

Agenda item 4(b)**Implementation of the General Programme of Work**

CE/124/4(b)

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**Executive summary**

Following the priorities of the programme of work approved by the General Assembly at its 25th session, the Secretariat is reporting on the latest activities implemented during the period May-September 2025.

DRAFT DECISION¹

Agenda item 4(b)

Implementation of the General Programme of Work for 2024-2025
(document CE/124/4(b))

The Executive Council,

Having examined the report of the Secretary-General on the implementation during the period May-September 2025 of the General Programme of Work of the Organization,

1. *Takes note* of the activities implemented and the main achievements during the period;
2. *Welcomes* the inclusion of tourism as one of the sectors in focus of the UN Climate Change COP30, to take place in Belém, Brazil, in November 2025; and
3. *Authorizes* the use of the UN Tourism name and emblem, as listed in Annex I of document CE/124/4(b).

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

I. Introduction

1. The UN Tourism General Assembly approved the draft programme of work and budget 2024-2025 ([A/RES/75/XXV](#)) at its 25th session in Samarkand, Uzbekistan, around three strategic objectives and five Programmatic Priorities:

Objective 1: Become the most influential tourism organization, through advocacy, knowledge creation, policy guidance and diversification of services.

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

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

Priority 1: Enhance competitiveness: robust tourism statistics and UN standards, data and market intelligence, rethink destination positioning and product development.

Priority 2: Foster sustainability and inclusiveness: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.

Priority 3: Invest in people: reinforce education and training, strengthen human capital for decent work.

Priority 4: Boost investment & scale up innovation: access to finance, accelerate the uptake of new business models.

Priority 5: Build better and strong institutions: tourism policy, governance and resilience.

2. The present document summarizes the different activities and initiatives carried out during the May-September period, i.e. since the report presented at the 123rd Executive Council's session in Segovia, Spain, along the above-mentioned objectives and priorities.
3. The overview of the use of the name and emblem of the Organization is attached as Annex I.
4. The annexes presenting UN Tourism (1) technical cooperation projects, (2) publications and (3) calendar of events are included in the document A/26/4(b).

II. Strategic Objectives

A. Objective 1: Become the most influential tourism organization, through advocacy, knowledge creation, policy guidance and diversification of services.

5. At the [G20 Tourism Ministers Meeting](#) under the Presidency of South Africa, UN Tourism contributed to the Deliverables developed by the Tourism Working Group on the themes of (1) Enhancing Travel and Tourism Startups and MSMEs through Digital Innovations'; (2) Tourism Financing and Investment to enhance equality and promote sustainable development; (3) Air Connectivity for Seamless Travel; and (4) Enhancing resilience for inclusive, sustainable tourism development.
6. At the [Third UN Conference on Landlocked Developing Countries](#) (LLDC3), August 2025, tourism was highlighted as a powerful driver of structural transformation. The LLDC3 Side Event, organized by UN Tourism, focused on positioning tourism as a catalyst for economic diversification, sustainable development, and resilience in landlocked developing countries.
7. At the [Third United Nations Ocean Conference](#) (UNOC3), tourism emerged as a major actor in shaping a sustainable and resilient ocean economy. UN Tourism in collaboration with the UN Environment Programme (UNEP) organized an official side event "[Blue Tourism: Advancing Sustainable and Resilient Ocean Economies for People and Planet](#)", showcasing how circular approaches and climate action can transform ocean tourism and enhance resilience. UN Tourism

joined the multi-agency co-design process of the One Ocean Finance Facility spearheaded by the United Nations Capital Development Fund (UNCDF), UNEP and UNDP and also supported the launch of the Ocean Tourism Pact, facilitated by the French Government, IDDRI and the Ocean & Climate platform.

8. Delivered global and multi-country technical assistance that strengthened Member States' institutions—policy and governance, data systems, human capital, sustainability—while mobilizing extra-budgetary resources and co-financing to ensure continuity and scale.

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

9. Thematic Office for Innovation in Africa, Kingdom of Morocco, Rabat: signing of the financial agreement in May 2025, a significant step in strengthening regional collaboration and advancing tourism development across the continent. See more details on regional and thematic offices in document A/26/8.

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

10. Leveraged the technical assistance portfolio as a resource engine, securing extra-budgetary funding, co-financing and cost-sharing agreements that increased the Organization's resources, expanded delivery capacity with partners, and strengthened Member State ownership.

III. Programmatic Priorities

Priority 1: Enhance competitiveness: robust tourism statistics and UN standards, data and market intelligence, rethink destination positioning and product development.

Coordination in the global statistical system

11. The [2025 UN Secretary-General's report Progress Towards the SDGs](#) and the UN [SDG Report 2025](#) and its [extended version](#) feature the data on the three official tourism indicators in the UN Global SDG Indicator Framework: Tourism direct GDP (8.9.1), persons employed in the tourism industries (8.9.2), and on countries' implementation of tools to measure sustainable tourism (SDG indicator 12.b.1).
12. In the margins of the 4th UN International Conference on Financing for Development (July 2025, Sevilla, Spain), UN Tourism participated in a side event on "Data and Statistics: a key instrument to guide decision-making". The Statistical Framework for Measuring the Sustainability of Tourism was presented as an example of moving beyond GDP. The [Sevilla Commitment](#) (Compromiso de Sevilla) calls for investment in data and encourages the promotion of open data.
13. UN Tourism continues its engagement in the revisions of key international statistical frameworks and classifications notably the Manual on Statistics of International Trade in Services (MSITS, on trade in services) and the System of Environmental-Economic Accounting (SEEA, on environmental accounts).

Data and Market Intelligence

14. World Tourism Barometer: [May and September issues](#) released with data on international tourism in the first half of 2025 and yearly receipts data for 2024. [UN Tourism Data Dashboard](#) updated monthly with global, regional and country data as well as industry indicators on air transport, accommodation, short term rentals and travel sentiment.
15. Amadeus, in collaboration with UN Tourism, launched a Tourism Insights Report for [Europe](#) and one for the [Americas](#), following the previous one launched for [Asia and the Pacific](#).
16. Collaboration with the European Travel Commission through the UN Tourism/ETC Datalab initiative: Latest webinars covered data-driven strategies to tackle seasonality as well as identifying new consumer trends using data and intelligence.

17. Collaboration with ASEAN in the preparation of latest tourism trends and forecasts for the ASEAN Tourism Outlook 2025-2030 report on international tourist arrivals.
18. The second UN Tourism and ICAO Ministerial Conference on Tourism and Air Transport in Africa, hosted by Angola, concluded with a unified call to enhance partnerships and collaboration to unlock the region's growth.
19. UN Tourism, the Mountain Partnership Secretariat at the Food and Agriculture Organization of the United Nations (FAO) and the Pacific Tourism Organisation (SPTO), concluded a three-day [Regional Workshop on Sustainable Gastronomy Tourism](#).
20. UN Tourism/PATA Forum on Tourism Trends and Outlook in Guillin, China (September 2025): the 19th edition was held under the theme "Synergy in Motion: Charting New Frontiers for a Resilient, Sustainable, and Smart Tourism Ecosystem, with two panels on "Smart Destinations: Futureproofing destinations for sustainability and resilience" and "New Governance and Policy for the Future of Tourism: Leveraging Data and Collaboration".
21. UN Tourism held another edition of the Affiliate Members Corner, at ABAV Expo 2025, organized in Rio de Janeiro, Brazil, in October 2025. In line with its participation at other major tourism fairs, the Organization showcased best practices from Affiliate Members and analysed key trends in tourism, with special focus on Latin America.
22. High Level Dialogue with UN Development Coordination Office and Resident Coordinators for Latin America and Caribbean countries, on "Unlocking the Potential of Tourism for Sustainable Development in Latin America and the Caribbean".

Tourism for Rural Development Programme

23. The fifth edition of the [Best Tourism Villages by UN Tourism initiative](#) received over 270 applications from 65 countries. The selected villages will be announced on 17 October 2025 during the Best Tourism Villages by UN Tourism 2025 Ceremony in Huzhou City, China. Twenty additional villages will be chosen to participate in the Upgrade Programme.
24. The BTV Network continues to grow, with members spanning 254 villages from 59 countries across five regions (4 editions). The Third Annual Meeting of the Best Tourism Villages by UN Tourism Network, will be held coinciding with the 2025 Announcement Ceremony, bringing together representatives from member villages to reconnect, share experiences, review progress, and discuss strategic directions for the Network.
25. Seventeen villages from 13 countries selected in the 2023 edition participated in the [Upgrade Programme](#) mentorship, running from October 2024 to August 2025. Each village received a tailored Mentorship Recommendations Report, providing practical guidance to improve sustainability practices, operational performance, and tourism development strategies. Mentorship activities for 20 villages from 15 countries will begin in Q4 2025, delivered onsite for countries on the [DAC List of ODA recipients](#) and online for the others.
26. Two online sessions were delivered to participants from 30+ countries under the BTV Network 'The Knowledge Series – Learn from the Experts'. The sessions included: Intellectual Property for Rural Identity (May 2025, in collaboration with WIPO), and Self-Assessment Tool to Assist Rural Destinations (STAR) by UN Tourism (August 2025). These sessions provided expert guidance to BTV Network members, including MSMEs, public and private sector representatives, and civil society.
27. The 'Village Talks – Voices from the Ground' series hosted two online sessions, with participation from over 160 individuals across 45+ countries. Sessions focused on: [Tourism for Nature: Conserving Natural Resources through Sustainable Rural Development](#) (July 2025), and Cultivating Heritage: Agritourism Experiences in GIAHS Villages (September 2025).
28. UN Tourism released the first BTV Monitoring Report, a biennial monitoring under the Best Tourism Villages by UN Tourism initiative, covering the 43 villages recognized in 2021. The report highlights 460+ actions undertaken across nine evaluation areas, with 84% of villages reporting positive changes following BTV recognition. Active engagement was strongest in environmental

sustainability (91%), and tourism development and value chain integration (88.6%). The most common challenges identified were access to finance (23%), infrastructure (15%), and human resources/training (14%).

