UN Tourism

Executive Council

127th session
Abu Dhabi, UAE

23-25 November 2026

Supplementary agenda item 1

Proposal by Brazil: Guidelines on Muslim Friendly Tourism

CE/127/Supp.1
Madrid, 20 November 2026
Original: Spanish

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Executive Summary

On 29 October 2026, Brazil sent to the to the UN Tourism Secretariat a proposal for the development of a globally harmonized methodological framework and common guidelines on Muslim-Friendly Tourism for Member States.

Note by the Secretariat

This proposal includes the creation of an ad-hoc working group.

After consultation between Brazil and the Secretariat, and for efficiency reasons, it was agreed to propose that the Council mandates the Committee on Tourism and Competitiveness to work on the development of such framework and guidelines, as reflected in the draft decision.

UN Tourism

DRAFT DECISION[1]

Supplementary agenda item 1
Proposal by Brazil: Guidelines on Muslim Friendly Tourism
(documents CE/127/Supp/1 and CE/127/1 prov. suppl.)

The Executive Council,

Having considered the proposal submitted by Brazil regarding the development of a methodological framework for Muslim-Friendly Tourism,

Recognizing the importance of promoting inclusive tourism development that respects cultural and religious diversity and responds to the needs of Muslim travellers,

Acknowledging the relevance of internationally harmonized methodologies and reliable information for strengthening Muslim-friendly tourism services and destination competitiveness,

Taking note of the Brazilian initiative to develop a National Muslim-Friendly Tourism Guide and its potential contribution as an initial methodological reference for international cooperation,

1. *Welcomes* the Brazilian initiative and recognizes its potential contribution to the exchange of knowledge and good practices among Member States and the creation of reference methodologies in the areas of destination and product development;

2. *Mandates* the Committee on Tourism and Competitiveness to work on the development of a globally harmonized methodological framework and common guidelines on Muslim-Friendly Tourism for Member States;

3. *Requests* the UN Tourism Secretariat to assist the Committee in this work with the necessary consultations and preparatory arrangements;

4. *Encourages* interested Member States to contribute to this initiative by sharing relevant experiences, expertise and good practices; and

5. *Invites* the Committee to report on the progress of this initiative at a subsequent session of the Executive Council.

[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.

MINISTRY OF TOURISM
INTERNATIONAL ADVISORY OFFICE

To Her Excellency
Ms. Shaikha Al Nuwais
Secretary-General of UN Tourism

Brasília, october 29th.

Subject: Request for Inclusion of an Additional Agenda Item – 127th Session of the Executive Council of UN Tourism

Dear Secretary General,

I would like to present my sincere compliments and as Chair of the Executive Council of UN Tourism, I have the honor to request the inclusion of the following item in the agenda of the 127th session of the Executive Council, to be held in Abu Dhabi, from 23 to 25 November 2026:

"Brazilian Initiative on Muslim-Friendly Tourism: A Reference Methodology for Inclusive Tourism Development in Member States."

The proposed item aims to present Brazil's initiative to develop a National Muslim-Friendly Tourism Guide and to share its methodology as a potential reference model for other Member States, promoting inclusive hospitality, cultural understanding and international cooperation.

In accordance with the applicable procedures, Brazil respectfully requests that the proposed item be included in the supplementary provisional agenda of the session.

An explanatory note, supporting documentation and a draft decision are attached for consideration by the Secretary-General.

The Ministry of Tourism of the Federative Republic of Brazil avails itself of this opportunity to renew to the Secretary-General of UN Tourism the assurances of its highest consideration.

H.E. Mr. Gustavo Feliciano
Minister of Tourism of the Federative Republic of Brazil
Chair of the Executive Council of UN Tourism

MINISTRY OF TOURISM – FEDERATIVE REPUBLIC OF BRAZIL

UN TOURISM — EXECUTIVE COUNCIL

127th Session | Abu Dhabi | 23–25 November 2026

EXPLANATORY NOTE

Proposed Additional Agenda Item: Brazilian Initiative on Muslim-Friendly Tourism: Proposal for the Establishment of a Working Group on a Global Methodological Framework

1. Background and rationale

Brazil is developing a National Muslim-Friendly Tourism Guide, coordinated by the Ministry of Tourism in cooperation with the Federation of Muslim Associations of Brazil (FAMBRAS), the Arab-Brazilian Chamber of Commerce, Embratur and the International Halal Academy.

