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**EXECUTIVE
COUNCIL**

Toledo, Spain
10-11 June 2026

Programme and Budget Committee

June 10th

Natalia Bayona, Executive Director

Full members



Chair: Peru



Vice-Chair: Switzerland



Argentina



India



Japan



Kenya



Malaysia



Maldives



Morocco



Oman



Kingdom of Saudi Arabia



Spain

Associate Members



Macao, China

Affiliate Members



NECSTouR
European Regions for
Competitive and Sustainable Tourism

Welcome to the new PBC members

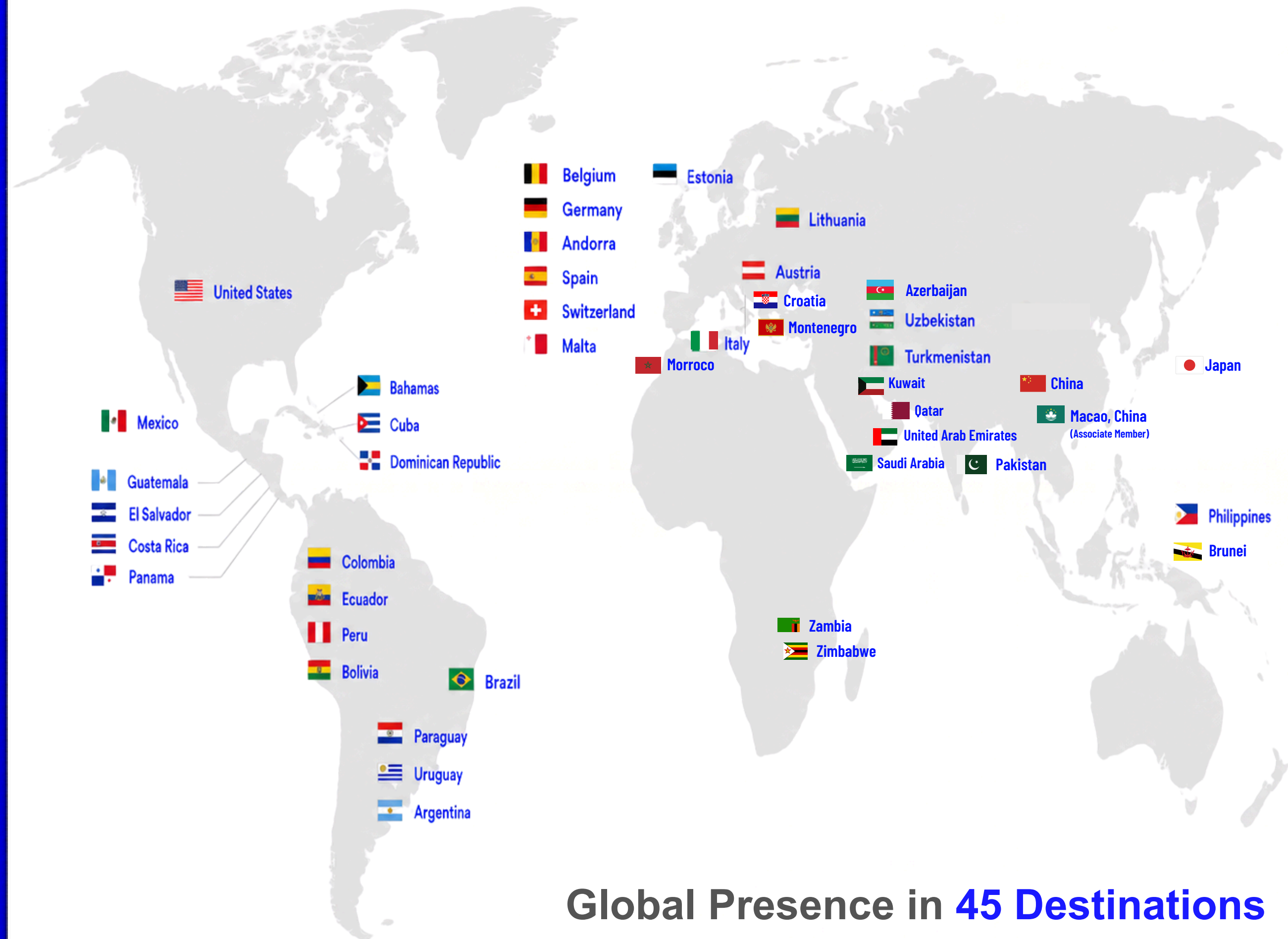
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1.Regional Presence and Institutional Foundations



