UN Tourism

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Agenda item 4
Implementation of the General Programme of Work

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Executive summary

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

UN Tourism

DRAFT DECISION[1]

Agenda item 4
Implementation of the General Programme of Work
(document CE/127/4)

The Executive Council,

Having examined the programme activity report for the period May-September 2026,

Recalling its decision 3(CXXVI),

1. *Takes note* of the activities implemented and the main achievements;

2. *Welcomes the holding of a Thematic Day on Tourism at the UN Climate Summit COP31 in Antalya, Türkiye, on 18 November 2026*;

3. *Also takes note* of the progress made by UN Tourism in advancing disability inclusion and accessibility, notably through its technical programmes, and calls upon the Secretariat to continue implementing the UN Disability Inclusion Strategy (UNDIS), subject to available resources;

4. *Welcomes* the joint United Nations – UN Tourism publication *Statistical Framework for Measuring the Sustainability of Tourism*, developed through a major international effort and in close collaboration with ILO, OECD and Eurostat, and calls upon Member States to implement the Framework and use the resulting evidence to position tourism in international, national and subnational agendas, in line with priorities and capacities; and

5. *Takes note of* the Terms of Reference of the UN Tourism Women in Transport Advocates Initiative, as presented in Annex V.

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

I. Introduction

1. The UN Tourism General Assembly approved in resolution A/RES/780(XXVI) the draft programme of work and budget 2026-2027 at its 26th session (Riyadh, Saudi Arabia, November 2025) around three strategic objectives and five programmatic priorities.

2. Strategic objectives:

   a) **Objective 1:** Leading in tourism, positioning the sector in the global agenda, through advocacy, knowledge creation, policy guidance and diversification of services.
   b) **Objective 2:** Expanding the Organization and membership. Increase resources, capacity and ownership, through strategic partnerships.
   c) **Objective 3:** Transforming the Organization for a better future. More agile and effective governance. Embracing UN values and multilateralism for realizing the 2030 Agenda.

3. Programmatic priorities:

   a) **Priority 1:** Placing tourism in global, regional and national agendas. Building better and strong institutions: Data, Standards, Governance, Policies and Legislation.
   b) **Priority 2:** Market intelligence, rethinking destination positioning and product development.
   c) **Priority 3:** Fostering sustainability, inclusiveness and resilience: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.
   d) **Priority 4:** Enabling economic growth, boosting investment and innovation: accelerating the uptake of new business models.
   e) **Priority 5:** Investing in people: reinforcing education and training, strengthening human capital for decent work.

4. The present report is a follow-up of document CE/126/4 submitted to the 126th session of the Executive Council, Toledo, Spain, in June 2026. It covers the period from 1 May to September 2026.

5. The following information is annexed:
   a) Annex I: UN Tourism on the ground
   b) Annex II: UN Tourism Publications
   c) Annex III: Calendar of UN Tourism Events
   d) Annex IV: Official visits and participations in events
   e) Annex V: Terms of Reference of the UN Tourism Women in Transport Advocates Initiative

II. Strategic Objectives

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

6. Tourism continues to gain prominence on the **United Nations General Assembly agenda**, with sustainable and resilient tourism, including ecotourism, recognized as a contributor to poverty eradication, environmental protection and sustainable development. UN Tourism plays a central role in advancing this agenda, providing evidence, policy expertise and Member State engagement that inform global deliberations on tourism. In this context, UN Tourism submitted its global report in July 2026 to the 81st session of the General Assembly, published as document A/81/278/Rev.1 on 31 August 2026. The subsequent negotiations of the resolutions, from mid-October to early November 2026, will provide a further opportunity for UN Tourism to support Member States and help shape global policy and strengthen the positioning of tourism within the broader UN development agenda.

7. UN Tourism and the United Nations, as co-editors, finalized the publication of the **Statistical Framework for Measuring the Sustainability of Tourism** (SF-MST), in collaboration with ILO, Eurostat and OECD, consolidating the internationally agreed foundation for measuring tourism's economic, social and environmental sustainability and supporting its implementation across countries.

8. Conference **of the Parties on Climate Change:** The UN Climate Summit COP31, held in Antalya, Türkiye, included a Tourism Thematic Day on 18 November 2026, recognizing the potential of the sector to advance climate action and its ongoing efforts, building on the holding of tourism days at COP30 in Belém, Brazil, and COP29 in Baku, Azerbaijan.

9. The Secretariat was included in the **Regional Collaborative Platform for Europe and Central Asia** (RCP), which brings together the regional heads of the UN entities working to implement the 2030 Agenda for Sustainable Development and is currently developing a draft roadmap for the transition to the Regional Platform for Integration (RPI) as part of the United Nations' ongoing restructuring of its regional architecture.

10. GCC Tourism Recovery Coordination. Supported high-level coordination with the Gulf Cooperation Council (GCC) following the evolving regional situation. On 31 March 2026, the Secretary-General consulted with the Minister of Tourism of Bahrain, in its capacity as GCC Chair for 2026, reaffirming UN Tourism's support to the region's tourism sector. On 7 April 2026, the Secretary-General participated in the GCC Ministers of Tourism meeting, which resulted in the establishment of a GCC Tourism Recovery Working Group to coordinate regional recovery efforts.

11. Saudi Arabia – Ministry of Tourism | Engagement around TOURISE Awards 2027**.** Supported the dissemination of the TOURISE Awards 2027 initiative among UN Tourism Member States at the request of the Ministry of Tourism of the Kingdom of Saudi Arabia, while engaging with the Ministry and TOURISE team to identify opportunities for broader cooperation in sustainability, innovation, education and investment, including in the context of the International Year of Sustainable and Resilient Tourism 2027.

12. The Organization through its regional office in Riyadh strengthened its engagement with the United Nations development system in Saudi Arabia by participating in regular UNCT meetings and contributed to the preparation of the 2027–2030 United Nations Cooperation Framework. The Office contributed to UN Country Analysis and provided inputs to reflect the contribution of sustainable tourism to economic diversification, regional development, cultural and natural heritage and sustainability. It also contributed to UNINFO to reflect the impact of UN Tourism's work in Saudi Arabia and its contribution to the SDGs progress in the country.

13. UN Tourism has intensified its partnership efforts to enhance its knowledge creation and impact, support a wide range of States through the UN Resident Coordinator (UN RC) system - and the corresponding UN Country Teams - present in Eritrea, Comoros, Lesotho, Lebanon, Kingdom of Saudi Arabia, Panama, Brazil, Ecuador, Myanmar, Pakistan as well as the Multi-Country Office in Fiji.

14. The One Planet Sustainable Tourism Programme, led by UN Tourism in collaboration with UNEP, continues to strengthen its role as a platform for multilateral cooperation, fostering strategic partnerships to support the implementation of climate action and circular economy policies and practices, to advance sustainable consumption and production. Collaboration with UNFCCC and UNDP is ongoing under the UN Climate Promise: Forward initiative to support governments in the implementation of Nationally Determined Contributions to the Paris Agreement. Please see more under Priority 3.

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

Developing strategic partnerships

15. The Organization signed:

    a) A Memorandum of Understanding with the European Travel Commission, reinforcing a shared commitment to advancing a more sustainable, resilient and competitive tourism ecosystem across Europe.
    b) An MoU with the Association of Caribbean States (ACS) to collaborate in the development of evidence-based and participatory tourism policies and legislation, as well as initiatives that

promote sustainable, inclusive and resilient tourism, strengthen regional integration and multi-destination tourism in the Greater Caribbean.

16. UN Tourism advanced in the negotiations of Memoranda of Understanding (MoUs) and preparation of joint action plans with the following entities: Food and Agriculture Organization of the United Nations (FAO), International Civil Aviation Organization (ICAO), Organisation for Economic Co-operation and Development (OECD), World Bank Group (including IBRD, IFC, IDA and MIGA), European Bank for Reconstruction and Development (EBRD). It has also started conversations with United Nations Conference on Trade and Development (UNCTAD), United Nations Economic and Social Commission for Western Asia (ESCWA), UN Habitat, International Labour Organization (ILO), World Intellectual Property Organization (WIPO), General Iberoamerican Secretariat (SEGIB) and United Nations Development Programme (UNDP). Many of the MoUs are expected to be signed by the end of 2026.

17. The Secretariat advanced discussions on the programme of work for the **Centre for Research and Development of** Sustainable **Tourism** at the University of Zagreb (Croatia) that includes the hosting of an event on tourism law in the first semester of 2027 and joint research on specific sustainability-related topics.

18. Further to the invitation from the Kingdom of Saudi Arabia, UN Tourism's Regional Office for the Middle East was appointed as the Organization's focal point for engagement with Expo 2030 Riyadh. The Office held the first meeting with the Expo 2030 Riyadh team on 6 September 2026, helping to identify possible areas of collaboration and next steps for coordination.

19. UN Tourism continued its technical engagement with the Aseer Development Authority to advance tourism capacity-building and market readiness in Aseer, Saudi Arabia. Through its Regional Office for the Middle East, UN Tourism prepared a capacity-building workshop on the Chinese tourism market, coordinating technical expertise with the China-Arab Research Centre for Culture and Tourism Cooperation. The programme covers Chinese tourists' preferences and the development of products and services suited to the market. Discussions also continued on a broader capacity-building programme for the preparation of the World Cup 2034.

20. The Thematic Office for the Tourism Law Observatory for Latin America and the Caribbean (LAC Observatory), located at the UN House in Montevideo, is advancing the implementation of its 2026 Programme of Work (see Priority 1). Meanwhile, the Tourism Law Observatory for the Middle East (ME Observatory), approved by the Executive Council at its 123rd session, is being set up within the Regional Office for the Middle East. Its establishment builds on the LAC Observatory's experience and established framework, while incorporating adaptations to reflect the region's specific context and priorities (see Priority 1).

21. Following the signature of the Memorandum of Understanding between UN Tourism and UNESCO, The Regional Office of the Americas advanced discussions with UNESCO Brazil on community-based and sustainable tourism in UNESCO-designated sites. Areas under consideration include the continuation or replication of work in the Central Amazon Biosphere Reserve, sustainable site management, digital inclusion and capacity-building for local communities.

22. Additional partnership development included a meeting with the Diplomatic Mission of Ethiopia in Brazil on 16 June to explore Africa-Americas cooperation, participation in the 2027 UN Tourism Africa and Americas Summit and air connectivity; discussions with Jamaica's Global Tourism Resilience and Crisis Management Centre on a possible pathway for expanding resilience cooperation to South America; and engagement with the Uruguayan Chamber of Tourism concerning Affiliate Membership, investment, gender initiatives and regional events.

23. **Affiliate Member engagement at the 126th Executive Council:** More than 80 representatives from 50 Affiliate Members participated in the Executive Council. A series of bilateral meetings with new and established Affiliate Members was conducted to identify concrete opportunities for collaboration and strengthen their engagement with UN Tourism priorities. During this session, the Council approved the admission of 12 new Affiliate Members, representing destinations, associations, foundations and companies from different regions and areas of the tourism

ecosystem. This marked the first cohort admitted following the implementation of the Application Fee and contributed to the quality-driven and geographically balanced expansion of the Affiliate Membership network.

24. **9th Meeting of the Committee on Matters Related to Affiliate Membership (CMAM):** Held in the framework of the 126th Executive Council, the meeting reviewed the status of Affiliate Membership and candidatures for admission (see paragraph above), Affiliate Members' contribution to the International Year of Sustainable and Resilient Tourism 2027, selected contributions supporting UN Tourism priorities, and governance matters, including the election of the Vice-Chair for the 2026–2027 term.

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

25. UN Tourism continues organizing outreach actions contributing to the implementation of the flagship initiative "Achieving the Sustainable Development Goals through tourism: Toolkit of Indicators for Projects (TIPs)". In this context, under the Japan International Cooperation Agency (JICA) "Capacity Building Project for the Promotion of Sustainable Community-Based Tourism in the SICA Region", UN Tourism delivered an online training course (16 June) to the representatives of the beneficiary communities and corresponding National Tourism Authority, across the SICA countries.

26. Since 2021, UN Tourism has been reporting on implementation of the UN Disability Inclusion Strategy (UNDIS). In 2025, the Organization approached 64%, met 14% and exceeded 7% of indicators, with the strongest performance relating to the integration of disability inclusion across its technical programmes. In order to improve UNDIS, the UN System-Wide Evaluation Office (SWEO) identified five strategic recommendations addressed to the UN Secretary-General and executive heads of all UN entities: (a) to define the vision, time-bound goals and higher ambition; (b) to institutionalize the Strategy through a system-wide, entity and UN country team action plans, revising the accountability framework and sustainable institutional framework; (c) to ensure adequate and sustainable investment in Strategy implementation, leveraging partnerships and resource allocation; (d) to strengthen system-wide knowledge management, learning and capacity; and (e) to foster an inclusive organizational culture and accessible workplace, positioning the United Nations as an employer of choice for persons with disabilities.

III. Programmatic Priorities

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

Data and Standards

27. **Strengthening the global evidence base for tourism policymaking**. In fulfilment of its UN mandate in tourism statistics, UN Tourism launched its 2026 global data collection cycle, introducing a streamlined statistical questionnaire dispatched to over 220 countries and territories. Drawing on official national and international sources, including **collaboration with ILO** on tourism employment and IMF data on tourism-related trade, the initiative strengthens the quality, comparability and timeliness of international tourism statistics while reducing reporting burden on countries.

28. **Strengthening tourism's visibility in global SDG monitoring**. As custodian of three indicators under the Global SDG Framework, UN Tourism contributed official tourism statistics and analysis to the 2026 UN Secretary-General's report on Progress Towards the SDGs and the Sustainable Development Goals Report 2026—launched at the UN High Level Political Forum on Sustainable Development (7-15 July, New York). Covering tourism direct GDP (8.9.1), persons employed in the tourism industries (8.9.2), and tools to monitor sustainable tourism (12.b.1), these contributions reinforce tourism's place in global sustainable development monitoring and policymaking.

29. **Supporting evidence-based policymaking for Small Island Developing States**. UN Tourism also contributed, for the first time, official statistics and analysis to the UN Secretary-General's Report on the Follow-up to and implementation of the **Antigua and Barbuda Agenda for Small Island Developing States**: **A Renewed Declaration for Resilient Prosperity**, prepared for the 81st session of the UN General Assembly. As custodian for two indicators under its Monitoring and Evaluation Framework, UN Tourism supports the integration of tourism into international monitoring of SIDS's sustainable development priorities.

30. **Accelerating implementation of international standards and advancing internationally comparable sustainability indicators**. Following the finalization of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST), UN Tourism advanced its operationalization through collaboration with **OECD and Eurostat** on a common set of internationally comparable sustainability indicators, expected by December 2026, under the technical guidance of the Task Team on MST Indicators. A global implementation strategy is also being developed to support countries in applying the Framework, taking into account national priorities and statistical capacities.

31. **Strengthening the measurement of tourism's social impacts**. UN Tourism launched the **Model Questionnaire for Measuring Residents' Perceptions Towards Tourism**, developed under the auspices of its Committee on Statistics and aligned with the SF-MST. Drawing on pioneering country experiences, this tool supports harmonized measurement of residents' perceptions to inform more inclusive and response tourism policies. Its Global launch webinar was held on 16 September with more than 500 participants, reflecting strong international interest in this area.

32. **Advancing harmonized sustainability measurement for tourism businesses**. UN Tourism, with the support of easyJet holidays and Booking.com, is advancing work towards a harmonized set of Environmental, Social and Governance (ESG) indicators for tourism businesses. Building on existing international standards and engagement with industry, statistical authorities and other stakeholders, the initiative aims to promote practical, comparable and accessible sustainability measurement across tourism businesses, including SMEs.

Policies

33. The **World Tourism Report** is a UN Tourism flagship initiative approved by the 25th session of the UN Tourism General Assembly (resolution 757(XXV)) with the objective of benchmarking countries' performance and policy for tourism development.

34. The Report, an extrabudgetary initiative supported by Visa and Booking.com, is expected to be published at the end of 2026. The WTR is structured around four chapters: 1) Tourism Policy: a comprehensive review of national tourism plans and strategies across four pillars: governance, prosperity, people and planet, 2) Tourism Performance: a compilation of key indicators at country and regional levels across different dimensions, including tourism resilience, economic contribution and employment, 3) Future-proofing tourism: A foresight chapter which was co-created by Member Staes and sets four scenarios for tourism by 2050, and 4) Towards a smart governance model for tourism: an action-oriented thematic chapter setting guiding principles and policy actions for smart tourism governance systems. The report will also include destination factsheets presenting key socioeconomic and tourism indicators.

35. UN Tourism is working closely with the Governments of Colombia and Venezuela to support the development of a comprehensive tourism recovery plan and strategy following the recent earthquakes that affected both countries. See Annex I.

    a) In Colombia, a benchmarking exercise has been conducted to identify good practices and innovative regulatory measures from selected countries across four key areas: regulation, education, promotion and investment. The findings have been compiled into a document providing insights and potential approaches to support the country's tourism recovery efforts.

b) In Venezuela, a series of technical meetings has been held with the relevant authorities to identify first-hand the country's needs and priorities regarding tourism recovery measures, investment and capacity building. These discussions offer the basis for identifying areas where UN Tourism can provide targeted technical support as part of the country's recovery process.

36. Under the project Strengthening the Jesuit Route: Diagnosis Action Plan and Joint Follow-up, implemented with Paraguay's National Secretariat of Tourism and covering Argentina, Bolivia, Brazil, Chile, Paraguay and Uruguay, the contracted Project Leader supported technical delivery, assessed the Route's tourism offer and strengthened coordination among the participating countries. The first deliverable - a comprehensive diagnosis - was submitted in early September and will inform the preparation and validation of a joint Action Plan.

37. UN Tourism, in coordination with the World Governments Summit, the Ministry of Tourism of the Dominican Republic and IATA, is organizing the **High-Level Dialogue on "Air Connectivity in the Americas: Key to Competitiveness and Regional Integration**", to be held in the Dominican Republic on 20–21 November 2026, as part of the World Governments Summit – Latin America and the Caribbean Dialogue. The event will bring together policymakers, aviation industry leaders, multilateral development banks and international organizations to advance strategic investment and regional air connectivity through policy discussions, investment panels, fiscal and non-fiscal recommendations, and B2B negotiations.

38. UN Tourism continued its collaboration with Qatar Tourism on the fourth edition of the Qatar Tourism Awards in 2026, providing technical oversight and quality assurance for the processes, materials and evaluation methodologies developed by Qatar Tourism and its contracted experts. See Annex I.

39. **Lebanon – Tourism Recovery and Technical Support.** Following the UN Tourism Secretary-General's official visit to Lebanon on 11 August 2026, including a high-level roundtable on tourism as a driver of recovery, confidence and investment, UN Tourism initiated a coordinated technical assistance package in response to priorities identified by the Ministry of Tourism and national stakeholders. A technical coordination meeting held on 10 September 2026 identified areas of support including destination management, tourism data and evidence-based policymaking, regulatory frameworks, cultural and rural tourism, SMEs and entrepreneurship, skills development, investment and tourism recovery planning.

40. **Syria** – **Tourism Recovery Assessment and Roadmap**. Advanced preparations for a Tourism Recovery Assessment and Roadmap for Syria. See Annex I.

