

Plan to Accelerate Tourism Sector

Axis: 2. Stewarding Forests, Oceans and Biodiversity ▾

Key objective: 6. Efforts to conserve, protect, and restore nature and ecosystems with solutions for climate, biodiversity and desertification ▾

Solution: Global Partnership for Enhanced Climate Action in Tourism

Host initiative: Hosted by UN Tourism, as the lead organization of the Glasgow Declaration on Climate Action in Tourism, a Global Climate Action initiative registered under the UNFCCC Global Climate Action Portal (NAZCA). Implementation and coordination will be ensured through the Interinstitutional Working Group on Tourism and Climate Action within UN Tourism's Executive Council, providing a governance mechanism for continuity and reporting. The PAS will be developed and implemented in collaboration with the Government of Brazil, building on its leadership in advancing measurement and governance tools for climate action in tourism, and in alignment with the outcomes of COP29 and COP30, also in collaboration with the State Tourism Agency of Azerbaijan.

Scope: The Plan has a global and sectoral scope, targeting the transformation of tourism towards a low-carbon and climate-resilient future. It builds on the momentum of the COP29 Baku Declaration on Enhanced Climate Action in Tourism, endorsed by over 70 governments¹, which called for the integration of tourism into national climate processes, including the implementation of NDCs and NAPs, and recognized the Glasgow Declaration on Climate Action in Tourism as a key tool to advance implementation. The Plan will accelerate coordinated action across the tourism ecosystem (governments, destinations, businesses, and civil society), focusing on measurable mitigation outcomes while placing special emphasis on adaptation, given the high vulnerability of tourism to climate impacts. Activities will include piloting national methodologies for emissions measurement inspired by Brazil's pioneering work on assessing GHG emissions from tourism at national level; strengthening adaptation planning and resilience-building, following Brazil's leadership in the development a national adaptation plan for tourism; and promoting regenerative approaches as a basis for long-term sectoral transformation, through the release at COP30 of a global public consultation at the nexus of the climate and biodiversity agendas.

- Sectoral: Tourism sector

Levers assessment: *(each lever is described in the guidance document)*

- Risk-informed decision-making: Low maturity ▾

¹ Albania, Andorra, Angola, Azerbaijan, Belarus, Belgium, Bhutan, Bosnia and Herzegovina, Brazil, Bulgaria, Cambodia, Canada, Colombia, Costa Rica, Croatia, Czechia, Denmark, Dominican Republic, Ethiopia, Finland, Georgia, Guatemala, Hungary, Indonesia, Ireland, Israel, Japan, Jordan, Kazakhstan, Kenya, Kyrgyzstan, Liberia, Liechtenstein, Malta, Moldova, Mongolia, Montenegro, Morocco, Myanmar, Namibia, Netherlands, Nicaragua, Democratic People's Republic of Korea, North Macedonia, Norway, Oman, Pakistan, Peru, Portugal, Republic of the Congo, Romania, Russia, Serbia, Sierra Leone, Singapore, Slovakia, Spain, Sri Lanka, Suriname, Tajikistan, Trinidad and Tobago, Turkiye, Ukraine, United States of America, Uruguay, Uzbekistan, Venezuela, Vietnam, Zambia, Zimbabwe.