29. The [Self-Assessment Tool for Assisting Rural Destinations \(STAR\)](#) platform expanded to include all BTV Network members, with over 360 registered users from 70+ countries. UN Tourism delivered one onboarding session, one knowledge session, and two presentations to strengthen the adoption of STAR amongst different stakeholders and integrate it into local tourism strategies. Feedback and interviews with STAR users informed further platform developments planned for Q4 2025. Member State are invited to customize the tool at the national level, providing an opportunity to receive a tailor-made assessment of their rural destinations.
30. UN Tourism, in partnership with FAO, prepared a Guidebook for Sustainable Tourism Development in Globally Important Agricultural Heritage Sites (GIAHS). The Guidebook is to be launched on 31 October 2025 on the occasion of the FAO 2025 GIAHS Award Ceremony.
31. The Tourism and Rural Development: A Policy Perspective ([Arabic version](#)) and Tourism and Rural Development: Understanding Challenges on the Ground – Lessons learned from the Best Tourism Villages Initiative ([Arabic version](#)) were launched in September 2025, expanding outreach in the Middle East.
32. Inaugural call for proposals of the [Tourism for Rural Development Small Grants Programme \(T4RD-SGP\)](#) 'Colourful Cultures', enabled by the TUI Care Foundation, received 141 applications from all ten eligible African countries. Seven projects were pre-selected for grants of up to EUR 20,000 each, alongside capacity-building support. Implementation will begin in Q4 2025 and run for 12 months.

Wellness Tourism

33. [First Regional Wellness Tourism Workshop for the Middle East](#) in collaboration with the Saudi Ministry of Tourism engaging 32 participants from 12 Middle East countries held at the UN Tourism Regional Office for the Middle East.

Urban Tourism

34. Launch of the joint publication "Urban Solutions on Culture-Driven Sustainable Urban Tourism", with UNESCO and UN-Habitat at the 2025 Culture and Creativity-Driven Sustainable Urban Development International Forum, held on 25-26 August 2025 in Wuhan, China.

Sports Tourism

35. UN Tourism organized the Sports Tourism track at the [World Football Summit](#) Americas, held in June in Monterrey, Mexico, and continued its collaboration at the global edition in Madrid in October, reinforcing the Organization's commitment to advancing sports tourism through multi-stakeholder dialogue and cooperation.
36. Participation as an official partner in the first edition of the [Sports Summit Madrid](#), held at IFEMA on 18-19 June, organized by Affiliate Member MADCUP. As part of its involvement, UN Tourism led the panel "*Sport and Tourism: Strategies for a Sustainable Legacy*", featuring Affiliate Members such as Iberia, the Tourism Promotion Board of Nayarit and the Region of Murcia.
37. The UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA (Fédération Internationale de l'Automobile) were launched. The initiative aims to recognize outstanding contributions to sustainable sports tourism across destinations, organizations, and events.
38. UN Tourism participated at the [2nd Mountain and Snow Conference & Expo of the Americas](#), August 2025, San Martín de los Andes, Argentina, organized by the Affiliate Member Chamber of Tourism of Argentina.
39. A new line of engagement with Affiliate Members titled "*Academic Collaborations on Sports Tourism*", aimed at fostering partnerships with selected universities offering postgraduate

programmes in sports and tourism. Through this model, UN Tourism plans to contribute to content development, delivered Masterclasses in specific modules, co-developed applied challenges and real case projects for students, and facilitated the participation of Affiliate Members as guest speakers.

LGBTQ+ Tourism

40. UN Tourism continues its podcast series in collaboration with Affiliate Member ATREVIA. [Episode 10](#), released during Pride season, focused on LGBTQ+ tourism in 2025, exploring evolving traveller expectations around safety, authenticity, and inclusion.
41. Partnership with Affiliate Member IGLTA Foundation to organize the [webinar “The Power of Words: Strengthening Tourism Through Inclusive Communication”](#) on 31 July 2025. The event marked the first global activation of the *Comprehensive Guide for LGBTQ+ Inclusive Communication in Tourism*, developed with Miles Partnership and HospitableMe.

A. Priority 2: Foster sustainability and inclusiveness: circularity, climate action, and biodiversity. Reduce inequalities and promote culture.

42. UN Tourism, in partnership with Croatia’s Ministry of Tourism and Sport and the University of Zagreb, launched the Research Centre for Sustainable Tourism, a policy-oriented knowledge hub focusing on governance, inclusivity, climate action, tourism law and other priority areas to support evidence-based, sustainable tourism development. Complementing the research centre, UN Tourism will introduce the [Sustainable Tourism Awards](#), designed to recognize destinations championing innovative, community-centred, long-term tourism strategies that balance economic resilience with social and cultural preservation.
43. UN Tourism supported the thematic panel at the Ukraine Recovery Conference 2025 in Rome, during which the State Agency for Tourism Development of Ukraine highlighted its commitment to preparing the tourism sector’s recovery, focusing on strong foundations in legislation, strategy, infrastructure, and digital communication within the European tourism space.
44. During the Regional Commission Meeting for Europe, Azerbaijan, June 2025, a [high-level thematic conference on Climate Action](#) titled “From Momentum to Milestones: Advancing Climate Action in Tourism Beyond COP29” was organized. The event highlighted the landmark [COP29 Tourism Day](#) and the launch of the [COP29 Declaration on Enhanced Climate Action in Tourism](#), now endorsed by 70 governments and built on the momentum of the Glasgow Declaration on Climate Action in Tourism, launched at COP26.
45. The COP30 (Belém, Brazil, 10-20 November 2025) Presidency has included tourism in focus within the [Thematic Days of COP30](#) with activities foreseen to take place on 19-20 November 2025.
46. The [Glasgow Declaration Initiative on Climate Action in Tourism](#) continues to support its signatories in the development and implementation of climate action plans addressing five pathways: measure, decarbonize, regenerate, collaborate and finance. The preparation of the Annual Implementation Report 2025 has been initiated through the dissemination of an [online questionnaire](#).
47. The [Global Tourism Plastics Initiative](#) released its [Annual Progress Report 2024](#) in June 2025 during the 3rd United Nations Ocean conference in Nice, France, reinforcing efforts to reduce pollution at the source and promote circular solutions across tourism value chains.
48. Tourism Food for Good: Co-creating Sustainable Food Systems in Tourism initiated implementation in August 2025 as a two-year action-research initiative that brings policymakers, academics, practitioners and communities to redesign the way food is produced, sourced, served, consumed, redistributed and reused in tourism. The initiative is led by UN Tourism in collaboration with Cambridge University and enabled by TUI Care Foundation. A survey for policy makers is ongoing at <https://www.untourism.int/circular-economy/food-for-good-initiative-survey>
49. UN Tourism and Slow Food partner to strengthen [tourism and agriculture links](#) to benefit of destinations and communities.

50. [Connecting tourism and culture](#) with the Democratic Republic of the Congo: music and tourism as dynamic engines for diplomacy, youth empowerment, and inclusive growth.
51. UN Tourism and E1 Series join forces to promote [sustainable mobility and tourism through sport](#)
52. [Compendium of Good Practices in Indigenous Tourism](#) – Regional Focus on Asia and the Pacific
53. [Report](#) on the Women in Tourism Regional Congress held in Sierra Leone under the theme “Beyond Empowerment to Education, Innovation and Finance Access”
54. Capacity-building webinar on Gender Mainstreaming for the Tourism Public Sector with the Subsecretaria de Turismo de Chile.
55. Member State and Business Surveys on [Women in Tourism Transport Employment](#)
56. Support through a technical cooperation project for the evaluation of the Sustainable Tourism Master Plan 2015–2025 of Guatemala and the preparation of its updated version, ensuring full alignment with the SDGs and national development priorities.
57. Technical assistance for the development and implementation of a National Sustainable Tourism Policy and Strategy of the Dominican Republic, integrating sustainability principles and cross-sectoral approaches.
58. Design and implementation of the Tourism Awards Scheme, including the Qatar Tourism Awards and the Sustainable Tourism Awards in Croatia, to honour excellence in sustainable tourism while advancing equity, biodiversity, and cultural inclusion.