Facilitating access to development finance

41. The participation of UN Tourism in the 117th session of the OECD Tourism Committee (2-3 April 2026), as well as 8th session of the Working Party on Tourism Statistics (1 April 2026), made it possible to strengthen the relationship with the OECD's Tourism Committee and its Secretariat and deliver a clear message of alignment and coordination with strategic partners. UN Tourism representatives also had the opportunity to present the ongoing work in tourism statistics, innovation and climate adaptation.

42. During the 59th Annual Meeting of the Asian Development Bank (3-6 May), UN Tourism signed a Letter of Intent with ADB recognizing the importance of tourism as a key sector in supporting inclusive, resilient and sustainable growth and acknowledging the synergies of the two entities in providing development solutions to address complex challenges and opportunities across Asia and the Pacific.

43. The Secretary-General, attended to the inauguration of the new office of the World Bank Group (WBG) in Madrid, Spain (29 June), which will drive expanded engagement across other regions, particularly in emerging markets of Latin America and Africa, mobilizing private capital and turning investment into jobs in sectors essential for sustainable development, including water, infrastructure, tourism, and manufacturing.

44. During its 134th Ordinary Meeting (14 July 2026), the Central American Tourism Council (CCT) - comprising the top tourism officials from Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and the Dominican Republic - endorsed the draft Letter of Intent (LoI) among SITCA, the Japan International Cooperation Agency (JICA), and UN Tourism; this agreement aims to promote joint actions in areas such as sustainable tourism, capacity building, community-based tourism, innovation, and the exchange of best practices.

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

45. Under the project *Integrating Positive Experiences and Legislations for Regulating Online Short-Term Rental Platforms*, a publication presenting the results of the diagnostic assessment and evaluation of the legal and regulatory framework applicable to short-term rentals offered through online platforms in participating countries is currently being prepared for official release. The publication will highlight the key findings, legal recommendations, good practices and ongoing regulatory challenges identified through the assessment and will be disseminated to all Member States.

46. The 4th International Seminar on Tourism Law will be held in the first semester of 2027. This edition will take place in Croatia, in collaboration with the Ministry of Tourism of Croatia and the University of Zagreb, through its Centre for Research and Development of Sustainable Tourism. The Seminar will examine how legal and regulatory frameworks can support the development of sustainable and resilient tourism. The Seminar will produce concrete outcomes, including conclusions and recommendations on the role of tourism law in advancing sustainability and resilience, as well as an academic publication compiling the main contributions and findings. These outputs will also contribute to the preparations for the 2027 International Year of Sustainable and Resilient Tourism.

47. UN Tourism is collaborating with the Ministry of Tourism of the Dominican Republic on the development of a Tourism Framework Law, as part of the country's national strategy for sustainable tourism.

Tourism Law Observatories

48. **Uruguay:** The Tourism Law Observatory for Latin America and the Caribbean (LAC Observatory), established in collaboration with the Inter-American Development Bank (IDB) and hosted by Uruguay at the UN House in Montevideo pursuant to resolution 785(XXVI), is implementing its 2026 Programme of Work.

49. In November 2026, the LAC Observatory will deliver two in-person training activities on tourism law in Uruguay: a capacity-building workshop for officials from the Ministry of Tourism of Uruguay and a training workshop at the University of the Republic of Uruguay (Universidad de la República).

50. Other ongoing activities include two pilot projects in Uruguay: developing technical guidelines for the implementation of Law 20.352 on tourism rentals and analysing the labour rights of women entrepreneurs in rural tourism areas. At the regional level, the LAC Observatory is also preparing legal recommendations for a model Tourism Law; developing indicators to assess the implementation of UN Tourism standards and definitions in national tourism legislation and conducting a comparative study on intellectual property rights in collaboration with the Colombian Hotel and Tourism Association.

51. **Saudi Arabia:** The Tourism Law Observatory for the Middle East (ME Observatory), approved at the Executive Council's 123rd session, is being established within the Regional Office for the Middle East. A network of academic collaborators from renowned universities across the region has been established. In addition, a webinar for the Member States of the Middle East will be held on 17th November to present the platform and contribute defining the ME Observatory's programme of work.

International Code for the Protection of Tourists

52. Since the adoption of the International Code for the Protection of Tourists (ICPT) five years ago, thirty-two (32) Member States have adhered to it. Among these, seven (7) countries (Costa Rica, Ecuador, Guatemala, Honduras, Paraguay, Thailand and Uruguay) have submitted reports on the application of the ICPT's principles and recommendations at the national level. More information on the work of the ICPT is provided under item 6, Reports of the subsidiary bodies of the Council.

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

Market Intelligence

53. World Tourism Barometer: release of the May 2026 and September 2026 issues covering data and analysis of international tourism in the first quarter and first half of 2026, respectively. The May issue also analysed international tourism receipts for 2025 and included the top 50 rankings by international arrivals, receipts and expenditure for 2025. The September issue covered results for Q1 and Q2 2026 and the UN Tourism Confidence Index. The Barometer includes a Statistical Annex with country data and regional aggregates, and a PPT presentation with key findings and graphs. The UN Tourism Data Dashboard is updated on monthly basis with global, regional and country data as well as industry indicators on air transport, accommodation, short-term rentals and travel sentiment.

54. UN Tourism continued to collaborate with the European Travel Commission through the UN Tourism/ETC Datalab initiative, with the aim to share knowledge and best practices on data usage and market intelligence tools among European NTOs/NTAs. The latest webinar covered data tools to monitor and respond to crises.

55. **Regional exchange on tourism market intelligence:** On 30 June 2026, UN Tourism organized a webinar on *Tourism Market Intelligence in Practice: An Exchange of Experiences across Asia and the Pacific*, with more than 100 participants from the Asia-Pacific region in attendance. The session facilitated exchanges on tourism data and market intelligence among Member States and UN Tourism experts. Participants' feedback is informing further regional cooperation, including the proposed Asia-Pacific Data Lab.

56. UN Tourism is a strategic partner of the Association of Southeast Asian Nations (ASEAN) contributing with intelligence and insights to the ASEAN Tourism Outlook 2027 report, including the analysis of tourism data and trends for 2025-2026 and forecast for 2030.

57. UN Tourism organized and delivered presentations at the 20th UN Tourism/PATA Forum on Tourism Trends and Outlook in Guilin, China (19-21 October 2026), under the topic 'AI and Digital Transformation in Tourism' with Hong Kong Polytechnic University, the Pacific Asia Travel Association (PATA) and the municipal government of Guilin (China).

58. Following the endorsement of the new Work plan for the Agenda for Europe in 2026–2027 by the 72nd meeting of the Commission for Europe, the Secretariat advanced on the preparatory work for the development and implementation of the project "Sub-Regional Tourism Routes & Promotion Accelerator", proposed by Bulgaria and Montenegro. The project aims to develop a blueprint for regional tourism cooperation by identifying pathways to greater competitiveness and coordination among participating stakeholders through a shared tourism development plan. Focusing initially on the Mediterranean and Southeast Europe, regions with common cultural, historical, and ecological assets, the project aims to establish a scalable model of collaboration that can later be extended to Central Asia.

59. On 9 July, UN Tourism and Amadeus organized a webinar to present the updated report "Travel Trends and Insights 2026: Focus on the Americas". The webinar analysed the latest tourism trends in the Americas, based on the findings of the most recent report prepared by Amadeus in collaboration with UN Tourism. The session provided key insights into tourism performance in the region during the January-April 2026 period, including international tourist arrivals, tourism receipts, air bookings, searches, accommodation metrics and other relevant sector indicators. It

also presented the outlook for May-August 2026, offering an overview of the main short-term trends and outlook. The same presentation took place for Europe during its Regional Commission.

60. **Regional Tourism Monitoring and Market Confidence.** The **UN Tourism Middle East Dashboard** was developed in March 2026, integrating UN Tourism and partner data to monitor tourism performance, market confidence and key economic indicators, supporting the identification of emerging risks and informed policy and communication responses. Following a request from the GCC Secretariat on 21 June 2026, UN Tourism initiated work to support market research, external monitoring and coordinated efforts to address travel advisories affecting GCC destinations. Proposals were developed to strengthen regional confidence through coordinated communication in key source markets, with an emphasis on a common regional narrative during the initial recovery period while allowing for progressively more differentiated destination-level campaigns.

61. UN Tourism supports statistical capacity development efforts in countries through trainings, webinars and other knowledge-sharing events, including:
- "Measuring the Sustainability of Tourism: A Global Perspective" — masterclass delivered for the Diploma in Tourism Management of the Escuela Federal de Desarrollo, Argentina on 25 August, aimed at destination management officials. The session introduced key concepts and approaches for measuring the sustainability of tourism, drawing on the Statistical Framework for Measuring the Sustainability of Tourism.
- "Sustainable Tourism: Impact and Best Practices in the Philippines" — organized by UN Tourism in collaboration with the Philippines, 19 October, online, in the framework of the 37th National Statistics Month, "Tuklas Pilipinas: Statistics as Beacon Towards Inclusive, Resilient, and Sustainable Tourism". The webinar shared experiences and practices on measuring and advancing sustainable tourism.
- "Tourism for Transformation – Building a Research Agenda for Tourism Economics and Development" — organized by the Inter-American Development Bank (IDB), 9 November, Washington, D.C., United States. The seminar contributed to defining a stronger research agenda for tourism economics and development.
- "Spain Talks, Caring for the Future" — organized by Turespaña, 19 November, Milan, Italy. The event featured experiences and good practices on sustainability and territorial development, fostering dialogue, collaboration and knowledge exchange towards a more responsible and sustainable future for tourism.

Tourism for Rural Development Programme

62. UN Tourism opened applications for the 2026 edition (6th) of the Best Tourism Villages by UN Tourism initiative between 27 February 2026 and 9 June 2026. A total of 65 Member States submitted 268 applications to the 6th edition. Villages recognized this year will be announced at a UN Tourism event on 10-11 December 2026 in Buenos Aires, Argentina.

63. The Best Tourism Villages Upgrade Programme concluded its 2024 mentorship cycle in June 2026. Six international mentors supported 18 villages in 13 Member States through two formats. Eight villages received Extensive Mentorship, and ten villages received Focused Mentorship. In August 2026, preparations began for the 2025 mentorship cycle, covering 20 villages in 16 Member States: including the 2025 cohort, the Upgrade Programme mentorship will have benefited 94 villages in 47 countries since its launch in 2022.

64. The Best Tourism Villages by UN Tourism Network continued its knowledge-sharing and capacity-building activities through two formats:
- The Knowledge Series: In 2026 it is focusing on market access with two sessions. The first held in July gathered around 120 participants to discuss "Strategic Destination Communication for Market Access" and explore how rural destinations can strengthen their positioning and visibility. A September session "From Recognition to Revenue: How to Turn BTVs into Bookable Experiences", will address market-ready experiences, distribution channels, credible sustainability claims and performance measurement.
- Village Talks: This offers villages and practitioners a platform to exchange experiences across the Network. The August session, "Partnerships in Action: Different Pathways to

Collaborative Rural Tourism", drew around 80 participants and featured collaboration models from Austria, Hungary and Slovenia.

65. UN Tourism strengthened its collaboration with the European Travel Commission (ETC) to increase the visibility of Best Tourism Villages among travellers to Europe. ETC launched a dedicated page on its consumer platform VisitEurope.com presenting selected Best Tourism Villages in Europe as destinations offering authentic experiences, welcoming communities and sustainable travel.

66. Implementation of the six projects selected under the pilot phase of the **Tourism for Rural Development Small Grants Programme,** enabled by the TUI Care Foundation, continued across five Member States (Morocco, Mozambique, Namibia, Rwanda and Tanzania). The projects which have 380 direct beneficiaries, 65% of them women and 46% youth, are accompanied by training of implementing partners on monitoring and reporting and by the roll-out of the programme's monitoring and evaluation framework. The training will advance with a webinar guiding grantees through their first reporting cycle to UN Tourism, alongside the first session of their capacity-building programme on access to tourism markets.

67. UN Tourism joined the UN-Habitat Expert Group Meeting 'Planning the urban-rural territory, Tools to address territorial equity', held on 26-27 October in Cuenca, Spain, highlighting the role of tourism in preserving local identity, enhancing cultural and natural heritage, revitalizing rural economies, creating opportunities and helping address depopulation.

68. On 15 June 2026, UN Tourism and the World Bank Group convened the high-level roundtable 'Tourism for Rural and Regional Development – Driving Inclusive Growth in the Kingdom of Saudi Arabia' at the UN Tourism Regional Office for the Middle East in Riyadh. The roundtable brought together 51 participants from Saudi government and semi-government agencies, regional authorities, the private sector, the UN system, and the World Bank Group (WBG). One of the Best Tourism Village (Abo Noghta Castles and Historic Tabab, recognized in 2024) intervened during the roundtable. A Joint Insights Note was co-authored with the World Bank Group and distributed to the participants of the event.

69. Under the Tourism for Rural Development Programme, two publications were released, advancing the evidence base for tourism as a tool for rural development:
    - *Leveraging Tourism for Inclusive and Resilient Rural Communities, Volume I: Social Sustainability* (August 2026) looks at how tourism can build rural resilience when it is deliberately linked to social development objectives. The publication includes eight good practices from Best Tourism Villages in eight Member States, covering all five UN Tourism regions: Chile, Ecuador, India, Japan, Jordan, the Republic of Korea, Rwanda and Türkiye.
    - Launched in September 2026, *Sustainable Tourism R&D: Systemic Transformation and Scalable Intelligence*, developed by UNDP in collaboration with UN Tourism, identifies research and development opportunities to shift tourism from volume-driven growth towards more adaptive, inclusive and sustainable models. It draws on experimentation from 40 UNDP Accelerator Labs and 30 case studies from the Best Tourism Villages initiative. From these, 13 cases from 13 countries are analysed in depth, including four Best Tourism Villages in Chile, Ecuador, India and Türkiye.

Gastronomy and Wine Tourism

70. The publication Good Practices in the Development of Gastronomy Tourism, developed with the Basque Culinary Center, was launched in June 2026 and showcases experiences from eight destinations across Europe and the Americas (Brazil, Canada, Chile, South Moravia (Czechia), Quintana Roo (Mexico), Slovenia, Spain, Basque Country (Spain). Two webinars were organized to present the publication and provide a platform for featured destinations to share their experiences, good practices and lessons learnt.

71. In response to the growing need for destinations to diversify and strengthen their tourism offerings, UN Tourism is currently developing a practical Product Development Framework for Gastronomy Tourism. The framework will provide a structured and comparable methodology,

including assessment criteria and indicators, with the aim of supporting and guiding evidence-based, sustainable, and market-oriented gastronomy tourism development.

72. Preparations for the 3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa (2-4 December 2026, Sierra Leone) are progressing. Building on the success of the previous editions (Zimbabwe 2024; Tanzania 2025), the third edition will further explore regional and national strategies, showcase inspiring experiences and the richness of African gastronomy, as well as identify concrete actions that strengthen Africa's competitiveness in the global tourism landscape.

73. A Memorandum of Understanding (MOU) has been signed on August 2026 with the Basque Culinary Center (BCC), a UN Tourism Affiliate Member, to strengthen and advance collaboration in the field of gastronomy tourism. The framework for cooperation includes research and knowledge exchange, capacity building and technical assistance, international events and initiatives, innovation and entrepreneurship, and sustainable practices such as food waste reduction.

74. The First "Wine Tourism and Gastronomy Forum of the Americas" was held in Sao Paulo on 12 August 2026, organized by the Ministry of Tourism of Brazil in collaboration with UN Tourism. The Forum promoted wine tourism as a driver of product diversification and destination competitiveness and addressed MERCOSUR wine routes, tourism value chains and experiences linking production, gastronomy and local heritage.

Mountain tourism

75. The Secretariat advanced on the finalization of the report on "Climate Change and the Future of Snow and Mountain Tourism Destinations", developed in the context of the Agenda for Europe at the initiative of Switzerland and with participation of Andorra, Austria, France and Slovenia. A concept for a year-long launch process with a series of dissemination and knowledge-exchange activities is being developed. The final report is expected to be published by autumn 2026.

Urban tourism

76. UN Tourism and the Spanish Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas (SEGITTUR) have been working jointly on the Report: *'Building Smart Destination* Platforms*: A* Guide *for Governments and Cities',* including a use-cases report - *'Smart Tourism in Action: How Cities Are Managing Destinations with Data'*, in the context of the Working Group 7 on Smart Destination Platforms of the International TU U4SSC initiative. The publications were launched in September 2026 and officially presented in November 2026 at the Smart City Expo World Congress in Barcelona, Spain.

77. The Main Takeaways from the conference '*Driving Tourism Towards the Future We Want: A Dialogue on Policies to Balance Growth, People and Plane*t', held on the sidelines of the 72nd UN Tourism Commission for Europe, were published and shared with Member States to ensure tracking progress on this important discussion.

MICE Tourism

78. UN Tourism has initiated the process to develop of a Framework for MICE Tourism (Meetings, Incentives, Congresses, and Exhibitions) to support destinations in assessing the readiness of their MICE tourism offer, identifying competitive advantages and strengthening product development. The Framework will provide a structured approach including assessment criteria and indicators, with the aim of supporting more competitive, sustainable and market-oriented MICE tourism development. The Framework is expected to be launched in Q3/4 2027.

79. UN Tourism collaboration with ICCA, an Affiliate Member, is being strengthened. This includes the Framework development through technical expertise, industry knowledge and the identification and engagement of peer reviewers, as well as collaboration on data and the integration of relevant ICCA indicators into the UN Tourism Dashboard.

Medical and Wellness Tourism

80. The Secretariat contributed to the Global Conference on Medical Tourism, organized in Yerevan, Armenia, on 22-23 September 2026 by the Tourism Committee under the Ministry of the Economy of Armenia in collaboration with UN Tourism.

81. **Thermal Tourism:** UN Tourism and Affiliate Member ATREVIA released Episode 12 of the "ON THE GO" podcast, dedicated to medical, wellness and thermal tourism and featuring representatives of Quirónsalud and the European Historic Thermal Towns Association (EHTTA). The episode addressed growing demand for wellness and preventive health experiences, thermal tourism as a tool for destination diversification and heritage preservation, healthy longevity, and the integration of health, culture, gastronomy and wellbeing into tourism products.

Sports Tourism

82. **4th World Sports Tourism Congress:** UN Tourism organized the 4th World Sports Tourism Congress in Mexico City from 7 to 9 September 2026, in collaboration with the Secretariat of Tourism of Mexico, the Secretariat of Tourism of Mexico City, the Mexico City Tourism Promotion Fund and Affiliate Member CONCANACO SERVYTUR. The first edition of the Congress held outside Europe brought together public authorities, destinations, sports organizations, companies and investors to address sports tourism as a driver of development, investment and territorial transformation. Discussions covered mega-event impact and legacy, innovation and technology, investment and infrastructure, commercialization and business models, sustainability and inclusion, destination branding and the role of sports tourism in generating benefits for local communities. A report presenting the main takeaways, conclusions and recommendations emerging from the Congress will be published by UN Tourism.

