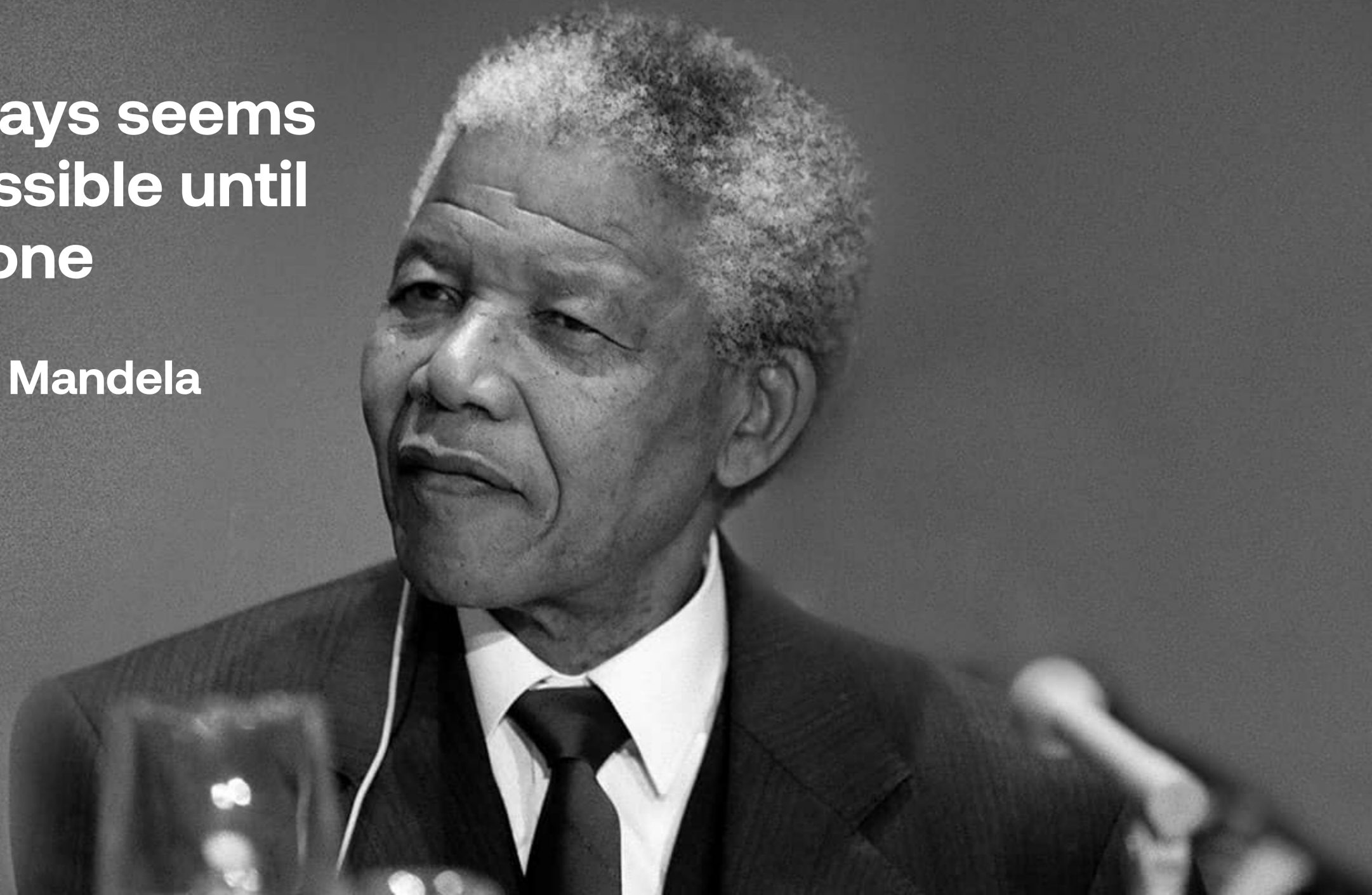


**It always seems
impossible until
it's done**

Nelson Mandela





UN Tourism

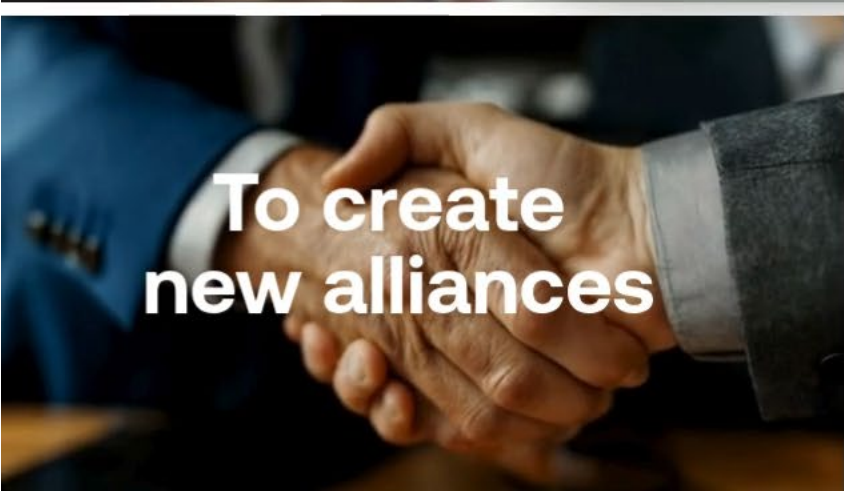
26th General Assembly

RIYADH, SAUDI ARABIA 7 - 11 NOVEMBER 2025

Report of the Secretary-General



A new Department for Innovation, Education and Investments



To create
new alliances



To foster a culture of
investment



To establish a 360-
degree approach to
education





**We have twice been
formally recognized as
an innovation pioneer**





European Bank
for Reconstruction and Development



BANCO DE DESARROLLO
DE **AMÉRICA LATINA**



IDB
Inter-American
Development Bank

FINANCIAL TIMES



TOURISM INVESTMENT 2018 ▶ UNWTO COMMENT
3

Tourism FDI: key to job creation and economic growth worldwide

by Zurab Pololikashvili, UNWTO secretary-general



Tourism is one of the leading economic sectors of our time. The Tourism Investment 2018 report from the Financial Times' FDI Intelligence establishes the link between FDI in tourism as a driver of job creation and economic growth across the globe.

After fuels and chemicals, tourism is firmly established as the world's third largest export category, ahead of automobiles and food, and representing 30% of exports in services. In many fast-growing economies, tourism is already the number one export.

The report shows that FDI in tourism remained strong between 2013 and 2017, translating into hundreds of projects and tens of thousands of decent employment opportunities each year, which represent a staggering 10% of the world's GDP and jobs.

As the report's research proves, FDI in tourism has the capacity to create hundreds of thousands of jobs within the span of half a decade. Some regions, including Asia-Pacific, Europe, Latin America and the Caribbean,

 Fostering investment in innovation, technology and entrepreneurship to stimulate the business environment for tourism is an UNWTO priority

saw billions of dollars of capital invested and tens of thousands of jobs created in 2017 alone. This provides us with a very positive outlook for FDI in tourism as we head to the end of the decade, and serves as proof of our sector's resilience and reliability for world economies.

It is important to note that beyond its positive economic impact, tourism also makes a social and environmental contribution. The UN World Tourism Organization (UNWTO) is committed to further strengthening tourism

as a key partner of the UN's Sustainable Development Goals (SDGs). The sector's considerable economic weight, as well as its reach into a wide range of sectors – from infrastructure, energy and communication to food production, transport and sanitation – gives it the responsibility and the power to play an important role in securing a sustainable and secure future for our societies and economies. For this reason tourism is explicitly featured as a target in SDG 8, on inclusive and sustainable economic growth and jobs.