Measuring the Sustainability of Tourism

59. UN Tourism is currently leading the development of an agreed set of indicators derived from the SF-MST for international comparability purposes with the view to initiate an international dataset and country reporting. To date, 31 countries and sub-national destinations have implemented an MST pilot. These include; Austria, Canada, Costa Rica, Croatia, Denmark, Egypt, Fiji, Finland, Germany, Indonesia, Italy, Kyrgyzstan, Mexico, the Kingdom of the Netherlands, New Zealand, Peru, the Philippines, Samoa, Saudi Arabia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Uganda and Viet Nam, as well as the subnational regions of Wales (United Kingdom of Great Britain and Northern Ireland), the Canary Islands (Spain) and the region of the Pacific.
60. Tourism statistics is experiencing strong international momentum following the endorsement of the Statistical Framework for Measuring the Sustainability of Tourism by the UN Statistical Commission as the third international standard for tourism statistics. This milestone has sparked significant interest and demand from Member States, the UN System and international organizations to advance MST implementation. MST was prominently showcased at several key events, including the 1st Meeting of Users and Producers of Tourism Statistics organized by the Spanish Statistical Institute (9-10 June, Madrid, Spain), the Conference “Spain Talks – Caring for the Future” organized by TourSpain (7 July, Berlin, Germany), and the First Tourism Statistics Webinar: Tourism Statistics – Tools and Techniques for Data-Driven Decisions, organized by the United Nations Network of Economic Statisticians (online, 24 September).
61. UN Tourism, in partnership with the University of Oxford SDG Impact Lab, World Sustainable Hospitality Alliance and easyJet holidays, is advancing the development of the harmonized Environmental, Social, and Governance (ESG) framework tailored specifically to the tourism sector. UN Tourism is establishing an Advisory Board with diverse stakeholders, while efforts are underway to finalize a first version of the ESG Framework for consultation. This initiative has been promoted in key fora, notably at the International Congress and Convention Association (ICCA) Global Association Forum (7-9 July, Granada, Spain), and at the 8th meeting of the UN Committee of Experts on Business and Trade Statistics (24-26 June, Singapore).

International Safe Tourism Code

62. UN Tourism is actively contributing to the development of an International Safe Tourism Code (ISTC), aimed at promoting safe and resilient tourism practices. In line with Executive Council decision 3(CXXI), which endorsed Uzbekistan's proposal to establish an Intergovernmental Committee for this purpose, the scope and content of the ISTC are currently under discussion. To support this initiative, the Secretariat is in the process of recruiting an international expert with specialized expertise in tourism safety, risk management, and resilience.

Framework Convention on Tourism Ethics

63. 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.
64. UN Tourism, in collaboration with the WCTE, is organizing a series of regional webinars focused on the FCTE. These webinars provide an overview of the FCTE and explain the process for member States to express their consent to become bound by it. Additionally, they foresee the intervention of Member States who have adhered to the FCTE and provide a dedicated space for Q&A, fostering deeper understanding and engagement with the Convention. In this context, the first regional webinar for Member States from the Americas was held on 19 June 2025.

B. Priority 3: Invest in people: reinforce education and training, strengthen human capital for decent work.

65. Dr. Larry Dwyer, of the University of Technology Sydney, winner of the [2025 Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge in Tourism](#).
66. [Executive Training Programme](#): Mongolia welcomed senior tourism officials from across the Asia-Pacific region: tourism and culture for resilient and inclusive destinations.
67. UN Tourism and the Basque Culinary Center co-branded the Gastronomy Tourism Experience Design programme, offering 4 full scholarships, 2 for the Spanish edition and 2 for the English edition.
68. The following 4 Massive Open Online Courses (MOOCs) were launched in the UN Tourism Online Academy: (1) Influences and Digital Trends; (2) Design Thinking for Rural Tourism Development English version; (3) Design Thinking Spanish version; (4) Tourism Product Development and Marketing for Rural Areas.
69. The inaugural cohort of the three-year UN Tourism-HSLU Bachelor of Science on International Sustainable Tourism finished its first academic year, preparing for the start of the second academic year. 27 students from 5 nationalities.
70. The second cohort of the UN Tourism-HSLU Bachelor of Science on International Sustainable Tourism will be launched in September 2025, starting their first year in Madrid. 40 students from 11 nationalities.
71. The Samarkand International Academy in collaboration with UN Tourism is currently implementing the 7-month-long Executive Education programme on Hospitality Management.
72. The Faculty Exchange Programme for the Kingdom of Saudi Arabia, in collaboration with Les Roches, was launched, in the framework of the e-Learning Agreement.
73. An MoU on Executive Education with Angola was signed during the UN Tourism/ICAO Ministerial Conference in Luanda.
74. Preparing the launch of the UN Tourism publication on "Innovating Undergraduates and Graduate Programmes – a Multidisciplinary Approach" at the World Tourism Day.

75. [Action Framework for Tourism Crisis Preparedness, Response, and Recovery in Europe](#) (SAFE-D Europe): delivery of three expert-led virtual workshops between the months of March and May. The initiative aims to strengthen capacities for crisis preparedness, response, and recovery in the face of growing climate, health, security, and cyber threats.
76. UN Tourism is supporting the Ministry of Tourism of the Dominican Republic in the design of the first master's degree in Tourism Law in collaboration with the Universidad Autónoma de Santo Domingo. This is the first programme designed and conceived for lawyers, in which public law, international organizations, regulatory issues and taxation will be studied.
77. Design and delivery of training programmes and capacity building workshops on diverse topics within the framework of completed and ongoing cooperation projects focused on sustainable tourism (Dominican Republic, Guatemala), targeting public institutions, private sector, and local communities.
78. Implementation of a capacity-building programme in Seychelles focused on hotel classification, including a tailored Train-the-Trainers introductory module to ensure long-term institutional knowledge and skilled assessors.

C. Priority 4: Boost investment & scale up innovation: access to finance, accelerate the uptake of new business models.

79. Tourism Doing Business – Investment Guidelines: new editions: Argentina, Colombia (Chinese), Costa Rica, Honduras, Indonesia (Japanese), Panama, South Africa and Tajikistan. See document A/26/4(b) Annex II for a full list of publications.
80. UN Tourism Commission for Africa meets to boost [Social Impact, Innovation, and Youth Empowerment](#)
81. [World Tourism Forum](#), May 2025, Prague, Czech Republic, focusing on empowering startups, and exploring the transformative potential of artificial intelligence (AI).
82. Workshops and Thematic Conference on Boosting Social Impact and Education in Tourism via Innovation, AI, and Creative Industries in Africa, within the framework of the [UN Tourism 68th Commission for Africa](#), June 2025, Abuja, Nigeria.
83. [Webinar on Empowering Moroccan MSMEs through Digital Transformation](#), in collaboration with SMIT (Société Marocaine d'Ingénierie Touristique) and the Ministry of Tourism of the Kingdom of Morocco, June 2025. The session engaged more than 50 businesses on Business Data & Analytics, Artificial Intelligence, and Digital Marketing.
84. Launch of the “UN Tourism [Safe Destinations Challenge](#)” to Strengthen Tourism Resilience in Europe and Beyond, open to applications until 31 October 2025.
85. Workshops and Multidimensional Diagnosis of the Tourism Sector, July 2025, Santo Domingo, Dominican Republic, to identify local priority areas and opportunities for innovation in tourism.
86. [Webinar “Investment in the Tourism Sector of Latin America and the Caribbean”](#), July 2025.
87. Seminar on AI in Tourism in Latin America and the Caribbean, within the framework of the [70th Regional Commission for the Americas](#), August 2025, Lima, Perú. The seminar included the signature of the Bahamas Sustainable Island Challenge and the signature for collaboration with the International Innovation Centre for Sustainable Tourism in Panamá.
88. Launch of the [UN Tourism the Bahamas Sustainable Island Challenge](#), August 2025, in collaboration with the Ministry of Tourism and Aviation of the Bahamas, accompanied by Innovate 242, The Bahamas' Incubator. The challenge, open to applications until 10 October 2025, focuses on marine conservation, community-based tourism, and green tech, and will present its results in the Tourism Tech Adventure: Bahamas in October 2025.
89. [Investment Seminar](#) in Bahía de Tela, Honduras, August 6th.

90. Final of the [Challenge for Indigenous Tourism](#) in Latin America and the Caribbean, 9 August 2025, Iximché, Guatemala, in collaboration with CAF. The challenge received almost 400 applications from 21 countries. The final event brought together stakeholders from the Region and elected the project Aiptalla as the winner, which received 10,000 USD from CAF, 5 September.
91. [Launch of the UN Tourism Social Innovation Challenge](#), September 2025, in collaboration with the SOMMET Education Foundation, Plug and Play, and TORNUS. The Challenge seeks to Sustainable, Inclusive, and Green Solutions for Social Impact. The 6 finalists will receive scholarships at the Marbella Les Roches Campus. Applications are open until 8 December.
92. The South African Tourism Investment Summit, Cape Town, September, held on the sidelines of South Africa's G20 Presidency, also marked the launch of the UN Tourism Doing Business Guidebook for South Africa. In addition, (1) the "Why to Invest in Africa" Report was presented, showcasing the continent's dynamic tourism investment climate and potential to international investors and (2) the [Discover Lithuania Challenge](#) was launched.
93. [Tourism Investments Forum](#), Dushanbe, Tajikistan, September 2025: The event highlighted Tajikistan's commitment to sustainable tourism development and showcased the country's potential to attract international investments.
94. Launch of the Innovation Challenge: Green technologies for urban heat mitigation for an improved experience for residents and visitors, in collaboration with the Malta Tourism Authority.
95. Seminar on "[Artificial Intelligence and Tourism in the Americas](#)"
96. Training on Applying International Accessibility Standards: Focus on businesses and destinations operating in the Dominican Republic, held back-to-back with the First Regional Congress of the Tourism Law Observatory for Latin America and the Caribbean.
97. Design of an innovation challenge on sustainable tourism within the framework of a cooperation project with the Dominican Republic.