83. **International Sports Tourism Forum – FIT Buenos Aires:** UN Tourism organized the International Sports Tourism Forum on 29 September 2026 within FIT Latin America, in collaboration with Affiliate Members FAEVYT and the Buenos Aires Tourism Board. The Forum brought together public authorities, destinations, sports organizations, tourism companies and leading figures from the sports sector to address sporting event development and positioning, the growth of sports-related travel, the economic, social and territorial impact of sports tourism, and the role of infrastructure and innovative business models in destination development.

84. UN Tourism Regional Office of the Americas supported preparations for the FIFA Women's World Cup Brazil 2027 by promoting inclusive, safe and gender-responsive tourism services and tourism products linked to the event. In 2026, the Office facilitated dialogue on the tournament's potential to advance women's leadership, entrepreneurship and inclusion, including through the International Forum on Women in Tourism, and promoted consideration of this theme within the Fourth World Sports Tourism Congress (Mexico City).

Priority 3: Fostering sustainability, inclusiveness and resilience

Advancing evidence-based sustainable policies

85. On 25 May 2026, the UN Tourism **International Network of Sustainable Tourism Observatories (INSTO)** received the Málaga Tourism Forum Award for Sustainable Tourism, representing an important external recognition of the Network's contribution to sustainable tourism development. The award recognized INSTO's role in translating sustainability commitments into practical action at destination level through evidence-based monitoring, stakeholder engagement and informed decision-making.

86. INSTO continued to strengthen both its policy relevance and network reach during the reporting period. The Network contributed to the OECD Workshop on Destination Management Approaches to Support Balanced Tourism Development, organized in Zagreb on 28–29 May 2026 by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities together with the Croatian Ministry of Tourism and Sport and the European Commission (DG MOVE). In parallel, Madeira (Portugal), Malta and Valencia (Spain) were formally admitted to INSTO during the 72nd

Meeting of the Commission for Europe. Together with the reactivation of two previously inactive members, this brought the Network to 45 observatories.

Strengthening tourism resilience and crisis preparedness

87. In response to the impact of regional geopolitical developments on tourism and air connectivity in the Middle East, UN Tourism provided sustained technical support to regional coordination efforts. This included monitoring and analysis of connectivity, travel advisories, source-market developments and traveller confidence, complemented by engagement with aviation organizations, travel associations, tour operators and international partners. A dedicated technical session in July introduced UN Tourism's dashboard and external-monitoring approach to support evidence-based decision-making. The work contributed to a transition from immediate crisis response towards a process of "managed normalization", based on continued monitoring, coordinated confidence-building communication and public-private cooperation.

88. UN Tourism provided targeted technical support to Member States affected by natural hazards. Following severe wildfires in France, the Organization responded to a request for tourism recovery guidance by sharing practical tools on crisis communication and the use of georeferenced information to distinguish affected areas, access restrictions and tourism services remaining available. Technical advice was also provided in response to earthquake-related situations in other Member States, including on immediate recovery needs, crisis communication and the sequencing of longer-term resilience support. See Annex I.

89. UN Tourism also maintained regular technical engagement with the World Health Organization in relation to Ebola-related public-health developments. This cooperation supported the monitoring of implications for tourism and international travel, including evolving risk assessments, border and travel-related measures and traveller information, helping ensure that tourism-related responses remain aligned with authoritative public-health guidance.

90. UN Tourism provided continued technical support to Japan across several areas of sustainable and resilient tourism. In July 2026, the Organization contributed to the Japan Tourism Agency's Tourism Resilience Working-Level Meeting for Asia and the Pacific, addressing crisis preparedness, adaptation and transformation, public-private cooperation and resilient tourism recovery. Technical support was also provided for the further development of a resilience training programme for wider regional application and its possible alignment with the International Year of Sustainable and Resilient Tourism 2027. In parallel, through the Regional Support Office for Asia and the Pacific, UN Tourism supported the continued application and regional adaptation of tools developed with Japan to strengthen evidence-based sustainable destination management.

91. A set of scalable technical-support approaches was developed to translate existing analytical and normative work into practical implementation support for Member States. The work focused on sustainable and resilient destinations, tourism and biodiversity, global policy positioning and tourism resilience and crisis preparedness, identifying expected results, implementation barriers, potential partners and financing pathways. This provided a more structured basis for targeted, implementation-oriented support responding to Member State needs.

92. Discussions with the Global Tourism Resilience and Crisis Management Centre explored the feasibility of a framework to extend resilience and crisis-management cooperation to South America through partnerships with destinations and universities, with the longer-term potential to support South-South cooperation through the Africa and Americas Summit.

93. At the Ukraine Recovery Conference 2026, tourism was reaffirmed as a strategic instrument for recovery, resilience and European integration through a dedicated workshop co-organized by the State Agency for Tourism Development of Ukraine, the Ministry for Communities and Territories Development and UN Tourism.

Advancing environmental sustainability, biodiversity and nature-positive goals

94. Work on water resilience was advanced through the submission of a proposal for a side event at the 2026 United Nations Water Conference. The proposal focuses on strengthening destination-

and subnational-level evidence on water use, assessing water consumption alongside the economic, social and environmental value created by tourism and mobilizing investment in water supply, efficiency, wastewater treatment and reuse. It also seeks to strengthen cross-sector water governance and to connect evidence with innovation and investment in support of SDG 6 and the Water Action Agenda.

95. Preparations for COP17 of the Convention on Biological Diversity provided an opportunity to further strengthen tourism's positioning within the global biodiversity agenda. In cooperation with the COP17 Presidency of Armenia, a proposal was developed for a high-level side event presenting tourism as a strategic partner in the implementation of the Kunming-Montreal Global Biodiversity Framework. Building on the Nature Positive Tourism Partnership and related work on biodiversity, regenerative tourism and destination resilience, the initiative seeks to demonstrate how responsibly managed tourism can create lasting environmental, social and economic value while strengthening local livelihoods and resilient destinations. It also provides a pathway towards the International Year of Sustainable and Resilient Tourism 2027 as a platform for advancing biodiversity conservation and nature-positive development through tourism.

Strengthening long-term policy positioning and future-oriented work

96. The Futures Summit South Tyrol 2026, convened by EURAC Research in Bolzano in June, provided a platform to advance UN Tourism's work on the post-2030 agenda. A dedicated spotlight on shaping the post-2030 agenda for sustainable and resilient tourism, followed by a panel discussion on tourism futures beyond 2030, helped connect the Organization's work on sustainability and resilience with broader foresight, policy and long-term development discussions.

97. Substantive research and drafting were undertaken for UN Tourism's global report on sustainable tourism to the United Nations General Assembly, including a global survey of Member States, the collection and consolidation of national inputs and the analysis of evidence underpinning the Organization's policy positioning. This analytical work provided the substantive basis for the report submitted in July 2026 and published as document A/81/278/Rev.1 on 31 August 2026.

98. **21st Jeju Forum and follow-up cooperation with Jeju, Republic of Korea:** UN Tourism participated in the 21st Jeju Forum (24–26 June) through a dedicated Special Session on *"Tourism, Resilience and International Action for a Sustainable Future"*. As a follow-up to this forum, discussions with Jeju advanced towards a three-year cooperation initiative on sustainable and resilient island tourism, for which Jeju has committed approximately USD 300,000. The cooperation agreement is currently being developed. The proposed initiative focuses on post-2030 tourism targets for island destinations, compilation of best practices, and capacity-building and training activities.

International Year of Sustainable and Resilient Tourism 2027

99. Regional engagement on the International Year advanced through dedicated technical discussions held in the context of the 72nd Meeting of the Commission for Europe in Malta and the 71st Meeting of the Commission for the Americas in Paraguay in May 2026. Following the endorsement by the Executive Council of the roadmap and supporting framework, the Steering Committee for the International Year convened its first meeting in Toledo on 11 June 2026, marking the formal commencement of its work and the transition from framework development towards implementation.

100. From July to August 2026, regional onboarding sessions supported Member States in preparing national implementation arrangements for the International Year, with particular emphasis on the establishment and role of National Committees. Sessions were held for Europe on 14 July and for the Americas in Spanish on 13 August and in English on 20 August. In parallel, initial engagement was undertaken with the leadership of major international academic and research networks, including AIEST, ATLAS, EATSA, IFITT, TTRA, ICHRIE and ATHENA, to prepare the

participation of the academic community in the knowledge and research pillar of the International Year.

101. Preparations also advanced for the five flagship events envisaged for 2027, one in each UN Tourism region. By 31 August 2026, formal requests had been received from Honduras and the Philippines to host the events for the Americas and Asia and the Pacific respectively. In parallel, targeted technical guidance was provided to Member States on the establishment and functioning of National Committees, capacity-building criteria and partnership and contribution modalities, helping translate the endorsed framework into national and regional implementation arrangements.

102. Further progress on the International Year of Sustainable and Resilient Tourism 2027, including developments after the close of the present reporting period, is presented in report CE/127/5 under agenda item 5.

Mitigating, adapting to climate change

103. The Interinstitutional Working Group on Tourism and Climate Action, which involves 29 Member States from all regions, with Brazil as Chair and Maldives and Antigua and Barbuda as Vice-Chairs, started implementing its action plan, as approved by the Executive Council at its 126th session, which is structured around four strategic pathways on Policy, Finance, Solutions and Engagement and builds on the activities of the One Planet Sustainable Tourism Programme. The third meeting of the Working Group was held on 7 and 8 October 2026 to coordinate the preparations of the Tourism Day at COP31.

104. The Tourism Day at COP31 was held on 18 November 2026 in collaboration with the Ministry of Culture and Tourism of Türkiye. The programme included a series of policy and technical dialogues focusing on zero waste, low carbon and climate-resilient destinations in collaboration with representatives from governments, international organizations, industry and civil society, including UNEP, UNFCCC and UNDP.

105. The Plan to Accelerate Solutions (PAS) for the tourism sector developed during COP30 in collaboration with the High-level Climate Champions, the Ministry of Tourism of Brazil and the Inter-American Development Bank, is providing the umbrella for the development of the briefing paper on “Regenerative Approaches to Climate Action in Tourism” and the implementation of a pilot national inventory of greenhouse gas emissions from tourism in Brazil, both planned for release and dissemination during COP31.

106. The Glasgow Declaration on Climate Action in Tourism registered 943 signatories in September 2026, including 129 Destinations, 543 Businesses and 127 Supporting Organizations and is consolidated as an initiative providing opportunities for knowledge exchange and concerted collective action on measurement, decarbonization, regeneration, collaboration and finance. Signatories have developed a total of 443 climate action plans and, as a result of the third annual reporting exercise, where 349 organizations participated, a new strategic pathway on climate adaptation has been integrated into the initiative’s action framework. The initiative continues to be recognized as a global climate action initiative in the UNFCCC Global Climate Action Portal.

107. In June 2026, on the occasion of World Environment Day, themed “Inspired by Nature. For Climate. For Our Future”, UN Tourism in collaboration with UNEP, organized a Global Roundtable on Climate Resilient Destinations: Circularity as Climate Action. The session highlighted how circular economy approaches can serve as practical climate action in tourism, strengthening destination resilience and resource efficiency while underscoring the need for enabling policies, finance and cross-sector collaboration to scale implementation. It brought together representatives from destinations, including Azerbaijan, Brazil, Canada (Victoria), Eswatini, Finland (Helsinki), Peru and the private sector as well as 157 participants from 61 countries.

108. In the lead-up to COP31 in Türkiye, UN Tourism through its Regional Office of the Americas (ROAM) continued to position sustainable tourism prominently within regional and global policy agendas through evidence generation and institutional advocacy. Drawing on the collective

expertise, experience and feedback of the experts, UN Tourism finalized the briefing paper Regenerative Approaches to Climate Action in Tourism, in collaboration with the One Planet Sustainable Tourism Programme. The paper establishes a foundation for integrating regenerative approaches across the tourism climate action agenda. A briefing paper will be launched at COP31 in Antalya.

109. With the support of two international companies, UN Tourism through its Regional Office of the Americas is conducting a 12-month technical study assessing the potential of macaúba oil as a feedstock for Sustainable Aviation Fuel (SAF) via the HEFA pathway. The study aims to provide evidence-based recommendations on the technical, economic, environmental and policy dimensions of SAF production, supporting aviation decarbonization and, consequently, more sustainable tourism development in the Region. The work will include feedstock assessment, lifecycle emissions analysis, economic feasibility, regulatory and policy review, and recommendations for future public policies.

110. In cooperation with the Ministry of Tourism of Uruguay, the Regional Office of the Americas launched a regenerative tourism pilot designed as a practical and replicable model for MERCOSUR. Since June 2026, the project has completed its work plan and training design and delivered virtual and in-person activities expected to reach 180 beneficiaries. It is advancing to technical support for selected territorial initiatives and the creation of a Regenerative Tourism Network, generating tools, lessons and methodological inputs for replication. The pilot builds on the policy work Regenerative Approaches for Climate Action in Tourism, developed as a post-COP30 deliverable. The initiative promotes ecosystem restoration, community resilience and sustainable local development and supports Member States in incorporating regenerative principles into tourism policies and practices.

111. On 21 August, the Director of the Regional Office of the Americas participated in the signature of a Climate Certification Agreement between the Sanctuary of Christ the Redeemer and Green Initiative in Rio de Janeiro. In the framework of the Glasgow Declaration on Climate Action in Tourism, the initiative will measure tourism-related greenhouse gas emissions, assess carbon capture by surrounding forest areas and establish a Climate Action Plan with short- and medium-term decarbonization targets

Promoting greener and circular practices

112. In June 2026, on the occasion of the World Ocean Day, UNEP and the UN Tourism, organized online Technical Sessions on the latest tools and destination implementation updates of the Global Tourism Plastics Initiative. During the sessions, three implementation resources designed to support tourism businesses and destinations in transitioning from single-use plastics towards circular solutions were released: the GTPI Circular Economy Manual for the African Tourism Sector, the Reuse Toolkit and the Self-Auditing Toolkit. Destination and country implementation experiences were showcased from Bali (Indonesia), Mauritius, Madagascar, Zimbabwe, Cabo Verde, Mexico and Colombia. Over 210 participants from all regions participated.

113. In July 2026, during the High-Level Political Forum on Sustainable Development, an official side-event titled « Tourism in Action : Circular Approaches to Tackle Plastic Pollution and Advance the SDGS » was organized by UN Tourism and UNEP to discuss how circular approaches to plastics in tourism can accelerate practical delivery of the 2030 Agenda. The event was anchored on SDG17 and the Global Tourism Plastics Initiative, focussing on organizational transformation, destination-level pilots and multistakeholder implementation models. The Ministry of Tourism, Civil Aviation, Transportation and Investments of Antigua and Barbuda, the Secretariat of Environment and Natural Resources of Mexico and representatives from private sector and civil society shared their insights and 137 participants from 67 countries attended the session.

114. The total number of signatories of Global Tourism Plastics Initiative in September 2026 is 282, including 15 from Destination, 171 from Businesses, 96 Supporting Organizations.

115. Following the launch of the Recipe of Change initiative by UN Tourism and UNEP in March 2026 to accelerate voluntary commitments on food waste reduction and track progress, a total of 26 organizations have become signatories, including major global hospitality brands and tour

operators. The initiative's first destination pilot is ongoing in the Republic of Türkiye, involving 44 hotel properties that are focusing on food waste reduction during breakfast service, undertaking measurement of food waste and implementing operational adjustments, as well as awareness raising campaigns for staff and guests. An implementation guide and unified narrative (including visuals) have been developed, and it is planned to disseminate the results during COP31 in collaboration with the Ministry of Culture and Tourism of Türkiye, as the initiative contributes to the COP31 priorities on zero waste.

116. Within the framework of the Tourism Food for Good initiative, a two-year action-research programme led by UN Tourism in collaboration with the University of Cambridge, enabled by the TUI Care Foundation which aims to develop the 2040 Impact Roadmap for Sustainable Food Systems in Tourism, a survey addressed to the private sector was conducted in August 2026 receiving 59 replies, to complement the previous survey for National Tourism Authorities which received 45 replies.

117. Following the composition of the Advisory Group of Tourism Food for Good involving 31 organizations representing airlines, cruise lines, hotels and resorts, tour operators, waste and recycling organizations, foundations and NGOs, policy and standards bodies, UN entities, and other food-system and development organizations, the University of Cambridge, in collaboration with UN Tourism and TUI Care Foundation, hosted a one day co-creation workshop on 10 September which followed the Cambridge Impact Roadmapping methodology to identify key impact pathways and priority actions that will inform the 2040 Impact Roadmap for Sustainable Food Systems in Tourism. A Challenge Note[2] was developed in preparation of the co-creation workshop.

Ethics

118. The World Committee on Tourism Ethics ('WCTE') held its 34th meeting (online) on 4 May 2026 during which the Committee established the following priority areas: a) Sustainable Tourism Education in the era of global disruptions; b) Decent work, community empowerment for an inclusive and sustainable future; c) Sustainable tourism in the era of climate change and environmental disruptions and degradation; and d) Sustainable tourism in the era of digital disruptions and AI.

119. With regard to the Framework Convention on Tourism Ethics and its Optional Protocol (FCTE), five States (Albania, Ecuador, Lebanon, Nigeria, and Seychelles) have acceded to the Convention, two of which (Albania and Seychelles) have also acceded to the Optional Protocol. The FCTE has not yet entered into force. Member States of both UN Tourism and the United Nations are once again invited to express their consent to be bound by the Convention and its Optional Protocol.

Accessible Tourism

120. In June 2026, UN Tourism signed a new MoU with ONCE Foundation and the European Network for Accessible Tourism (ENAT), aimed at advancing universal accessibility across tourism policies, destinations and services, including the promotion of accessible cultural heritage and cultural tourism experiences.

121. The Regional Office for the Americas advanced the preparatory phase of a pilot to improve accessibility for persons with visual impairments through tactile models of tourism and cultural attractions produced with three-dimensional technologies. The revised approach provides for a specialized technical expert to establish the methodological framework, support beneficiary selection and prepare the implementation request for proposals, including requirements for accessibility, tactile interpretation, laboratory readiness, three-dimensional printing and capacity-building.

[2] The Challenge Note is expected to be made available on the Tourism Food for Good webpage by the end of September 2026.

122. UN Tourism is organizing a webinar for the International Day of Persons with Disabilities (December 3). The event will bring together Member States, international organizations and private-sector representatives to promote accessible and neuroinclusive environments across the air travel system, disseminate good practices and encourage cooperation among key stakeholders.

Women's Empowerment

123. In the framework of the 71st Regional Commission for the Americas, UN Tourism held a set of practical in-person workshops for women entrepreneurs in Asunción, Paraguay, on 28 May 2026. Over 300 women entrepreneurs from Paraguay and across the Americas attended a programme of workshops that included sessions on leadership skills, digital skills and the value of cultural heritage. The workshops were implemented with the support of FEMTUR, Amadeus and FIASEET.

124. In addition, during the Regional Commission for the Americas UN Tourism signed a Memorandum of Understanding with FEMTUR - a regional organization dedicated to the visibility, empowerment and inspiration of women's leadership in tourism in the Americas. The agreement will foster further collaboration to foster gender equality in tourism and the achievement of SDG 5.