The initiative builds upon existing experiences in São Paulo and Foz do Iguaçu and seeks to establish a unified national methodology for identifying, organizing and promoting tourism experiences and services adapted to the needs of Muslim travellers.

Recognizing the international relevance of inclusion in the tourism segment and the importance of consistent and reliable information, Brazil proposes to expand the scope of this initiative through cooperation within UN Tourism.

2. Proposal for the establishment of a Working Group

Brazil proposes that the Executive Council initiates the necessary arrangements for the establishment of a Working Group on Muslim-Friendly Tourism, with the objective of developing a globally harmonized methodological framework for Muslim-friendly tourism.

The Working Group would provide a multilateral platform for interested Member States, supported by the Secretariat and relevant technical experts, to develop common principles, definitions, criteria and methodological guidelines applicable across different tourism destinations.

The Brazilian methodology would serve as the **initial technical reference** for the discussions, to be reviewed, complemented and adapted through international cooperation.

3. Proposed mandate and methodological scope

The Working Group would be tasked with developing a Global Methodological Framework for Muslim-Friendly Tourism, covering the following areas:

a) Common terminology and definitions: Establish shared definitions of Muslim-friendly tourism, hospitality practices and related services, while distinguishing these concepts from formal halal certification.

b) Minimum hospitality criteria: Identify common parameters concerning food services, prayer facilities, accommodation, privacy, family travel, Ramadan-related services and culturally sensitive hospitality.

c) Tourism infrastructure mapping: Develop standardized procedures for identifying and validating relevant religious, cultural and tourism infrastructure.

d) Tourism experience development: Establish a methodology for selecting and presenting tourism experiences based on market intelligence, visitor preferences and the availability of appropriate services.

e) Information reliability and transparency: Develop common criteria for verifying, updating and communicating information to travellers, including the identification of certified halal services if applicable.

f) Capacity-building: Propose guidelines for training tourism professionals, public authorities and private-sector stakeholders.

g) Digital information and accessibility: Explore common information structures and digital tools to facilitate access to reliable and multilingual visitor information.

4. Proposed governance and participation

Brazil proposes to lead and coordinate the Working Group, in cooperation with the UN Tourism Secretariat.

Participation would be open to interested Member States, subject to the applicable institutional procedures and the terms of reference to be established.

The Working Group could also benefit from technical contributions by relevant institutions, Islamic community organizations, tourism promotion bodies, private-sector representatives and recognized experts.

The Secretariat would be invited to facilitate the institutional arrangements and technical coordination required for the Working Group's activities.

5. Expected deliverables

1. A common glossary of terminology and definitions related to Muslim-friendly tourism;

2. A set of internationally harmonized minimum methodological criteria for Muslim-friendly tourism services and information;

3. A standardized framework for mapping tourism infrastructure and developing Muslim-friendly tourism experiences;

4. Practical guidelines for Member States interested in developing national or regional Muslim-friendly tourism initiatives;

5. A proposed Global Methodological Framework for Muslim-Friendly Tourism, to be submitted to the Executive Council for consideration.

6. Preliminary implementation arrangements

Following consideration by the Executive Council, the Secretariat would be requested to consult with Brazil on the proposed terms of reference, composition, governance arrangements and indicative work programme of the Working Group.

Brazil would contribute its national methodology and relevant technical experience as an initial basis for the Working Group's activities.

The proposed timetable would envisage the initiation of preparatory work in 2027, with progress reports and the presentation of a draft methodological framework to the Executive Council at a subsequent session.

MINISTRY OF TOURISM – FEDERATIVE
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7. Technical, administrative and financial implications

The establishment and operation of the Working Group would require technical coordination and administrative support from the Secretariat.

Brazil proposes that the initial activities be organized, to the extent possible, through existing institutional mechanisms, virtual meetings and voluntary technical contributions from participating Member States and partners.

The Secretariat would be invited to assess the administrative implications of the proposal and identify feasible implementation arrangements within available resources.

8. Proposed action by the Executive Council

The Executive Council is invited to consider the establishment of a Working Group on Muslim-Friendly Tourism under Brazilian leadership and to request the Secretariat to undertake the necessary consultations and preparatory arrangements for its implementation.

The Working Group's principal objective would be to develop a globally harmonized methodological framework that Member States could voluntarily adopt or adapt to their respective national circumstances.