



UNWTO NAMES ITS BEST TOURISM VILLAGES 2023

The World Tourism Organization (UNWTO) has announced its list of Best Tourism Villages 2023. The accolade recognizes villages that are leading the way in nurturing rural areas and preserving landscapes, cultural diversity, local values, and culinary traditions.

In this third edition 54 villages from all regions were selected from almost 260 applications. A further 20 villages have joined the Upgrade Programme, and all 74 villages are now part of the **UNWTO Best Tourism Villages Network**. The villages were named during the UNWTO General Assembly, taking place this week in Samarkand, Uzbekistan.

“Tourism can be a powerful force for inclusivity, empowering local communities and distributing benefits across regions,” emphasizes UNWTO Secretary-General Zurab Pololikashvili. “This initiative acknowledges villages that have harnessed tourism as a catalyst for their development and well-being.”

A global network of local communities

Launched in 2021, the Best Tourism Villages by UNWTO initiative is part of the UNWTO Tourism for Rural Development Programme. The Programme works to foster development and inclusion in rural areas, combat depopulation, advance innovation and value chain integration through tourism and encourage sustainable practices.