125. UN Tourism officially launched the Global Report on Women in Tourism Transport during the week of 22 June 2026, in collaboration with the International Transport Workers' Federation (ITF), with a series of promotional events including: UN Tourism participation in the ITF Tourism Services Conference, an online launch webinar attended by 36 Member States and an in-person Launch Event at UN Tourism HQ in Madrid, Spain.

126. UN Tourism and the International Transport Workers' Federation have agreed to work together on the implementation of the Action Plan for Women in Tourism Transport with activities to include the development of a 3-year implementation plan, a focus on the prevention of gender-based violence and harassment and support for a UN Tourism Women in Tourism Transport Advocates initiative.

127. In line with the Action Plan for Women in Tourism Transport, endorsed by UN Tourism's Executive Council through decision 3(CXXVI) at its 126th session in Toledo, the Terms of Reference for the UN Tourism Women in Transport Advocates Initiative have been developed and are submitted to the Council for its information and consideration (See Annex V). The Initiative will be piloted throughout 2027 with funding from extra-budgetary contributions and voluntary supporters, aiming to advance gender equality by promoting women's participation and leadership across air, road, rail, and water transport.

128. Following the endorsement of the initiative by the Executive Council at its 126th session in Toledo (CE/126/4), and under the framework of the UN Tourism Victoria Falls Action Plan, the UN Tourism Mentorship Programme for African Women, with the support of the Women in Tourism Leadership Africa Committee (WITLAC) was officially launched during the 69th UN Tourism Commission for Africa in Seychelles. The Programme has entered its implementation phase, with the Call for Mentee applications during July and August. The start of the 6-month mentorships is foreseen from October.

129. UN Tourism held on 1 September 2026 the first webinar organized under T-FEMALE (Tourism Female Empowerment Alliance for Europe), as approved by the Commission for Europe within the Work plan for the Agenda for Europe 2026-2027. The inaugural knowledge sharing webinar focused on Germany's experience in establishing a national network for women leaders in tourism.

130. The Secretariat advanced with the preparation of the **Bishkek Women's Empowerment Workshop**, to be held in early December 2026 in Kyrgyzstan. The Workshop will focus on practical skills training for up to 150 Kyrgyz women entrepreneurs. Emphasis will be placed on interactive learning, peer exchange and real-world application.

131. On 3-4 June, the Regional Office for the Americas collaborated with the Ministry of Tourism of Brazil in delivering the International Forum on Women in Tourism. The Office managed procurement for the event and supported accessible, inclusive and gender-sensitive delivery. The Regional Office of the Americas also moderated the panel on tourism, football and the FIFA Women's World Cup Brazil 2027. Outcomes included the launch of the international version of the Guide for Women Travelling Alone, developed by the Ministry with UNESCO, and strengthened access to information on formalization and finance for women entrepreneurs.

Priority 4: Enabling economic growth, boosting investment and innovation

Riyadh Declaration on the Future of Tourism – AI roadmap and tools

132. UN Tourism has progressed in the implementation of the Riyadh Declaration through the development of the Global AI Maturity Framework and Self-Assessment Tool, alongside a Member State consultation conducted in August–September 2026. The Self-Assessment Tool is designed to help Member States assess their AI readiness and maturity, identify gaps and priorities, and establish a tailored initial roadmap. The Framework and consultation findings will provide complementary evidence to further develop the Strategic Roadmap on the Future of Tourism, including, upon request, tailored national implementation plans. Further details are provided in document CE/127/4 RC-1.

Innovation challenges and startup competitions

Since 2018, UN Tourism has launched 39 Startup Competitions and Specific Challenges, attracting over 20,000 applications from 150 countries, connecting emerging solutions with destinations, investors and industry stakeholders. The following initiatives were concluded or launched since the last reporting period:

133. **Safe Destinations Challenge** – Europe & Ukraine (ongoing): Launched in June 2025, at the initiative of the Czech Ministry of Tourism, the challenge received more than 60 applications, showcasing innovative solutions to strengthen traveller safety, destination resilience and preparedness. Following the official visit of the UN Tourism Secretary-General to Ukraine, a dedicated Ukraine Chapter was added in September 2026, focusing on innovative approaches to traveller safety intelligence and resilience, including the use of AI, geospatial technologies and open data. An online pitch event is planned for November 2026, with the overall initiative culminating in a final event in Valencia, Spain, in May 2027.

134. Green Technologies for Urban Heat Mitigation Global Challenge – Malta (Final held 12 May 2026 and pilot project ongoing): The challenge received 104 applications from 35 countries, with three finalists selected and one winning solution. The initiative progressed from a startup competition to real-world implementation, with Malta advancing a pilot of the winning Green City Solutions technology. The pilot includes the deployment of three moss-based cooling units and impact measurement through defined KPIs and environmental data.

135. **European Wine Tourism Innovation Challenge** – Cognac (Final held 6–7 October 2026): Launched in June 2026 at the initiative of the French Ministry of Tourism and in line with the Agenda for Europe, the Challenge to identified innovative solutions for wine tourism across three categories: Smart Solutions for Sustainable Wine Tourism; Creative & Experiential Wine Tourism; and Accessibility – Wine Tourism for All. Applications closed on 1 September 2026, with more than 200 applications received from 30 countries in the Region. Three winners were announced at the Destination Vignobles in Cognac in October 2026: La Bulle Verte (France) for sustainable wine tourism, Wine Train Vipava Valley (Slovenia) for creative and experiential wine tourism, and Schloss Wackerbarth (Germany) for accessibility.

136. **Morocco National UN Tourism Startup Competition –** Rural & Community Tourism Innovation Challenge (ongoing): Launched in collaboration with SMIT, the challenge seeks innovative

solutions for rural, nature and community-based tourism in Morocco, targeting startups, MSMEs, cooperatives, social enterprises and entrepreneurs. More than 170 applications have been received. The final event will take place in early 2027.

137. **UN Tourism Discover Lithuania Challenge** (Final held 16 September 2026): Launched to identify startups, entrepreneurs and innovative solutions aimed at strengthening Lithuania's destination visibility and tourism experience. The challenge received 65 applications from 31 countries. Four category winners were invited to pitch at the Lithuania Travel Tech Forum in Vilnius (15–16 September), where the overall winner, IWander (UK), was selected.

138. Preparations are currently underway for the launch of two new challenges to be launched in November 2026: the MICE Tourism Challenge in Emerging Heritage Destinations – Latin America and the Caribbean, to be launched in Panama on 9 November together with Central Link in the framework of the 2026 ICCA World Congress, and the UN Tourism Challenge on Travel Tech and Rural Tourism for Brazil, in collaboration with Embratur, which will be launched virtually in November.

Inter-institutional cooperation on innovation

139. The UN Innovation Leads Retreat, held in Geneva (June 2026), brought together innovation leads from across the UN system to identify shared priorities, exchange practices and strengthen cross-UN collaboration on innovation. The mission strengthened UN Tourism's visibility and engagement across the UN innovation ecosystem, connecting with innovation leads from 27 UN entities and identifying potential collaborations with OHCHR and the World Bank. It also opened opportunities for greater inter-agency cooperation on innovation, AI and data, including potential UN Tourism participation in the UN Data Commons under the UN80 Initiative.

140. The Secretariat advanced on the finalization of the report on "Policy Guidelines to support Sustainable and Competitive SMEs", developed in the context of the Agenda for Europe at the initiative of Slovenia.

141. **ESCWA – Arab SMEs Summit and Regional Cooperation (18–20 November 2026, Baghdad, Iraq).** Strengthened cooperation with the United Nations Economic and Social Commission for Western Asia (ESCWA) through engagement in the 4th Arab SMEs Summit 2026, contributing sessions on innovation, entrepreneurship and tourism SMEs, with a focus on strengthening competitiveness and sustainable tourism development.

142. The Regional Office for the Americas initiated the design of the MERCOSUR Regional Initiative on Visa Facilitation for Tourism Competitiveness, aimed at generating the technical and economic evidence required to assess how entry-related frictions affect international tourism across Argentina, Bolivia, Brazil, Paraguay and Uruguay. Through a comparative regional assessment and the modelling of different policy scenarios - including administrative improvements, expanded digitalization, modernized visa application centres and other forms of coordination - the initiative aims to estimate potential impacts on tourist arrivals, expenditure, length of stay, employment, air connectivity and multi-destination travel.

Engagement in global innovation and technology forums

143. The official World Tourism Day 2026 celebrations were held in San Salvador, El Salvador, on September 27, under the theme "Digital Agenda and Artificial Intelligence to Redesign Tourism" in collaboration with the Government of El Salvador. The event brought together tourism leaders to discuss how AI can drive innovation, competitiveness and sustainable development, while ensuring that governance, inclusion and ethics remain at the core of tourism's digital transformation. Within the framework of this session, a pitch challenge was organized, including the finalists from our UN Tourism innovation challenges. The winner, voted on by the audience and a specialized jury, was the startup Turs (El Salvador).

144. UN Tourism and Amadeus organized a Workshop: "Unlocking AI for Tourism", 16 June (English), 18 June (French): Build the capacity of Tourism Ministries, national tourism authorities, DMOs, academia and ecosystem stakeholders to responsibly and effectively **integrate AI across the tourism value chain.**

Investments – Tourism Doing Business Guidelines

145. **Tourism Doing Business** - Investing in a Country series. From June 2026 onwards, two new country-level editions were presented in Angola, and Montenegro. The series provides standardized and tailored investment intelligence on the tourism business environment, policy and regulatory conditions, investment opportunities and the value proposition of each destination.

Investments - Global and regional insights: Tourism Special Economic Zones

146. The presentation in May 2026 of the joint UN Tourism - World Free Zones Organization publication, “Rethinking Investable Destinations: An Approach to Tourism Special Economic Zones (TSEZs)”, provided the strategic foundation for a broader programme of work. While the publication launch predates the reporting period, the activities below represent the programme’s implementation and scaling-up from June 2026 onwards.

147. Two dedicated Tourism Special Economic Zones webinars were delivered in Spanish and English on 2 and 4 September 2026, respectively, expanding access to the publication’s findings and facilitating global knowledge exchange among policymakers, destination authorities and investment stakeholders. Across both webinars, 824 registrations were received from 117 countries and more than 380 participants from 97 countries attended live, bringing together representatives from governments, investment promotion agencies, special economic zone authorities and operators, tourism organizations, development institutions, academia and the private sector.

148. Spanish-language edition of the TSEZ report was developed with the support of the UN Tourism Regional Office for the Americas, strengthening the dissemination of specialized knowledge across the region.

149. Special UN Tourism knowledge session on Tourism Special Economic Zones within the General Assembly of the Ibero-American free zones community, 26 October 2026, Cadiz, Spain, supporting institutional outreach, peer learning and the application of economic-zone models to sustainable tourism investment.

150. Enhanced cooperation with the Africa Economic Zones Organization has been initiated through the development and the delivery of the first specialized regional webinar, “Tourism Special Economic Zones (TSEZs): Concepts and Potential for African SEZs”, hold on 16 October 2026. The initiative generated Africa-focused knowledge on enabling frameworks, investment opportunities and the role of economic zones in destination development and diversification in Africa.

Investments - Strategic investment platforms

151. 9th **UNCTAD** World Investment Forum, 25-27 October 2026, Doha, **Qatar:**

152. The ongoing work undertaken by the Organization in the field of investments and its positive acknowledgement received from UNCTAD, have directly contributed to a significantly strengthened UN Tourism presence at the 2026 World Investment Forum in Doha. Most importantly, this progress has resulted in the establishment of the first official “Tourism Track: Investing the Future of Tourism” within the World Investment Forum since its creation. This represents an important institutional milestone for both organizations and a concrete recognition of the work undertaken by UN Tourism to advance sustainable investment in tourism, strengthen investment frameworks, mobilize public and private stakeholders, and position tourism more systematically within the international investment architecture

Under the Tourism track:
(a) Plenary session on Investing in the Future of Tourism
(b) High-Level Thematic Session “Sustainable Investment in Tourism”

Under the SIDS track:

(a) High-Level Dialogue on Small Island Developing States
(b) High-Level Thematic session “Investment in Tourism and Sustainable Infrastructure in Small Island Developing States”

153. UN Tourism has continued to scale up its presence within leading hospitality investment platforms especially with **FHS and IHIF**, using these engagements to expand regional intelligence, deepen private-sector dialogue and operationalize strategic partnerships.

154. First strategic engagement with IHIF Asia (16-18 September 2026, Hong Kong, China). UN Tourism’s first participation in IHIF Asia marked a strategic expansion of its engagement with leading global hospitality investment platforms. It strengthened the Organization’s presence in Asia and the Pacific, facilitated dialogue with regional investors and industry leaders, and generated market intelligence on the region’s evolving hospitality investment landscape.

155. Strategic partnership with The Bench: The Memorandum of Understanding signed with The Bench on 11 June 2026 in Toledo, Spain established a framework for sustained cooperation with a leading global hospitality investment platform. The subsequent engagements at FHS World and FHS Egypt demonstrate the practical implementation and geographic scaling-up of the partnership, connecting UN Tourism’s policy mandate and investment intelligence with established networks of investors, owners, developers and operators.

a) Future Hospitality Summit Saudi Arabia, 22 - 24 June 2026, Riyadh, Saudi Arabia. It provided a high-level platform to engage government representatives, hospitality investors, owners, developers and operators; deepen market intelligence on Saudi Arabia’s rapidly evolving tourism and hospitality investment landscape; and explore opportunities for investment promotion, knowledge exchange and strategic cooperation. With the support and participation of the Regional Office for the Middle East. The plan to host the FHS Saudi Arabia’s Advisory Board at UN Tourism’s Regional Office for the Middle East further demonstrates the growing trust and confidence in the partnership, strengthening UN Tourism’s role as a bridge between governments and the private sector and providing a platform to align investment priorities, market expertise and private-sector engagement across the region
b) Future Hospitality Summit World (29 September - 1 October 2026, Dubai, United Arab Emirates). The engagement supports the implementation and scaling-up of UN Tourism’s partnership with The Bench by strengthening dialogue with global investors, owners, operators and developers, and advancing cooperation on investment promotion, market intelligence and private-sector engagement. With the support and participation of the Regional Office for the Middle East.
c) Future Hospitality Summit Egypt (10-11 November 2026, Cairo, Egypt). This engagement represents a further geographic expansion of the UN Tourism - The Bench partnership, creating a dedicated platform to explore hospitality and tourism investment opportunities, support knowledge exchange and advance strategic partnerships in Egypt and the wider region. With the support and participation of the Regional Office for the Middle East.

Investments - Technical Cooperation

156. UN Tourism is advancing potential joint technical cooperation initiatives to support tourism investment in Member States, including possible collaboration in Guatemala and Sri Lanka. See Annex I.

Investments - Capacity Building

157. UN Tourism has continued to work with strategic partners from the investment policy and academic communities to strengthen the technical capacities of public policy makers and other actors involved in tourism investment.

158. Capacity-building session with the Red Latinoamericana para la Atracción de Inversiones (over 10 public policy makers trained).

159. Capacity-building session for public policy makers with Universidad de los Andes (Chile) in their first course of tourism investments (over 15 public policy makers trained)

160. Capacity-building session for SMEs in the private sector led by the IDB with UN Tourism participation (+80 people trained)

Investments - Key forums

161. Global Tourism Forum – Angola Investment Summit in collaboration with UN Tourism, Luanda, Angola, 17-19 June 2026: Advance tourism investment as a driver of Angola's economic diversification and sustainable development by mobilising investors, strengthening investor confidence and positioning the country as an emerging African tourism destination.

162. Europe-Asia Interregional High-Level Tourism and Investment Forum – Montenegro Investment Forum (13 October 2026, Podgorica, Montenegro). Supported high-level dialogue between Europe and Asia on tourism investment, market development and operational excellence, bringing together ministers, investors and tourism leaders to advance strategic cooperation on workforce development, digital transformation, visa facilitation, market access and sustainable investment. The Forum highlighted the importance of integrated approaches to tourism development and strengthened opportunities for cross-regional investment and collaboration.

Priority 5: Investing in people

Education – Key High-level events

163. **UN Tourism Education Committee** (23 September 2026): approval of the Education Programme of Work, the scholarships distribution and the change of name of the bachelor's programme with HSLU, to which "management" has been added to better reflect its content, and the extension of the agreement until 2034. The Committee is the Organization's principal governance body for education, bringing together Member State representatives to steer strategy and approve the Academy's flagship initiatives. Approval of the distribution of 2000 Scholarships (1000 to Africa, 600 to Americas and 400 to Asia and the Pacific). See document CE/127/6 on Subsidiary Organs.

164. **69th Meeting of the UN Tourism Regional Commission for Africa (CAF) and Thematic Conference on "Strengthening Human Capital to Boost Africa's Tourism Growth", Mahé, Seychelles, 2-4 July 2026:** Strengthen human capital through expanded training, improved access to quality tourism education and curricula better aligned with market needs, while promoting regional cooperation, youth empowerment and evidence-based policy dialogue. CAF – UN Tourism Commission for Africa – convened the conference to explore how skills and workforce development can strengthen the region's tourism competitiveness.

165. **Graduation ceremony for two academic programmes** at the Samarkand International Academy (1 October 2026): coordination of the graduation ceremony, opening, moderation. The Secretary-General had the opportunity to preside over the graduation ceremony, deliver a keynote address to graduates and faculty, and conduct a thorough visit of the Academy's facilities, interacting with students and faculty. Established in Uzbekistan in partnership with UN Tourism, the Samarkand International Academy trains tourism and hospitality professionals from across the region to internationally recognized standards.

166. **Kick-off event of the new programme on Industry-based Training on Hotel Operations and Innovation** at the Samarkand International Academy (27 September 2026): coordination of the graduation ceremony, opening, moderation. The Secretary-General had the opportunity to preside over the graduation ceremony, deliver a keynote address to graduates and faculty, and conduct a thorough visit of the Academy's facilities, interacting with students and faculty. Established in Uzbekistan in partnership with UN Tourism, the Samarkand International Academy trains tourism and hospitality professionals from across the region to internationally recognized standards.

167. **Opening Ceremony in Madrid of the 3rd cohort of the UN Tourism – HSLU Bachelor of Science** in International Sustainable Tourism Management (1 September 2026): coordination of the opening, delivery of a keynote address and a visit to UN Tourism Headquarters. The Bachelor, jointly developed with the Lucerne University of Applied Sciences and Arts (HSLU), Switzerland, is UN Tourism's flagship undergraduate programme in sustainable tourism management.

168. **2026 Europe QS World University Rankings Summit** (24 June 2026): delivery of a keynote address and participation in a panel. Organized by QS, a leading global higher-education network, the Summit brought together university leaders to discuss the future of tourism and hospitality education.

Secondary Education

169. IBO–UN Tourism Career-related Programme: development of a tourism-focused career-related programme with the International Baccalaureate Organization (IBO), designed to give students practical and applied learning opportunities and facilitate progression towards higher and applied education.
    a) **UN Tourism curriculum development and Teachers Guide have submitted** to IBO for final revision, ahead of the formal Agreement and Programme framework being developed for future implementation.

Higher Education

170. **UN Tourism–HSLU Bachelor of Science in International Sustainable Tourism Management:** the only joint university-level programme developed 50/50 by UN Tourism with the Lucerne University of Applied Sciences and Arts (HSLU) with the support of the Swiss Government, combining international mobility, academic coursework and practical experience in sustainable tourism management.