Fostering investment in innovation, technology and entrepreneurship to stimulate the business environment for tourism is an UNWTO priority, and we will continue to work with our partners to increase FDI in tourism and its considerable benefits to economies and societies. I am grateful to FDI Intelligence for issuing this report, which supports UNWTO's conviction that tourism deserves to be mainstreamed into economic policy and development agendas worldwide, at national, regional and international levels.





TOURISM DOING BUSINESS
INVESTING IN
TANZANIA

TOURISM DOING BUSINESS
INVIRTIENDO EN
REPÚBLICA DOMINICANA

TOURISM DOING BUSINESS
INVIRTIENDO EN
PARAGUAY

TOURISM DOING BUSINESS
INVESTING IN
MAURITIUS

TOURISM DOING BUSINESS
INVESTING IN
TAJIKISTAN

TOURISM DOING BUSINESS
INVIRTIENDO EN
ARGENTINA



UN TOURISM

TOURISM DOING BUSINESS
INVESTING IN
INDONESIA

TOURISM DOING BUSINESS
INVESTING IN
NAMIBIA

TOURISM DOING BUSINESS
INVESTING IN
ARMENIA

TOURISM DOING BUSINESS
INVESTING IN
SOUTH AFRICA

TOURISM DOING BUSINESS
INVIRTIENDO EN
BRASIL

TOURISM DOING BUSINESS
INVESTING IN
MOROCCO



ONU Turismo



TOURISM DOING BUSINESS
INVIRTIENDO EN
PANAMÁ

TOURISM DOING BUSINESS
INVIRTIENDO EN
GUATEMALA

TOURISM DOING BUSINESS
INVIRTIENDO EN
CUBA

TOURISM DOING BUSINESS
INVESTING IN
URUGUAY

TOURISM DOING BUSINESS
INVIRTIENDO EN
COLOMBIA

TOURISM DOING BUSINESS
INVIRTIENDO EN
EL SALVADOR



TOURISM DOING BUSINESS
