



全体大会

第 26 届会议

沙特阿拉伯利雅得

2025 年 11 月 7 日至 11 日

议程项目 17

关于“人工智能与创新对塑造全球旅游业影响”的专题会议——审议并通过《关于旅游业未来的利雅得宣言》

A/26/17

Madrid, 17 October 2025

Original: English

联合国世旅组织正走向绿色。全体大会所有文件均可在联合国世旅组织网站获得：<https://www.unwto.org/zh-hans>，或使用此处二维码。



报告：《关于旅游业未来的利雅得宣言》

执行概要

在执行委员会第 123 届会议上，沙特阿拉伯王国为全体大会第 26 届会议提出了一系列成果，得到了执委会的支持。这些成果之一是关于旅游业人工智能的部长宣言。

将就这一主题举行专题会议和辩论，以期通过相应的宣言。

拟议的《关于旅游业未来的利雅得宣言》作为附件 I 附于本文件，并于 2025 年 10 月 2 日通过普通照会分发给成员国，提交意见的截止日期为 2025 年 10 月 15 日。



决议草案¹

议程项目 17

关于“人工智能与创新对塑造全球旅游业影响”的专题会议——
审议并通过《关于旅游业未来的利雅得宣言》
(文件 A/26/17)

大会，

听取了对专题会议以及随后辩论的介绍与发言，

1. 感谢发言者和各成员就人工智能的出现给旅游业带来的挑战和机遇提出见解和贡献；

2. 认识到迫切需要采取行动，管理这一发展并收获其所有的裨益；

审查了《关于旅游业未来的利雅得宣言》的报告(A/26/17号文件)，

注意到执行委员会有关《关于旅游业未来的利雅得宣言》的[XXX]号决定，

3. 通过了该《宣言》；

4. 欢迎执行委员会以伙伴关系驱动模式、完全利用预算外资源就“旅游业未来公约”的预期草案编写技术报告；

5. 注意到《宣言》中有关“旅游业未来公约”预期草案的章节，须待收到资助技术报告编写工作的预算外捐款后方可实施；以及

6. 请秘书长向执行委员会 2026 年第一届常会报告取得的进展，以及为“旅游业未来公约”预期草案调动的资金情况。

¹本文件为决议草案，关于大会最终通过的决议，请参考届会结束后发布的决议文件。

I. 关于“人工智能和创新对塑造全球旅游业的影响”专题会议的方案

1. 建议专题辩论的结构如下：
 - (a) 开场陈述
 - (b) 主旨发言：“旅游业的未来：人工智能与全球投资趋势”
 - (c) 《沙特阿拉伯投资指南》的正式移交
 - (d) “联合国世旅组织人工智能挑战”颁奖典礼
 - (e) 私营部门在旅游业人工智能领域的领导地位
 - (f) 高级别政策辩论：“人工智能推动旅游业转型”

II. 《关于旅游业未来的利雅得宣言》

1. 如向执行委员会第 123 届会议提交的报告（CE/123/8 Add.1）所述，沙特阿拉伯政府通过 2025 年 4 月 22 日的来函，请求执行委员会的支持和各成员国的合作，以期在全体大会第 26 届会议上取得与旅游业人工智能（AI）相关的以下成果：
 - (a) **衡量旅游业人工智能的全球框架**：制定标准化方法，以评估整个旅游生态系统中人工智能的成熟水平、采用情况及其影响。
 - (b) **旅游业人工智能应用指南**：提供可操作的全球指南和针对特定行业的人工智能建议，以支持旅游业负责任地采用人工智能，并为政策制定者和企业提供工具包，概述最佳监管做法和风险管理策略，同时为成员提供如何实施指南的培训方案。
 - (c) **关于旅游业人工智能的部长宣言**：为旅游业整体以符合道德、包容和负责任的方式采用人工智能拟定共同原则，报全体大会核准。
2. 执行委员会在 2025 年 5 月 31 日通过的第 [11\(CXXIII\)](#) 号决定中注意到这些拟议成果，并鼓励各成员合作实现这些成果。
3. 2025 年 10 月 2 日，秘书处通过一份普通照会，向成员国转递了沙特阿拉伯提出的“关于旅游业未来的利雅得宣言”草案，请它们审查该草案，并迟于 10 月 15 日提交意见或评论，以便及时整合一个修订文本。
4. 该宣言草案申明以下目标：
 - (a) 立即采取行动实现可持续性
 - (b) 推进旅游业的数字化转型和创新
 - (c) 加强行业的复原力
 - (d) 坚持强有力的数据治理做法
 - (e) 解决劳动力短缺和技能差距问题
 - (f) 促进尊重文化和社会包容的旅游业
 - (g) 应对游客分布不均的挑战

- (h) 改善旅游基础设施和公共安全
- (i) 确保公平和包容性的旅游经济，以及
- (j) 呼吁联合国世旅组织起草一项推进这些目标的“旅游业未来公约”。

5. 此外，该宣言草案要求秘书处交付以下成果：

- (a) 启动《人工智能对旅游业影响报告和建议指南》，并在执行委员会 2026 年第一届常会上提交；
- (b) 编制人工智能与旅游业全球成熟度框架，并在执行委员会 2026 年第一届常会上提交；
- (c) 编写一份报告，说明成员国采纳和使用《人工智能对旅游业影响报告和建议指南》的情况，并在执行委员会 2027 年第一届常会上提交；以及
- (d) 编写一份关于“旅游业未来公约”的技术报告，包括评估其可能的范围和发展所需的资源，并在宣言通过后 12 个月内向执行委员会提交上述报告。