    - 1st cohort – Starting Year 3: 27 students started the new academic year in Lucerne, Switzerland. 4 students finalised their internships at UN Tourism.
    - 2nd cohort – Starting Year 2: 37 students started their exchange/online semester, to be followed by internships.
    - 3rd cohort – Starting Year 1: 30 students started their first year in Madrid.

171. BCC–UN Tourism Academic Partnership: partnership with the Basque Culinary Center, a leading international institution for gastronomy education based in Spain, to strengthen high-quality gastronomy education and improve access for UN Tourism Member States through scholarships and academic collaboration. The Agreement was extended, adding four (4) annual scholarships for the Gastronomy course.

172. IULM–UN Tourism Academic Partnership: collaboration with IULM University, based in Milan and specializing in languages, communication and tourism management, to expand access to postgraduate tourism education and strengthen the quality and international relevance of tourism academic programmes. A Partnership Agreement was signed in September 2026, including two (2) annual scholarships for a two-year Master's programme.

Executive Education

173. **7 Editions of the UN Tourism–Amadeus Artificial Intelligence Workshop "Unlocking AI for Tourism: Traveller Journey":** a series of regional workshops co-developed and co-delivered with Amadeus, a global travel technology provider and Affiliate Member, to strengthen the practical understanding and use of artificial intelligence among tourism public-sector officials.

    a) A total of around 500 participants took part across six editions – Europe (14 Member States), Africa (14 Member States), Americas (7 Member States), Middle East (6 Member States) and Lithuania (100 participants, in the context of the Lithuania Travel Tech Forum & Pitch Challenge "Discover Lithuania"), and Kuwait, in the context of the Artificial Intelligence Conference on the Regional Commission of Middle East, with 60 participants.

174. **Webinar on Innovating Gastronomy Education with BCC:** a knowledge-sharing session developed with the Basque Culinary Center to explore innovation and new approaches in gastronomy education, gathering 280 unique registered participants.

175. **Industry-based Hotel Operations Training** for **Professionals, Samarkand International Academy:** a seven-month professional training programme strengthening operational hospitality skills and preparing participants for practical roles in hotel operations, scheduled to launch on 26 September 2026.

176. **Tourism Faculty Development Programme on Hotel Operations, Samarkand International Academy:** a seven-month faculty development programme strengthening the technical and pedagogical capabilities of tourism educators in hotel operations; 30 participants, under implementation.

177. **Tourism Faculty Development Programme on Hotel Management, Samarkand International Academy:** a seven-month capacity-building programme focused on hotel management knowledge and its application in tourism education and training; 30 participants, under implementation.

Online Self-paced Education

178. **UN Tourism Online Academy:** The UN Tourism Online Academy is the learning platform to democratize access to education. With almost 70,000 users, there are 2 integrated AI tools to support the learning experience.

a) New MOOCs: the Online Academy's learning portfolio was expanded with four (4) new massive open online courses addressing priority areas for the sector:

- "Influences and Digital Trends" – developed by UN Tourism;
- "Data-Driven Tourism: AI Assistants and Omnichannel Insights", developed with Universidad Externado from Colombia, an Affiliate Member;
- "Design Thinking for Rural Tourism Development" – developed by UN Tourism
    i. "Tourism Product Development and Marketing for Rural Areas" – developed by UN Tourism
    ii. The first-ever UN Tourism MOOC dedicated to tourism statistics to be launched on 20th November, "Measuring Tourism for Sustainable Development".

b) Translation to Spanish:

- "Your Journey to More Sustainable Community Engagement" - Booking
- Your Journey to More Sustainable Water Management" - Booking
- "Your Journey to More Sustainable Food Management" - Booking
- "Your Journey to More Sustainable energy Management" – Booking

179. **WhatsApp e-learning initiatives:** UN Tourism supported accessible and highly engaging digital learning initiatives delivered through accessible mobile channels. By using WhatsApp, a messaging platform already familiar to most users, the courses reach community-level learners, including in rural and underserved areas with limited access to traditional e-learning platforms.

a) "Accessible and Inclusive Rural Tourism" WhatsApp e-learning course, Chile: reached 1,200 participants; under implementation.
b) "Food & Beverage" WhatsApp e-learning course, Spain: finalised, reaching 2,000 users.
c) The El Salvador WhatsApp Family Friendly Course was successfully completed, with 1,511 participants obtaining a certificate and a 100% recommendation rate. Participant satisfaction was consistently high, with 96.1% reporting that they were satisfied or very satisfied, 97.4% finding the course easy or very easy to follow via WhatsApp, and 99.3% considering the content useful or very useful. Moreover, 100% of participants reported a better understanding of the Family Tourism model and stated that they would recommend the course.

International Academies in collaboration with UN Tourism

UN Tourism International Academies provide practical, destination-based vocational and professional education, strengthening both tourism workforce skills and the capacity of institutions responsible for training future professionals.

180. Samarkand International Academy in collaboration with UN Tourism

- **2027–2030 Strategic Plan**: Development and submission of a new strategic plan focused on scaling up the Academy's operations, expanding its training portfolio and strengthening its long-term impact.
- **2027 Programme of Work**: Ongoing analysis and development of the Academy's detailed 2027 Programme of Work, outlining key priorities, activities and expected outcomes.
- Industry-Based Training Programme on Hotel Operations and Innovation: A seven-month professional training programme designed to strengthen practical hospitality skills, enhance operational competencies and prepare participants for industry-based roles. Scheduled to launch on 26 September 2026.
- **Tourism Faculty Development Programme on Hotel Operations**: A seven-month capacity-building programme aimed at strengthening the technical and pedagogical competencies of tourism educators in hotel operations. Currently under implementation, with 30 participants.
- **Tourism Faculty Development Programme on Hotel Management**: A seven-month capacity-building programme focused on enhancing educators' knowledge of hotel management and strengthening its integration into tourism education and training. Currently under implementation, with 30 participants.
- **Graduation Ceremony of the 2 Tourism Faculty Development Programmes**: Preparation and coordination of the graduation ceremony recognizing participants' successful completion of both faculty development programmes.
- **Launch Event for the Industry-Based Training Programme on Hotel Operations and Innovation**: Organization and coordination of the official kick-off event to introduce the programme, its objectives and its expected contribution to hospitality workforce development.
- **ADB-CAREC visit to the Academy**: Identification of potential areas of work and joint programmes.

181. Africa International Academy for Culinary Arts in Collaboration with UN Tourism

- Under the Patronage of H.E. Dr. Auxillia Mnangagwa, First Lady of the Republic of Zimbabwe
- Programme of Work and Financial Proposal Approval: Final programme of work and corresponding technical initiatives and financial proposal accepted, defining the Academy's planned activities, resource requirements and implementation arrangements.
- Cooperation Agreement: Formalization process ongoing, including the necessary institutional clearances and coordination among the parties, with a target signature date of 29 November 2026.
- Memorandum of Understanding (MoU): Signed, establishing the institutional framework for cooperation towards the development of the International Academy.

182. Colombia: International Academy in Collaboration with UN Tourism

- Technical Proposal: Developed and formally presented to the Fondo Nacional de Turismo (FONTUR), outlining the proposed academic and operational framework for the establishment of the International Academy.
- Academic Institution Identification: FONTUR has identified the Servicio Nacional de Aprendizaje (SENA) as the proposed academic partner for the development and implementation of the International Academy in collaboration with UN Tourism.
- Institutional Coordination: Ongoing coordination with FONTUR and SENA to advance the proposed collaboration and define the next steps towards the Academy's establishment.

183. Dominican Republic: International Academy in Collaboration with UN Tourism
   a) The Executive Director visited the facilities of a project to create a Tourism School, in collaboration with the Ministry of Tourism of the Dominican Republic, INFOTEP, Meliá Group and the Ministry of Defense.
   b) Memorandum of Understanding (MoU): Signed, establishing the institutional basis for cooperation towards the development of the International Academy.
   - Technical Proposal: Developed, outlining the proposed academic structure, training priorities and operational framework for the Academy.
   - Technical Review and Institutional Validation: Awaiting comments, feedback and proposed adjustments from the Instituto Nacional de Formación Técnico Profesional (INFOTEP) and the relevant authorities of the Dominican Republic to advance the proposal and define the next steps towards implementation.

Quality Assurance

184. **UN Tourism.TedQual Certification System:** Voluntary quality assurance framework designed to enhance the quality and relevance of tourism education, training and research programmes. It assesses programmes against internationally recognized quality criteria.
   - Number of programmes certified: 295 certified programmes across
   - Number of institutions: 131 educational institutions
   - Number of countries: 38 countries worldwide

Scholarships Programme

185. **Over 4,250 scholarships per year for UN Tourism Online Academy courses**, representing an estimated annual educational contribution of **EUR 208,250**. These scholarships are distributed through the existing mechanism based on the **Human Development Index (HDI) and approved by the Online Education Committee of UN Tourism**.

186. Over 30 scholarships for university-level programmes through individual partnerships with academic institutions (Basque Culinary Center, BISU, Macau, Anahuac University and IULM), representing an estimated annual educational contribution of approximately EUR 195,000. These scholarships are awarded through individual applications and competitive selection processes, including candidate interviews.

Research

1. **Tourism Labour Market Report:** This report is under development close to finalization, examining workforce needs and challenges in Saudi Arabia's tourism sector, supported by comparative research across the GCC and international case studies from Europe, Africa and Asia-Pacific.

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Annex I

UN Tourism On the Ground

The International Development and Cooperation (IDC) Department translates UN Tourism's priorities into concrete action in Member States through technical cooperation, capacity-building and tailored tourism development initiatives.

Working closely with national and local authorities and relevant stakeholders, IDC coordinates and delivers UN Tourism's technical expertise in response to Member States' identified needs, supporting the implementation of concrete solutions that strengthen tourism institutions, enhance destination competitiveness and resilience, and advance sustainable and inclusive tourism development.

This annex provides an overview of IDC's project portfolio and key activities during the reporting period from May to November 2026. It presents initiatives by area of work, including ongoing projects and those under development, and highlights their geographic reach, progress achieved during the reporting period and contribution to Member States' tourism development priorities.

UN Tourism

Executive Dashboard

Projects and initiatives

37

Agreements signed during the reporting period

5

Zambia, Guatemala x2,
Sri Lanka x2

Portfolio Status

Ongoing projects

14

In the pipeline

23

UN Tourism

Global Reach

37

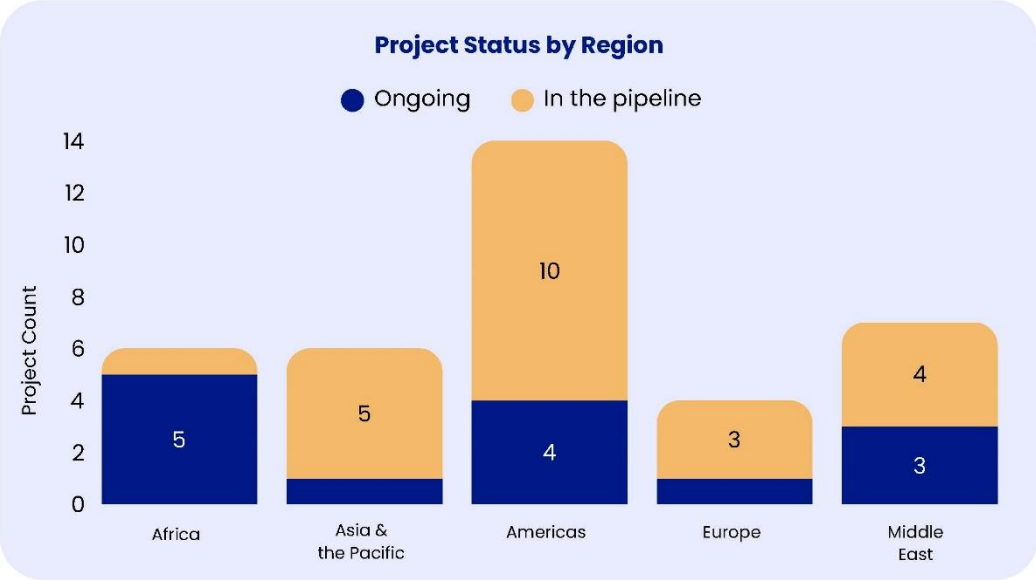
Projects across all regions

Region	Member States	Total
Africa	Angola, Cabo Verde, Republic of the Congo, Tanzania, Zambia	5
Asia & the Pacific	China, Sri Lanka	2
Americas	Argentina, Bolivia, Brazil, Chile, Colombia, Dominican Republic, Guatemala, Honduras, Paraguay, Peru, Uruguay, Venezuela	12
Europe	Bulgaria, Georgia, Montenegro, Ukraine, Uzbekistan	5
Middle East	Jordan, Lebanon, Oman, Qatar, Saudi Arabia, Syria	6

A portfolio spanning 30 Member States through ongoing and pipeline initiatives.

UN Tourism

Regional Distribution



6 AFRICA

6 ASIA & PACIFIC

14 AMERICAS

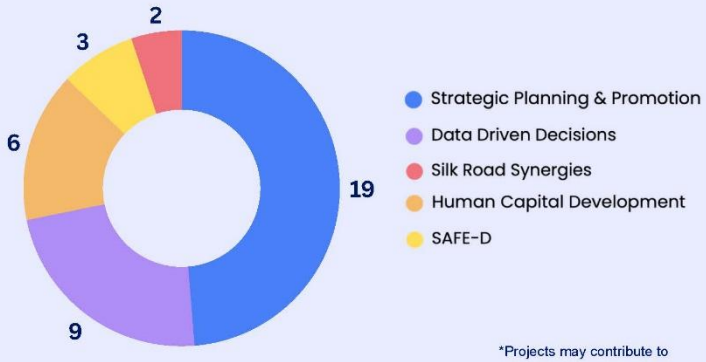
4 EUROPE

7 MIDDLE EAST

UN Tourism

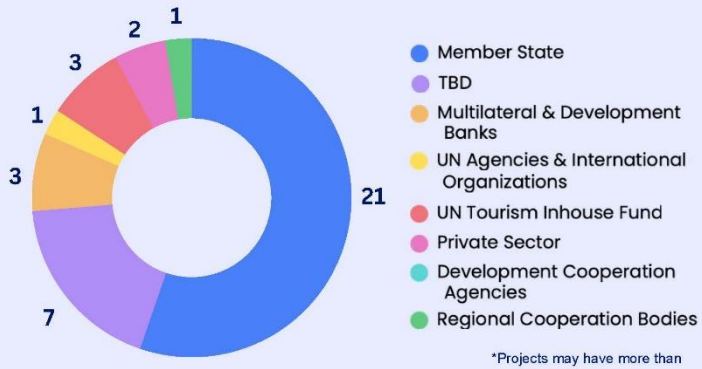
Portfolio Composition

Projects by Area of Work



*Projects may contribute to more than one area of work

Projects by Funding Source



*Projects may have more than one funding source

IDC AREAS OF WORK OVERVIEW

UN Tourism

Five Key Areas of Work



01

Human Capital Development

Skills, institutional capacity, education-industry alignment and workforce systems



02

Strategic Planning & Promotion

Policies, master plans, destination positioning, governance and investment planning



03

Data-Driven Decisions

Tourism statistics, TSA systems, surveys and evidence for policymaking



04

Safety of Destinations

Preparedness, standards, coordination, recovery and resilience



05

Silk Road Synergies

Cross-border platforms, regional products, shared priorities and joint initiatives

TANZANIA PROJECT

UN Tourism

Cross-Cutting Flagship Project: Tanzania Sustainable Tourism Development

Funding source: CIDCA
Budget: USD 2 million

Ongoing



Expected Deliverables

- National Sustainable Tourism Master Plan
- Tourism Human Resources Development Strategy and Revision of Training Curricula
- Compilation of the Tourism Satellite Account (TSA)
- Mafia Island Ecotourism Strategy

Progress to Date

- CIDCA approved the USD 2 million project proposal.
- The General Agreement was signed.
- A draft Implementation Agreement was prepared with the designated implementing agency, CICETE.

Destination Benefit

• Integrates planning, workforce development, data and ecotourism into one national programme.
• Expected outcome: stronger competitiveness, inclusive economic opportunities and protection of natural and cultural assets.

- **Estimated direct beneficiaries:** 1,200
- **Estimated indirect beneficiaries:** 550,000

AREA 01 | HUMAN CAPITAL DEVELOPMENT

UN Tourism

AREA 01 | Human Capital Development

3 ONGOING
5 IN THE PIPELINE

Republic of the Congo
Hotel Classification



PROGRESS TO DATE

- Reviewed and consolidated the second set of deliverables under the UNDP-funded classification project.

Funding source: UNDP

DESTINATION BENEFIT

- Strengthens the Republic of the Congo's hotel classification system in line with international standards.
- Enhances tourism governance and institutional capacity.

Ongoing

Tanzania
Sustainable Forms of Tourism in the Usambara Mountains



PROGRESS TO DATE

- Trained at least eight entrepreneurs and community groups, including youth and women.
- Covered product development, customer care, promotion and e-marketing.

Funding source: Europamundo

DESTINATION BENEFIT

- Strengthens community-based tourism products and local business capabilities.
- Expected outcome: diversified livelihoods alongside conservation of natural and cultural heritage.

Ongoing

Oman
Hotel Classification Scheme



PROGRESS TO DATE

- Completed two missions, stakeholder consultations and on-site hotel assessments.
- Validated priority improvements and criteria; advanced sustainability, accessibility and branding.

Funding source: Oman

DESTINATION BENEFIT

- Creates a modern, sustainable and business-friendly hotel-classification system.
- Expected outcome: better quality assurance, transparency, guest experience and hotel competitiveness.

Ongoing

AREA 01 | HUMAN CAPITAL DEVELOPMENT

UN Tourism

Angola
Tour Operator Capacity Building



Funding source: Angola

In the pipeline

PROJECT FOCUS

- Design vocational capacity-building for Angolan tour operators.
- Promote uptake of the national operator platform, together with IEI.

DESTINATION BENEFIT

- Improves service quality and technical capabilities among tourism businesses.
- Expected outcome: a more competitive operator ecosystem supporting destination development.

Saudi Arabia - Aseer Region
Tourism Workforce Development Programme
(Delivered through the Regional Office for the Middle East)



Funding source: Saudi Arabia

In the pipeline

PROJECT FOCUS

- Design a workforce programme aligned with Aseer priorities, the Chinese market and FIFA 2034 readiness.

DESTINATION BENEFIT

- Builds workforce skills and institutional delivery capacity.
- Expected outcome: stronger readiness for priority markets and major events.

9

IDC | MAY– NOVEMBER 2026

AREA 01 | HUMAN CAPITAL DEVELOPMENT

UN Tourism

Peru
Tourism Microcourses for Tourism Stakeholders



Funding source: Peru

In the pipeline

PROJECT FOCUS

- Develop four micro-courses for tourism businesses focused on community-based tourism.
- Strengthen professional skills and service capacity.

DESTINATION BENEFIT

- Improves skills and job performance among tourism stakeholders.
- Expected outcome: more professional tourism services and competitive destinations.

