国世旅组织适用条例、细则及流程保持一致。
54. 为了对相关捐款进行透明有序的管理，将设立国际年项目专用账户。该项目账户将作为接收、管理并分配自愿捐款的机制，为在国际年框架下开展的各项活动提供支持。
55. 该项目账户收到的所有捐款均须按照联合国世旅组织适用的财务条例、细则及流程进行管理。
56. 设立该项目账户将有助于及时进行资源动员、加强透明与问责，并帮助确保国际年实施工作的有效性和协调性。

X. 成果的传承

57. 国际年的成果不应仅以 2027 年期间所开展的活动来衡量，而更应取决于其留下的持久影响。国际年旨在创造一年后持续存在的积极势头，并在未来为更广泛的认可、更有力的行动，以及更知情的决策作出贡献。
58. 更为根本的问题在于，国际年应帮助加深人们对旅游业的理解，即旅游业不仅是一个行业部门，也更是广泛的经济、社会和环境优先事项的重要贡献方。国际年的成果应体现在旅游业将在何种程度上被纳入更广泛的关于发展、复原力、机遇和社区福祉的讨论之中。
59. 国际年的成果也包括为旅游业提供更有力的依据。通过展示旅游业如何创造机遇、巩固社区并支持具有复原力的旅游目的地，国际年应有助于加深政府、联合国系统以及更广泛的发展共同体对旅游业所作贡献的理解。
60. 国际年结束时应将积累丰富的证据和实例。国际年倡议带来的经验教训、良好实践与深刻洞察应有助于巩固可供成员国及利益攸关方使用的知识库，并支持更为知情的政策制定、规划与决策。相关行动包括鼓励在旅游业数据的收集、共享和使用方面开展更多合作，以期更好地理解旅游业贡献并予以展示。
61. 国际年另一项成果应是提升国家主人翁精神并推进倡导工作。国际年应帮助提高政府和旅游主管部门的相关能力，展示旅游业对更广泛的国家优先事项所作出的贡献，并在政策和决策流程中赋予旅游业更有效的位置。

62. 国际年期间产生的经验和证据也应帮助确保未来关于复原力、可持续性、机遇和发展的对话包含旅游业议题。在这一过程中，国际年也促进了旅游业对未来政策、合作与发展行动的贡献。
63. 最后，国际年的成功将取决于是否在 2027 年结束后留下对旅游业贡献更深入的认识，以及是否长期保持实现旅游业对人民、社区及旅游目的地惠益最大化的有力行动。

Annex I: Terms of Reference of the Steering Committee for the International Year of Sustainable and Resilient Tourism 2027

Preamble

The Steering Committee for the International Year of Sustainable and Resilient Tourism 2027 (hereinafter “the Steering Committee”) is established pursuant to the summary and conclusions of the 22nd meeting of the Committee on Tourism and Sustainability, taking into account the presentation of the present Terms of Reference at its 23rd meeting, and decision XXX of the 126th session of the Executive Council, to provide strategic guidance and oversight and to serve as a consultative and coordinating platform during both the preparatory phase and the implementation of the International Year.

This document sets out the mandate, functions, composition and working modalities of the Steering Committee.

1. Mandate

The Steering Committee shall serve as the strategic steering and validation mechanism for the preparation and implementation of the International Year. On the basis of proposals and documentation prepared by the Secretariat, it shall review, guide, prioritize and approve key programmatic, operational and partnership-related elements. In doing so, it shall help ensure alignment with the International Year's objectives, coherence across initiatives and a well-informed and Member State-driven process. It shall operate within the established intergovernmental framework of UN Tourism and without prejudice to the authority of its governing bodies.

2. Functions

1. The Steering Committee functions as a consultative and coordinating platform during both the preparatory phase and the implementation of the International Year. It aims to ensure continuity of dialogue and coherence across national, regional and global initiatives.
2. The Steering Committee will:
 - a. Provide overall direction on the orientation and priorities of the International Year;
 - b. Review and approve key elements of the implementation framework prepared by the Secretariat;
 - c. Develop modalities for identifying, monitoring and evaluating capacity-building needs and promote their implementation in a consistent and comparative manner;
 - d. Guide the prioritization of major initiatives, including where competing proposals arise in relation to events, activities or other implementation elements;
 - e. Provide guidance on the organization of major fora, including on agenda, format, participation and the presentation of identified capacity-building needs and opportunities;
 - f. Provide strategic oversight of the International Year project account, including approval of allocations, in accordance with applicable financial rules;
 - g. Support a structured Member State-driven consultation process, including through the Regional Commissions;
 - h. Contribute to ensuring alignment across national, regional and global initiatives undertaken within the framework of the International Year;
 - i. Review sponsorship and partnership proposals screened by the Secretariat, as appropriate and in line with applicable principles and safeguards;
 - j. Provide recommendations to the Secretary-General on the proposed sponsorship agreements submitted to it by the UN Tourism Secretariat, and which are in compliance with UN Tourism's rules, regulations and policies governing sponsorship arrangements.

3. The Steering Committee is advisory in nature to the Secretariat and functions within the established intergovernmental framework of UN Tourism, without prejudice to the authority of the Organization's governing bodies. In carrying out its functions, it shall report to the Executive Council through the established intergovernmental process.

3. Composition of the Steering Committee

1. The Steering Committee will be comprised of the following members:
 - a. The Nine (9) Full members of the Committee on Tourism and Sustainability (hereafter the "CTS") with the right to vote;
 - b. The representative of the Associate Members and the Affiliate Members, as designated to the CTS shall be invited to the meetings of the Steering Committee as observers without the right to vote;
 - c. The Six (6) Chairs of the UN Tourism Regional Commissions with the right to vote. Where a Full Member of the CTS also serves as Chair of a UN Tourism Regional Commission, that Member shall have only one vote.
2. In addition, International Organizations and other participants, may be invited to take part in meetings of the Steering Committee on an ad hoc basis, as appropriate, by the Secretary-General, in agreement with the Chair of the Steering Committee, or by the Chair of the Steering Committee in agreement with the Secretary-General. Such participants shall serve in an observer capacity only and shall not be considered members of the Steering Committee. They may include selected partners and other relevant stakeholders, in accordance with the needs of the agenda and the Committee's working modalities.
3. The Chair of the CTS shall act as the Chair of the Steering Committee.

4. Working Modalities

1. The Steering Committee shall operate through a phased and consultative process, anchored in Member State engagement and aligned with the intergovernmental framework of UN Tourism.
2. The Steering Committee shall be convened by the Chair and shall meet in person, virtually or in hybrid format, as appropriate. During the preparatory phase in 2026, it shall normally meet on a bimonthly basis and during the implementation year 2027 on a monthly basis, unless otherwise agreed.
3. The provisional agenda of each meeting of the Steering Committee shall be drawn up by the Secretariat in agreement with the Chair.
4. The Secretariat shall facilitate the communication among the members of the Steering Committee between meetings, including by using electronic means.
5. Members of the Steering Committee shall contribute in a spirit of cooperation and shared ownership. They are expected to participate actively in meetings, provide strategic perspectives reflecting national and regional priorities, facilitate consultations and information exchange within their respective constituencies and support coherence and visibility in relation to the International Year.
6. The Steering Committee will report to the Executive Council at least annually.

5. Conduct of Business

1. The working language of the Steering Committee will be English.
2. The Sustainable Tourism and Resilience Department shall serve as Secretariat of the Steering Committee.

3. The presence of the majority of the Voting Members of the Steering Committee shall be necessary to constitute a quorum at its meetings.
4. The UN Tourism Secretariat will not cover the cost of participation of the Steering Committee's members, either virtual or in person. UN Tourism shall not be responsible for any fees, costs or expenses related to or incur any liabilities in connection with the participation in the Steering Committee. The cost of participation at the meetings of the Steering Committee shall be borne by the participants themselves.
5. The Secretariat should provide the minutes of the meeting to all members as soon as practicable, preferably within one week of the meeting.

6. Decision-making

1. All decisions of the Steering Committee should so far as possible be taken by consensus. Members of the Steering Committee will make every effort to reach a consensus that is generally accepted, so that a decision can be adopted without formal objections.
2. Where consensus cannot be reached, decisions may be taken by a simple majority of the voting members present and voting.
3. If a vote is taken, it will be on roll call. When the meeting is held by virtual or hybrid means, no decision shall be taken by show of hands or by secret ballot.