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- *Rationale: Risk tools are not yet systematically integrated into tourism planning and management. Data on climate exposure and vulnerability of destinations remain fragmented, limiting informed policy design and investment decisions..*
- **Technology shifts:** Medium maturity ▾
 - *Rationale: While relevant technologies (e.g., renewable energy, monitoring tools, efficient transport) are available, their uptake in tourism operations and destinations is uneven and often constrained by cost, capacity, and policy alignment gaps.*
- **Knowledge & Capacity building:** Medium maturity ▾
 - *Rationale: Foundational materials and training programmes have already been developed under the Glasgow Declaration on Climate Action in Tourism, supporting destinations and businesses in preparing and implementing climate action plans. However, uptake and practical application remain uneven across regions.*
- **Inclusive decision-making governance & design:** Medium maturity ▾
 - *Rationale: The operationalization (in November 2025) of the Interinstitutional Working Group on Tourism and Climate Action within UN Tourism's Executive Council, under the Chairmanship of Brazil, strengthens participatory and cross-sectoral governance by connecting Member States, UN entities, and non-state actors. It is foreseen that the Working Group will support the governance of the Global Partnership for Enhanced Climate Action in Tourism. However, broader inclusion of local communities, youth, and Indigenous groups in adaptation planning and decision-making remains limited and requires further attention.*
- **Standards & Taxonomies:** Low maturity ▾
 - *Rationale: The adoption of the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST) by the UN Statistical Commission in February 2024 provides an approved methodological foundation to integrate environmental, economic, and social dimensions of tourism within national statistical systems. However, its application for emission accounting and climate reporting is still at an early stage, and complementary standards or taxonomies for climate-aligned investment in tourism remain to be developed and harmonized.*
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- **Supply:** N/A ▾
 - *Rationale: Not directly applicable, as the PAS focuses on governance, knowledge, and coordination rather than product supply*
- **Demand:** N/A ▾
 - *Rationale: Not directly applicable at this stage; however, future phases of the PAS may address demand signals for low-carbon tourism products.*
- **Public/private finance:** Low maturity ▾
 - *Rationale: Access to finance for mitigation and adaptation in tourism remains limited and highly fragmented. Although development banks and climate funds have initiated programmes to support sustainable infrastructure and community resilience, the sector still lacks dedicated financing mechanisms for low-carbon technologies, circular business models, and nature-based solutions. Tourism enterprises, particularly SMEs, which represent over 80% of the sector, face barriers in accessing concessional finance and technical assistance for climate investments. Expanding blended-finance instruments, de-risking mechanisms, and green credit lines tailored to tourism will be critical.*
- **Partnerships and collaboration:** High maturity ▾

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- *Rationale: Strong partnerships already exist between UN Tourism, Brazil's Ministry of Tourism (MTur), the Inter-American Development Bank (IDB), the State Tourism Agency of Azerbaijan, and UNEP, complemented by academic partners and national authorities engaged through the Interinstitutional Working Group on Tourism and Climate Action. The Glasgow Declaration on Climate Action in Tourism further provides an established network of frontrunning signatories (governments, destinations, and businesses) pioneering the development and implementation of climate action plans across the five pathways of Measure, Decarbonize, Regenerate, Collaborate, and Finance.*
 - **Policy & regulatory:** Low maturity ▾
 - *Rationale: Tourism is increasingly being reflected in national climate frameworks, but integration remains incomplete. According to UN Tourism analysis of NDCs submitted as of 2022, 53% of all NDCs make reference to tourism. In a majority of cases tourism is identified as a vulnerable sector, yet the references remain little actionable. Approximately 34% include tourism in the context of adaptation measures and 19% reference tourism in relation to mitigation measures. This indicates a stronger recognition of tourism in adaptation than mitigation, highlighting the sector's vulnerability to climate impacts. Brazil's updated NDC (2024) explicitly includes tourism, marking an important precedent for sectoral integration. The new round of NDCs is pending to be analysed from a tourism angle, yet it offers a strategic opportunity to enhance inclusion of tourism going forward.*
 - **Public opinion:** N/A ▾
 - *Rationale: This lever is not directly applicable, as the PAS does not primarily focus on public opinion. Overall public awareness of tourism's role in climate action remains limited. Nevertheless, advancing towards a Global Partnership for Enhanced Climate Action in Tourism will strengthen awareness and engagement among governments, destinations, and private stakeholders.*
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By 2028, this PAS aims to unlock measurable progress by translating pioneering local experiences into global implementation pathways for climate action in tourism. Two main impact pathways will guide this transformation:

1. **Climate mitigation:**

Building on Brazil's pioneering work in measuring GHG emissions from tourism at the national level, the PAS will support the publication of data on tourism-related emissions by countries and the scaling of measurement tools aligned with the Statistical Framework for Measuring the Sustainability of Tourism (SF-MST). These efforts will enable evidence-based decision-making and climate planning in tourism at both national and destination levels.

1. **Climate adaptation and regeneration:**

Inspired by Brazil's leadership in advancing a national tourism adaptation plan, the PAS will promote the preparation and dissemination of Policy Guidelines on Climate Adaptation for Tourism, complemented by capacity-building and knowledge sharing among countries, destinations and industry representatives. In parallel, it will advance the global consultation on regenerative approaches for climate

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action in tourism, to be launched at COP30, leading to the publication of an Introductory Guide on Regenerative Approaches for Climate Action in Tourism.