D. Priority 5: Build better and strong institutions: tourism policy, governance and resilience.

98. Capacity development in tourism statistics through regional training and statistical advisory services: trainer to the 3rd Arab Forum on Tourism Statistics organized by the League of Arab States (September, Baghdad, Iraq).

UN Tourism Affiliate Membership

99. UN Tourism launched the open Call for Proposals for the Affiliate Members and Public-Private Collaboration Department (AM-PPC) Programme of Work 2026–2027, providing to AM a key opportunity to contribute project ideas, activities, and initiatives aligned with the Organization's Strategic Objectives and Programmatic Priorities.
100. In line with the efforts to increase the participation of Affiliate Members at UN Tourism statutory events, several Affiliate Members played a prominent role at the 70th Meeting of the UN Tourism Regional Commission for the Americas, held in Lima, Peru. Two side events complemented the Commission: a Welcome & Networking session and a Regional Meeting themed "Tourism in the Americas: Inspiring Best Cases".
101. UN Tourism published the [Summary of Affiliate Members' Activities for January–June 2025](#), providing an overview of key initiatives, events, and services carried out in collaboration with the Affiliate Members and Public-Private Collaboration Department (AM-PPC).

Tourism Law Observatories

102. Approved as a Flagship Initiative of the PoW 2024-2025 through resolution 757(XXV), the Tourism Law Observatories are pioneering digital platforms, that systematically collect, organize, analyse, update and disseminate tourism laws and regulations at regional level, with the support of a network of individual experts and academic collaborators

103. **Uruguay:** The Thematic Office for the Tourism Law Observatory for Latin America and the Caribbean (LAC Observatory), based at the UN House in Montevideo, is implementing its 2025 Programme of Work, developed based on a 2024 survey of Member States in the Americas, which identified key priorities and potential deliverables for the LAC Observatory. To ensure broad participation and strengthen engagement from Caribbean countries, a dedicated webinar to be held in October 2025, enabling these countries to highlight priority thematic areas and activities tailored to the specific needs of the Caribbean region.
- (a) As part of the activities of the LAC Observatory, developed jointly with the Inter-American Development Bank (IADB), the Turismo LEX database is regularly updated with current tourism legislation in force across the LAC region. A comprehensive analysis of tourism laws in the region has been completed, highlighting key trends, significant developments, and identifying gaps and weaknesses within the current legal framework. Additionally, a dedicated newsletter featuring news, updates, and initiatives related to Tourism Law in the LAC region is in development and will soon be available in the Observatory's media section.
- (b) The LAC Observatory held its first Regional Congress in Punta Cana, Dominican Republic, on 15-16 July 2025, in collaboration with Grupo Punta Cana, QA Legal, and with the support of the Ministry of Tourism of the Dominican Republic, under the theme "*Perspectivas Legales hacia un Turismo Sostenible*". A key outcome of the Congress was the establishment of a working group on Land Governance and Territorial Planning, which developed legal recommendations on land management and territorial planning as a strategic tourism resource. These findings will ultimately contribute to the development of a model tourism law in this area.
- (c) Additionally, the collective volume "*Derecho del Turismo: Desafíos y Perspectivas Contemporáneas*" has been completed and is scheduled for official publication by the end of 2025. This first academic publication of the Tourism Law Observatory features contributions from over 30 experts across Latin America and the Caribbean, addressing a wide range of topics explored by the Observatory.
- (d) As part of the COP30 Tourism Dialogue programme in Belém, Brazil, on 19–20 November 2025, UN Tourism is organizing a dedicated side event titled "*Tourism Law and Climate Action*", powered by the LAC Tourism Law Observatory. The event will examine the role of Tourism Law in accelerating climate action.
104. **Saudi Arabia:** At its 123rd session, the Executive Council approved the establishment of the Tourism Law Observatory for the Middle East through decision 3 (CXXIII). The Observatory is now being set up within the framework of the Regional Office for the Middle East. Building on the successful model of the LAC Tourism Law Observatory, the Middle East Observatory will replicate and adapt key features, such as a legal database, resources and reports on tourism legislation, an interactive learning platform, and a regional academic network, tailored to the specific legal frameworks, priorities, and needs of the Middle East region. To this end, the Secretariat is currently working on adapting the Observatory's digital platform to the Arabic language. Furthermore, a formal call for the pre-selection of academic collaborators from Middle East Member States will be launched shortly.

Tourism Law activities

105. The first Tourism Law Conference in Europe was held on 18 September 2025 in Valletta, Malta. Under the theme "*Shaping the Future: Tourism Law in Europe*" covering key legal and regulatory challenges in the sector, including accessibility, overtourism, short-term rentals, and consumer protection.
106. Following the success of previous editions, the 3rd International Seminar on Tourism Law will be held in Havana, Cuba, from 9 to 11 December 2025, hosted at the Universidad de La Habana. Under the overarching theme "*Challenges of Tourism Law*", the Seminar will explore key legal issues relevant to the tourism sector, including territorial planning, with particular attention to coastal areas, the regulation of short-term rentals offered through online platforms, the legal framework surrounding foreign investment, and the impact of artificial intelligence on tourism activities and the need for its regulation.

Technical Assistance

107. The UN Tourism project aimed at developing a Tourism Framework Law for Andorra is currently in its final phase of implementation. The UN Tourism project titled "Integrating Positive Experiences and Legislations for Regulating Online Short-Term Rental Platforms" is currently in its first phase of implementation. For more information on both projects, see document A/26/4(b), Annex I.

Annex I: Use of the name and emblem of the Organization (2024-2025)

NAME	MEMBER STATUS	ACTIVITY	DATES OF USE	TYPE OF LOGO
Cruceroadicto (Cruise Campus)	Not a UN Tourism member	FITUR Cruises posters	January 25 th 2024 – From the date the logo is accepted to January 28 TH 2024	with the participation of
ASICOTUR	UN Tourism Affiliate Member	Digital invitation	4-28 January 2024 (FITUR)	UN Tourism Affiliate Member logo
Fatmata Binta in collaboration with World Bank and FAO food series	UN Tourism Responsible Tourism Ambassador	To be featured in a video	11/01/2024 During a year or more	With the support of
PROCOLOMBIA Japan	UN Tourism Affiliate Member	conference materials	1st February-22 nd March 2024	In collaboration with
Ministry of Tourism, Jamaica	UN Tourism Full or Associate Member	Invitation letter event (Global Tourism Resilience Day)	1 st January 2024 – 17 February 2024	UN Tourism logo
Turespaña	UN Tourism Full or Associate Member	Event (FITUR)	19-24 January 2024 (FITUR)	In collaboration with
Ministry of Tourism, Zambia	UN Tourism Full or Associate Member	Event (ZITHS TRAVEL, Hospitality and Tourism Education Summit)	January-May 2024	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	6th edition of the Africa Youth in Tourism Innovation Summit & Challenge	For the event	In collaboration with
Asociación Taleñt	Not a UN Tourism member	Talent Shake Turismo	5 February 2024-13 March 2025	With the participation
Mediterranean Exchange of Archaeological Tourism (BMTA – Borsa Mediterranea del Turismo Archeologico)	Not a UN Tourism member	Event: XXVI edition of the Mediterranean Exchange of Archaeological Tourism (BMTA), 31 October – 3 November	February-November	With the participation
easyJet holidays	Not a UN Tourism member	Official website	Duration of the partnership (31/03/2026)	In collaboration with
City Destinations Alliance	UN Tourism Affiliate Member	promotional materials and official web page	While Affiliate Member	UN Tourism Affiliate Member logo
Colorado State University	UN Tourism Affiliate Member	official web page	While Affiliate Member	UN Tourism Affiliate Member logo
Skal International	UN Tourism Affiliate Member	promotional materials and official web page	1 year	UN Tourism Affiliate Member logo
Deggendorf Institute of Technology	UN Tourism Affiliate Member	Official website	While Affiliate Member	UN Tourism Affiliate Member logo
Corporación Comunicación Iberoamericana Barcelo	UN Tourism Affiliate Member	Official website	From 2024 to 2026	UN Tourism Affiliate Member logo