Missions Across the Regions



Bilateral Engagements by Region

Americas

25
bilaterals

18
countries

Reception of Ambassadors for the Americas (March)

Europe

16
bilaterals

16
countries

Reception of Ambassadors for Europe (February)

Middle East

14
bilaterals

11
countries

Africa

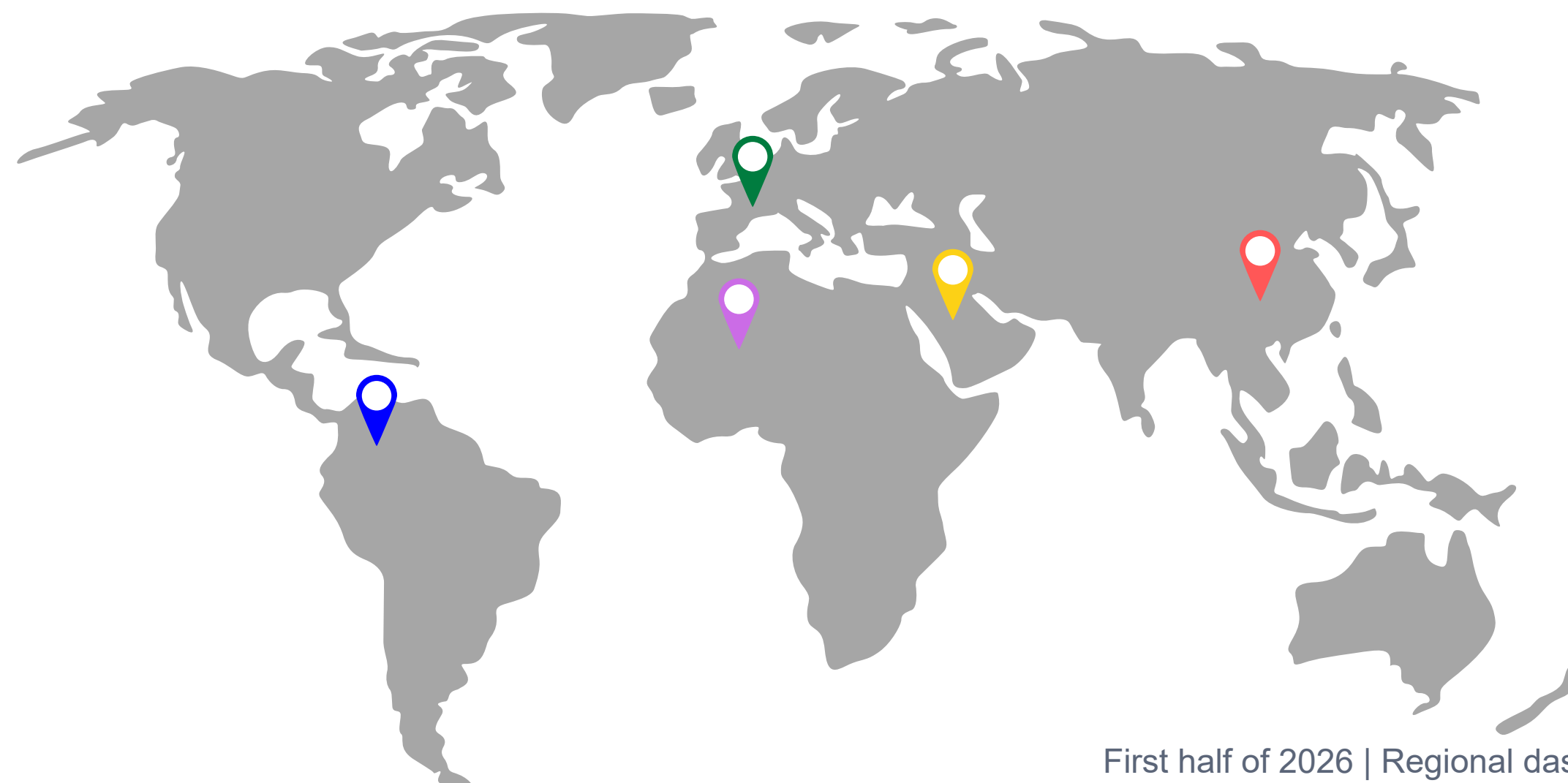
19
bilaterals

13
countries

Asia-Pacific

11
bilaterals

10
countries



Regional Commissions

52nd UN Tourism Regional Commission for the Middle East: "Promoting Tourism Through Artificial Intelligence"