INVESTING IN
GEORGIA

TOURISM DOING BUSINESS
INVESTING IN
ZAMBIA

TOURISM DOING BUSINESS
INVESTING IN
UZBEKISTAN

TOURISM DOING BUSINESS
INVIRTIENDO EN
HONDURAS

TOURISM DOING BUSINESS
INVESTING IN
JORDAN

TOURISM DOING BUSINESS
INVIRTIENDO EN
PERÚ



TOURISM DOING BUSINESS
INVESTING IN
TAJIKISTAN

TOURISM DOING BUSINESS
INVESTING IN
ALBANIA

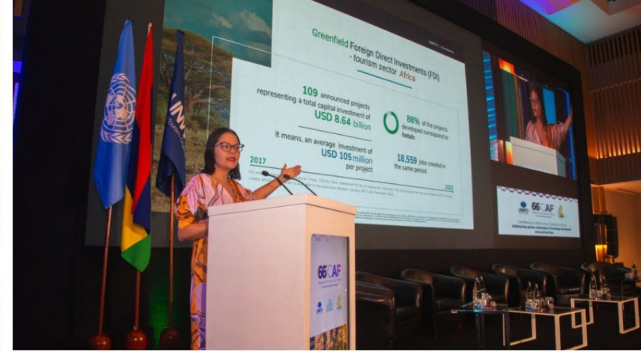
TOURISM DOING BUSINESS
INVESTING IN
MOZAMBIQUE

TOURISM DOING BUSINESS
INVESTING IN
CHILE

TOURISM DOING BUSINESS
INVESTING IN
ECUADOR

TOURISM DOING BUSINESS
INVIRTIENDO EN
COSTA RICA







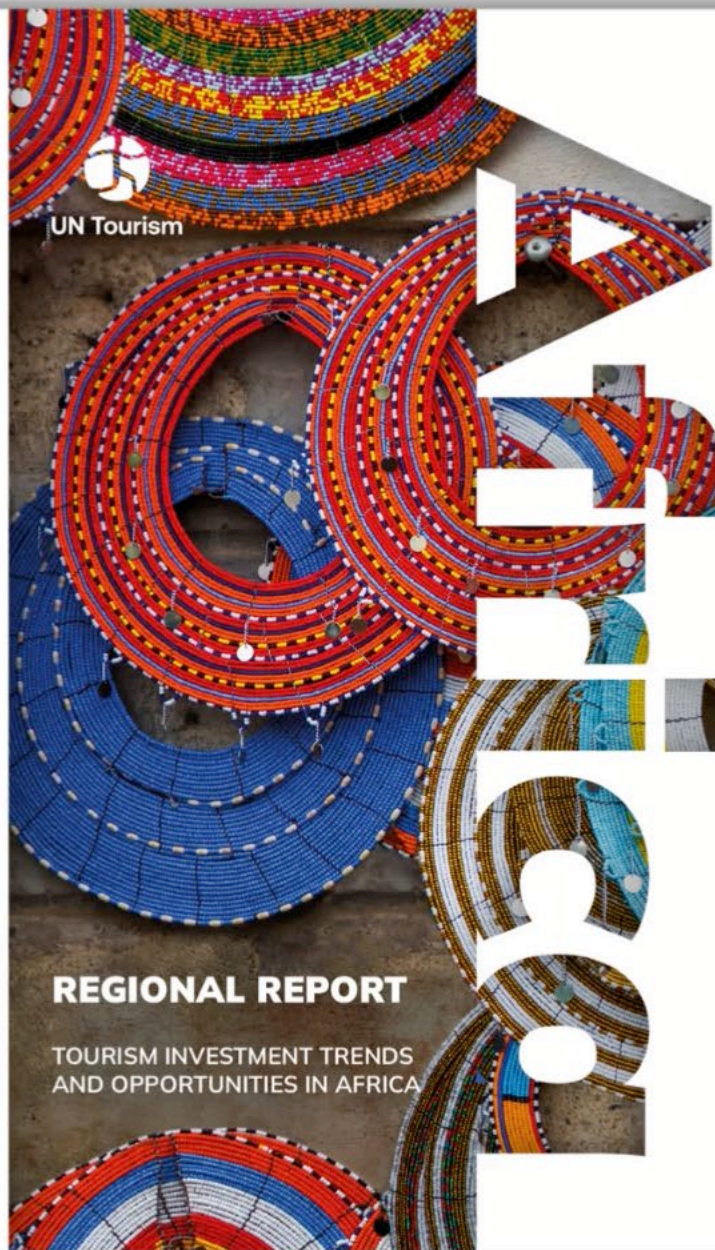


UN Tourism Agenda for Africa

Tourism for inclusive
growth

1. **Advocating the Brand Africa**
SDGs: **8, 10, 11, 14, 15**
2. **Promoting Travel Facilitation (Connectivity / Visa)**
SDGs: **8, 9**
3. **Strengthening Tourism Statistics Systems**
SDGs: **4, 8, 10**
4. **Expanding of Capacity Building incl. Training Facilities**
SDGs: **4, 8, 10**
5. **Promoting Innovation and Technology**
SDGs: **8, 9**
6. **Fostering Resilience (Safety + Security, Crisis Communication)**
SDGs: **8, 12, 13, 16**
7. **Unlocking Growth through Investment Promotion and Public Private Partnerships**
SDGs: **8, 9, 12, 17**
8. **Empowering Youth and Women through Tourism**
SDGs: **5, 8, 10**
9. **Advancing the Sustainability Agenda (esp. Biodiversity)**
SDGs: **12, 13, 14, 15**
10. **Promoting Cultural Heritage**
SDGs: **8, 16**