AVIAREPS	UN Tourism Affiliate Member	Official website	While Affiliate Member	UN Tourism Affiliate Member logo
Vienna Tourist Board	UN Tourism Affiliate Member	Official website	While Affiliate Member	UN Tourism Affiliate Member logo
Federación de Jóvenes Empresarios (FIJE) y Consejo de Empresarios Iberoamericanos (CEIB)	Not a UN Tourism member	Event: I Congreso Iberoamericano de Turismo Sostenible, Justo e Inclusivo	19/02/2024 – 21/03/2024	In collaboration with
Universidad Antonio de Nebrija	UN Tourism Affiliate Member	promotional materials and official website https://www.nebrija.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Shaanxi Tourism Group	UN Tourism Affiliate Member	promotional materials and official website http://www.sxtourgroup.com	While Affiliate Member	UN Tourism Affiliate Member logo
ASICOTUR	UN Tourism Affiliate Member	promotional materials, social media accounts and official website https://asicotur.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Tourism Optimizer Platform	UN Tourism Affiliate Member	promotional materials and official website https://www.tourismoptimizerplatform.com/en/	While Affiliate Member	UN Tourism Affiliate Member logo
Federación Nacional de Comerciantes Empresarios	UN Tourism Affiliate Member	Event: Tourism Fair ANATO 28 February- 1 March 2024 Congress "TURISMO DE EXPERIENCIAS"- 22-26 mayo 2024	Event	UN Tourism Affiliate Member logo
Asociación Empresarial Hotelera de Madrid - AEHM	UN Tourism Affiliate Member	promotional materials, social media accounts and official website https://aehm.es/ & business cards Chair AM Board	While Affiliate Member	UN Tourism Affiliate Member logo
SPET Turismo de Tenerife	UN Tourism Affiliate Member	event: 3rd edition Congress "Tourism-State of Art", 19-21 June 2024	5 months	In collaboration with
Hotelschool The Hague; (Sustainable Hospitality Challenge)	Not a UN Tourism member	Sustainable Hospitality Challenge (Qualifications; Semi-Finals and Finals)	From 1 January 2024 to 31 December 2025	In collaboration with
Ministry of Tourism and Creative Economy of the Republic of Indonesia	UN Tourism Full Member	International Tourism Investment Forum (ITIF) 2024	From March 1 st to June 30th	In collaboration with
Tourism Promotion Organization for Global Cities - TPO	UN Tourism Affiliate Members	General Documents and Website	While Affiliate Member	AM (Replacement of old logo)
Mapfre Asistencia	UN Tourism Affiliate Members	General Documents and Website	While Affiliate Member	AM (Replacement of old logo)
The European Historic Thermal Towns Association	UN Tourism Affiliate Members	General Documents and Website	While Affiliate Member	AM (Replacement of old logo)
Senatur Paraguay	UN Tourism full member	Flyer of the event: Socialización del Código Internacional para la Protección de los Turistas	From 5 to 8 March 2024	In collaboration with

Booking.com Sustainability Website	Not a UN Tourism Member	Sustainability website https://www.sustainability.booking.com	N/A	Should be "In collaboration with" but it is already mentioned in the text, so we send the regular logo to replace the old one
International Institute for Research and Development of Special Interest Tourism (Siti1)	UN Tourism Affiliate Member	promotional materials and official website: http://siti1.com and https://specialinteresttourism.ir	While Affiliate Member	UN Tourism Affiliate Member logo
European Boating Industry	UN Tourism Affiliate Member	promotional materials and official web page: https://www.europeanboatingindustry.eu/	While Affiliate Member	UN Tourism Affiliate Member logo
LT Luxy Conciergerie	UN Tourism Affiliate Member	promotional materials and official web page: https://luxy-lt.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Defensoría del Pueblo de la Ciudad de Buenos Aires	UN Tourism Affiliate Member	Invitation to the event: Seminario web sobre el Código Internacional para la Protección de los Turistas (CIPT)	7 days before the event	In collaboration with
CETT, School of Tourism, Hospitality and Gastronomy	UN Tourism Affiliate Member	XXXIX Premis CETT Alimara 39th edition of CETT Alimara Awards	1 year (from May 16)	In collaboration with
CETT, School of Tourism, Hospitality and Gastronomy	UN Tourism Affiliate Member	Terres CHECK-IN 2024, International Hospitality Film Awards	1 year (from October 10)	In collaboration with
CETT, School of Tourism, Hospitality and Gastronomy	UN Tourism Affiliate Member	V CETT Smart Tourism Congress Barcelona	1 year (from November 27/28/29)	In collaboration with
Caribbean University	UN Tourism Affiliate Member	Publication: <i>Turismo como instrumento de desarrollo en comunidades indígenas: experiencias en las comunidades mayas en México.</i>	A partir del 15 de marzo de 2024	UN Tourism Affiliate Member logo
The Diplomat in Spain	Not a UN Tourism Member	Banner for the digital publication	Up to 31 December 2024	Main logo
Basquetour	UN Tourism Affiliate Member	email signatures and official web page: https://www.basquetour.eus/inicio.htm	While Affiliate Member	UN Tourism Affiliate Member logo
Caribbean University	UN Tourism Affiliate Member	Event: Applied Reserach Summer Lab, Cancun, Mexico, 1-12 July 2024	March-July 2024	with the participation
Ministry of Tourism and Creative Economy, Republic of Indonesia	UN Tourism Full Member	Event: 2 nd UN Tourism Regional Conference on Women Empowerment in Tourism in Asia and the Pacific	19 March - 5 May 2024	Main logo
Koreal World Travel Fair CO., LTD	Not a UN Tourism Member	The 39th Seoul International Travel Fair 3rd World Tourism Industry Conference	09 May 2024 – 12 May 2024	In collaboration with

EXPO+ACCESIBLE	Not a UN Tourism Member	Event: 3ª edición Feria virtual de accesibilidad e innovación en el turismo	23 May – 24 May (1 year available)	with the participation
Japan Association of Travel Agents (JATA)	UN Tourism Affiliate Member	Tourism EXPO Japan (TEJ Ministerial Roundtable and Japan Tourism Awards)	From April 2024 to March 2025	with the participation
Comité International des Festivals du Film Touristique – CIFFT	UN Tourism Affiliate Member	promotional material, official website: https://www.cifft.com/and_email_signature_event:_World_Tourism_Film_Awards	One year. While Affiliate Member	UN Tourism Affiliate Member logo
Atrevia SLU	UN Tourism Affiliate Member	event: Podcast World Talks: Tourism Podcasts by Atrevia	One year	with the participation
Grupo Estrategia	UN Tourism Affiliate Member	official website: https://gemes.com.mx/	While Affiliate Member	UN Tourism Affiliate Member logo (ajustar)
World Football Summit	Not a UN Tourism Member	event: SportsTech Forum 24, 24-25 April 2024, Malaga, Spain	31/12/2024	with the participation
Universidad Complutense de Madrid	Not a UN Tourism Member	Event web: Congreso Internacional de Inteligencia Artificial en Ciencias Sociales y Humanidades	16/04/2024-18/04/2020	with the participation
Ministry of Tourism Brazil /Presidency of the G20 (2024)	UN Tourism Full or Associate Member	G20 meetings	May -September 2024	Main logo
Ministry of Foreign Affairs and Tourism	UN Tourism Full or Associate Member	Event: Workshop for the presentation and validation of the HR Strategy prepares by UN Tourism expert	22/04/2024	In collaboration with
Red Sea Global	UN Tourism Affiliate Member	Workshops: “A paradigm shift: driving the transition to Regenerative Tourism” x4. Save the date + invitation	2 May 31 July 23 September 8 November	in collaboration with
Osaka University of Tourism	UN Tourism Affiliate Member	promotional materials and official webpage : https://www.tourism.ac.jp/en/	While Affiliate Member	UN Tourism Affiliate Member logo
Responsible Borneo	UN Tourism Affiliate Member	event: International Conference on Responsible Tourism and Hospitality. Website, events, stationery, marketing materials, social media etc.	Abril-11 august 2024	with the participation of
Allianz Partners España	UN Tourism Affiliate Member	Publication: 'Memoria de Sostenibilidad Allianz Partners España'	June 2024 – June 2026	UN Tourism Affiliate Member logo
Federal Ministry of Labour and Economy - Austria	UN Tourism Full or Associate Member	Information about UN Tourism on the website of the Federal Ministry of Labour and Economy (update the logo)	Permanent	Main logo
Ministry of Heritage and Tourism, Sultanate of Oman	UN Tourism Full or Associate Member	Regional Commission for the Middle East	22-24 May	Main logo