7. Duration

1. The Steering Committee is established solely for the purposes of the International Year and will operate for a limited duration covering the preparatory phase in 2026 and the implementation year 2027.
2. Its work shall conclude upon completion of the International Year and all related activities, unless otherwise decided by the Executive Council.

8. Reporting Framework and Relationship with the Governing Bodies

1. The Steering Committee shall operate within the intergovernmental framework of UN Tourism and without prejudice to the authority of its governing bodies.
2. The Steering Committee shall report to the Executive Council through the established intergovernmental process.
3. During the preparatory phase, key elements of the International Year, including the outcomes of consultations and the proposals reviewed by the Steering Committee, shall be submitted for consideration, guidance and, as appropriate, endorsement by the Executive Council.
4. The Steering Committee shall support continuity, coordination and timely strategic guidance throughout the preparation and implementation phases of the International Year, while remaining fully aligned with the decisions of the Executive Council.
5. The Executive Council shall provide intergovernmental guidance on the framework, priorities and key elements of the International Year, as appropriate.

9. Final provisions

These Terms of Reference may be amended by the Steering Committee as necessary in accordance with paragraph 6 above. Amendments may be proposed by the Secretary-General or by any voting member of the Steering Committee. The text of proposals for amendments shall be transmitted to the Members of the Steering Committee at least XXX days before the Steering Committee meeting at which they are to be considered.

Annex II: Logo of the International Year of Sustainable and Resilient Tourism 2027



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

Annex III: Guidance documents in support of the framework for the International Year of Sustainable and Resilient Tourism 2027

I. Thematic Areas and Rationale

1. Inclusive, sustainable and resilient economic growth and local value creation

Tourism is a major driver of economic growth and employment, particularly at the local level. Strengthening the sustainability and inclusiveness of tourism value chains enhances their capacity to withstand shocks, adapt to change and sustain long-term development outcomes.

This thematic area highlights tourism's role in fostering diversified, locally anchored and resilient economic activity, with particular attention to Micro, Small and Medium-sized Enterprises (MSMEs), domestic tourism and diversified products and markets. By reducing over-dependence on single markets, seasons or activities, and by promoting fair participation and shared benefits along the value chain, tourism can contribute to economic stability, inclusive growth and local value creation while reinforcing resilience across destinations.

2. Social inclusion, decent work, poverty reduction and community resilience

Inclusive tourism development is a fundamental condition for resilience. When tourism benefits are widely shared and access to opportunities is ensured, communities are better able to absorb, respond to and recover from economic, environmental and social shocks.

This thematic area emphasizes tourism's contribution to decent work, poverty reduction and the economic empowerment of women, youth, Indigenous Peoples and local communities. It underscores the importance of community participation in tourism planning and decision-making, universal accessibility and social protection, strengthening social cohesion, local ownership and human capital as pillars of resilient tourism systems.

In this context, approaches that go beyond minimizing negative impacts and actively seek to strengthen communities, livelihoods and local capacities, including approaches often described as regenerative, can contribute to more durable, inclusive and self-sustaining development outcomes.

3. Environmental protection, biodiversity conservation, resource efficiency and climate action

Tourism depends directly on healthy ecosystems and natural resources, while at the same time exerting pressure on the environment. Strengthening environmental protection is therefore a prerequisite for sustainable and resilient tourism development.

In line with General Assembly resolution 78/260, this thematic area emphasizes environmental protection and biodiversity conservation as central pillars of sustainable and resilient tourism, while promoting resource efficiency and advancing climate action through mitigation and adaptation measures. By integrating environmental considerations into tourism policy, planning, investment and operations, including through the engagement of workers, communities and local stakeholders, destinations can reduce environmental degradation, lower vulnerability to climate-related risks and safeguard the natural foundations upon which tourism, livelihoods and community wellbeing depend.

In this regard, practices that aim not only to reduce environmental harm but also to restore and enhance ecosystems and natural capital, including regenerative approaches, may further strengthen the contribution of tourism to long-term resilience and sustainability.

4. Cultural values, diversity, living heritage and destination identity

Cultural heritage and diversity are core assets of tourism and central to destination identity, social cohesion and community resilience. When cultural resources are safeguarded and communities are empowered as custodians of their heritage and active participants in tourism development, tourism can reinforce continuity, pride and intergenerational knowledge.

This thematic area highlights tourism's role in protecting and promoting tangible and intangible cultural heritage, supporting creative industries and fostering place-based development. Emphasis is placed on living heritage and locally rooted narratives that strengthen destination identity, while ensuring that cultural tourism development remains inclusive, respectful and resilient to external pressures.

5. Mutual understanding, peace, security and crisis preparedness

Tourism fosters dialogue, mutual understanding and peaceful interaction among peoples, while also being highly sensitive to crises, insecurity and disruptions. Strengthening preparedness and trust is therefore essential for resilient tourism development.

This thematic area underscores tourism's contribution to peace, social stability and international understanding, while highlighting the importance of risk-informed governance, crisis preparedness and coordinated response mechanisms, including cooperation across institutions, communities and sectors. It includes the protection of tourists, effective communication, cross-border and cross-sector cooperation, and the integration of tourism into broader emergency, health and security frameworks to support faster recovery and sustained confidence.

II. Flagship Events

The International Year of Sustainable and Resilient Tourism 2027 (hereinafter, the International Year) provides a global platform to advance tourism as a driver of sustainable development and resilience. Mandated by the United Nations General Assembly and facilitated by UN Tourism, the International Year aims to mobilize governments, the United Nations system, international and regional organizations, the private sector, academia and civil society around a shared agenda to strengthen tourism's contribution to inclusive economic growth, environmental stewardship and social cohesion.

The designation of an International Year creates a rare, time-bound political window in which attention, commitment and visibility converge. It generates a unique momentum that goes beyond routine sectoral exchanges and allows tourism to be positioned within broader debates on resilience, territorial development and sustainable transformation. In this context, one flagship event per region will serve as a defining milestone of the International Year, transforming global ambition into regionally anchored progress. These moments will help accelerate alignment across policy areas, stimulate durable partnerships and translate shared objectives into concrete pathways that extend beyond 2027.

Taken together, the five flagship events (hereafter "the flagship events") will shape a coherent global architecture under the International Year, reinforcing tourism's structural role in strengthening inclusive and resilient societies and ensuring that the momentum generated in 2027 contributes meaningfully to the evolving post-2030 development landscape.

1. Objectives

Under the International Year, the flagship events, one hosted in each UN Tourism region, will serve as defining milestones of 2027. While regionally anchored, each event will carry global relevance, addressing structural dimensions of sustainability and resilience that extend beyond regional boundaries.

Each event will translate the thematic pillars of the International Year into region-specific leadership and action. By focusing on distinct regional priorities, the events will reflect diverse economic structures, development pathways and risk environments, while contributing to a shared global narrative.

Together, the flagship events will form a coherent and differentiated architecture that ensures balanced geographic representation, thematic depth and strategic complementarity. Rather than duplicating discussions, they will demonstrate how sustainable tourism strengthens inclusion, resilience and long-term competitiveness across diverse global contexts.

2. Opening and Closing of the International Year

a. Opening Ceremony

The event will serve as the formal opening moment of the International Year, marking the transition from the preparatory phase of 2026 to a year of global implementation.

The launch will underscore that the International Year is not a stand-alone celebration, but a coordinated global effort designed to strengthen tourism's contribution to resilience and inclusion while preparing the sector for the post-2030 development framework.

Particular attention will be given to National Committees as the backbone of implementation, the central role of capacity-building in translating principles into practice and the contribution of the five flagship events in shaping regionally grounded yet globally relevant outcomes.

The event will clearly position the International Year as a structured consultation process for the positioning of tourism within the evolving Agenda 2030+ discussions. As communication materials and campaign elements will already have been introduced in advance, the opening will focus on setting political direction, reinforcing institutional coherence and consolidating a shared commitment.