Georgia
Capacity Building Training for Georgia



Funding source: In-house Funding

In the pipeline

PROJECT FOCUS

- Deliver four on-site training courses for public and private tourism stakeholders.
- Build capacity in competitiveness, innovation, digital readiness and destination management.

DESTINATION BENEFIT

- Strengthens practical skills and sector capacity.
- Expected outcome: improved competitiveness and destination-management capabilities.

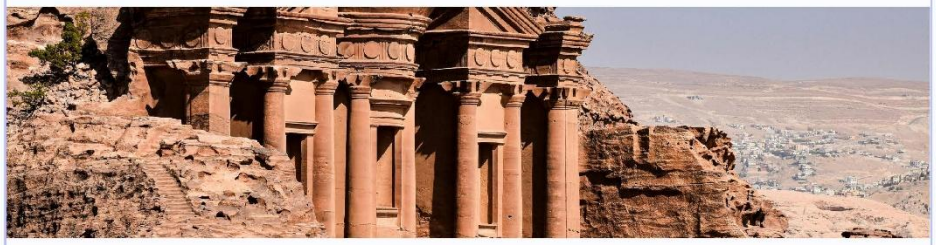
10

IDC | MAY– NOVEMBER 2026

AREA 01 | HUMAN CAPITAL DEVELOPMENT

UN Tourism

Jordan
Tourism Investment Management and Local Community Empowerment at Selected Tourist Site



Funding source: EBRD

In the pipeline

PROJECT FOCUS

- Pilot a 4-month approach to strengthen tourism investment management and local community participation at one selected tourist site.
- Assess current practices and develop practical tools, priority actions and capacity-building support for the Ministry, local communities and small tourism enterprises.

DESTINATION BENEFIT

- Strengthens investment governance, local participation, institutional capacity and service quality.
- Expected outcome: a tested pilot model and roadmap for replication across other tourism destinations in Jordan.

AREA 02 | STRATEGIC PLANNING & PROMOTION

UN Tourism

AREA 02 | Strategic Planning and Promotion

4 ONGOING
12 IN THE PIPELINE

Jesuit Routes: 6 countries (Argentina, Bolivia, Brazil, Paraguay, Uruguay and Chile)
Tourism development and promotion



PROGRESS TO DATE

- Completed a comprehensive diagnostic across the six participating countries.
- An Action Plan for future multi-destination cooperation is being prepared.

Funding source: ROAM

DESTINATION BENEFIT

- Creates a common framework for product development, promotion and investment attraction.
- Expected outcome: an integrated, internationally competitive regional route.

Ongoing

Lebanon
Destination Management Organization System



PROGRESS TO DATE

- Advanced development of a structured DMO system through virtual consultations, stakeholder meetings and desk-based analysis.
- Defined governance mechanisms, institutional roles and coordination arrangements for the operational roadmap.

Funding source: Chimelong

DESTINATION BENEFIT

- Strengthens destination governance and institutional coordination.
- Expected outcome: more effective, locally driven destination management.

Ongoing

Dominican Republic
National Sustainable Tourism Strategy



PROGRESS TO DATE

- Completed the Policy and Strategy, Implementation Plan, Theory of Change, M&E Framework and Destination Classification System.
- Final validation and Phase II preparation are underway, with IEI.

Funding source: Dominican Republic

DESTINATION BENEFIT

- Provides a coordinated and measurable framework for destination management.
- Expected outcome: phased implementation of priority interventions and stronger sustainability and competitiveness.

Ongoing

UN Tourism

Qatar Tourism Awards



Funding source: Qatar Tourism

Ongoing

PROGRESS TO DATE

- Supported the launch of the fourth edition, reviewed preparations and the new Awards portal.
- Provided technical feedback to improve the applicant and jury experience; shortlisting begins in September ahead of the November Gala.

DESTINATION BENEFIT

- Supports excellence and quality across Qatar's tourism sector.
- Strengthens technical cooperation, including in tourism product development and gastronomy tourism.

AREA 02 | STRATEGIC PLANNING & PROMOTION

UN Tourism

Guatemala
Hotel Development Planning & Investment Attraction



PROJECT FOCUS

- Develop national planning guidelines, destination assessments and investment models for sustainable hotel development.
- Update the investment guide and strengthen capacities to attract tourism investment.

Funding source: Guatemala / UN Tourism cofinancing

DESTINATION BENEFIT

- Supports sustainable hotel development and investment attraction.
- Expected outcome: investment opportunities aligned with Guatemala's Sustainable Tourism Master Plan 2026–2036.

In the pipeline

Guatemala
AI Institutional Strengthening for INGUAT



PROJECT FOCUS

- Build INGUAT's capacity to adopt and responsibly use AI through training, governance protocols and practical solutions.
- Establish a roadmap for the sustainable integration of AI across the institution.

Funding source: Guatemala

DESTINATION BENEFIT

- Improves internal processes, knowledge management and data-driven decision-making.
- Expected outcome: responsible and sustainable institutional use of AI.

In the pipeline

Guatemala
La Aurora International Airport Expansion



PROJECT FOCUS

- Prepare a feasibility study for the expansion of La Aurora International Airport.
- Assess its technical, economic, financial, environmental and tourism-related viability.

Funding source: Guatemala / UN Tourism cofinancing

DESTINATION BENEFIT

- Provides an evidence base for future investment decisions.
- Expected outcome: improved air connectivity supporting sustainable tourism development.

In the pipeline
Under discussion

AREA 02 | STRATEGIC PLANNING & PROMOTION

UN Tourism

Guatemala
Camino del Tiempo



PROJECT FOCUS

- Conduct a rapid assessment and map opportunities for the international positioning and promotion of the "Camino del Tiempo".

Funding source: Guatemala

DESTINATION BENEFIT

- Identifies opportunities to strengthen the route's international positioning and tourism potential.

In the pipeline

Dominican Republic
DMO for Santo Domingo



PROJECT FOCUS

- Define the DMO's governance, operational and financing model, building on existing governance structures.
- Strengthen coordination among public, private and community stakeholders.

Funding source: Dominican Republic / IDB

DESTINATION BENEFIT

- Establishes a participatory and sustainable framework for destination management.
- Expected outcome: stronger competitiveness, heritage preservation and local value creation.

In the pipeline

Honduras
Sustainable Tourism Strategy and Investment Portfolio



PROJECT FOCUS

- Establish an integrated framework to guide tourism development in the short, medium and long term.
- Prioritize strategic projects to attract responsible public and private investment.

Funding source: Honduras / UN Tourism cofinancing

DESTINATION BENEFIT

- Strengthens tourism governance, stakeholder coordination and institutional capacities.
- Expected outcome: more sustainable and competitive tourism development.

In the pipeline

UN Tourism

Sri Lanka
Long-Term Strategic Tourism Transformation



PROJECT FOCUS

- Transform SLTDA into a modern, agile and data-driven organization, embedding sustainability across tourism planning and management.
- Diversify tourism products and strengthen conditions for local and foreign investment.

Funding source: Sri Lanka

DESTINATION BENEFIT

- Strengthens institutional leadership, sustainability and destination competitiveness.
- Expected outcome: a more diversified, investment-ready and resilient tourism sector.

In the pipeline

China - Fujian and Shandong Provinces
21st Century Maritime Silk Road



PROJECT FOCUS

- Develop the tourism potential of the 21st Century Maritime Silk Road with Fujian and Shandong Province.

Funding source: TBD

DESTINATION BENEFIT

- Strengthens tourism cooperation and joint destination development along the Maritime Silk Road.
- Expected outcome: a more integrated and internationally positioned Maritime Silk Road tourism offer.

In the pipeline

China - Fujian Province
Operationalization of the Welcome Home Fujian Campaign



PROJECT FOCUS

- Develop an implementation roadmap and strengthen diaspora engagement for the Welcome Home Fujian Campaign.
- Provide technical guidance to support the campaign's operationalization.

Funding source: Fujian Province

DESTINATION BENEFIT

- Supports implementation of one of Fujian's flagship tourism initiatives.
- Expected outcome: stronger long-term sustainability and international positioning of the campaign.

In the pipeline

AREA 02 | STRATEGIC PLANNING & PROMOTION

UN Tourism

China - Chongqing
International Tourism Marketing Capacity Building in Chongqing



PROJECT FOCUS

- Provide high-level technical advice and capacity building on international tourism marketing.
- Support member cities in developing action plans for international promotion.

Funding source: TBD

DESTINATION BENEFIT

- Strengthens international tourism-marketing capacities across Lancang-Mekong member cities.
- Expected outcome: stronger international promotion of cities and destinations across the region.

In the pipeline

Bulgaria & Montenegro
Sub-regional Tourism Cooperation in Southeast Europe



PROJECT FOCUS

- Develop an actionable assessment paper for future sub-regional tourism cooperation in Southeast Europe.
- Establish the technical basis for a sustainable, competitive and integrated tourism-development framework.

Funding source: TBD

DESTINATION BENEFIT

- Strengthens the basis for cooperation among participating Southeast European countries.
- Expected outcome: more coordinated and integrated regional tourism development.

In the pipeline
Under discussion

Ukraine
Sustainable and Accessible Tourism Development Strategy for Western Ukraine



PROJECT FOCUS

- Develop a Sustainable and Accessible Tourism Development Strategy for Western Ukraine based on a regional needs assessment.
- Address immediate needs during the war and longer-term post-war recovery.

Funding source: TBD

DESTINATION BENEFIT

- Supports sustainable, responsible, competitive and inclusive tourism development.
- Expected outcome: economic recovery, job creation, social inclusion and stronger regional resilience.

In the pipeline

AREA 03 | DATA-DRIVEN DECISIONS

UN Tourism

AREA 03 | Data-Driven Decisions

5 ONGOING
3 IN THE PIPELINE

Sri Lanka
National Tourism Statistics & TSA
Phase II



Funding source: Sri Lanka — Ongoing

PROGRESS TO DATE

- Strengthened the statistical system through capacity-building and tourism surveys.
- Prepared the first draft Tourism Satellite Account.

DESTINATION BENEFIT

- Builds the country's first TSA and strengthens institutional capacity.
- Expected outcome: evidence-based planning and more targeted destination marketing.

Zambia
TSA & Data Systems Modernisation



Funding source: World Bank — Ongoing

PROGRESS TO DATE

- Signed the Cooperation Agreement and initiated implementation mobilization with the Ministry and ZamStats.
- The 12-month programme covers TSA compilation, surveys, data systems, capacity-building and validation.

DESTINATION BENEFIT

- Provides regular, internationally compliant evidence on tourism's economic contribution, jobs and linkages.
- Expected outcome: stronger data quality, institutional ownership and use in policy and budgeting.

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IDC | MAY– NOVEMBER 2026

AREA 03 | DATA-DRIVEN DECISIONS

UN Tourism

Colombia - Medellín
Sustainable Urban Tourism Case Study



Funding source: Chamber of Commerce of Medellin

Ongoing

PROGRESS TO DATE

- Advanced fieldwork, stakeholder engagement and data collection through two missions to Medellín.
- Consulted public and private stakeholders and digital nomads.

DESTINATION BENEFIT

- Builds an evidence base on the impacts and opportunities of urban tourism.
- Supports more sustainable and informed destination-management decisions in Medellín.

Guatemala
Technical Assistance for the implementation of Guatemala's TSA



Funding source: Guatemala

Ongoing

PROGRESS TO DATE

- Advanced preparations to strengthen Guatemala's Tourism Statistics System and support TSA development.
- First expert mission scheduled for the end of September 2026.

DESTINATION BENEFIT

- Strengthens the quality, sustainability, comparability and integration of tourism data.
- Expected outcome: stronger statistical evidence for policy, investment, tourism promotion and sustainable development.

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IDC | MAY– NOVEMBER 2026

AREA 03 | DATA-DRIVEN DECISIONS

UN Tourism

Cabo Verde
Tourism Satellite Account (TSA)



Funding source: Cabo Verde — Ongoing

PROGRESS TO DATE

- Conducted two technical assistance missions in May and June and delivered two three-day capacity-building trainings on tourism statistics and TSA methodologies.
- Delivered the final report on 30 June, outlining next steps towards Cabo Verde's first experimental TSA.

DESTINATION BENEFIT

- Builds a shared institutional base for consistent tourism measurement.
- Expected outcome: Cabo Verde's first experimental TSA and more evidence-based policy decisions.

Sri Lanka
Research on Marketing Strategies and Consumer Insights



Funding source: Sri Lanka — In the pipeline

PROJECT FOCUS

- Assess which tourism marketing channels and activities are most effective in generating international demand.
- Identify consumer barriers affecting destination choice and inform evidence-based targeting of marketing resources.

DESTINATION BENEFIT

- Provides consumer insights to improve tourism marketing decisions.
- Expected outcome: better-targeted campaigns and stronger destination competitiveness.

GCC - UNDP
UNDP Regional Connectivity and Investment Resilience Platform



Funding source: GCC secretariat and UNDP (TBC) — In the pipeline

PROJECT FOCUS

- Established cooperation with UNDP's Regional Bureau for Arab States.
- Positioned tourism within the GCC–UNDP regional platform.

DESTINATION BENEFIT

- Links tourism projects to regional financing, connectivity and resilience partnerships.
- Expected outcome: stronger project development and investment opportunities.

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IDC | MAY– NOVEMBER 2026

AREA 03 | DATA-DRIVEN DECISIONS

UN Tourism

Honduras
Strengthening Tourism Statistics



Funding source: Honduras

In the pipeline
Under discussion

PROJECT FOCUS

- Strengthen statistical, methodological and operational capacities supporting Honduras's Tourism Statistics System.
- Design a household survey to estimate domestic and outbound tourism expenditure.

DESTINATION BENEFIT

- Strengthens national capacity to produce reliable tourism statistics.
- Expected outcome: stronger evidence on domestic and outbound tourism expenditure for decision-making.

AREA 04 | SAFETY OF DESTINATIONS (SAFE-D)

UN Tourism

AREA 04 | Safety of Destinations (SAFE-D)

3 IN THE PIPELINE

Colombia
Post-Earthquake Tourism Recovery Support



Funding source: TBD

In the pipeline
Under discussion

PROJECT FOCUS

- Discussions underway on potential support for post-earthquake tourism recovery.

DESTINATION BENEFIT

- Supports the identification of tourism recovery and reconstruction priorities in affected destinations.
- Expected outcome: a more resilient tourism sector, with stronger preparedness for future crises.

Venezuela
Post-Earthquake Tourism Recovery Support



Funding source: TBD

In the pipeline
Under discussion

PROJECT FOCUS

- Discussions underway on potential support for post-earthquake tourism recovery.
- Engaging donors on potential partnerships and funding for tourism recovery efforts.

DESTINATION BENEFIT

- Supports the identification of recovery and investment priorities for affected tourism destinations.
- Expected outcome: mobilized partnerships and financing to support a more resilient tourism sector.

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IDC | MAY– NOVEMBER 2026

UN Tourism

Syria
Tourism Recovery Plan



Funding source: TBD

In the pipeline

PROJECT FOCUS

- Develop a phased Tourism Recovery Plan based on an assessment of key sector challenges and priority interventions.
- Prepare a structured diagnosis, prioritized actions and project pipeline.

DESTINATION BENEFIT

- Provides a practical roadmap for tourism recovery.
- Expected outcome: stronger coordination, destination recovery and more targeted recovery investment.

UN Tourism

AREA 05 | Silk Road Synergies

1 ONGOING

Uzbekistan - Samarkand

UN Tourism Thematic Office Tourism on the Silk Road



Funding source: Uzbekistan

Ongoing

PROGRESS TO DATE

- Finalisation of the Office's 2026 alignment with the legal and operational framework.
- Initiated preparations for the State of the Silk Road Report, exploring potential cooperation with ADB/CAREC.

DESTINATION BENEFIT

- Establishes a regional hub for coordination, investment dialogue and shared-destination development.
- Expected outcome: stronger Member State cooperation and a more coherent Silk Road tourism offer.

Annex II: UN Tourism Publications



[Sustainable Tourism R&D: Scalable Intelligence for Systemic Transformation]

Jointly prepared with UNDP, advances research and development for a sustainable, inclusive, and resilient tourism sector, the report presents a comprehensive analysis of lessons learned and identifies opportunities for scaling sustainable tourism practices, positioning tourism as a catalyst for development, community resilience, and inclusive growth. Central to this work is the synergy between two global networks: the UNDP Accelerator Labs, which have tested innovation at the intersection of systems thinking and grassroots practice, and the Best Tourism Villages by UN Tourism initiative, whose case studies serve as exemplary models of sustainable rural tourism, linking impactful local tourism practices to emerging global policy frameworks.



[Driving Tourism Towards the Future We Want: A Dialogue on Policies to Balance Growth, People and Planet.]

Conference on the occasion of the 72nd UN Tourism Commission for Europe: 14 May 2026, St. Julian's, Malta



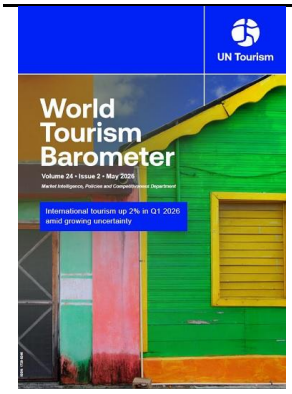
[Leveraging Tourism for Inclusive and Resilient Rural Communities – A Collection of Good Practices on Social Sustainability from the Best Tourism Villages Network by UN Tourism. Volume I: Social Sustainability]

This report examines how tourism can strengthen rural resilience and development when deliberately aligned with social sustainability objectives. Produced under the Best Tourism Villages (BTV) by UN Tourism Initiative, it focuses on decent work, education and skills, social inclusion, and innovation.

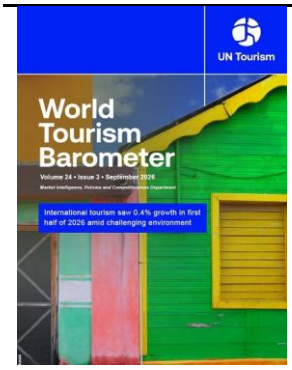


[Glasgow Declaration Implementation Report 2024 – Advancing Climate Action in Tourism]

This report is based on progress updates submitted by 414 signatories during the 2024 reporting exercise, conducted between September and October 2024. It builds on the first implementation report published in 2024 and provides further evidence of how climate action planning in tourism is evolving from commitment towards implementation.



World Tourism Barometer, Volume 24, Issue 2, May 2026



World Tourism Barometer, Volume 24, Issue 3, September 2026



Good practices in the development of gastronomy tourism

This publication, developed jointly by UN Tourism and the Basque Culinary Center (BCC), a UN Tourism Affiliate Member, presents a collection of good practices in gastronomy tourism from eight destinations worldwide: Brazil, Canada, Brno (Czechia), Chile, Slovenia, Spain, the Basque Country (Spain), and Quintana Roo (Mexico).



Tourism Doing Business Investment Guidelines

Tourism Doing Business Investing in Angola.