Expected contributions to global processes:

- **SDGs:** contributes directly to SDG 13 (Climate Action), SDG14 (Ocean), SDG 15 (Terrestrial ecosystems), SDG 8 (Decent Work and Economic Growth), and SDG 17 (Partnerships).
- By 2028, the Plan is expected to deliver tangible progress in positioning tourism as a contributor to global climate goals and a model for cross-sectoral collaboration on adaptation and resilience. The Global Partnership for Enhanced Climate Action in Tourism will be fully operational, serving as a coordination and implementation mechanism linking governments, destinations, businesses, and civil society around shared objectives and transparent reporting, scaling up the action framework proposed by the Glasgow Declaration Initiative based on five strategic pathways: measure, decarbonize, regenerate/adapt, collaborate, and finance. The Plan will have catalyzed reductions in emissions through improved measurement systems and mitigation actions, and enhanced adaptive capacity through the integration of tourism into national adaptation frameworks and policies. It will also generate new knowledge and guidance, including the publication of Policy Guidelines on Climate Adaptation in Tourism by 2027 and the Introductory Guide on Regenerative Approaches for Climate Action in Tourism in 2026, as a result of the outcomes of the global consultation launched at COP30 with the aim to align tourism growth with climate and nature objectives. Overall, the PAS will contribute to a low-carbon and climate-resilient tourism sector, with stronger governance, policies, and data foundations, as well as access to financing, to sustain progress beyond 2028.

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Output	Action Scope	Action(s)*	Type of action	Implementa tion Lever	Responsible	Time horizon	Stakeholder engagement ²	Committed Stakeholder s
Guidance on climate adaptation in tourism	Global template adaptable to national and regional contexts – developed under Brazil's leadership, to guide countries and destinations in integrating tourism into climate adaptation frameworks and plans.	Develop the International Climate Adaptation Template for Tourism Draft, validate, and publish a standardized <i>Tourism Climate Adaptation Plan Template</i>, inspired by Brazil's National Tourism Adaptation Plan, to be used by national and subnational governments. Pilot Application in Brazilian Destinations and Regional Clusters Apply the template in pilot destinations across Brazil (representing coastal, Amazonian, semi-arid, and urban tourism systems), generating case-based data for refining the global framework. Regional Capacity-Building Program on Tourism Adaptation Implement a training program for local managers and communities on adaptation planning, risk management, and nature-based tourism solutions, in partnership with universities and observatories. Cross-country Cooperation and Knowledge Exchange Facilitate exchange missions between Latin American and Caribbean countries, sharing Brazil's experience in climate adaptation for tourism and promoting harmonization of indicators.	Existing a... ▾	Knowl... ▾	Brazilian Ministry of Tourism (national actions), UN Tourism (global actions)	Novemb... ▾	Multi-st... ▾	International Tourism Action Group): IDB and the Conselho Nacional de Turismo (CNT)

² Such as national governments, companies, investors, cities and local governments, technical institutions, MDBs, regulators & public agencies, utilities & system operators, youth & indigenous peoples groups, multi-stakeholders platform (non-exhaustive)

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Output	Action Scope	Action(s)*	Type of action	Implementa tion Lever	Responsible	Time horizon	Stakeholder engagement ²	Committed Stakeholder s
		Incorporate the Guidance into National Climate Frameworks Support tourism ministries in integrating the <i>Adaptation Guidance</i> into NDCs and National Adaptation Plans (NAPs), strengthening evidence-based policymaking. Mobilize Stakeholder Engagement Expand the number of signatories to the <i>Glasgow Declaration on Climate Action in Tourism</i> through targeted campaigns and technical assistance, connecting adaptation planning to measurable mitigation outcomes.						
Guide to principles for regenerative tourism	Global and Regional (South–South Cooperation) – Global consultation and guide development led by UN Tourism and the Ministry of Tourism of Brazil, with pilot applications and case documentation across regional corridors in Latin America and the Global South. The guide will consolidate Brazil's leadership on regenerative and adaptive tourism and serve as a global reference for climate-positive transformation of the sector.	Conceptualization and Scope Definition Define the vision, conceptual pillars, and methodological framework of regenerative tourism for climate action, integrating principles of biodiversity conservation, circular economy, and social inclusion. Create international group on Tourism and Climate Action Definition of a specific group to deal with issues on a global scale Launch of the Global Consultation on Regenerative Tourism Officially launch the consultation, engaging national governments, destinations, businesses, Indigenous and local communities, and academic partners. Case Documentation and Regional	New action	Knowl... ▾	Brazilian Ministry of Tourism, Interamerican Development Bank and UN Tourism	Novemb... ▾	Multi-st... ▾	Tourism sector and International Tourism Action Group: ONU Turismo, MTur, IDB and the Conselho Nacional de Turismo (CNT)