To fulfil this role effectively, the Opening should be organized as a high-level half-day event with arrangements that enable broad global access for Member States, facilitate the participation of Steering Committee members and ensure strong international media involvement. The format and programme should be developed in line with the overall architecture of the International Year and the host setting. Given the political importance and global visibility of the Opening, the host arrangement should also ensure an appropriate level of financial and organizational support so that the event can be delivered to the standard required for a major milestone of the International Year.

b. Closing Ceremony

The closing moment, possibly anchored at FITUR in early 2028, will be the opportunity for UN Tourism and all stakeholders to reflect and inform on the performance and impact of the International Year. More importantly, it will present the consolidated outcome of the global consultation process as the central legacy of the Year.

This outcome, derived from flagship and other events held throughout the Year, national processes, flagship reports and the rolling analytical roadmap, will form the substantive basis for tourism's positioning in the post-2030 negotiations.

In this context, lead Member States and institutional representatives, including the Chair of the Committee on Tourism and Sustainability, the Chair of the Executive Council and members of the Steering Committee, will jointly outline the next phase of engagement within the UN process.

While the Closing Ceremony will mark the official conclusion of the International Year, it will also set out how its findings, conclusions and recommendations can continue to inform and shape the coordinated negotiation phase, ensuring that tourism's contribution to resilience, inclusion and sustainable development is carried forward through structured leadership and coalition-building at the global level.

3. Flagship Events

Themes and partners

This section outlines the thematic focus of the Flagship Events, one to be held in each region as a central component of the International Year. These events are directly linked to the thematic pillars of the International Year and translate global objectives into region-specific priorities. Each Flagship Event will address a defining regional dimension of sustainability and resilience, contributing to a coherent global architecture while reflecting diverse development contexts and risk environments.

The below themes and partners are intended as proposals for the consideration of the Member States and alternative themes and partners may also be proposed by interested host States. The final decision on the themes and venues of the flagship events will be taken by the UN Tourism Secretary-General after due consideration of the proposals received by Member States.

3.1. Africa

Theme: Biodiversity, Rural Livelihoods and Resilient Local Economies

Many destinations around the world depend on nature-based tourism. Strengthening local value chains and integrating biodiversity protection enhances long-term economic stability and community resilience. Tourism in these contexts is closely intertwined with ecosystem integrity and community wellbeing, making it a powerful lever for inclusive and sustainable growth.

The event will focus on:

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

3.2. Americas

Theme: Financing Resilient Tourism Value Chains

Tourism represents both a mature economic sector and a critical source of income for vulnerable economies. Strengthening tourism value chains through innovative financing mechanisms and enhanced support to micro, small and medium-sized enterprises is essential to protect destinations from economic volatility and systemic shocks.

Sustainable tourism finance and risk-sharing instruments can reinforce economic stability, promote digital integration and strengthen the resilience of tourism-dependent communities.

The event will focus on:

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

3.3. Asia-Pacific

Theme: Skills, Innovation and Resilient Tourism Growth

In many destinations, tourism development combines dynamic economic growth with rapid technological innovation and evolving labour market conditions. At the same time, destinations face demographic shifts, climate exposure and increasing competitive pressures. Strengthening tourism resilience in this context requires a focus on human capital, innovation ecosystems and adaptive growth models.

By investing in skills development, fostering entrepreneurship and integrating technological innovation into tourism systems, destinations can strengthen long-term competitiveness while ensuring that growth remains inclusive and resilient.

The event will focus on:

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

3.4. Europe

Theme: Strengthening Inclusive and Resilient Territories through Sustainable Tourism

Sustainable tourism plays a leading role in maintaining connectivity, strengthening transport and digital infrastructure and supporting high-value economic activity across varied geographic contexts.

By advancing inclusive and balanced territorial development, sustainable tourism helps ensure that prosperity is broadly shared, regional disparities are addressed and demographic vitality is sustained. In doing so, tourism reinforces social cohesion and strengthens the long-term resilience and competitiveness of the world's diverse territories.

The event will focus on:

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

3.5. Middle East

Theme: Diversification, Stability and Long-Term Transformation

Tourism is increasingly positioned as a central pillar of economic diversification. As countries pursue structural transformation, sustainable tourism investment contributes to employment generation, heritage preservation and long-term economic resilience.

Strengthening environmental sustainability and regional cooperation will reinforce tourism's role in supporting stability and inclusive development.

The event will focus on:

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

Hosting Conditions

It should be recalled that in accordance with [resolution 662\(XXI\)](#), the General Assembly explicitly requests that Member States hosting a UN Tourism meeting provide the conditions set forth in the template agreement developed by the Secretariat, which serves as the legal framework for host country agreements. It is based primarily on Article 32 of the [Statutes](#), the [Convention on the Privileges and Immunities of the Specialized Agencies](#) and its [Annex XVIII](#) (applicable to UN Tourism), relevant General Assembly resolutions, and aligns with the overall United Nations policy on the matter. It is recommended that Member States interested in hosting a flagship event review the template agreement in advance to preparing a bid.

4. UN System engagement

A central political objective of the International Year will be to secure sustained high-level engagement within the wider United Nations system and to ensure that tourism is substantively reflected in discussions shaping the post-2030 development framework.

Engagement will begin in 2026, aligned with major intergovernmental milestones. The High-Level Political Forum in July 2026 and the 81st session of the United Nations General Assembly in September 2026 will provide early opportunities to position tourism within broader sustainable development debates and to initiate dialogue with the incoming President of the General Assembly. Early coalition-building among Member States will be essential to explore the establishment of a thematic focus on tourism during the 2027 session.

The 2027 SDG Summit, convened at Head-of-State level, represents a pivotal political moment. This milestone will allow tourism's contribution to resilience, inclusion and structural transformation to be reflected within the mid-term review of the 2030 Agenda.

Engagement in environmental negotiation spaces in 2026 will serve as preparation for the International Year. In particular, CBD COP17 provides a high-impact opportunity to consolidate tourism's role within biodiversity finance and nature-positive economic models. As the Biodiversity Conference convenes biennially, substantive and visible engagement will be essential. Building on the successful positioning achieved at the previous COP, tourism can further demonstrate its unique capacity to generate economic value from nature while reinforcing conservation incentives, including through net-positive approaches developed in partnership with key private sector actors.

Across these processes, the focus will be on securing durable outcomes, including joint policy briefs, structured contributions to outcome documents and coordinated cross-agency initiatives. The objective is to move beyond visibility and ensure that tourism is integrated into substantive policy language that will inform the emerging post-2030 negotiations.

5. UN Tourism GA and World Tourism Day

5.1. World Tourism Day (27 September 2027)

Hosted by Cabo Verde with the theme "Transforming Tourism through Education," will provide an important milestone. It will highlight the role of education, skills and human capital in building resilience across the sector and will mobilise youth, academia, training institutions and industry partners around this agenda. As a widely recognised global observance, World Tourism Day will strengthen public engagement in the International Year and create momentum in the weeks leading up to the General Assembly, linking the campaign's broader narrative with the more technical and policy-oriented discussions that will follow.

5.2. UN Tourism General Assembly (October/ November 2027)

The GA will provide a very unique and important platform for presenting the key analytical outputs, including the flagship studies and the rolling analytical roadmap for the post-2030 agenda and for showcasing Member State achievements emerging from national committees, regional consultations and capacity-building activities.

The Assembly will also enable a high-level debate on the future positioning of tourism in global development frameworks and serve as the moment to consolidate the legacy of the International Year, whether through ministerial dialogue, the adoption of final recommendations or the consideration of pathways that may extend its impact beyond 2027.

III. Guidance Note on National Committees

National Committees

Role, Functions and Working Arrangements under the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

This note provides complementary guidance on the role, functions and working arrangements of National Committees established in the context of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). It should be read in conjunction with the overall framework and guidance documents for the International Year and is intended to support Member States in organizing national-level coordination and delivery, in line with their institutional contexts and priorities.

1. Purpose of National Committees

According to the Guidelines for International Years (ECOSOC Resolution [1980/67](#)), there should be ordinarily national committees or other mechanisms for preparing for, conducting, and following up the international year at the national level.

This guidance is reinforced by UN General Assembly resolution ([A/RES/78/260](#)), which recognizes sustainable and resilient tourism as a cross-cutting driver of sustainable development, calls for its promotion by all stakeholders, and encourages leveraging the International Year as a catalyst to advance sustainable development. The resolution highlights tourism's contributions to economic growth, poverty reduction, decent work, sustainable consumption and production, and responsible resource use. It also underscores the sector's role in biodiversity conservation, cultural understanding, social inclusion-including the empowerment of women, youth, Indigenous Peoples and local communities - and rural development, while emphasizing the need for coordinated, value chain-wide action to ensure sustainability and resilience.