Tourism Doing Business Investment Guidelines

Tourism Doing Business Investing in Montenegro



Hacia destinos más atractivos para la inversión, un enfoque sobre las ZEETs

Jointly developed with the World Free Zones Organization. This is a flagship initiative focused on mapping Tourism Special Economic Zones around the world and promoting the exchange of knowledge between successful cases around the world



Statistical Framework for Measuring the Sustainability of Tourism (SF-MST)

Annex III: Calendar of UN Tourism Events

ACTIVITY NAME	START DATE	END DATE	VENUE (CITY, COUNTRY)
Year 2026			
June			
International Forum on Women in Tourism	03/06/2026	04/06/2026	João Pessoa, Brazil
Global Roundtable on Climate Action in Tourism: Climate Resilient Destinations - Circularity as Climate Action	05/06/2026	05/06/2026	Online
Technical Sessions about the Global Tourism Plastics Initiative (World Ocean Day)	08/06/2026	08/06/2026	Online
World Motorsport Tourism Congress	15/06/2026	16/06/2026	Madrid, Spain
UN Tourism–World Bank Roundtable: Rural and Regional Tourism Development	15/06/2026	15/06/2026	Riyadh, Saudi Arabia
Angola Investment Forum	17/06/2026	19/06/2026	Luanda, Angola
Sports Summit Madrid	17/06/2026	18/06/2026	Madrid, Spain
Launch Event - Global Report on Women in Tourism Transport	25/06/2026	25/06/2026	Madrid, Spain
July			
69th UN Tourism Commission for Africa (CAF)	02/07/2026	04/07/2026	Seychelles
HLPF 2026 Side Event: Tourism in Action: Circular Approaches to Tackle Plastic Pollution and Advance the SDGs	16/07/2026	16/07/2026	Online
BTV Network - The Knowledge Series - Market Access Edition - Communication & Marketing	30/07/2026	30/07/2026	Online
August			
1st Forum on Wine Tourism and Gastronomy of the Americas	12/08/2026	13/08/2026	São Paulo, Brazil
BTV Network - Village Talks - Session 2: Partnership	31/08/2026	31/08/2026	Online
September			
4th UN Tourism World Sports Tourism Congress (WSTC)	07/09/2026	09/08/2026	Mexico City, Mexico
AIM Congress – UN Tourism Public–Private Investment Dialogue	08/09/2026	08/09/2026	Dubai, UAE
Food for Good: Roadmapping Workshop on Tourism Food Systems	10/09/2026	10/09/2026	Cambridge, UK
Arabian Travel Market (ATM) – UN Tourism High-Level Sessions	14/09/2026	17/09/2026	Dubai, UAE
Lithuania Tourism Innovation Forum and Final of the Discover Lithuania Challenge & AI workshop in collaboration with Amadeus	14/09/2026	15/09/2026	Lithuania
Tourism EXPO Japan 2026 (TEJ) and the 9th TEJ Ministerial Roundtable	21/09/2026	26/09/2026	Tokyo, Japan
Global Conference on Medical Tourism	22/09/2026	23/09/2026	Yerevan / Armenia
18th UTM-UN Tourism Training Programme	22/09/2026	25/09/2026	Macao, China
BTV Network - The Knowledge Series - Market Access Edition - Experience Development & Certifications	22/09/2026	22/09/2026	Online
8th session of the Online Education Committee	23/09/2026	23/09/2026	Madrid, Spain
World Tourism Day 2026 "Digital Agenda and Artificial Intelligence to Redesign Tourism"	26/09/2026	27/09/2026	San Salvador, El Salvador
INAAR Saturday Meetings – Astronomical Cultural Heritage	26/09/2026	26/09/2026	Riyadh, Saudi Arabia
October			

Grand Finale of the UN Tourism European Wine Tourism Innovation Challenge at Destination Vignobles	06/10/2026	07/10/2026	Cognac, France
3rd Meeting of the Interinstitutional Working Group on Tourism and Climate Action	07/10/2026	08/10/2026	Madrid, Spain
Europe-Asia Interregional High-Level Tourism Forum	11/10/2026	14/10/2026	Podgorica, Montenegro
20th UN Tourism/PATA Forum on Tourism Trends and Outlook	19/10/2026	21/10/2026	Guilin, China
Sharjah International Travel and Tourism Forum	28/10/2026	28/10/2026	Sharjah, UAE
BTV Network - Village Talks - Session 3: Gender Equality	29/10/2026	29/10/2026	Online
November			
World Travel Market	03/11/2026	05/11/2026	London, United Kingdom
First meeting of the ICPT Technical Committee	03/11/2026	03/11/2026	Online
Programme and Budget Committee	11/11/2026	11/11/2026	Online
Tourism Thematic Day at COP31 Climate Summit	17/11/2026	19/11/2026	Antalya, Türkiye
World Government Summit: High-Level Dialogue, “Air Connectivity in the Americas: A Key Driver of Competitiveness and Regional Integration.”	20/11/2026	21/11/2026	Punta Cana, Dominican Republic
127th Executive Council • Programme and Budget Committee • Steering Committee • Cmte. On Matters Related to AM Membership	23/11/2026	25/11/2026	Abu Dhabi, UAE
10th CMAM Meeting	23/11/2026	23/11/2026	Abu Dhabi, UAE
64th AM Board Meeting	23/11/2026	23/11/2026	Abu Dhabi, UAE
2nd Steering Committee on the International Year of Sustainable and Resilient Tourism 2027	25/11/2026	25/11/2026	Abu Dhabi, UAE
International Year of Sustainable and Resilient Tourism 2027 - Opening Ceremony	27/11/2026	27/11/2026	Tashkent, Uzbekistan
The 20th edition of the Executive Training Programme on Tourism Policy and Strategy (ETP)	30/11/2026	02/12/2026	Republic of Korea
Social Innovation Forum and Grand Finale of its Challenge	30/11/2026 (TBC)	30/11/2026 (TBC)	Nairobi, Kenya
35th Meeting of the World Committee on Tourism Ethics	30/11/2026	30/11/2026	
December			
IV International Tourism Law Seminar	01/12/2026	03/12/2026	Zagreb, Croatia
Accessible Tourism across the Air Travel Journey in the Americas: Improving the Experience of Neurodivergent Passengers	01/12/2026	01/12/2026	
3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa	02/12/2026	04/12/2026	Lungi, Republic of Sierra Leone
Bishkek Women's Empowerment Workshop	03/12/2026	04/12/2026	Bishkek, Kyrgyzstan
UN Tourism Side Event at the United Nations Water Conference	10/12/2026	10/12/2026	Abu Dhabi, UAE
Best Tourism Villages by UN Tourism 2026 Ceremony	10/12/2026	12/12/2026	Buenos Aires, Argentina
From Grant to Growth — Mobilizing Partnerships for Rural Development through Tourism	14/12/2026	14/12/2026	Madrid, Spain
High-level Dialogue "From Grant to Growth — Mobilizing Partnerships for Rural Development through Tourism"	14/12/2026	14/12/2026	Madrid, Spain
Accessible Tourism as a Strategic Opportunity for the Middle East	14/12/2026	14/12/2026	

38th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia	16/12/2026	16/12/2026	Republic of Korea
Statistics Committee Online meeting	16/12/2026 (TBC)	16/12/2026 (TBC)	

Year 2027

January			
International Tourism Investment Forum	10/01/2027	12/01/2027	Manama, Bahrain
FITUR - 65th AM Board Meeting - AM Corner (TBC)	20/01/2027	24/01/2027	Madrid, Spain
February			
Global Round Table on Glasgow Declaration during Global Tourism Resilience Day	16/02/2027	16/02/2027	Online
March			
ITB - AM Corner (TBC)	16/03/2027	18/03/2027	Berlin, Germany
22nd meeting of the UN Tourism Committee on Statistics	16/03/2027	17/03/2027	Madrid, Spain (TBC)
Flagship Event IYSRT 2027	03/2027 (TBC)	03/2027 (TBC)	San Pedro Sula, Honduras
April			
72nd Regional Commission for the Americas	05/04/2027	09/04/2027	Buenos Aires, Argentina
Side event on Tourism and Circularity during 2027 Ocean Decade Conference	07/04/2027	9 April 2027	Rio de Janeiro, Brazil
53rd Regional Commission for Middle East	10/04/2027	12/04/2027	Tripoli, Libya
2nd Ministers' Summit WTM Latin America	13/04/2027	15/04/2027	São Paulo, Brazil
7th International Accessible Travel and Tourism Summit	04/2027 (TBC)	04/2027 (TBC)	Dubai, UAE
May			
Inclusive, Accessible and Resilient Tourism in Southern Europe: Islands as Drivers of Transformation	05/2027 (TBC)	05/2027 (TBC)	Skiathos, Greece
70th UN Tourism Commission for Africa (CAF) and Thematic Conference on Culture	05/2027 (TBC)	05/2027 (TBC)	Ghana
4th Meeting of Working Group on Climate Action	05/2027 (TBC)	05/2027 (TBC)	Online
73rd meeting of the Commission for Europe	05/2027 (TBC)	05/2027 (TBC)	Montenegro
39th Joint Meeting of the UN Tourism Commission for East Asia and the Pacific and the UN Tourism Commission for South Asia	30/05/2027	30/05/2027	TBC
June			
Global Round Table on Global Tourism Plastics Initiative (World Environment Day)	05/06/2027	05/06/2027	Online
128th Executive Council • 11th CMAM Meeting • Programme and Budget Committee • Steering Committee	10/06/2027	11/06/2027	Lima, Perú

10th UN Tourism World Forum on Gastronomy Tourism	06/2027 (TBC)	06/2027 (TBC)	Azerbaijan
August			
Resilience Training course Workshop in CLV countries	08/2027 (TBC)	08/2027 (TBC)	Cambodia/Laos/Viet Nam
Final Challenge on Travel Tech for Travel Agencies in Brazil	30/08/2027	30/08/2027	Sao Paulo, Brazil
September			
Tourism EXPO Japan 2027	23/09/2027	26/09/2027	Tokyo, Japan
World Tourism Day 2027, Cabo Verde: "Transforming Education through Tourism"	27/09/2027	27/09/2027	Cabo Verde
Conference on Religious and Spiritual Heritage Tourism	09/2027 (TBC)	09/2027 (TBC)	Dead Sea, Jordan
October			
21st UN Tourism/ PATA Forum on Trends & Outlook	10/2027 (TBC)	10/2027 (TBC)	Guilin, China
November			
Tourism Day at UN Climate Change Conference (COP32)	08/11/2027	19/11/2027	Ethiopia
Sustainable Tourism Management Programme in CLV	11/2027 (TBC)	11/2027 (TBC)	Viet Nam
27th General Assembly • 11th CMAM Meeting • 12th CMAM Meeting • 46th AM Plenary Session • 66th AM Board Meeting • AM Corner	11/2027 (TBC)	11/2027 (TBC)	Dominican Republic
December			
International Conference on Tourism Statistics: Measuring the Sustainability of Tourism	06/12/2027 (TBC)	08/12/2027 (TBC)	Philippines
Events to be confirmed for 2027			
Final: Morocco Rural & Community Tourism Challenge	Q1 2027	Q1 2027	Morocco
Launch of Innovation Challenge in collaboration with Valencia	Q1 2027	Q1 2027	Valencia, Spain
AI Governance and Capacity Building in Guatemala	Q2 2027	Q2 2027	Guatemala
3rd Africa & Americas Summit	Q3 2027	Q3 2027	Brazil
Mayors Forum for Sustainable Urban Tourism	Q3 2027	Q3 2027	TBC
Global Tourism Economic Forum-Tourism Special Economic Zones	TBC 2027	TBC 2027	Hainan, China
Launch Sello Q WhatsApp e-Learning course	TBC 2027	TBC 2027	Guatemala City, Guatemala
Zambia Education Summit	TBC 2027	TBC 2027	Zambia
Qatar Tourism Awards 2027	TBC 2027	TBC 2027	Doha, Qatar
36th Meeting of the World Committee on Tourism Ethics	TBC 2027	TBC 2027	
10th World Forum on Gastronomy Tourism	TBC 2027	TBC 2027	Baku, Azerbaijan
IYSRT 2027: Europe flagship event	TBC 2027	TBC 2027	
IYSRT 2027: Middle East flagship event	TBC 2027	TBC 2027	

Innovation Forum and Challenge on Innovation and Travel Tech for the Tourism Sector in Georgia	TBC 2027	TBC 2027	Georgia
Regional Conference World Sports Tourism	TBC 2027	TBC 2027	Istanbul, Türkiye
BTV 2027 Ceremony	TBC 2027	TBC 2027	TBC

Annex IV: Official visits and participations in events

a) The official visit of the Secretary-General of UN Tourism to **Guatemala** that took place from 29 September to 2 October 2026, provided an opportunity to strengthen institutional relations and advance cooperation with the Government of Guatemala and national tourism authorities. The programme included a high-level meeting with the President of the Republic, a reception with senior tourism authorities, and visits to key cultural and tourism destinations, including Antigua Guatemala, San Juan del Obispo, recognized as a UN Tourism Best Tourism Village, and Tikal National Park. The visit also highlighted Guatemala's rich cultural and natural heritage, community-based tourism initiatives, traditional crafts and local gastronomy, underscoring the role of tourism in promoting sustainable development, preserving living heritage and generating opportunities for local communities.

b) During a mission to **Colombia** carried out by the Executive Director in Bogotá and Barranquilla from August 24 to 28, meetings were held with key tourism sector stakeholders, including COTELCO, ANATO, representatives of community-based tourism, FONTUR, FENALCO, and other industry associations. Institutional meetings also took place with representatives of the Colombian government and local authorities, including the Vice Ministry of Tourism and the Mayor's Office of Barranquilla, aimed at strengthening cooperation and dialogue regarding the sector's priorities. The agenda also included participation in the ANATO Congress and events organized by the PRISA Group, featuring presentations focused on the future of global tourism, opportunities for Colombia, and the new international agenda for tourism investment. These various meetings provided an opportunity to address issues such as the sector's recovery and competitiveness, tourism investment, community-based tourism, and the strengthening of public-private collaboration for tourism development in Colombia.

c) UN Tourism participated in the 22nd ALTA AGM & Airline Leaders Forum, held in **Mexico** City from 18 to 20 October 2026, through its Executive Director. The Executive Director took part in the high-level discussion "Tourism, Connectivity & Economic Growth: Building Latin America's Competitive Future," which brought together industry leaders and regional stakeholders to examine the role of air connectivity and tourism in driving economic growth, investment and job creation across Latin America and the Caribbean. The discussions highlighted the importance of strengthening collaboration between governments and the aviation industry to enhance regional competitiveness, promote sustainable development and position the region as a leading global tourism destination and business hub. UN Tourism's participation also contributed to strengthening institutional ties with the airline community and fostering dialogue with senior aviation executives and public-sector representatives.

d) **Engagement with the PATA Annual Summit:** UN Tourism joined the regional dialogue under the theme *Navigating towards a Resilient Future* which was organised within the context of PATA's Annual Summit to commemorate its 75th anniversary. It was held in Gyeongju and Pohang, in the Republic of Korea in May.

e) Participation in events on innovation:
   - Participated as panellists in the **3rd UN Virtual Worlds Day 2026** in Geneva (May 2026): About AI, Digital Assets, and the New Digital Economy together with panellists from WIPO, ECLAC, FAO
   - Participation in **UNIN Retreat** in Geneva (July 2026): Annual Retreat Workshop organized by the United Nations Innovation Network together with the Innovation Leads of 27 United Nations Entities.
   - Collaboration with **WTM Saudi Arabia** (September 2026): participation in a thematic session on innovation
   - Collaboration with the Future Hospitality Summit World, Dubai**, United Arab Emirates** (October 2026): participation in a thematic session on innovation
   - Sharjah International Travel and Tourism Forum 2026 (28 October 2026, Sharjah, **United Arab Emirates**). As part of its efforts to promote innovation and entrepreneurship in the tourism sector, UN Tourism will participate in the Forum through the delivery of a panel discussion focused on Artificial Intelligence (AI) and its role in shaping the future of tourism.
   - Through its Regional Office for the Middle East in Riyadh, UN Tourism participated in a workshop organized by the Imam Abdulaziz bin Mohammed Royal Reserve Development Authority to mark World Tourism Day 2026. UN Tourism highlighted the

role of digitalization and artificial intelligence in driving tourism innovation and competitiveness, supporting sustainable development and the promotion of eco-tourism destinations.

- UN Tourism participated in the 4th UNESCO Global Forum on the Ethics of Artificial Intelligence, particularly the briefing session for UN agencies on 14 September, entitled “From Global AI Governance to Development Impact – What Ethical AI Means for the UN System” that was held in Riyadh, Saudi Arabia. The participation supported continued engagement with UNESCO and the United Nations system on responsible AI and its relevance to tourism development

f) Participation in events on investment
   - **Angola** Investment Forum (17-19 June 2026, Luanda, Angola)
   - 2nd **South Africa** Tourism Investment Summit (30 September – 1 October 2026, Johannesburg, South Africa)
   - UN Tourism participated in the International Tourism Investment and Innovation Forum (INVERTUR 2026) in **Guatemala**, contributing to the high-level opening programme through a keynote intervention and an Executive Director video message, as well as to the investment-focused dialogue with public and private sector stakeholders. From 1-3 July. This engagement strengthens UN Tourism’s support to Guatemala in positioning tourism as a driver of sustainable economic development, investment and competitiveness, while fostering closer collaboration between government, investors and the wider tourism value chain.
   - UN Tourism participated in the “Americas Investment Forum” that took place in **Dominican Republic**. The primary objective of the Forum was to position the Americas as an international investment hub and to mobilize capital toward strategic sectors such as sustainable tourism, advanced manufacturing, energy, mining and rare earths, infrastructure, technology, logistics, and agribusiness. The forum brought together the region's ministers of investment, trade, and the economy; CEOs of global enterprises; investment fund firms; development banks; multilateral organizations; and investment promotion agencies, as well as the foreign investor community in the Dominican Republic and the region. The event was organized by the Dominican Republic Export and Investment Center (ProDominicana) and the World Association of Investment Promotion Agencies (WAIPA).
   - 30th World Investment Conference by the **World Association of Investment Promotion Agencies** (WAIPA): Thematic session on “Tourism with Long-Term Value”, 10-12 November 2026, Geneva, Switzerland

g) Regional Resilience and Crisis Preparedness. Participated in the high-level regional roundtable convened by the **GCC Secretariat and UNDP in Riyadh** on 29 June 2026, contributing to discussions on regional connectivity, supply-chain resilience, interoperability and operational coordination. Building on the outcomes of the roundtable, UN Tourism developed the concept note for SAFE-D Middle East: Regional Initiative on Tourism Resilience, Crisis Preparedness and Operational Continuity, a proposed 12-month technical-cooperation programme aimed at strengthening regional and destination-level resilience through needs assessments, country consultations, practical resilience tools, crisis-preparedness protocols and targeted technical assistance and investment opportunities. Revise with IDC – they will report as well

h) **Arabian Travel Market (ATM)** – Dubai, **United Arab Emirates** (13–16 September 2026). The Secretary-General’s participation highlighted resilience, international cooperation and sustainable development as key drivers of GCC tourism amid geopolitical challenges. UN Tourism also convened two high-level sessions, “Building a Resilient Industry Through Collaboration” and “Connectivity Post-Conflict,” providing platforms to advance regional dialogue on resilience, connectivity, cooperation and confidence-building with key tourism stakeholders and source markets.