International Mountain Tourism Alliance	Not a UN Tourism Member	International Mountain Tourism Day. Only for material for the event. *NOT granted for the commemorative publication	27 May – 30 May	With the participation of
ILAC- Instituto Latinoamericano de Aviación Civil	UN Tourism Affiliate Member	official web page: https://ilac.com.ar/	While Affiliate Member (2024)	UN Tourism Affiliate Member logo
Skal International	UN Tourism Affiliate Member	promotional material for Sustainable Tourism Awards, Izmir, Türkiye, 16 -21 October 2024	For the event (16 - 21 October 2024)	In collaboration with
MT-Saudi Arabia		new identity in the Regional Office in Riyadh (building and its amenities)		Main logo
Ministry of Culture, Sports and Tourism – Republic of Korea	UN Tourism Full or Associate Member	Event: - Korea-Africa Tourism Forum 2024 - Photo Exhibition of the Korea-Africa Tourism Forum 2024	13/05/2024-07/06/2024	In collaboration with
Clúster Marítimo y Logístico de las Iles Balears	Not a UN Tourism member	IKAT Tourism 2º Call for SMEs in Europe – Financial support for services	15/05/2024-31/05/2024	With the participation
Responsible Borneo	UN Tourism Affiliate Member	Event: Sarawak Youth Talent 2024, 10 August 2024, Malaysia	Upon approval of request until end of the event on 10 August 2024	UN Tourism Affiliate Member logo
Responsible Borneo	UN Tourism Affiliate Member	Event: World Tourism Day Sarawak 2024, 5-6 October 2024, Malaysia.	Upon approval of request until end of the event on 6 October 2024	UN Tourism Affiliate Member logo
Santa Claus Foundation	UN Tourism Affiliate Member	official web site: https://santaclausfinland.fi/en/	While Affiliate Member	UN Tourism Affiliate Member logo
Eventisimo	UN Tourism Affiliate Member	promotional materials and web page: Sun&Blue Congress, 9-22 November 2024, Cabo de Gata, Spain	Upon approval of request until end of the event on 22 November 2024	UN Tourism Affiliate Member logo
Riyadh Travel Fair	Not a UN Tourism Member	Event: Riyadh Travel Fair – Stand identification	27-29 May 2024	Main logo
IREST, Université Paris 1 Pantheon Sorbonne	UN Tourism Affiliate Member	Event : Symposium: The Legal Aspects of Overtourism	20 days	Main logo + in collaboration
SENATUR	UN Tourism Full or Associate Member	Web: Tourism investment web platform to be presented on 30 May, during the meeting of MERCOSUR Tourism Ministers		Main logo
Qatar Tourism	UN Tourism Full or Associate Member	Event: Qatar Tourism Awards	Ongoing until the end of the Gala Dinner	Main logo
UNRIC	UN system	web		Main logo

Anhui Provincial Department of Culture and Tourism	Not UN Tourism Member	Event: 14 th Anhui International Culture and Tourism Festival (10 th September)	1/09/2024 – 30/09/2024	In collaboration with
Busan Metropolitan City	Not UN Tourism Member	Event: 2024 BUSAN International Tourism City Forum (8 august)	13/06/2024 – 08/08/2024	In collaboration with
Sarawak Tourism Board	UN Tourism Affiliate Member	Event: Rainforest Youth Summit (RAYS) 2024	While Affiliate Member	UN Tourism Affiliate Member logo
PATWA	UN Tourism Affiliate Member	email signatures and promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Retaj Hotels& Hospitality	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Al Mashreq Hospitality	UN Tourism Affiliate Member	email signatures & official web page https://www.almashreq.sa/en/	While Affiliate Member	UN Tourism Affiliate Member logo
SAS Institut Vatel	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Viristar LLC	UN Tourism Affiliate Member	official web page : https://www.viristar.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Altezza Travelling Limited	UN Tourism Affiliate Member	promotional materials and official web page https://altezza.travel/en	While Affiliate Member	UN Tourism Affiliate Member logo
World Association of Investment Promotion Agencies (WAIPA)	Not UN Tourism Member	Event: Spotlight on Success: Crafting & showcasing Investible Projects (27/06/2024)	One year	In collaboration with
WTM London	Not UN Tourism Member	Event: WTM London (5-7 November)	annual	Main logo
Sistema Económico Latinoamericano y del Caribe (SELA)	Not UN Tourism Member	Event: Seminario virtual de Formación para el Diseño de Políticas Públicas dirigidas al Sector Turístico Regional (27 junio)	One week before the event	With the participation
Ministry of Tourism and Hospitality Industry, Zimbabwe	UN Tourism Full or Associate Member	Event: First Regional Forum on Gastronomy Tourism for Africa at Victoria Falls, Zimbabwe (26-28 July 2024)	2 days	Main logo
Fédération Internationale de Camping, Caravanning et Autocaravaning F.I.C.C. AISBL	UN Tourism Affiliate Member	event: World Campind Day, 29 June 2025, Alicante, Spain. Press release	While Affiliate Member	UN Tourism Affiliate Member logo
Klook Travel Technologies	UN Tourism Affiliate Member	official webpage: https://www.klook.com/	While Affiliate Member	UN Tourism Affiliate Member logo
International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT)	UN Tourism Affiliate Member	promotional materials, social media and official webpage www.igcat.org	While Affiliate Member	UN Tourism Affiliate Member logo
Ministry of Tourism Zambia	UN Tourism Full or Associate Member	CAF + 2nd UN Tourism Regional Conference on Brand Africa	For the event	Main logo
Georgia National Tourism Authority	UN Tourism Full or Associate Member	World Tourism Day 2024	Starting on August 2024 for the promotional	Main logo

			campaign of WTD24 and from 26 to 28 September	
Soudah Development Company	UN Tourism Affiliate Member	official web page: https://soudah.sa/en	While Affiliate Member	UN Tourism Affiliate Member logo
MadCup	UN Tourism Full or Associate Member	Event: Sports Summit Madrid 2025, 18-19 June 2025	08/07/2024 – 30/06/2025	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	Event: Africa Tourism Leadership Forum and Awards, 3-6 September 2024, Gaborone, Botswana (SM Marketing, Website: https://www.tourismleadershipforum.africa/ and booklet)	3 months	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	Official website: https://africatourismpartners.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Asociación Femenil de Ejecutivas de Empresas Turísticas de la República de Mexicana AFEET	UN Tourism Affiliate Member	Official website: http://www.afeet.org/	While Affiliate Member	UN Tourism Affiliate Member logo
International Finance Corporation, World Bank Group	Not UN Tourism Member	Event	Duration of the event, August 5, 2024 – Mumbai, India	With the collaboration of
Japan Tourism Agency	UN Tourism Full or Associate Member	Event: Tourism Resilience Summit, 9-11 November, Sendai City Japan	Late august to November 2024	With the participation
ITN Business	Not a UN Tourism Member	<p>27th of September for World Tourism Day Programme and. Digital campaign produced by ITN Business</p> <ul style="list-style-type: none"> • ITN Business social channels • ITN Business reporter outreach • Press outreach • Dedicated programme page on the ITN Business Hub 	27 th of September and during the promotional Campaign of the Documentary	Main Logo
Georgian Technical University	Not a UN Tourism Member	International Student Conference Peace and Sustainability Tourism Challenges and Opportunities. 26 - 28 September 2024	From August to October 2024	With the participation of
Revista El Congreso Siglo XXI - Colombia	Not a UN Tourism Member	Together with an article on sustainable Tourism	August 2024	Main logo

		including an interview with NB		
Instituto Costarricense de Turismo	Full UN Tourism Member	19th Committee on Tourism and Sustainability (CTS) Meeting	Event dates: 8,9,10, September, 2024 One Month (13 September to 13 October).	Main logo
Federal Ministry of Information and Culture, Nigeria	Full UN Tourism Member	UN Tourism Technical Assistance to Ekiti State, Nigeria	Event dates: 17-23rd of August 2024	Main logo
Leader Comunicazione	Not a UN Tourism Member	XXVI Mediterranean Exchange of Archaeological Tourism	31 October, 1- 2 - 3 November 2024	With the participation of
World Tourism Cities Federation	Not a UN Tourism Member	World Conference on Tourism Cooperation and Development	From 12 to 16 September	With the participation of
Ministry of Tourism and Cultural Affairs, Sierra Leone	UN Tourism Full or Associate Member	Event: Women in Tourism Regional Congress: "Beyond Empowerment to Education, Innovation, and Finance Access". 29-31 October 2024	15 August to 31 October	In collaboration with
Busan Metropolitan City	Not a UN Tourism Member	Event: FLY ASIA Tourism Startup Challenge, 1 October	From date approval to the end of the event	With the participation of
IGLTA	UN Tourism Affiliate Member	Tourism Webinar Impact of LGBTQ+ Tourism and Travel on Destinations, 12 September 2024	Pre and post event	in collaboration with
Travel World Escape Tour Operator	UN Tourism Affiliate Member	promotional material and official webpage: https://travelworldescape.com/en/	While Affiliate Member	UN Tourism Affiliate Member logo
TTU GUEST Center	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Starlight Foundation	UN Tourism Affiliate Member	event: II International astro-tourism Conference and VII Starlight Meeting, Costa da Morte, Spain, 1-4 October 2024	For the event and While Affiliate Member	in collaboration with for the event and AM for the webpage
World Leisure Organization (WLO)	UN Tourism Affiliate Member	official webpage: www.worldleisure.org	While Affiliate Member	UN Tourism Affiliate Member logo
Palacio de Ferias, Congresos y Exposiciones de Marbella	UN Tourism Affiliate Member	email signatures	While Affiliate Member	UN Tourism Affiliate Member logo
Universidad Católica Boliviana "San Pablo"	UN Tourism Affiliate Member	Promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
Gansu Provincial Department of Culture and Tourism	UN Tourism Full or Associate Member	event: 7th Silk Road International Cultural Expo, 20-22 September 2024	20/09/2024 – 22/09/2024	in collaboration with
Centro Cultural de China en Madrid	UN Tourism Full or Associate Member	Event: Exposición Animales Salvajes	10/10/2024 – 17/10/2024	Main logo