To this effect, National Committees are envisaged as national-level coordination platforms to support the preparation, observance and follow-up of the International Year of Sustainable and Resilient Tourism 2027.

National Committees shall play a central role in ensuring effective coordination among governmental and non-governmental actors, aligning and harmonizing activities undertaken in the context of the International Year and communicating internationally agreed priorities and messages to stakeholders at national and local levels. Throughout 2027, National Committees will form the backbone of Member State engagement with the International Year.

It should be noted that such National Committees are not intended as global governance or decision-making bodies, nor do they replace existing national institutions or coordination mechanisms. Rather, they are to provide a flexible and scalable means for Member States to organize engagement with the International Year, ensure coherence across activities undertaken at national and local levels and contribute, on a voluntary basis, to regional and global exchanges of experience and learning.

2. Key Objectives of National Committees for the IYSRT 2027

In support of the objectives of the International Year of Sustainable and Resilient Tourism 2027, National Committees may, taking into account national priorities and institutional contexts, focus on the following objectives:

- raise public awareness of the contribution of sustainable and resilient tourism to broader development processes, including social inclusion and community empowerment;
- facilitate dialogue and coordination around measures that strengthen tourism business ecosystems, including discussion of enabling conditions for SMEs, investment and access to finance, where relevant;

- support reflection on legal, policy and institutional frameworks that enable sustainable and resilient tourism development, without prejudice to national decision-making processes;
- encourage leadership development, skills enhancement and youth engagement related to the future of tourism, including through forward-looking and innovation-oriented approaches;
- contribute to the generation and consolidation of national and regional evidence, good practices and policy dialogue relevant to future global frameworks; and
- support structured consultation and learning processes that may inform broader reflections on resilience, sustainability and tourism in the context of the post-2030 development agenda and future multilateral processes.

National Committees are not expected to address all objectives listed above. The selection and scope of objectives remain at the discretion of each Member State and should reflect national capacities, priorities and existing policy frameworks.

3. Role and Functions

Within the framework of the IYSRT 2027 and in accordance with applicable guidance, National Committees are generally expected to:

- Coordinate the preparation, implementation and follow-up of national activities related to IYSRT 2027;
- Develop a strategic action plan aligned with the objectives of the International Year;
- Authorize and register events, initiatives and activities undertaken under the International Year at national and local levels, in line with agreed guidance and criteria;
- Ensure alignment of activities with the objectives, principles and messaging of the International Year;
- Mobilize and engage relevant stakeholders across government, the private sector, civil society, academia and international partners;
- Promote awareness and advocacy on the contribution of sustainable and resilient tourism to sustainable development;
- Facilitate capacity-building and knowledge-sharing in support of the tourism sector; and
- Provide structured inputs, summaries and reflections to UN Tourism to support regional and global processes and reporting related to the International Year.

In particular, National Committees may authorize, coordinate and oversee activities undertaken at national and local levels, in line with national guidance and the objectives of the International Year.

Such activities may include:

- coordinate the development and dissemination of nationally focused outreach and promotional materials including digital content linked to the official IYSRT 2027 platforms;
- organize or endorse meetings, conferences and events addressing national and local priorities related to sustainable and resilient tourism;
- support communication and awareness-raising initiatives, including engagement with national media, consistent with the overall messaging of the International Year;
- facilitate capacity-building and training activities for tourism and related-sector stakeholders, including through the dissemination of guidelines, tools and resources;

- support collaboration with academic and research institutions to strengthen evidence, data collection and analysis relevant to resilience and sustainability in tourism;
- encourage multi-stakeholder dialogue on policy-relevant issues linked to sustainable and resilient tourism, without prejudice to formal national policy-making or legislative processes;
- document activities, initiatives and outputs carried out during the International Year, including examples of good practice and lessons learned;

The above list is indicative and non-exhaustive.

National Committees may also contribute to the preparation of national summaries or reflections at the conclusion of the International Year, focusing on activities undertaken and key insights generated, in line with guidance provided by UN Tourism.

For the purposes of the International Year, National Committees, or as appropriate, may apply differentiated approaches to the authorization and oversight of activities, taking into account their nature and intended purpose. In particular, a distinction may be made between communication and public engagement activities, and policy-oriented, capacity-building or standards-related activities, which may be subject to different levels of criteria, documentation and follow-up.

4. Establishment of National Committees

National Committees should be inclusive and reflect the diversity of actors involved in tourism and related policy areas at a national level, while maintaining clear leadership and accountability for coordination, authorization and reporting functions. They should be anchored in, or formally convened by, the ministry or authority responsible for tourism, to serve as the primary contact for UN Tourism and to support coordination of the National Committee.

National Committees should be inclusive and made up of actors at the national level such as:

- the ministry or authority responsible for tourism, serving as the national focal point;
- relevant public institutions, including those responsible for environment, culture, finance, climate change, water management, land use and local government;
- private sector associations;
- civil society organizations and NGOs, including those addressing decent work and poverty eradication through tourism;
- legal, academic and research institutions with relevant expertise;
- representatives of local communities and other relevant stakeholders;
- United Nations Country Teams, including the Office of the Resident Coordinator, where appropriate, and in line with national arrangements.

The size, composition and working modalities of National Committees should remain flexible and proportionate, reflecting national capacities, institutional contexts and the scope of activities undertaken under the International Year.

Where appropriate, Member States may build on existing inter-ministerial, inter-agency or multi-stakeholder coordination mechanisms, rather than establishing new bodies specifically for the International Year.

5. Working Arrangements

For the purposes of the International Year of Sustainable and Resilient Tourism 2027, Member States are invited to establish appropriate working arrangements to enable National Committees to carry out their coordination, authorization and reporting functions effectively.

Member States may consider the following steps:

1. identifying and convening relevant public and non-public stakeholders, ensuring balanced representation and effective partnership arrangements;
2. establishing, as appropriate, national guidance and procedures for the registration, authorization and monitoring of activities undertaken under the International Year;
3. defining practical modalities for documentation and reporting of activities and outcomes to UN Tourism, in line with guidance provided at global level;
4. where appropriate, involving the United Nations Country Team and integrating activities related to the International Year into relevant national and UN work programmes.

National Committees are encouraged to adopt pragmatic and proportionate working methods, including the preparation of a light action plan or activity framework for the International Year, reflecting national priorities and capacities.

6. Coordination, Communication and Secretariat Support

National Committees are responsible for coordinating national- level activities undertaken in the context of the International Year of Sustainable and Resilient Tourism 2027, and for ensuring their alignment with applicable national and international guidance, objectives and principles. They are expected to establish appropriate arrangements for the identification, authorization, monitoring and documentation of events and activities including verification of compliance with agreed guidance and criteria.

Information on activities undertaken should be consolidated and validated at national level and transmitted to UN Tourism in an aggregated and structured manner, in line with guidance provided at international level, for the purposes of regional and global overviews, reporting and collective learning.

In line with national arrangements, National Committees may coordinate the use of the IYSRT 2027 name and logo at the national level, in accordance with official UN Tourism guidelines. This does not extend to the use of the name, emblem or official seal of UN Tourism or of the United Nations, which remains subject to prior written authorization. A partner portal will support registration of organizations, logo authorization requests, and the upload of activity information, enabling transparent and scalable participation. The National Committee should maintain a central register of all authorized users, and any further dissemination should require explicit approval or adherence to predefined guidelines to prevent misuse, reputational risks, or dilution of the logo's meaning.

National Committees shall not, in any manner whatsoever, use the name, emblem or official seal of UN Tourism or the UN, or any abbreviation of the name of UN Tourism or the UN, in connection with its activities for the IYSRT 2027 or otherwise without the prior written permission of UN Tourism. Under no circumstances shall authorization be provided to use the name, emblem or official seal of UN Tourism or the UN, or any abbreviation of the name of UN Tourism or the UN, for commercial purposes.

The UN Tourism Secretariat provides overall coordination, international guidance and technical support for the International Year, including common principles, templates and reporting formats. This support complements national leadership and ownership and does not entail the centralized management or validation of individual events or activities.