i) AIM Congress: High-level Public-Private Dialogue on “Destination Competitiveness and Investor Confidence: Tourism Markets in a Dynamic Global Environment”, 7-9 September, Dubai, **United Arab Emirates**

j) UN Tourism with the **Organization of Islamic Cooperation (OIC)** (12–14 October 2026, Cairo, Egypt). Strengthened cooperation with the Organization of Islamic Cooperation (OIC) through participation in the High-Level Commemoration Ceremony of Cairo as OIC City of Tourism 2026, including opening remarks and a technical presentation at the workshop on “Community-Led Management of Islamic and Rural Heritage Tourism.” The mission also

provided an opportunity to engage with Egyptian and regional stakeholders and explore potential areas for strategic cooperation, partnerships and resource mobilization.

k) Participation in the World Travel Market Spotlight Riyadh, **KSA**, on September 8, 2026. A session on Tourism for Rural Development was conducted in the framework of the first WTM event in Riyadh, Kingdom of Saudi Arabia. It included a keynote by Director of the Regional Office for the Middle East on the topic of Tourism for Rural Development and featured the Programme Coordinator in a panel discussion, “From Villages to Value Chains”, with the Ministry of Culture, the Royal Commission of AlUla, and the of the founder of the startup Hi-Home.

l) On 14 May 2026, the Director of the Regional Office for the Middle East participated as a panel member in the **Arab Forum for Sustainable Development 2026** online thematic session on SDG 11. The intervention highlighted tourism’s contribution to post-crisis urban recovery, local livelihoods, SMEs, cultural heritage and resilient destination development. The resulting SDG 11 background note formally recognised UN Tourism among the organizations contributing to its preparation.

m) **World Heritage Day Show** – “Intangible Heritage Diplomacy” (21 June 2026, Riyadh, Saudi Arabia). Participated in the World Heritage Day Show organized by the Intangible Heritage Association, bringing together embassies and cultural stakeholders to showcase national heritage, traditional crafts and cultural expressions. UN Tourism highlighted the role of intangible cultural heritage in sustainable tourism development, destination identity and community empowerment, while strengthening engagement and cultural exchange among diplomatic, cultural and tourism stakeholders.

n) African Air Transport Convention & Expo 2026 (15-19 June 2026, Lomé, **Togo**): Contribute to high-level ministerial dialogue on accelerating SAATM implementation, sustainable and resilient tourism, lower air transport costs and route development aligned with AfCFTA value chains.

o) UN Tourism participated virtually in the 23rd Annual Session of the **United Nations Inter-Agency Network on Women and Gender Equality** (IANWGE), organized by UN Women in Nairobi, Kenya. Discussions focussed on analysing how the UN Gender Equality Architecture can be strengthened and served to improve coordination and alignment on the delivery of system-wide commitments to gender equality.

p) UN Tourism participated virtually in the fourth edition of **Let’s Meet Panama 2026**, held on September 7 and 8 at the City of Knowledge Convention Center under the theme “Social Innovation and Accessibility for All: Legacy in Action.” The event addressed inclusion, accessibility, universal design, social innovation, and sustainability as key elements for the competitiveness of tourism destinations, while also highlighting the importance of promoting more inclusive and accessible tourism for people with disabilities in Latin America and the Caribbean and globally.

q) At the Sindepat Summit in Rio de Janeiro, **Brazil**, UN Tourism showcased Affiliate Member Grupo Xcaret as an example of integrated and sustainable tourism development. The session highlighted how its tourism model for theme parks combines innovation, environmental sustainability, biodiversity conservation and community engagement, demonstrating how tourism can generate economic opportunities while protecting natural and cultural assets

r) UN Tourism participated in the F.I.C.C. **International Camping Rally 2026**, World Camping Day and the F.I.C.C. General Assembly in Bad Griesbach, strengthening collaboration with long-standing Affiliate Member F.I.C.C. UN Tourism highlighted the contribution of camping and caravanning to sustainable and nature-based tourism, as well as opportunities linked to astrotourism, wellness and thermal tourism in response to evolving traveller demand for nature, wellbeing and responsible travel.

Annex V: Terms of Reference of the UN Tourism Women in Transport Advocates Initiative

1. Objectives

The initiative, which aims to promote gender-parity in tourism transport employment, will designate UN Tourism Women in Transport Advocates ('the Advocate/s' from now on) from the air, road, rail and water passenger transport industries. Through their advocacy, networking and communication efforts, the initiative will:

- Strengthen the role of tourism as a driver of gender equality and women's empowerment in the transport sector.
- Accelerate women's inclusion, participation and leadership across tourism transport systems.
- Identify and address structural barriers limiting women's access to transport-related employment and leadership roles.
- Promote evidence-based policies and industry practices that advance gender equality in transport.
- Foster stakeholder engagement and cross-sector collaboration to drive systemic change.
- Raise awareness of the challenges faced by women in tourism transport.
- Enhance the visibility and recognition of women's contributions to the sector.
- Leverage digital platforms and media to amplify key messages and showcase success stories

2. Eligibility of the Advocate

The initiative is open to Women working in the passenger transport sector, including air, road, rail and water passenger transport.

Individuals must be 18 years of age or older at the time of entry to be considered eligible to participate in the initiative.

Participants must not be current employees of UN Tourism or hold a formal offer of employment from UN Tourism at the time of selection or during their appointment as Advocate.

Participation in the Initiative does not create any expectation or entitlement to employment with UN Tourism, nor shall it confer any preferential treatment in any future recruitment process.

Participants shall promptly disclose to UN Tourism any actual, potential or perceived conflict of interest arising in connection with their participation as an Advocate, including any circumstances that may create, or reasonably be perceived to create, a conflict with their current or prospective professional relationship with UN Tourism.

Individuals must be fluent in English. Working knowledge of other languages will be considered an asset.

Computer literacy in Microsoft Office software and Windows 10 is required.

The individuals must have excellent communication skills; planning and organizing skills; flexibility, tact and discretion; ability to work harmoniously with people in an international environment.

Previous experience in awareness raising campaigns or similar initiatives would be considered an asset.

3. Selection process

The selection process for the role of Advocate will be conducted by UN Tourism, under the leadership of Ethics, Culture and Social Responsibility Department. The process will comprise the phases outlined below.

a. Characteristics of the Advocate

For the purposes of identification and selection, the Advocate will need to reflect the following key characteristics:

- Demonstrates a strong and proven commitment to gender equality and women's empowerment;
- Possesses professional experience and/or recognized leadership in one of the passenger transport industries (air, water, rail or road);
- Has relevant advocacy experience or a demonstrated interest in contributing to policy, industry practices or public awareness
- Possesses strong communication skills, including experience with public speaking or stakeholder engagement;
- Where applicable, publicly available communications, including social media activity, should be consistent with the values of the United Nations;
- Availability to travel to Madrid to participate in the official launch of the initiative;
- Commitment to undertake the role of the Advocate in a timely and constructive manner, for the entire duration of the initiative (one year);
- Agrees to act with impartiality and independence, in alignment with UN Tourism values.

b. Identification of Candidates

External partners involved in the initiative will identify potential candidates for the Advocate role based on the requirements outlined above for UN Tourism's consideration. Under the guidance of the Ethics, Culture and Social Responsibility Department ("ECSR department"), UN Tourism will review the nominations and prepare a shortlist of candidates to advance to the next stage of the selection process.

A maximum of three candidates may be identified by each external partner.

The nomination of a candidate by an external partner shall not confer any preferential consideration in the selection process. Any financial or in-kind contribution by an external partner shall be independent from the nomination and selection process and shall not influence, or be perceived as influencing, the appointment of an Advocate.

Any professional, financial or other relevant affiliation between a candidate and the external partner identifying that candidate shall be disclosed to UN Tourism as part of the nomination process.

c. Preliminary screening

UN Tourism, through the ECSR department, will conduct a preliminary review of each candidate's eligibility and reputation, including any actual or potential conflicts of interest. Where a candidate is professionally, financially or otherwise affiliated with the external partner that identified the candidate, the review shall also consider whether that relationship could reasonably affect, or be perceived as affecting, the candidate's ability to perform the Advocate role independently and impartially. The review will also assess whether the candidate's profile, experience, strengths and interests are aligned with UN Tourism's mandate and the objectives of the initiative. The findings of the review will be made available to the Selection Committee.

UN Tourism reserves the right to verify the eligibility of all candidates and to exclude any candidates that do not comply with the present Terms of Reference.

UN Tourism reserves the right not to accept or to remove from the initiative, at any moment and without prior notice, any candidates that acts fraudulently, in an abusive manner, or in a manner contrary to the spirit of the initiative, the principles of the UN Tourism, the Global Code of Ethics for Tourism or the United Nations or the applicable law, third-party rights and/or good faith. Likewise, any candidates, whose actions may be contrary to the reputation or good name of the UN Tourism, or the United Nations will be removed.

d. Assessment by the Selection Committee

A Selection Committee comprising five UN Tourism representatives will assess eligible candidates against the selection criteria set out in these Terms of Reference. The Committee will include:

- two representatives of the Ethics, Culture and Social Responsibility (ECSR) Department;
- one representative of the Communications (COMM) Department;
- one representative of the World Committee on Tourism Ethics;
- one representative of a different UN Tourism Department.

All persons involved in the screening and selection process shall disclose any actual, potential or perceived conflict of interest in relation to a candidate and, where appropriate, shall recuse themselves from the assessment or decision concerning that candidate.

The Committee will assess candidates based on their adherence to the characteristics, engagement in the industry, public profile and ability to advocate effectively for gender equality and women's empowerment.

Shortlisted candidates will be invited to a structured interview to further assess their suitability for the role and their commitment to the objectives of the initiative.

Following the interviews, the Selection Committee will submit its recommendation, together with a brief supporting rationale, to the UN Tourism's Secretary-General.

e. Final appointment

The final decision on the appointment of the Advocates will rest with the UN Tourism Secretary-General.

Selected UN Tourism Women in Transport Advocates will be formally notified and publicly announced at a designated UN Tourism event and/or through official UN Tourism communication channels.

4. Status, Role and Responsibilities of the Advocate

Status and Legal Framework

The Advocate shall:

a. Participate in the Initiative on a *pro bono* and voluntary basis, acting solely in his/her personal and independent capacity and not representing or promoting any commercial, political or other interests. The Participant shall not be considered a member of UN Tourism's personnel, and shall have no authority to bind, represent or otherwise incur any obligation on behalf of UN Tourism;

b. Avoid any actual, potential or perceived conflict of interest, or any appearance thereof, in connection with the activities of the Initiative or with any knowledge or information obtained through his/her participation in the Initiative;

c. Disclose any financial, professional or other interest that may give rise to, or reasonably be perceived as giving rise to, a conflict of interest in connection with the activities of the Initiative, and promptly inform UN Tourism of any change in such information prior to or during the course of his/her participation in the Initiative;

d. Respect and comply with the Initiative's terms and conditions, and refrain from accepting or acting upon any instructions from third parties in relation to his/her participation in or activities undertaken as part of the Initiative;

e. Use the title of "Advocate" solely in connection with activities expressly authorized under these Terms of Reference and refrain from using such title in any manner that could imply endorsement, representation or affiliation with UN Tourism beyond the scope of the Initiative.

Responsibilities of the Advocate

Under the coordination and guidance of the ECSR Department, Advocates shall carry out activities that promote gender equality and the empowerment of women across the passenger transport industries, in compliance with the values, principles and constitutional aims of UN Tourism.

Advocates are expected to actively support advocacy, visibility, and stakeholder engagement efforts, including:

- **Representation and Advocacy Role**: Serve as a visible advocate, where appropriate, for the objectives and messages of the initiative, to champion women's inclusion in tourism transport at national, regional, and international levels.
- **Promotion of the Global Report on Women in Tourism Transport**: Actively promote the findings, recommendations, and key messages of the Global Report on Women in Tourism Transport across relevant platforms and networks.
- **Visibility and Advocacy:** Increase awareness and visibility of the recommendations and results of the Global Report on Women in Tourism Transport, contributing to advancing gender equality in transport policies and practices.
- **Stakeholder Engagement**: Promote the adoption and implementation of the Report's recommendations to UN Tourism Member States, Affiliate Members, Trade Unions, Tourism transport businesses and industry bodies.
- **Coordination and Meetings**: Participate in and, where relevant, help convene regular coordination meetings with UN Tourism personnel to review progress, align priorities, and identify opportunities for collaboration.
- **Participation in Events and Outreach Activities**: Contribute to and participate in information sessions, conferences, webinars, and other events aimed at disseminating the results of the Global Report on Women in Tourism Transport and promoting women's participation and leadership in tourism and transport.
- **Social Media**: Promote women's employment in tourism transport and create content with UN Tourism, in-line with social media guidelines. Share UN Tourism content on social media.

The Advocate may withdraw from the initiative by providing written notice to the UN Tourism. The Organization reserves the right to replace withdrawn participants where feasible.

Work Planning and Reporting

Activities will be set out in an annual or project-specific work plan jointly agreed upon by UN Tourism and the Advocate. The work plan will specify the activities, expected deliverables, timelines and relevant indicators.

The Advocate will provide any reasonable information required to assess the implementation and results of the agreed activities.

5. Responsibilities of UN Tourism

UN Tourism will be responsible for the overall management and coordination of the initiative, including the following activities:

- Developing the initiative's implementation plan, objectives, and timeline in coordination with the Advocate and relevant partners.
- Coordinating the selection, onboarding, and engagement of the Advocate.
- Agreeing on the Advocate's schedule and related activities with the Advocate and participating partners.
- Providing the Advocate with the necessary training, guidance, briefing materials, and other relevant resources.
- Coordinating logistical and administrative arrangements for meetings, events, and other activities.
- Overseeing the Advocate's activities and ensuring they remain aligned with the initiative's objectives and requirements.
- Convening and participating in coordination meetings, progress reviews, and relevant events.
- Serving as the focal point and point of contact among the Advocate, partners, and other stakeholders.
- Monitoring progress, collecting feedback, documenting outcomes, and preparing relevant reports on the Advocate's activities.

6. Responsibilities of external Partners

External Partners that will participate in the initiative will be entities that demonstrate a strong interest in women's empowerment and share UN Tourism's values.

The external Partner will be responsible, inter alia, for the following activities:

- Identifying potential candidates for the Advocate role for consideration and evaluation by UN Tourism.
- Proposing and facilitating suitable in-person and online opportunities for the Advocate to carry out activities related to the initiative.
- Promoting the Advocate's activities through the Partner Organization's communication channels and networks, where appropriate. Any such communication shall relate exclusively to the activities and objectives of the initiative and shall not imply endorsement by UN Tourism of the external partner, its activities, products or services.
- Providing logistical, technical, or administrative support for activities as agreed on an ad-hoc basis, where feasible.
- Covering or contributing, where feasible and subject to mutual agreement on an ad hoc basis, to the costs undertaken within the framework of this initiative. Any financial or in-kind contribution shall, to the extent possible, be allocated to support the initiative or agreed activities as a whole and shall not be earmarked exclusively for the benefit of any Advocate nominated by, employed by or otherwise affiliated with the contributing partner.

The specific responsibilities, commitments and implementation arrangements applicable to each external partner shall be agreed upon by UN Tourism and the relevant partner, as appropriate, through the execution of a corresponding cooperation or partnership agreement between the Parties. Nothing in these Terms of Reference shall be construed as creating a partnership or joint venture between UN Tourism and any external partner. Any collaboration between them shall be on a non-exclusive basis.

7. Indicative Outputs

Subject to mutual agreement and operational circumstances, the annual programme of the Advocates' activities should include as a minimum:

- At least 12 social-media contributions in one year (approximately one per month);
- At least 2 media interviews or public-speaking engagements;
- 4 recorded awareness or campaign messages;
- Participation in at least one major international event, and other public events to be defined on an ad-hoc basis;
- Participation in at least 2 UN Tourism webinars, related to women's empowerment

The numerical targets are indicative and may be adjusted by written agreement.

8. Intellectual Property and Protection of Personal Data

UN Tourism owns all intellectual property rights, including title, copyright, trademarks and patent rights in relation to or resulting from the initiative.

In case the processing of personal data is necessary for the running of the initiative, the Organization assumes the following commitments:

a. To use the data communicated solely for the purpose of the initiative.

b. To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.

c. To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.

d. If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.

e. The applicant may exercise his/her rights of access, rectification, cancellation and opposition by sending an email to the Organization, indicating the right that the participant wants to exercise and attaching a copy of the participant's Passport, National Identity Document (DNI) or equivalent documentation.

By participating in the initiative, Advocates expressly grant their consent to use his/her name in connection with the initiative and the recording and maintenance of related files.

UN Tourism shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of or in connection with the use by UN Tourism or by any of the third parties of any type of material provided as part of the selection process.

9. Use of the Name, Emblem and Logo

Advocates shall not, in any manner whatsoever, use the name, acronym, emblem or official seal of UN Tourism or of the United Nations in relation to their activities or otherwise without the prior written permission of UN Tourism, to be provided at the sole discretion of UN Tourism in each instance.

Under no circumstances shall authorization be provided to use the name, emblem or official seal of UN Tourism or the UN, or any acronym of the name of UN Tourism or the UN, for commercial purposes. This obligation does not lapse upon termination of the initiative.

10. Limitation of Liability and Indemnity

Under no circumstances shall UN Tourism be responsible to the Advocates for any loss, direct, indirect, incidental, special or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the initiative.

By participating in this initiative, Advocates agree to indemnify and hold harmless the Organization from and against any and all legal liability, claims, losses, actions, damages and expenses that may occur, directly or indirectly, from or in relation to this initiative, including, without limitation, any infringement of the intellectual property rights, of the personal data or other rights of any third party relating to their participation in the initiative and the contents of their submissions.

11. Applicable Law and Dispute Settlement

These Terms of Reference shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law.

Nothing in these Terms of Reference or in relation to them shall be construed as a waiver of the privileges and immunities of the UN Tourism under national or international law, and/or submitting UN Tourism to any national court jurisdiction.

12. Final considerations

a. By participating in the initiative, Advocates acknowledge their acceptance of the entire content of these Terms of Reference. Failure to accept or comply with any of the provisions of the present Terms of Reference supposes non-participation in the initiative.

b. UN Tourism reserves the right in its sole discretion to disqualify any candidate which does not comply with the present Terms of Reference.

c. UN Tourism, at its sole discretion, may adjust these Terms of Reference at any time and in any way deemed necessary in order to carry out the procedures herein established.

d. The initiative does not constitute employment, consultancy, or financial support, nor does it create any contractual relationship between participants and UN Tourism.

e. The Organization shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the initiative without any future obligation.

f. Nothing in this Terms of Reference shall create any financial commitment or obligation on UN Tourism. Activities undertaken by the Advocate under these Terms of Reference shall be carried out under the strategic and technical guidance of UN Tourism and, subject to the availability of funds, may be financed through external resources provided by Initiative's external partners under applicable partnership agreements and in accordance with UN Tourism's rules, regulations, policies and procedures. Such external financing shall not affect UN Tourism's role in coordinating and guiding the Advocates'' activities.

g. UN Tourism reserves the right to make all final decisions.

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