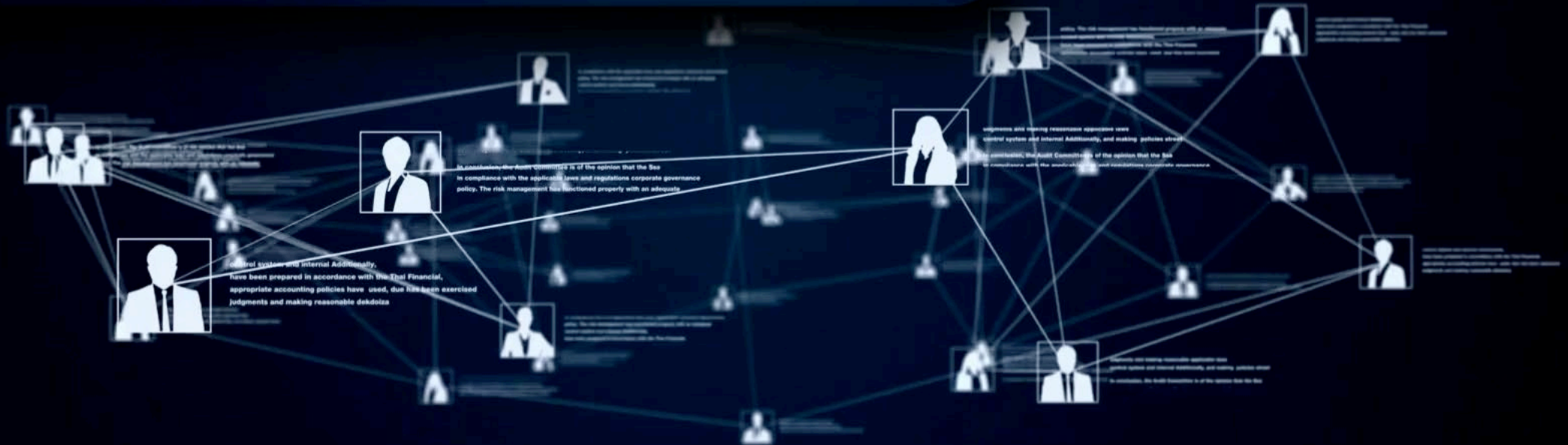




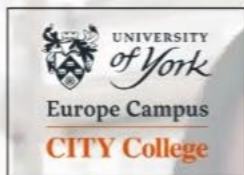


UN Tourism

Education Committee



ie



Barcelona School
of Tourism, Hospitality
and Gastronomy



PONTIFICIA
UNIVERSIDAD
CATÓLICA
DE CHILE



Universidad
Externado
de Colombia



SOMMET
EDUCATION

UP

Universidad
de Palermo

 **Summit**



جامعة الشارقة
UNIVERSITY OF SHARJAH



UNIVERSITY OF
SURREY

Tourism education agenda



UN Tourism

EDUCATION **TOOLKIT**

For the **incorporation of tourism** as a subject in **high schools**.

Academic Partners for the use of their methodologies:



Cambridge Assessment
International Education







Over 40,000 registered students

**UN Tourism
Online
Academy**



UN Tourism

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Andorra
Themis
Foundation





UN Tourism

TedQual

Quality in Education



**Our achievements will deliver
opportunities and drive transformation**





**The greatest challenge that
global tourism has ever faced**



100% of global
destinations had
travel restrictions in
place







SUPPORTING JOBS AND ECONOMIES THROUGH TRAVEL & TOURISM

A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and
Accelerate Recovery

#TRAVELTOMORROW

This document was prepared by the World Tourism Organization (UNWTO) with the contribution of the Members of the Tourism Crisis Committee comprised of UNWTO, representatives of its Members States, the World Health Organization (WHO), the International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO), and the private sector - the UNWTO Affiliate Members, Airports Council International (ACI), Cruise Lines International Association (CLIA), International Air Transport Association (IATA) and World Travel and Tourism Council (WTTC).