Through these arrangements, National Committees serve as the primary interface between national implementation and international consolidation, ensuring effective two-way communication and structured contribution to regional and global processes.

7. Funding National Committees

The UNGA resolution [A/RES/78/260](#) proclaiming the International Year of Sustainable and Resilient Tourism 2027 stresses that the costs of all the activities that may arise from the implementation of the International Year should be met through voluntary contributions. The resolution also encourages all States, the United Nations system, and other stakeholders to seize the International Year as an

opportunity to promote actions at all levels - including through international cooperation - and to advance sustainable and resilient tourism as a driver for sustainable development. National governments are encouraged to allocate budgetary resources to selected activities, enhancing their engagement and enabling greater impact at the national level.

IV. Capacity Building Purpose and Criteria

Capacity-Building

Purpose and Criteria for Capacity Building Activities Supporting the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

This document provides complementary guidance on the purpose, scope and criteria governing capacity-building activities undertaken in the context of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). It should be read in conjunction with the overall framework and guidance documents for the International Year, including the Guidance Note on National Committees and other thematic and operational guidance issued by UN Tourism.

For the purposes of the present document, the International Year of Sustainable and Resilient Tourism 2027 is hereinafter referred to as “the International Year”.

The United Nations defines capacity building as the process to develop and strengthen skills and abilities². It forms an integral component of the Agenda 2030 and the achievement of the Sustainable Development Goals. Understanding that potential target audiences of the capacity building initiatives undertaken within the framework of the International Year will be diverse, from both tourism and non-tourism related backgrounds, for the purpose of this present document, the term “capacity building” refers not only to developing new skills and abilities but also to enhance, strengthen and diversify existing capacities and knowledge.

The present document is intended to support National Committees, or as appropriate, any other national coordination mechanisms established for the same purpose, in identifying, authorising and overseeing capacity-building activities at national and local levels. It aims to ensure that such activities are people-centred, implementation-oriented and catalytic, and that they contribute meaningfully to the objectives, principles and legacy of the International Year, while allowing flexibility in line with national circumstances and priorities.

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

This document does not establish a centralised approval mechanism, nor does it replace national decision-making processes or existing institutional arrangements. It provides a common reference framework to support coherence, quality, accountability and shared understanding across capacity-building activities undertaken under the International Year.

1. Capacity-Building as a Delivery Mechanism

Sustainability is not a static objective but a continuous process requiring ongoing learning, adaptation and improvement. Resilience has become an essential and overdue dimension of this process, ensuring that tourism systems are capable not only of withstanding shocks but also of advancing their development responsibly and in alignment with broader societal, economic and environmental objectives.

Under the International Year, this strengthened focus places particular emphasis on the capacities of people and institutions to translate principles into practice. Capacity-building therefore plays a central role in enabling implementation, strengthening coordination and supporting informed decision-making.

2. Core Criteria for Capacity-Building Activities Supporting the International Year

² United Nations, Academic Impact, available at: <https://www.un.org/en/academic-impact/capacity-building> (26-02-2026)

To ensure coherence, quality and measurable impact across diverse national contexts, capacity-building activities supporting the International Year shall comply with the mandatory criteria set out below and integrate at least two of the optional criteria.

These criteria establish a common minimum standard while allowing flexibility in format, scale and implementation.

2.1. Mandatory Criteria

The following mandatory criteria apply to all capacity-building activities supporting the International Year. These criteria establish a common minimum standard to ensure coherence, quality and measurable impact across diverse national contexts.

1. Policy awareness and system literacy
Participants will jointly identify and discuss relevant national and local policies and strategies. They will examine how these policies connect to international frameworks such as the 2030 Agenda. The aim is to strengthen participants' understanding of how different levels of policy and governance, including both tourism-specific and tourism-related policies, interact (system literacy) and to ensure they are aware of existing policies and how these can align and support each other effectively (policy awareness and coherence).
2. Plurality of development approaches
The activity will present and discuss different established approaches and schools of thought which guide tourism development, management and governance (for example, market-based, product-based or community-led approaches). What are the short, medium and long-term objectives with regard to tourism development at the destination? Which approach would best facilitate achieving these objectives? How can sustainability and resilience be mainstreamed into this process? Rather than promoting a single viewpoint, it will encourage participants to reflect on context-specific trade-offs.
3. Sustainable Development Goals (SDG)-linked action commitment
Each participant will identify two to three relevant SDG targets and publicly commit to carrying out at least one concrete action within their institutional mandate that contributes to a chosen target within a defined timeframe (e.g. 6–12 months).
4. Knowledge multiplication
Participants will commit to sharing the key insights from the activity with at least 10 other people, using simple dissemination materials. This could include, where appropriate, a blog post, social media post referencing the official International Year hashtag, or engagement through print, radio or television media. Knowledge multiplication can be at the national or international level. Dissemination to both tourism-related and non-tourism related audiences is encouraged.
5. Reporting
The organisers of the activity will submit a short, standardised report confirming implementation of the criteria and summarising commitments planned to be implemented and dissemination undertaken. Modalities will be specified separately.

2.2. Optional Criteria

In addition to the mandatory criteria set out above, capacity-building activities supporting the International Year shall integrate **at least two of the following optional criteria**. These criteria are intended to reinforce practical application, cross-sector coordination and sustained impact beyond the duration of the activity. They allow flexibility in design while ensuring that activities contribute meaningfully to implementation and legacy.

1. Application to a real-world challenge

The activity will apply learning to a concrete national or local policy, planning or operational challenge, informed where possible by existing data, assessments or evidence within the participants' context.

Example:

- Applying resilience principles to an existing coastal tourism strategy.
- Reviewing how an existing destination management plan aligns with SDG 12.

2. Cross-sector engagement

The activity will include structured interaction with actors beyond the tourism administration (e.g. environment, culture, finance, local government, community representatives) to strengthen coordination and shared ownership.

3. Barrier identification and problem-solving

Participants will analyse existing tourism or tourism-related policies to identify at least one key institutional, regulatory or behavioural barrier to effective implementation and discuss practical, actionable approaches to address this barrier within their sphere of influence.

Example:

- Identify regulatory bottlenecks.
- Recognize gaps in institutional coordination.
- Identify budgetary or data constraints.

4. Development of a practical output

Participants will develop a short practical proposal, action outline, implementation roadmap or similar deliverable during the activity, designed to facilitate subsequent institutional uptake or policy integration. It can, but does not necessarily, be linked to (3) above.

Example outputs:

- A monitoring checklist.
- A policy recommendation brief.
- A stakeholder engagement plan.

5. Follow-up mechanism

The activity will include a follow-up exchange, reflection session or progress check within a defined period (e.g. 3–6 months) to support continued application of learning.

6. Inclusion and accessibility lens

Participants will assess how proposed actions contribute to improved inclusion, shared benefits and accessibility within tourism systems, including, where relevant, the participation of women, youth, local communities, indigenous peoples or small and medium-sized enterprises and other local value-chain actors; the more equitable distribution of economic and social benefits; and improved physical, digital or informational accessibility for persons with disabilities and other specific needs.

7. Assessment of trade-offs

Participants will assess potential trade-offs and possible adverse effects associated with proposed actions and discuss mitigation or adjustment approaches to strengthen long-term sustainability and resilience.

3. Recognition and Reporting

Capacity-building activities that wish to be presented as supporting the International Year must receive prior authorization from the relevant National Committee.

If no National Committee exists, authorization shall be provided by the competent national tourism authority, or as appropriate, in line with national institutional arrangements.

In exceptional cases where neither mechanism is available, authorization may be granted by the UN Tourism Secretariat in consultation with the Member State concerned.

Capacity-building activities supporting the International Year must comply with all mandatory criteria and integrate at least two optional criteria outlined in this document.

Organisers of activities supporting the International Year shall submit a brief, standardised report to the authorizing body, confirming implementation of the applicable criteria and summarising key outcomes, participants' commitments, and dissemination efforts.

The authorising body shall ensure that the information in these reports is transmitted to, or made accessible by, the UN Tourism Secretariat for global aggregation, knowledge-sharing and visibility of activities supporting the International Year.