Ministry of Regional Development of the Czech Republic	UN Tourism Full or Associate Member	World Tourism Forum Prague 2025	12 and 13/05/2025 and in all the promo materials	With the participation of
The Long Run	Not UN Tourism Member	Panel session Tourism and Climate Action, part of The Long Run's Impact Show	Event 26th September 1 week during the event and afterwards to publicise the recorded session	With the participation of
Universidad de Salamanca	Not UN Tourism Member	Publication on the ICPT	Permanent	Main logo
Confcooperative Alpe Adria	Not UN Tourism Member	Event: Turismo di Comunità e Sviluppo del Territorio Web and Promotional Material	14th November and the promotion period	With the participation of
Basque Culinary Center	UN Tourism Affiliate Member	Promotional materials	18 November 2024 to 31 March 2025	In collaboration with
Ministry of Tourism San Marino	UN Tourism Full or Associate Member	Promotional Material of the campaign The Lovely Places	Event: Rimini Expo 9 th to 11 th October and for one year	Main logo
Tanzania Association of Tour Operators	UN Tourism Affiliate Member	Publication: Safari Guide Code of Conduct and Ethics	publication	UN Tourism Affiliate Member logo
ACES. Federation of the Worldwide Capitals and Cities of Sport Associations	Not UN Tourism Member	event: ACES Awards Gala – European Parliament	Event: 12 December, Brussels. Invitación junto a partners como UNESCO y UCLG y banderas	UN Tourism logo with the formula "in colaboración with" (participación Vilcu)
Responsible Borneo	UN Tourism Affiliate Member	event: The 18th Un Tourism Asia/Pacific Executive Training Programme On Tourism Policy And Strategy 28-31 October 2024, Kuching, Sarawak, Malaysia	Use of the logo on website, events stationery, marketing material, social media etc (see attached sample for T-shirt)	In collaboration with
Procolombia	UN Tourism Full or Associate Member	event: Global Forum on Investment and Innovation in tourism, 13-15 November, Cartagena, Colombia	Materials for the Agenda Inversión and Foro Inversión: save the date, agenda, invitation...	Main logo
Direction générale des Entreprises (ministère de l'Economie, des Finances et de l'Industrie)	UN Tourism Full or Associate Member	Event: UN Tourism Tech Adventures (24 October 2024)	1 year	With the participation
Secretaría Nacional de Turismo de Paraguay	UN Tourism Full or Associate Member	All the material related to the event: 1 ^a Conferencia Regional sobre Empoderamiento de las Mujeres en el Turismo en América Latina y el Caribe	21 and 22 October	Main logo
Universidad Complutense	UN Tourism Affiliate Member	event: 23rd AECIT International Congress	10/10/2024 – 17/10/2024 24-26 octubre	UN Tourism Affiliate Member logo

		2024, 24-26 October, Madrid		
Allianz Partners España	UN Tourism Affiliate Member	email signatures		UN Tourism Affiliate Member logo
Cámara de Comercio de Medellín para Antioquia – Cluster Turismo	UN Tourism Affiliate Member	event: I Foro de tendencias en el Turismo 2025 – Medellín, Antioquia, 5-6 November, Medellín, Colombia	5-6 November 2024	UN Tourism Affiliate Member logo
Universidad Complutense	UN Tourism Affiliate Member	official web page: https://comercioyturismo.ucm.es/		UN Tourism Affiliate Member logo
Conseil Québécois des ressources humaines en tourisme - CQRHT	UN Tourism Affiliate Member	official web page: https://cqrht.qc.ca/	2024-2025	UN Tourism Affiliate Member logo
Toronto School of Management	Not a UN Tourism Member	Event: TSOM Hospitality and Tourism Sustainability Workshop Series Hospitality & Tourism Sustainability Best Practices: Evidence from Brazil and UN Tourism (14 November)	From 14 November -2 months post event	With the participation
Fundacion ONCE	UN Tourism Full or Associate Member	Event: Accessible Tourism: harnessing the benefits of inclusive destinations for companies and people. FITUR	23 January 2023, IFEMA, North Conference Centre, Room N111+N112, Madrid	Main logo
Secretaría General Iberoamericana	Not a UN Tourism Member	Publication: “La integración de la Agenda 2030 en la política turística en Iberoamérica. Los casos de Chile, Colombia, México y República Dominicana”.		In collaboration with
Quiroz Advisors – QA Legal	Not a UN Tourism Member	Jornada de debate: “Tendencias y mejores prácticas del Turismo Internacional: Desafíos y perspectivas del Turismo en República Dominicana” (13 January 2025)	23 December 2024 – 13 January 2025	In collaboration with
Secretaría General Iberoamericana (SEGIB)	Not a UN Tourism Member	Publication “La integración de la Agenda 2030 en la política turística en Iberoamérica. Los casos de Chile, Colombia, México y República Dominicana”.	Presentation during Fitur	In collaboration with
Hochschule Geisenheim University	Not a UN Tourism Member	Publication: Report on International Wine Tourism Trends or International Wine Tourism Barometer	From 15 January	In collaboration with
Africa Tourism Partners	UN Tourism Affiliate Member	event: Africa Youth In Tourism Innovation Summit, 10-13 June 2025, Nairobi	For the event	In collaboration

University of South Florida	UN Tourism Affiliate Member	promotional materials and official web page : https://www.usf.edu/business/schools/hospitality-tourism-management/	While Affiliate Member	UN Tourism Affiliate Member logo
The European Historic Thermal Towns Association	UN Tourism Affiliate Member	Event: The thermal Tourism Congress, 4-6 June 2025 Budapest, Hungary	During and after the event	In collaboration
SmArt Tourism and Hospitality Consulting	UN Tourism Affiliate Member	email signature & official web page. https://smart-thc.com/en/home/	While Affiliate Member	UN Tourism Affiliate Member logo
TORNUS	UN Tourism Affiliate Member	promotional material	While Affiliate Member	UN Tourism Affiliate Member logo
Ministry of Tourism, Jamaica	UN Tourism Full or Associate Member	Event: Global Tourism Resilience Conference, 17-19 February 2025	Promotion of the conference and the conference period	In collaboration with
2025				
China National Tourism Office in Spain	UN Tourism Full or Associate Member	FITUR Cruises posters	January 25 th 2024 – From the date the logo is accepted to January 28 th 2024	with the participation of
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	UN Tourism Full or Associate Member	Event at ITB Berlin 2025: Breaking Barriers: Pathway to Inclusive Employment and Accessible Tourism	During the preparation and post-event promotion of the event. Feb 2025 – October 2025 (Agreement end date)	Main logo
Global Journey Consulting	UN Tourism Affiliate Member	promotional materials and official web page: https://www.gj-consulting.com/en	While Affiliate Member	UN Tourism Affiliate Member logo
International Masters Games Association (IMGA)	UN Tourism Affiliate Member	promotional materials and official web page: https://imga.ch/	While Affiliate Member	UN Tourism Affiliate Member logo
Amsa Hospitality	UN Tourism Affiliate Member	promotional materials and email signature	While Affiliate Member	UN Tourism Affiliate Member logo
Sarawak Tourism Board	UN Tourism Affiliate Member	event: Rainforest Youth Summit 2025 (RAYS), 18-20 June 2025, Sarawak, Malaysia	While Affiliate Member	UN Tourism Affiliate Member logo
Argentine Chamber of Tourism	UN Tourism Affiliate Member	event: 2nd Americas Mountain and Snow Conference & Expo, 29-30 August 2025 San Martín de los Andes, Neuquén, Argentine	For the duration of the event	In collaboration with
Kuoni Global Travel Services (Schweiz) AG	UN Tourism Affiliate Member	promotional materials and official web page: https://www.kuonitumlar.com/	While Affiliate Member	UN Tourism Affiliate Member logo
Ciudades del futuro	Not a UN Tourism Member	Event: Feria Internacional de Destinos Inteligentes –	Since the preparation of the event until the	With the participation