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		Corridors Collect and document regenerative and adaptive tourism initiatives across key transboundary and regional corridors led by Brazil, in cooperation with neighboring countries and partners from the Global South: Amazon Adaptive Tourism Corridor (Brazil–Peru–Colombia): ecotourism and community resilience facing droughts and floods. South Atlantic Blue Corridor (Brazil–Uruguay–Argentina): adaptation of coastal destinations to sea-level rise and storms, aligned with Brazil's Integrated Coastal Management Plans (PG/s). Pantanal–Chaco Resilience Corridor (Brazil–Paraguay–Bolivia): fire- and drought-resilient ecotourism, ecosystem restoration, and binational monitoring. Northeast–Caribbean Axis (Blue Global South Cooperation): sharing Brazilian experience in community-based tourism, coastal management, and climate education with Lusophone African and Caribbean nations (e.g., Cabo Verde, Mozambique). Drafting and Validation of the Global Guide Develop the <i>Guide to Principles for Regenerative Tourism</i>, aligning global references and practical examples with outcomes from the consultation and regional pilots. Publication, Translation, and Dissemination						

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		Finalize, design, and translate the guide (English, Spanish, Portuguese), followed by global dissemination through UN Tourism, IDB, and partner networks, and training sessions for destinations and tourism enterprises.						
Greenhouse gas emissions inventory for tourism	National and Global – Pilot implementation of the Tourism Greenhouse Gas Emissions Inventory in Brazil, establishing an international methodological framework and calculator to be adopted by other countries through UN Tourism and IDB cooperation.	Define the Methodological Framework and Calculator Sustainability of Tourism (SF-MST) and compatible with IPCC categories. National Data Collection and Systematization Conduct national data collection covering transport, accommodation, attractions, and tour operations, engaging public agencies and private operators. into MTur's Tourism Intelligence System. Reporting and Global Communication Publish Brazilian <i>Tourism Emissions Reports</i> aligned with global climate frameworks (UNFCCC GST, NAZCA Portal), including methodological transparency, data quality, and mitigation	Existing a... -	Knowl... -	Brazilian Ministry of Tourism, Interamerican Development Bank, University of Waterloo and University of Sao Paulo	Novemb... -	Technic... -	Tourism sector and International Tourism Action Group: ONU Turismo, MTur, IDB and the Conselho Nacional de Turismo (CNT)

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		pathways. Regional Capacity-Building Program Train technical teams from partner countries in Latin America, the Caribbean, and Lusophone Africa to implement national inventories based on the Brazilian model. International Adoption and Cooperation Facilitate adoption of the inventory by interested countries and regional organizations, promoting methodological alignment and data comparability.						
Financing and Innovation for Climate Action in Tourism	National (Brazil) – pilot implementation of green credit lines and blended finance for tourism adaptation and mitigation; Global – replication and knowledge sharing through UN Tourism and IDB initiatives.	Design Green Credit Lines Integrate climate criteria into Brazil's <i>FUNGETUR</i> (General Tourism Fund) to support investments in low-carbon technologies, circular economy, and climate-resilient infrastructure. Develop Blended Finance and De-risking Mechanisms In partnership with IDB, other multilateral and national development banks design blended-finance models combining public resources, private investment, and climate	New action ▾	Public... ▾	Brazilian Ministry of Tourism, Interamerican Development Bank	Novemb... ▾	Multi-st... ▾	Ministry of Tourism, Interamerican Development Bank, UN Tourism, Turistech Hub and other multilateral banks

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		funds to scale sustainable tourism projects. Innovation Challenge via Turistech Hub Brazil Launch an international innovation challenge through the Turistech Hub, identifying startups and solutions for carbon reduction, nature regeneration, and resilience in tourism. Knowledge Sharing and Policy Uptake Systematize lessons from the financing pilots and innovation challenge for replication through UN Tourism and IDB platforms, including regional policy dialogues.						

*The measurable goals are still under confirmation or final definition.