Aggregated information may be used to showcase good practices and to assess the overall legacy of the International Year. Specific reporting procedures, including formats and mechanisms to facilitate global visibility, will be provided separately in the communications guidance for the International Year.

Capacity-building activities implemented in cooperation with international organizations, development partners or other external entities, including those financed or co-financed by such partners, may also be presented as supporting the International Year, provided that they comply with the criteria in this document and are authorized according to the procedures above.

The involvement of external partners does not change the requirements established in this document. Reporting obligations remain applicable irrespective of the source of financing.

V. Knowledge Base: Research and Flagship Reports

Knowledge Base: Research and Flagship Reports

International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

This document provides complementary guidance on the purpose, scope and criteria governing development of a knowledge base, through research, reports and publications, undertaken in the context of the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027). It should be read in conjunction with the overall framework and guidance documents for the International Year, including the Guidance Note on National Committees and other thematic and operational guidance issued by UN Tourism.

For the purposes of the present document, the International Year of Sustainable and Resilient Tourism 2027 is hereinafter referred to as “the International Year”.

1. Strategic Orientation and Specific Objectives for Building a Knowledge Base

Sustainability is not a static objective but a continuous process requiring ongoing research and building of knowledge to guide tourism policy, planning and development formulation and implementation. Resilience has become an essential dimension of this process, ensuring that the tourism sector is not only of withstanding shocks but also of advancing its development responsibly and in alignment with broader societal, economic and environmental objectives.

The International Year is conceived as a forward-looking, implementation-oriented initiative to consolidate progress in advancing sustainable and resilient tourism, while responding to evolving global challenges affecting destinations and communities, including environmental degradation, economic volatility and social inequalities. It aims to translate policy commitments into coordinated, measurable action at the national, regional and global levels, with a focus on effective implementation and tangible impact. In doing so, it contributes to ongoing international deliberations on sustainable development beyond the current global framework, including the transition from the 2030 Agenda for Sustainable Development to future global frameworks.

Strategic Orientation

The International Year prioritizes the development of a comprehensive Knowledge Base to support the translation of sustainability and resilience principles into practical, implementable policies. This strategic orientation aims to strength skills and capacities across the tourism sector, raise awareness of tourism as an engine for sustainable, inclusive and resilient development and highlight its transformative role in the post 2030 global dialogue.

Specific objectives

The Knowledge Base on Sustainable and Resilient Tourism aims to:

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

2. Core Flagship Reports to be Prepared by UN Tourism

To ensure a strong analytical foundation for the International Year and to position tourism effectively within the emerging post-2030 global development framework, the Secretariat will prepare three mutually reinforcing knowledge products: two flagship reports and one rolling analytical report that spans the entire preparatory and implementation periods.

2.1 Future of Work in Tourism for the post 2030 agenda

The first flagship report will examine how the profound structural shifts under way in labour markets, technology and social systems are likely to shape employment and human capital in the tourism sector beyond 2030. It will analyse the transformation of skills and the growing need for lifelong learning, as well as the sector's capacity to promote inclusion and provide access to decent work. Particular attention will be given to the implications of the digital transition and artificial intelligence for tourism labour markets, alongside evolving patterns of labour mobility and migration that increasingly influence workforce availability across regions. The report will also explore the emerging relevance of the care economy and the need for more gender-sensitive approaches to workforce development, recognising the specific characteristics of tourism as a service-intensive, people-centred sector.

2.2 Resilient Tourism Development and its contribution to Poverty Alleviation, Urban Prosperity and Biodiversity Protection

The second flagship report will explore how tourism can serve as a catalyst for resilience-oriented development at both national and subnational level, with particular emphasis on its potential contributions to poverty alleviation, inclusive urban development and biodiversity conservation. It will assess the specific conditions under which tourism SMEs can strengthen their resilience and how coherent national and local frameworks can support more robust tourism development pathways. The report will also analyse the ways in which tourism can effectively contribute to poverty reduction, especially in regions where the sector represents a major source of livelihoods.

In addition, it will examine the role of tourism in urban environments, where the sector can drive more inclusive and resilient forms of growth, and will consider how biodiversity protection and nature-positive approaches can be systematically integrated into tourism planning and investment. Special attention will be given to the evolving role of private sector commitments, particularly net-positive strategies, in shaping more sustainable and resilient tourism ecosystems.

2.3 Rolling Analytical Report: Strategic Roadmap – Tourism in the Agenda 2030+

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

The primary aim of this report is to clarify how tourism can be most effectively positioned within the post 2030 agenda. Work on the report will progress in phases:

- **2026:** focus on establishing conceptual foundations, identifying key themes and gathering initial evidence.
- **2027:** incorporate findings from the International Year, across all regions and workstreams, will be continuously incorporated, enabling a progressive consolidation of ideas and building a broad consensus on the sector's long-term positioning.

The strategic roadmap is intended to be finalized in 2028, ensuring it can meaningfully inform Member States' engagement in Agenda 2030+ negotiations. However, earlier completion may be required should UNDESA's consultation calendar advance more rapidly.

3. Other Research and Publications Developed in Support of the International Year

In addition to the core knowledge products prepared by UN Tourism, research and publications developed by external entities are encouraged to support the objectives and thematic priorities of the International Year. These contributions may be produced by National Committees, academic institutions, research bodies, strategic partners, other partner organizations and relevant stakeholders. They may take the form of policy papers, technical notes, thematic studies, background papers, case-study compilations and other analytical materials relevant to sustainable and resilient tourism. The development, preparation and delivery of such publications shall be financed entirely through independent resources. UN Tourism will not be able to provide financial support for activities related to their preparation, including research, drafting, consultations or associated operational costs.

Research and publications developed in support of the International Year should demonstrate clear relevance to its objectives, thematic priorities and guiding principles. They should be evidence-based, prepared with appropriate analytical rigor and methodological transparency, and clearly identify the responsible author or institution, date of publication and thematic or geographical scope. Publications that are primarily promotional, commercial or advocacy-driven in a manner inconsistent with the public-interest purpose of the International Year should not be presented in association with it.

All publications should include a visible Statement of Responsibility, Originality and Methodological Integrity from the authoring institution or author. This statement should confirm that responsibility for the content, sources, analysis, findings and conclusions rests fully with the named authoring entity; that the publication meets the applicable criteria set out in this guidance; and that the views expressed do not necessarily reflect those of UN Tourism. A model Statement is included as Annex I.

Where artificial intelligence-assisted tools have been used in the preparation of a publication, such use should be disclosed in the statement in a clear and transparent manner. The statement should also confirm that AI tools have not replaced substantive human responsibility for the research, analysis and conclusions and have not been used to fabricate or misrepresent data, references, quotations or findings.

In selected cases, research and publications developed in support of the International Year may also be prepared jointly by UN Tourism and strategic partners. Such collaboration may be considered where it offers clear substantive value for the objectives and thematic priorities of the International Year and be governed by appropriate arrangements defining roles, responsibilities, editorial processes, visibility and accountability. These collaborations must remain fully consistent with the public-interest character of the International Year and shall not confer governance functions, decision-making authority or influence over the substantive independence of UN Tourism. The development, preparation, and delivery of such reports may be financed through the International Year project account, managed by UN Tourism, subject to availability of funds and approval of the Steering Committee. Specific agreements are required for the funding and preparation of joint publications.

For publications primarily addressing national or subnational issues, the relevant National Committee may, under its own responsibility, associate them with the International Year as part of the national implementation framework. Such association should reflect the Committee's judgement that the publication is relevant to the International Year's objectives and thematic priorities within the respective national context. Annex II includes a model Statement of Relevance by a National Committee, which can be used with that purpose.

All external publications developed in support of the International Year shall remain under the full responsibility of the respective authoring institution or author. Association with the International Year does not in itself imply review, validation or formal endorsement by UN Tourism.

4. Knowledge Repository on the International Year Webpage

The Knowledge Repository on the International Year webpage will serve as a curated, non-exhaustive access point for selected knowledge products relevant to the objectives and thematic priorities of the

International Year. It will include the core knowledge products prepared by UN Tourism and may also feature selected external publications developed in support of the International Year.