		FIDI Bonito 2025, 19-22 March, Mato Grosso do Sul, Brasil	publication of the final report	
Lithuania	UN Tourism Full or Associate Member	Event: Future Hospitality and Tourism Forum, Vilnius, Lithuania, April 1-3, 2025	February 21- April 3, 2025	With the participation
Smart Travel News	Not a UN Tourism Member	Event: Smart Travel News Inspire, 2 April 2025, Kinépolis Diversia (Alcobendas, Madrid)	10 March 2025 -2 April 2025	With the participation
World Tourism Cities Federation (WTCF)	Not a UN Tourism Member	WTCF Hong Kong Fragrant Hills Tourism Summit 2025, 14-17 April 2025, Kerry Hotel, Hong Kong, China	4-5 days from 13-17 April 2025 during the Summit	With the participation
Confederación Española de Organizaciones Empresariales – Consejo de Empresarios Iberoamericanos (CEOE – CEIB)	Not a UN Tourism Member	Event: II Foro Iberoamericano de Turismo, 14-15 May, Santa Marta, Colombia	From the approval date to 28 May	In collaboration
Strategic Events and Exhibitions	Not a UN Tourism Member	Event: AIM CONGRESS (April 8th, 10am-12pm. ADNEC; Abu Dhabi. Ministerial Roundtable)	2 hours	In collaboration
Fujairah Adventures Center	UN Tourism Affiliate Member	event: Fujairah International Conference of Adventures Tourism, 21 April Fujairah, UAE	19-25April	With the participation
Caribbean University	UN Tourism Affiliate Member	event: 2nd edition of Applied Research Tourism Lab, 30 June-10 July 2025, Cancun, Mexico	March-July 2025	UN Tourism Affiliate Member logo
University of Malaga	UN Tourism Affiliate Member	promotional materials	While Affiliate Member	UN Tourism Affiliate Member logo
ASICOTUR	UN Tourism Affiliate Member	event: II Congreso de Cooperación turística Internacional : CONECTA & LIDERA, 28 -29 May 2025, Porriño, Spain	28-29 May 2025	UN Tourism Affiliate Member logo
Thailand Ministry of Tourism and Sports	UN Tourism Full or Associate Member	Event: The Thailand Tourism Forum 2025 (6-8 May 2025)	6-8 May 2025	In collaboration with.
META	Not a UN Tourism Member	Event: Tourism Capacity Building workshop at Meta Office, 16 May, South Africa	during the event and as needed prior to the event	In collaboration with
Republique Democratique du Congo	UN Tourism Full or Associate Member	Event: 1 st World Music and Tourism Festival, 16-18 July 2025	During the preparations of the event and the event itself	In collaboration with
Angola Ministry of Tourism	UN Tourism Full or Associate Member	Event: 2nd UN Tourism & ICAO Ministerial Conference on Tourism and Air Transport in Africa, 22-24 July	60 days	Main logo

Cornell University	Not a UN Tourism Member	Communications related to new scholarship available	Through December 31, 2025.	Main logo
United Nations Publications	Not a UN Tourism Member	Publication: essential UN, updated edition. Publication date: summer 2025	Until a new edition of the volume is published (5-7 years)	Main logo
European Network for Accesible Tourism (ENAT) a.s.b.l.	Not a UN Tourism Member	Event: Destinations for All. Third World Summit on Accessible Tourism, Torino, Italy, 5th to 7th October 2025	From 8 th April 2025 to 31 st October 2025	In collaboration with
International Tourism Alliance of Silk Road Cities (ITASRC)	Not a UN Tourism Member	Event: Silk Road Dialogue, Chengdu China (27-30 May 2025)	For the event	With the participation
Organizing Committee of the Sichuan International Travel Expo (SITTE)	Not a UN Tourism Member	Event: The 11 th International Travel Expo, April 25 – 27, Leshan		With the participation
International Mountain Tourism Alliance	Not a UN Tourism Member	Event: International mountain Tourism Day 2025 Theme Events, May 29, 2025, Gran Canaria (Spain)	May 27-May 30, 2025	With the participation
Misión Permanente de República Dominicana	UN Tourism Full or Associate Member	Evento: Conferencia Magistral – Diplomacia Turística: una visión de representación internacional	One week before the event and one week after the event	With the participation
Chinese Embassy in Spain	UN Tourism Full or Associate Member	Event: concert on the Occasion of the International Day for Dialogue among Civilizations (12 June 2025)	One day	In collaboration
Japan Tourism Agency	UN Tourism Full or Associate Member	Event: Tourism Resilience Working Level Meeting 2025 (8 July and early December)	From May to February 2026	In collaboration with
QA Legal, Quiroz Advisors Grupo Puntacana	Not a UN Tourism Member	Event: I Congreso Regional del Observatorio del Derecho del Turismo para América Latina y el Caribe (14-16 julio, Punta Cana, República Dominicana)	From 3 to 17 July	Main logo (our event)
Aseer Development Authority	UN Tourism Affiliate Member	official website: https://discoveraseer.com/en and email signatures	During the membership	UN Tourism Affiliate Member logo
Széchenyi István University	UN Tourism Affiliate Member	promotional materials for the event: Kautz Conference on Business and Economics 2025, Győr, Hungary – October 8-11, 2025, https://kautzconference.sze.hu/home and official web page : https://admissions.sze.hu/welcome	October 8-11, 2025	UN Tourism Affiliate Member logo
Oficina de Convenciones y Visitantes de Monterrey	UN Tourism Affiliate Member	official web page : https://ocvmt.com.mx/	During the membership	UN Tourism Affiliate Member logo

Academy of Hospitality, Tourism, and Wellness	UN Tourism Affiliate Member	official webpage : https://akademijahtw.bg.ac.rs/index.php?lng=ENG	During the c	UN Tourism Affiliate Member logo
TUI Care Foundation	UN Tourism Affiliate Member	for the official web page: https://tui.leoceros.com/?cmp_bypass=devpreview The video will be embedded into the website. It is under production. TUI Care Foundation website: https://www.tuicarefoundation.com/en/take-action/tourism-for-development-fund-application	During the collaboration	In collaboration
Peticion Balazs Companie / Hotel Casa Alberola	UN Tourism Affiliate Member	official web page www.casalberolahotel.com , email signature and plaque at the entry of the hotel	During the membership	UN Tourism Affiliate Member logo
CIMI360 – Congreso Internacional del Mercado Inmobiliario	Not a UN Tourism Member	Event: CIMI360 – Congreso Internacional del Mercado Inmobiliario, 13-14 August, 23-25 October)	July to 31 December 2025	With the participation
Busan Metropolitan City	Not a UN Tourism Member	The 1 st Global City Tourism Summit, 27-29 October 2025	From date of approval to the end of the event	In collaboration with
Ministry of Tourism of the Republic of Bulgaria	UN Tourism Full or Associate Member	The Art of Wine Tourism, 6-7 October 2025, Plovdiv Bulgaria	3 months of promotion before the event and after the event	Main logo
Camara de Comercio y Turismo LGBT de Brasil	Not a UN Tourism Member	Event: CONFERENCIA INTERNACIONAL DE LA DIVERSIDAD	9 September – 12 Septemebr	With the participation
Malta Tourism Authority	UN Tourism Full or Associate Member	Event - Tourism Law Conference in Europe: Challenges and opportunities, 18 September	26 July 2025 – 18 September 2025	In collaboration with
BASQUE CULINARY CENTER FUNDAZIOA	UN Tourism Affiliate Member	4 scholarships for educational programs on gastronomy tourism	4 scholarships for educational programs on gastronomy tourism	In collaboration with
Ministry of Culture and Tourism of China	UN Tourism Full or Associate Member	Event: Liangzhu Forum	18/10/2025 – 20/10/2025	In collaboration with
Almaty Tourism Bureau	Not a UN Tourism Member	Event: UN Tourism Regional Conference on the Empowerment of women in tourism in Europe 2025 (22-24 October 2025)	Before the event, and during the conference	Main logo
World Travel & Tourism Council	Not a UN Tourism Member	Publication: Nature Positive Tourism Webinar Series	Duration of webinar series and to remain on published action sheets	Main logo
World Tourism Cities Federation (WTCF)	Not a UN Tourism Member	Event: World Conference on Tourism Cooperation and	9-11 September 2025	In collaboration

		Development 2025 (11 September 2025 Beijing)		
Anhui Provincial Department of Culture and Tourism	Not a UN Tourism Member	Event: The 15 th Anhui International Culture and Tourism Festival (16 th October 2025, Anhui, China)	From October 1 st to October 31 st 2025	With the participation
Asovguajira, Asociacion de Agencias de viajes y turismo de La Guajira	Not a UN Tourism Member	Evento/publicación: II Foro de Turismo Regenerativo cultural y oportunidades en La Guajira (26 septiembre 2025)	26 septiembre 2025	With the participation
Ministere Du Tourisme et Des Loisirs Cote	UN Tourism Full or Associate Member	Event: Abidjan International Tourism and Leisure Fair (19-21 September)	6 months	With the participation
Agence Nationale de Promotion du Tourisme "Faso Tourisme" / Ministère de la Communication, de la Culture, des Arts et du Tourisme Burkina Faso	UN Tourism Full or Associate Member	Event: Ouagadougou International Tourism and Hospitality Fair (25-28 September 2025)	For the event	With the participation
Asociación Nacional de Estudiantes de Turismo	Not a UN Tourism Member	Event: Congreso Internacional de Estudiantes de Turismo (CIT Rosario), 2-5 octubre 2025	Date of approval until mid-November	With the participation.
Ministry of Tourism and Sport Croatia	UN Tourism Full or Associate Member	Event: The Final Ceremony of Sustainable Tourism Awards, 19-21 November 2025	September-November 2025	In collaboration with.
USI – Università della Svizzera italiana	Not a UN Tourism Member	Event: "Fashion and Cultural Tourism – Connecting Creators, Businesses and Destinations" 23-24 October 2025	Until the event has taken place	In collaboration with
BRAZTOA – Asociación Brasileña de Operadores Turísticos	Not a UN Tourism Member	Event: Premio Braztoa de Sostenibilidad 2025 y Anuario Braztoa 2026.	durante su promoción anterior, hasta el 8 de diciembre de 2025, y luego de su realización en la divulgación de los resultados, hasta el 31 de enero de 2025. En las páginas dedicadas a agradecer a sus aliados institucionales del Anuario Braztoa 2026	With the participation