

Tourism Raises its voice for Peace

After two years of the COVID-19 pandemic, people, as well as our whole societies and economies, have suffered enough. We cannot afford for this to continue. We must rebuild and look to the future with hope, not fear.

Peace and mutual understanding are essential ingredients for recovery. Now is the time to work together, and for diplomacy instead of conflict in all parts of the world. We must not allow political tensions to turn into a man-made crisis that will undermine our collective progress.

Tourism is the main bridge for building understanding. It has a unique ability to promote peace between and among peoples everywhere. The World Tourism Organization (UNWTO) stands firmly with UN Secretary-General António Guterres in his call for all countries to settle disputes through peaceful means and not through conflict, and that they respect international security and justice at all times.

As a part of the UN, giving a voice to people of all regions, backgrounds and nationalities, UNWTO also believes that the spirit of international solidarity and shared values that define not just tourism but also our common humanity will prevail. We also hope that diplomatic efforts to avoid conflict continue and succeed.

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