Inclusion of external publications in the repository is not automatic. As a general rule, only external publications accompanied by a Statement of Relevance issued by the relevant National Committee or, where appropriate, by one or more relevant National Committees, will be considered for inclusion. Such statement should confirm that the publication is relevant to the objectives and thematic priorities of the International Year, either within the respective national context or, where applicable, across the national contexts represented by the issuing Committees.

All publications considered for inclusion in the repository must also contain, in a visible manner within the publication itself, the required Statement of Responsibility, Originality and Methodological Integrity. Publications must be made publicly available in final digital form free of charge and comply with formal requirements relating to accessibility, completeness, presentation and metadata.

The repository may also include publications prepared jointly by UN Tourism and strategic partners, where such publications are developed in accordance with the applicable agreements, governing roles, responsibilities, visibility and editorial integrity.

Inclusion in the Knowledge Repository does not constitute substantive review, validation or formal endorsement by UN Tourism of publications produced by external entities. Responsibility for the content of such publications remains entirely with the respective authoring institution or author.

Annex I

Model Statement of Responsibility, Originality and Methodological Integrity

The authoring institution or author (hereinafter referred to as the “Author”) hereby declares and warrants that:

1. the publication is relevant to the objectives and thematic priorities of the International Year of Sustainable and Resilient Tourism 2027;
2. the publication has been prepared on the basis of identifiable sources, supporting evidence and a transparent methodological approach appropriate to its nature, scope and intended purpose;
3. the content of the publication is original, to the extent applicable to its format, and that all data, references, quotations and other source materials have been used in good faith and, to the best of the Author’s knowledge and belief, are accurately, properly represented and duly attributed;
4. the publication is not promotional, commercial or advocacy-driven in a manner inconsistent with the public-interest character of the International Year;
5. the publication is made publicly available in final digital form free of charge;
6. where artificial intelligence-assisted tools have been used in the preparation of the publication, such use has been disclosed in a clear, appropriate, and transparent manner, and has not replaced substantive human responsibility for the research, analysis or conclusions;
7. artificial intelligence-assisted tools, where used, have not been employed to fabricate, falsify, or otherwise misrepresent data, references, quotations, analysis or findings; and
8. the views and opinions expressed in the publication are solely those of the Author and do not necessarily reflect the views of UN Tourism.

Name of authoring institution / author:

Date:

Place:

Signature, where applicable:

Annex II

Model Statement of Relevance by a National Committee

Statement of Relevance

The [*name of National Committee*] has taken note of the publication entitled “[*title of publication*]”, prepared by [*name of authoring institution or author*].

For the purposes of its potential inclusion in the Knowledge Repository of the International Year of Sustainable and Resilient Tourism 2027, the present statement attests that the publication is deemed relevant to the objectives and thematic priorities of the International Year within the national context of [*country*], and, where applicable, across the national contexts represented by the issuing Committees.

This statement is issued solely for the purpose of confirming relevance and shall not be construed as constituting a substantive, technical or peer review of the publication. Nor should be interpreted as an endorsement, in whole or in part, by the National Committee or UN Tourism of any opinions, findings, conclusions or recommendations contained therein. Responsibility for the content of the publication remains exclusively with the authoring institution or author.

Issued by: [*Name of National Committee*]

Country / Countries concerned:

Name and function of signatory:

Date:

Optional reference to thematic area(s):

Optional short note on relevance:

VI. Guidelines on Partnerships and Support

Guidelines on Partnerships and Support for the International Year of Sustainable and Resilient Tourism 2027 (IYSRT 2027)

The International Year of Sustainable and Resilient Tourism 2027 (IYSRT2027) (hereinafter referred to as “International Year”) provides a global platform to advance tourism as a driver of sustainable development and resilience. Mandated by the United Nations General Assembly and facilitated by UN Tourism, the International Year aims to mobilize governments, the United Nations system, international and regional organizations, the private sector, academia and civil society around a shared agenda to strengthen tourism’s contribution to inclusive growth, environmental stewardship and social cohesion.

In accordance with United Nations principles governing international years, activities undertaken within the framework of the International Year are supported through contributions intended to complement the normative, convening and technical role of UN Tourism, while fully safeguarding the Organization’s independence, integrity and public-interest mandate.

The present Guidelines establish a clear and transparent framework governing partnerships and support to the International Year. They are designed to ensure that all forms of engagement contribute meaningfully to the objectives of the International Year and are aligned with United Nations values, standards and oversight requirements.

For the purposes of the present Guidelines, the term “support” refers to all forms of contributions to the International Year, including financial contributions, in-kind contributions, event-based support and other forms of engagement consistent with the objectives of the International Year.

The term “partners” refers to donor engagement based on financial, and a limited number of in-kind, contributions accepted by UN Tourism in support of the International Year as specified in this document.

The term “friends” refers to donor engagement based on a specific financial contribution value as outlined in this document.

All support, including through partners and friends, are designed as instruments to strengthen implementation and coherence across workstreams, supporting integrated approaches that link the economic, social, environmental and cultural dimensions of tourism development.

1. Support of the Thematic Priorities and Expected Outcomes

The International Year is organized around a defined set of thematic priorities and expected outcomes, as set out in its overall framework and thematic guidance documents. These provide substantive reference for the design and implementation of activities at global, regional and national levels.

Support mobilized in the context of the International Year is intended to contribute directly to the achievement of these priorities and outcomes.

Support will primarily take the form of financial contributions, although in-kind contributions through technical or knowledge inputs, or collaboration on specific activities, including events, analytical work, publications, capacity-building initiatives and outreach efforts, may be provided in certain circumstances, subject to the specific needs of the Organization in the activities related to the International Year and to its alignment with the objectives and safeguards of the International Year.

All support is expected to reinforce institutional and stakeholder capacities and generate results that extend beyond individual activities, contributing to the lasting legacy of the International Year.

2. Scope and Relationship to Other Guidance

These Guidelines provide complementary guidance on the mobilization of voluntary support for activities undertaken in the context of the International Year.

They should be read in conjunction with the overall framework and guidance documents for the International Year, including those defining its objectives, thematic priorities, governance arrangements and implementation modalities. Taken together, these instruments provide a coherent basis for the planning, coordination and delivery of activities at all levels.

The present Guidelines focus specifically on the principles, modalities and conditions governing support. They do not replace or supersede existing UN Tourism rules, policies or procedures, nor do they confer governance roles, decision-making authority or preferential status on partners or supporters. All engagement remains subject to the applicable regulatory, ethical and oversight frameworks of UN Tourism.

3. Principles Governing Support

Support for the International Year shall be guided by the purposes and principles of the United Nations and the mandate, rules and policies of UN Tourism. All forms of engagement must respect the Organization's independence, integrity and neutrality and contribute to the objectives of the International Year in a manner consistent with its public-interest mandate.

Engagement shall be based on transparency, accountability and mutual respect. Support from either Partners or Friends shall not create any form of influence over the strategic direction, substantive content or decision-making processes of UN Tourism or the governance arrangements established for the International Year. Support, whether financial or in-kind, shall not result in preferential treatment, competitive advantage or endorsement of partners, products or services.

Support to the International Year shall be aligned with the thematic priorities, expected outcomes and implementation framework of the International Year and shall be designed to strengthen delivery, enhance coherence across activities and reinforce capacity at global, regional and national levels, without undermining existing initiatives.

UN Tourism shall apply due diligence in the selection and management of Partners and Friends to ensure consistency with United Nations values and standards, including ethical conduct, respect for human rights, environmental responsibility and the avoidance of conflicts of interest. Support involving reputational, ethical or operational risks shall not be pursued.

All support arrangements shall be established, implemented and monitored in accordance with applicable UN Tourism procedures, including financial regulations, audit requirements and oversight mechanisms.

All contributions shall be administered in accordance with the financial, regulations, rules and policies of UN Tourism; and be subject exclusively to the internal and external auditing procedures provided in the financial regulations, rules, policies and procedures of UN Tourism.

4. Eligibility Criteria

Support to the International Year may be provided by Governments, entities of the United Nations system, international and regional organizations, financial institutions, private sector entities, civil society organizations, academic institutions, and foundations, in line with the present Guidelines and the applicable rules and policies of UN Tourism.

Eligibility for support is assessed on the basis of alignment with the objectives, thematic priorities and implementation framework of the International Year, as well as consistency with United Nations values and standards.