Madrid, Spain, 1 April 2020



COVID-19
RESPONSE

WORLD TOURISM ORGANIZATION

(UNWTO)

COVID-19 TOURISM RECOVERY TECHNICAL ASSISTANCE PACKAGE



SUMMARY OF RECOMMENDATIONS

Declaración de Madrid

EL TURISMO EN EL SIGLO XXI

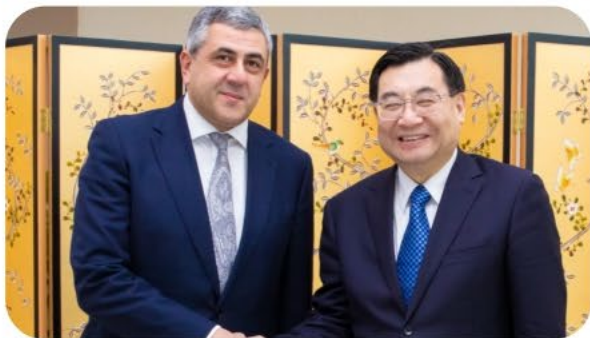


UNWTO

Organización Mundial del Turismo



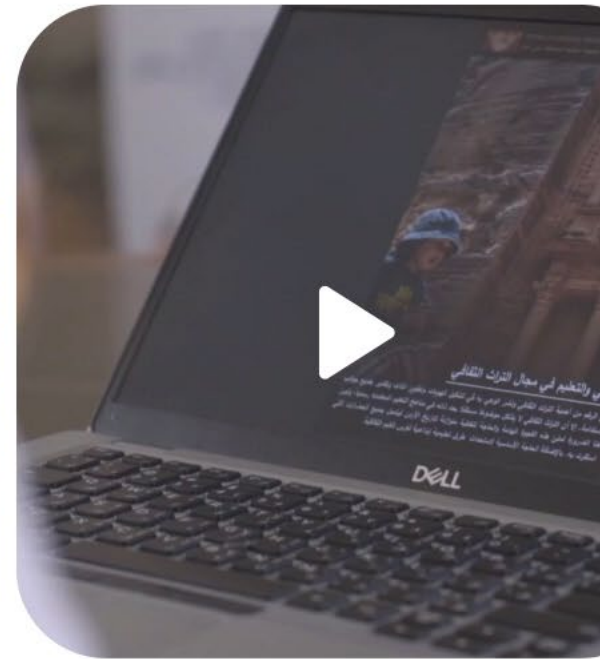
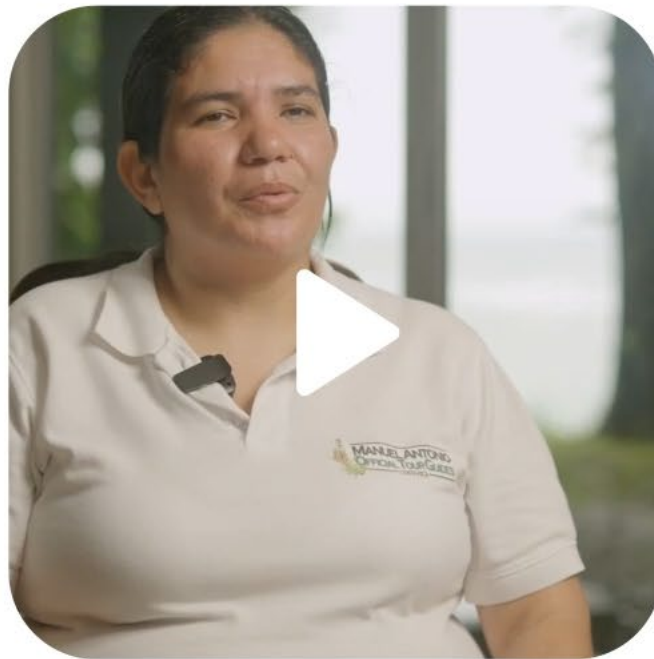