6. 秘书处指出，2026-2027 两年期工作方案和预算草案中没有预见到关于“旅游业未来公约”的技术报告，秘书处需要收到预算外捐款才能开始编写该报告。

Annex I: Riyadh Declaration on the Future of Tourism

RIYADH DECLARATION ON THE FUTURE OF TOURISM

Riyadh, Kingdom of Saudi Arabia, 10 November 2025

Cognizant of the centrality of the *2030 Agenda for Sustainable Development*, which sets out seventeen Sustainable Development Goals as a shared blueprint for people, planet, and prosperity; the UN General Assembly resolution on the promotion of sustainable tourism, for poverty eradication and environmental protection; and the UN General Assembly resolution on the promotion of sustainable and resilient tourism,

Recalling the UN Tourism General Assembly's endorsement of the Chengdu Declaration on *Tourism and the Sustainable Development Goals*, which affirms tourism's contribution to economic, trade, and cultural links between developed and developing countries; the Kyoto Declaration on *Tourism and Culture: Investing in Future Generations*, which commits to implementing innovative policies, strengthening capacities for sustainable development, and advancing local community empowerment and responsible tourism; the UN Tourism General Assembly's approval of the *International Code for the Protection of Tourists*, which sets standards for assisting and protecting tourists; and the General Assembly's adoption of the *Global Code of Ethics for Tourism*, which sets out principles for responsible and sustainable tourism development,

Recognizing that rapid technological advancements—including Artificial Intelligence (AI) and other emerging technologies—have the potential to fundamentally transform the global tourism sector, providing opportunities for growth and innovation while also creating risks of deepening inequalities between States with different levels of sectoral development,

Embracing the fact that these technologies will have profound and multifaceted effects on the future of tourism, including sustainability and environmental pressures, capacity and digital innovation gaps, exposure to crises and resilience challenges, workforce shortages and skills mismatches, cultural and social integration, overtourism and uneven distribution of visitors, infrastructure limitations, public safety concerns, and inequitable distribution of tourism benefits,

Therefore, we, the Ministers responsible for tourism of the Member States of UN Tourism, gathered in Riyadh, Kingdom of Saudi Arabia, in the context of the 26th session of the General Assembly of UN Tourism, acknowledge that Artificial Intelligence marks a turning point in the history of tourism, redefining how people travel, how destinations evolve, and how communities thrive. We declare that all Member States should:

1. **Act immediately to achieve sustainability**, placing it at the heart of tourism development by accelerating the shift toward low-impact models, protecting fragile ecosystems, and addressing climate pressures through collective action and responsible investment.
2. **Advance digital transformation and innovation** in the tourism industry by prioritizing investment in digital infrastructure, incentivizing innovation across the tourism value chain, and supporting the responsible integration of emerging technologies, taking into account different levels of maturity and existing infrastructures, to enhance competitiveness, visitor experience, and destination management.
3. **Strengthen sectoral resilience** by advancing risk preparedness, investing in adaptive infrastructure and systems, and fostering rapid response and recovery mechanisms to ensure continuity and stability in the face of disruptions.
4. **Uphold strong data governance practices** that ensure privacy, cybersecurity, and digital rights protection for tourists and industry.
5. **Address workforce shortages and skills gaps** by investing in tourism education and training, enhancing the attractiveness of tourism careers, and fostering stronger partnerships between governments, industry, and academia to build a skilled and future-ready workforce.

6. **Promote culturally respectful and socially inclusive tourism** by engaging authentically with local communities, safeguarding cultural heritage, and protecting the social fabric of host societies.
7. **Confront the challenges of uneven tourist distribution** by promoting destination diversification, easing pressures on overcrowded sites, and supporting policies and innovations that channel tourism flows toward emerging or underserved areas with high experiential value.
8. **Improve tourism infrastructure and public safety** by strengthening basic services, enhancing transport and connectivity, and embedding safety, security, and accessibility standards in the planning and operation of destinations.
9. **Ensure fair and inclusive tourism economies** by supporting local entrepreneurship—including technological and AI-driven initiatives—empowering small and medium enterprises, and promoting models that guarantee fairer value distribution across rural areas, local communities, and diverse segments of the tourism supply chain. Member States should also engage with UN Tourism in its efforts to foster responsible engagement with AI platforms as enablers of innovation and inclusion, while also encouraging countries to identify and assess the risks and benefits of AI in tourism. Such efforts should involve cost-benefit analyses and impact assessments prior to adoption, with particular attention to privacy, labour markets, and accessibility.
10. **Call on UN Tourism to draft a *Convention on the Future of Tourism*** that promotes the ideas contained in this Declaration.

We further direct:

- The Secretary-General to activate the AI Impact on Tourism Report and Recommendation Guide and to prepare a global maturity framework or index for AI and tourism, to help Member States assess their readiness, identify gaps, and guide responsible adoption of AI in the sector, and to present (i) the work done to activate the AI Impact on Tourism Report and Recommendation Guide at the Executive Council's first ordinary session of 2026; and (ii) the global maturity framework for consideration and possible adoption at the Executive Council's first ordinary session of 2026.
- UN Tourism to (i) prepare a report on the Member State adoption and use of the AI Impact on Tourism Report and Recommendation Guide and to prepare a global maturity framework or index for AI and tourism, including recommendations on how to improve both instrument and their utility these instruments. This report should incorporate comments and the experience of the Member States; and (ii) present this report to the Executive Council at its first ordinary session of 2027.
- The Secretary-General, in close consultation with Member States, to prepare a technical report on a future draft *Convention on the Future of Tourism*, including an assessment of its possible scope and resources required to draft such a convention, and to present it to the Executive Council within 12 months of the adoption of this Declaration.