To ensure coherence, transparency and integrity, UN Tourism may review proposed support arrangements and determine, where appropriate, the most suitable form of engagement. UN Tourism retains the discretion to decline or discontinue engagement where this is necessary to safeguard the mandate, principles or interests of the Organization or of the International Year.

Potential conflicts of interest shall be disclosed and addressed in consultation with UN Tourism. Support arrangements may be discontinued where eligibility conditions are no longer met or where continued

engagement would no longer be consistent with the principles, objectives or reputation of the Organization or of the International Year.

5. Modalities of Support

Support to the International Year may be provided through a range of complementary modalities, reflecting the diversity of partners and the nature of activities undertaken at different levels.

Support may be provided through the following modalities:

Financial contributions³:

1. **Financial contributions**, provided on a voluntary basis to support the overall implementation of the International Year. Every entity wishing to support the International Year of Sustainable and Resilient Tourism 2027 with a financial contribution must adhere to the standard and non-negotiable Terms and Conditions of Partnership through a Letter of Support addressed to the Secretary General of UN Tourism. A general project account shall be created for this purpose.
2. **Collaborative support arrangements**, UN Tourism recognizes that some donors may wish to direct their contribution towards a specific area of work, while remaining aligned with the overall objectives of the International Year. These can include activities in areas such as research, analytical work, publications, capacity-building, events, communication or outreach, where roles and responsibilities are clearly defined and formalized through appropriate instruments including UN Tourism existing framework agreements and the standard and non-negotiable Terms and Conditions of Partnership through a Letter of Support addressed to the Secretary General of UN Tourism. Project accounts specific to each activity shall be created for this purpose.

In-kind contributions

3. **In-kind contributions**, may be accepted only as a complement to financial contributions and shall not, on their own, constitute a basis for partnership or participation. Such contributions may include technical expertise, knowledge inputs or logistical support that contribute to the delivery of activities under the International Year. Such contributions require the signing of a bilateral agreement defining the applicable legal framework, in accordance with the Organization's standard practice. In-kind contributions will be valued at their fair value at the date of the formalization. In the case of goods contributed in kind, these will either be returned to the provider or be transferred to UN Tourism upon completion of the relevant activity;
4. **Event-based support**, may include the hosting or co-hosting of meetings, conferences or other official activities of the International Year, in line with the agreed programme and applicable UN Tourism procedures. The roles and responsibilities of the parties will be clearly defined and formalized through appropriate instruments including UN Tourism framework agreements for this purpose.

The specific form, scope and conditions of support shall be determined on a case-by-case basis, taking into account the nature of the proposed contribution, its relevance to the thematic priorities and expected outcomes of the International Year, and its consistency with the applicable rules, policies and procedures of UN Tourism.

Detailed arrangements governing support, including financial, operational, recognition and reporting aspects, shall be formalized through the appropriate mechanisms indicated above and designed by UN Tourism for this purpose.

³ A Project Support Cost rate of at least 7% shall be applied to the financial contribution.

6. Financial Management and Reporting

Contributions received in support of the International Year shall be managed in accordance with the financial regulations, rules and procedures of UN Tourism and shall be subject exclusively to the internal and external auditing procedures provided in the financial regulations and rules, policies and procedures of UN Tourism.

The allocation and use of such resources shall be guided by the approved Road Map and thematic priorities of the International Year, as endorsed by the governing bodies.

7. Recognition of Support

Support provided to the International Year will be formally recognized by UN Tourism in a manner commensurate to the nature, scope, and level of the contribution and consistent with the public-interest character of the International Year and the principles set out in the present Guidelines.

Recognition will be applied in a structured and transparent manner to ensure consistency, proportionality and coherence across different forms of support. The form and level of recognition will be determined by UN Tourism on a case-by-case basis, based on the type, scale, duration, and relevance of the contribution to the objectives and expected outcomes of the International Year.

Recognition of support may, as appropriate, be reflected in official communications, publications, events and digital platforms related to the International Year. Such recognition shall not confer any entitlement, endorsement or preferential treatment, nor imply any form of commercial association with the International Year or with UN Tourism.

Financial contributions may be subject to structured recognition arrangements, including indicative engagement levels and contribution ranges, as set out in Annex I for guidance purposes only. Recognition of in-kind or event-based support shall be determined separately by UN Tourism, taking into account the nature and strategic relevance of the contribution.

The name, emblem and visual identity of the International Year, as well as the name, acronym and emblem of UN Tourism and of the United Nations, may be used only with the prior written authorization of UN Tourism and in accordance with the applicable guidelines. Such use shall not imply endorsement of any partner, supporter, product or service, nor shall it be used for commercial, promotional or fundraising purposes unrelated to the objectives of the International Year.

Recognition arrangements shall be defined in the relevant support or partnership instrument and may be reviewed, adjusted or discontinued by UN Tourism where this is necessary to ensure continued consistency with the present Guidelines and with United Nations values and standards.

8. Implementation

Support arrangements under the International Year shall be coordinated by UN Tourism in accordance with its mandate and applicable internal rules, policies and procedures.

All support arrangements shall be formalized through appropriate instruments, such as letters of support adhering to the standard terms and conditions or agreements, which shall define, as applicable, the scope and duration of engagement, roles and responsibilities, recognition arrangements, reporting requirements and any review or termination provisions.

UN Tourism shall ensure appropriate internal coordination, oversight and monitoring of the support provided to the International Year, with a view to ensuring consistency with the objectives, thematic priorities and expected outcomes of the International Year. Where appropriate, information on support to the International Year may be reflected in reporting to the relevant governing bodies, in line with established practices.

The present Guidelines may be reviewed and updated, as necessary, to reflect evolving implementation needs, lessons learned and guidance from the governing bodies of UN Tourism.

Annex I

Indicative Contribution Ranges and Engagement Options

The indicative contribution tiers set out in this Annex provide a reference for recognizing the overall level of contribution and engagement in support of the International Year. They may reflect financial contributions and, where appropriate, significant in-kind or combined forms of support.

The tiers are intended to support transparency, consistency and internal coherence in the organization and recognition of voluntary support to the International Year.

1. Indicative Financial Contribution Ranges⁴

Financial contributions to the International Year are structured along a graduated set of indicative engagement tiers, reflecting the scale and level of support provided. These tiers are used solely for recognition and communication purposes.

They are open to governments, entities of the United Nations system, international and regional organizations, private sector entities, civil society organizations, foundations and other eligible partners.

Financial contributions accepted by UN Tourism under the tiers set out below confer partnership status for the purposes of the present Guidelines. In-kind contributions may be recognized towards Tiers I, II and III only, and shall not exceed 50 per cent of the total value of the contribution (financial and in-kind) – that is, in order to confer partnership status where there is an in-kind contribution, at least 50% of the total contribution shall be financial. All such contributions are subjected to case-by-case assessment and determination by UN Tourism.

Exceptions, determined on a case-by-case basis, by UN Tourism may arise where in-kind contributions, on their own and without a complementary financial contribution, may also be recognized for partnership status where they directly support the implementation of the International Year through the hosting of official flagship events, the preparation of jointly developed flagship publications or research, or other strategic contributions expressly accepted by UN Tourism for this purpose. These exceptions shall also be formalized through the appropriate instrument.

Indicative contribution tiers:

- **TIER I: Transformational Partner:** EUR 500,001 and above

Long-term, high-visibility engagement with significant strategic impact.

- **TIER II: Strategic Partner:** EUR 100,001 - 500,000

Substantial support aligned with core objectives and priority initiatives.

- **TIER III: Impact Partner:** EUR 50,001 - 100,000

Strong programmatic contribution with visible alignment to outcomes.

- **TIER IV: Supporting Partner:** EUR 25,001 - 50,000

Active support of activities and thematic areas.

⁴ A Project Support Cost rate of at least 7% shall be applied to the financial contribution.

- **TIER V: Associate Partner:** EUR 10,000 - 25,000
Entry-level organizational engagement.

2. Additional Engagement Modality: “Friends of the International Year”

The “Friends of the International Year” initiative, provides a flexible avenue for private entities and individuals to support the initiative outside formal partnership structure.

- **Financial Contributions⁵:** EUR 1,000 and above
- **Status:** this category does not confer organizational partnership status.

⁵ A Project Support Cost rate of at least 7% shall be applied to the financial contribution.