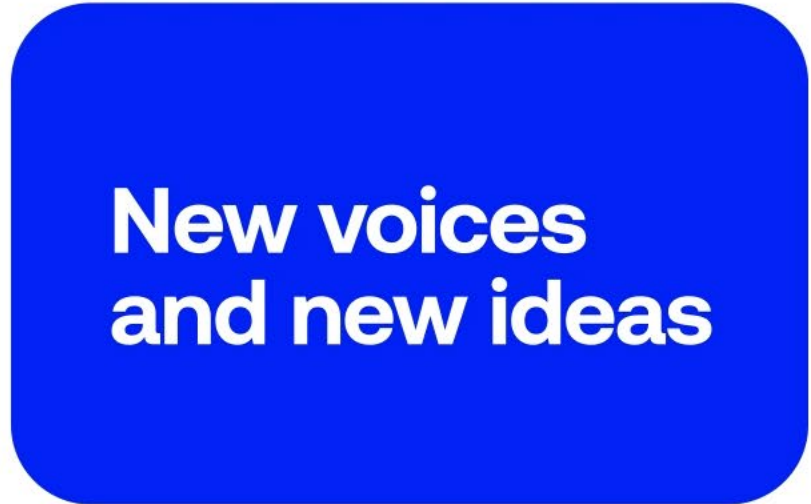
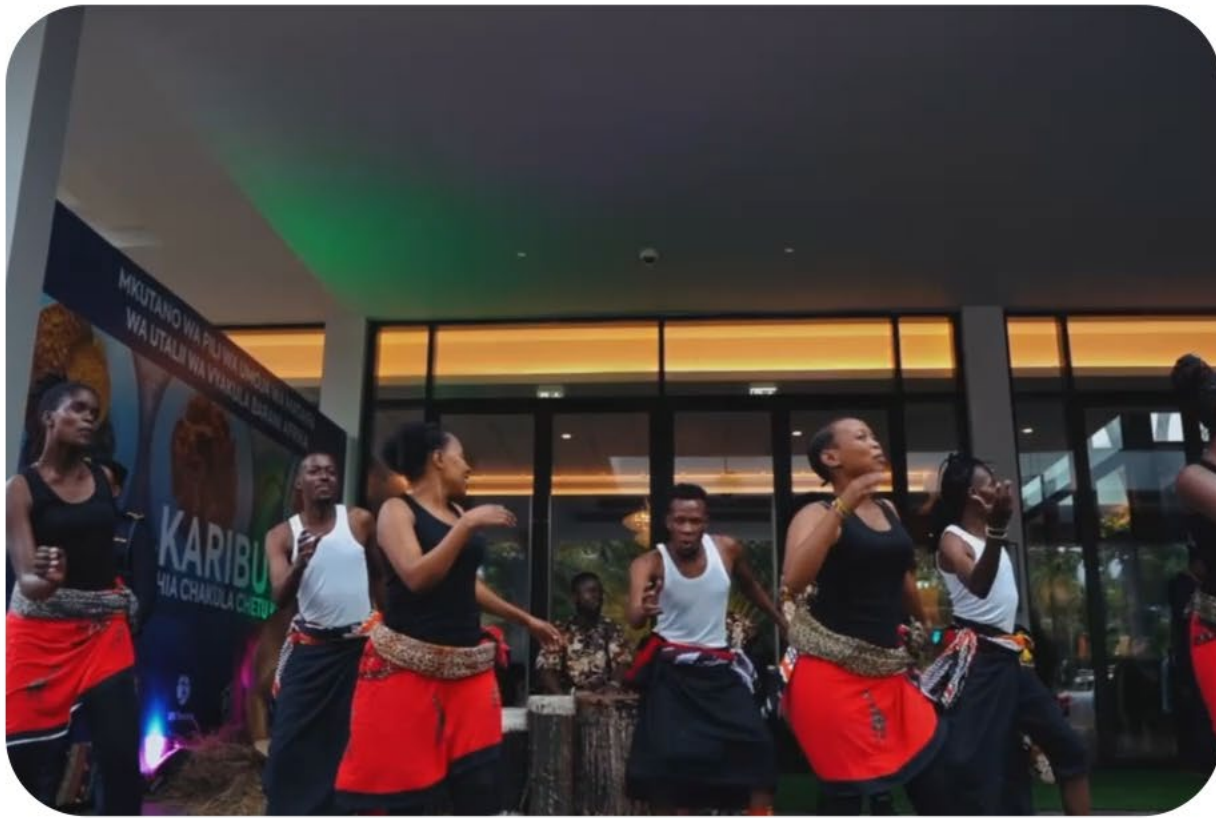
The Centre Stage programme



