

260 vie for best tourism village title

- A Monitor Desk Report

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New York: A record number of villages across the world have applied for the fourth edition of Best Tourism Villages Award.

The entries to these titles closed on May 8. The aim of the Best Tourism Village rankings is to promote sustainable and experiential tourism, a travel trend that is growing in popularity.

The rankings seek to inspire communities worldwide to harness the power of tourism as a driver of rural development and wellbeing.

The villages recognized as the Best Tourism Villages as well as those selected to participate in the Upgrade Programme will be announced in the fourth quarter of the year.

UN Tourism's Member States were invited to submit up to eight candidate villages through their National Tourism Administrations (NTAs).

As in previous editions, the villages will be assessed by an external independent Advisory Board in nice areas of evaluation:

Cultural and Natural Resources

Promotion and Conservation of Cultural Resources

Economic Sustainability

Social Sustainability

Environmental Sustainability

Tourism Development and Value Chain Integration

Governance and Prioritization of Tourism

Infrastructure and Connectivity

Health, Safety, and Security

Since launching the call for applications in January, the Tourism for Rural Development Programme by UN Tourism has hosted a series of online sessions with the Member States, offering insights into the application process. These sessions in Arabic, English, French and Spanish, drew in 117 participants, highlighting the widespread interest and commitment of UN Tourism Member States to advancing tourism for rural development.

The BTV Network, currently boasting a global consortium with 186 members, will continue to grow. The Network includes 129 villages recognized as Best Tourism Villages and 57 actively participating in the Upgrade Programme representing 55 countries. This collaborative network is a unique global grouping of local communities and serves as a platform for sharing experiences, growing knowledge, and fostering partnerships to drive rural development through tourism.

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