amadeus : First Workshop under Riyadh Declaration



: From Best Tourism Villages Recognition to Market Commercialization



Kuwait
10 - 12 Feb 2026

Regional Commissions

72nd Meeting of the Commission for Europe “Driving Tourism Towards the Future We Want: A Dialogue on Policies to Balance Growth, People and Planet”

Agenda for Europe New Initiatives

- 
France

Wine Tourism Innovation Challenge: start-ups driving sustainable, creative and accessible solutions
- 
Bulgaria Montenegro

Sub-Regional Tourism Routes & Promotion Accelerator: develop a globally transferable blueprint for regional tourism collaboration
- 
Germany

European Network of Women Leaders in Tourism: facilitating exchange and advancing gender-sensitive governance across the sector



Malta
12-14 May 2026

Regional Commissions

71st meeting of the Regional Commission for the Americas and Workshop on the Future is Female: “Shaping the Tourism of Tomorrow”



Costa Rica expressed interest in hosting the Statistics Committee in H2 2026



Honduras expressed interest in hosting the Regional Event on the Year of Sustainability 2027



Memorandum of Understanding with FEMTUR (**Argentina**)



Working Group for Tourism & Peace (**Colombia**)



Interest from Bahamas and Paraguay in developing Master Plans



Paraguay
28-29 May 2026

2. Education



2.1 Integrating Tourism into High School Education

OBJECTIVE 1

Swiss-Certified Tourism Programme



 Swiss Seal

 Tourism Programme

 High Schools

 Global Skills

 Future Talent

IB will include tourism as a topic in high schools.

OBJECTIVE 2

Tourism as a Subject in Public Schools



Work with Ministries of Education to introduce tourism as a formal subject in public schools.

Building awareness, skills and future talent from an early stage.



Zambia

✓ FORMALIZED



United Arab Emirates

🤝 INTEREST EXPRESSED



Guatemala

⚙️ PROPOSAL UNDERWAY

2.2 Executive Education



**Samarkand
International Academy**



COMPLETED

30 teachers trained in
Hospitality Management



IN PROCESS · 50%

60 teachers trained in
Hospitality, Innovation
and Operations



澳門科技大學
MACAU UNIVERSITY OF SCIENCE
AND TECHNOLOGY

Joint Academic Programmes

ACCOMPLISHED



New agreement signed to
advance joint academic
programmes.