CENTRE STAGE
WOMEN'S EMPOWERMENT









A photograph of a war-torn city street. In the foreground, there is a large pile of debris, including wooden planks, bricks, and twisted metal. In the background, several buildings are visible. One building on the left is heavily damaged, with its brick and plaster walls crumbling. Another building in the center has a large section of its roof and upper walls missing, revealing the internal structure. To the right, a building with blue-painted walls and a large arched window stands, though it also shows signs of damage. Further right, a white building with multiple windows is partially visible. The sky is a pale blue with some light clouds. The overall scene conveys a sense of destruction and the aftermath of conflict.

War and insecurity

The image features a warm, golden sunset or sunrise scene. In the foreground, several tall, thin stalks of grass are silhouetted against the bright sky. A semi-transparent, rounded rectangular box is centered in the middle of the image, containing white text. The sun is visible as a bright, glowing orb on the right side of the box, partially obscured by its edge. The overall atmosphere is peaceful and hopeful.

**Tourism's unique power to build
peace and bring hope**





- 
- UNWTO Investment Framework with international financial institutions
 - Helping Members to generate tourism investment projects
 - Green Investment Programme with IFC (2nd phase)
 - "Tourism for Tomorrow" Non-Profit Fund
- 05:21





The Statistical Framework for Measuring the Sustainability of Tourism

A night-time photograph of the United Nations Secretariat Building in New York City. The building is brightly lit, and its name "UNITED NATIONS" and "NATIONS UNIES" is visible above the entrance. The building is flanked by two long rows of flags from various member states. The scene is captured from a low angle, looking up at the building. The text "UN Tourism data will help guide global actions" is overlaid in white, bold, sans-serif font across the center of the image.

**UN Tourism data
will help guide global actions**

A photograph of a wind farm at sunset. The sun is a bright orange orb on the left side of the horizon. Several white wind turbine towers and blades are visible, some in the foreground and others in the distance. The sky is a mix of orange, yellow, and blue. The overall scene is serene and emphasizes renewable energy.

**Global challenges
require global
solutions**





UN Tourism



Ministry of Tourism



Dominican Republic
Has it All

1st UN Tourism Africa & Americas Summit

Conferencia de ONU Turismo para
África y las Américas

Sommet ONU Tourisme pour
l'Afrique et les Amériques

October 2023
Punta Cana

Del 2 al 4 de Octubre
Punta Cana

Du 2 au 4 Octobre
Punta Cana















350

New Affiliate Members





UN  HABITAT



World Health
Organization



UN Tourism



UN 
WOMEN









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Forbes



新华社
XINHUA NEWS AGENCY

euro
news.











UN Tourism








MOROCCO
PRESENTS





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Rectorate

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Samarkand

UNWTO thematic
office

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Full-fledged Regional Office

with a focus on resilience



UN Tourism



联合国世旅组织









**I never lose.
I either win or learn**

Nelson Mandela

