

# World Tourism Day 2025 “Tourism and Sustainable Transformation”

Melaka, Malaysia, 27 September 2025

## Concept note:

World Tourism Day 2025 highlights tourism’s transformative potential as an agent of positive change. Realizing this potential, however, demands more than growth alone. It requires good governance, strategic planning, robust monitoring and clear priority setting that align with long-term sustainability goals. Tourism is more than an economic sector, it is a catalyst for social progress, delivering education, employment and creating new opportunities for all. To unlock these benefits, a deliberate and inclusive approach is essential, one that places sustainability, resilience and social equity at the core of tourism development and decision-making.

Sustainable tourism transformation must begin with effective governance and people-centric planning. Investment in education and skills, especially for youth, women, and communities at risk of exclusion is crucial. Despite tourism’s growth potential, nearly half of young people in emerging destinations lack adequate training to participate effectively. To bridge this gap, governments and stakeholders must make accessible, high-quality educational programmes and vocational training a priority. These should be tailored to the evolving needs of the tourism sector and empowering individuals to excel and contribute meaningfully to our collective progress.

Tourism must also be powered by strategic innovation and responsible entrepreneurship. Digitalization and innovative business models present immense opportunities. Thus, supporting MSMEs and startups, especially those led by women and youth, can significantly contribute to inclusive prosperity and sustainable economic diversification.

On the other hand, sustainable investments are also a powerful lever for transformation. Between 2019 and 2024, the sector attracted over 2,300 greenfield FDI projects, representing USD 126 billion in investment. However, investments must prioritize long-term community benefits, resilience building and climate action. Investments must be smarter and more sustainable. Guided by the UN Tourism Principles of Sustainable Tourism Investment, public and private stakeholders must collaborate to align growth with climate goals, social impact and innovation.

Responsible stewardship of natural resources is another core element. Tourism stakeholders must proactively address their impact by significantly reducing emissions conserving biodiversity and investing in resilient infrastructure to safeguard our natural resources and ecosystems and ensure resource availability for future generations.

This World Tourism Day issues a clear and urgent call: let us commit to making tourism a platform for systemic and sustainable transformation, guided by effective governance, strategic planning, rigorous monitoring and clear collective priorities.

Tourism has the potential not only to foster peace, but to empower, regenerate and sustainably transform our world. The time to act is now. Let’s realize tourism’s full potential to build a more sustainable, inclusive and resilient future for all.