New Education Services



Ministries of Foreign Affairs

Diplomats trained on tourism



Dominican
Republic



Brazil



Colombia



600 trained



Ministries of Defense

Vocational academies



Dominican
Republic



Colombia



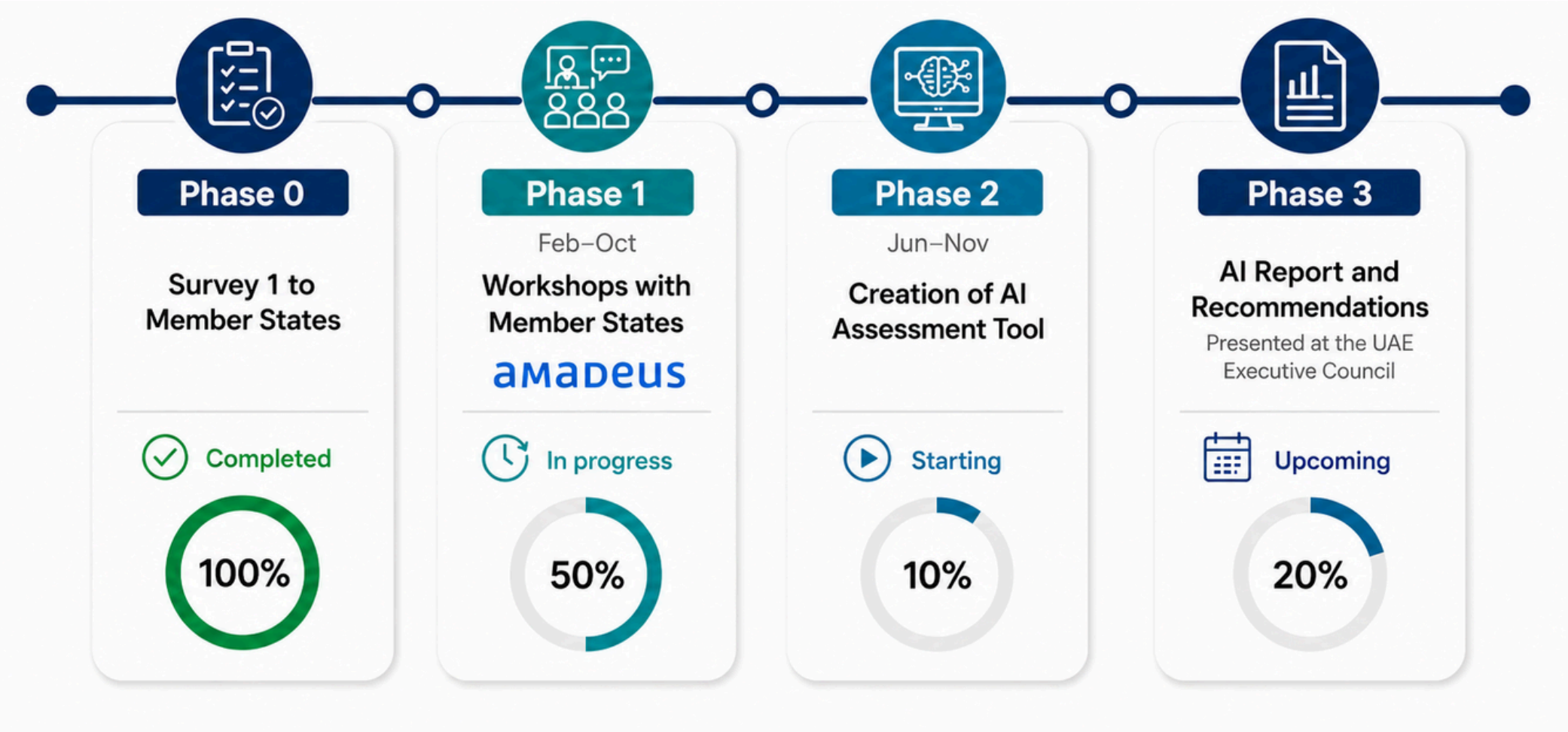
Tourism Police

3.Innovation



Innovation

Implementation of the Riyadh Declaration



Opening the Thematic Office on Innovation for Africa

Designed to support the continent's digital transformation by **accelerating startups**, expanding **digital skills**, and **fostering sustainable tourism investments** across Africa.



Rabat, Morocco
April, 2026

4.Investment



Investments

New editions

Translations



11 brand new editions in preparation: Barbados, Bolivia, Cape Verde, Jamaica, Kenya, Montenegro, Oman, Philippines, San Marino, Slovenia & Atlantico (Colombia)

Joint report by the UN Tourism Organization and the World Free Zones Organization: “Rethinking Investable Destinations”

Launched on May 13, 2026, in Panama



5. Market Intelligence, Policy and Competitiveness





Argentina: candidate to host BTV Ceremony



Mozambique, Namibia, Rwanda, Tanzania, Morocco



Published the first **Best Tourism Villages Monitoring Report** for the first cohort of villages recognized in 2021 (April 2026)



Tourism for Rural Development

6. Statistics, Standards and Data





Reporting to UN Headquarters on ESG Framework for Tourism

It convened Presidents of National Institutes of Statistics from across the globe, alongside senior representatives from international organizations including the United Nations, the International Monetary Fund, and the European Central Bank.



UNITED NATIONS

7. Tourism Law



Legislation and Governance



Andorra's General Tourism Law



International Code for the Protection of Tourists

Malta and Ukraine Adhered



I Tourism Law Conference in Europe

hosted by the Old University of Malta in Valletta



Third International Seminar on Tourism Law: Challenges in Tourism Law

Thank you