



## *The Secretary-General*

Mayor  
Mokra Gora  
SERBIA

Ref: TMIC/SC/2021  
Madrid, 1 November 2021

### **Subject: Best Tourism Villages by UNWTO 2021 (pilot initiative)**

Dear Mayor,

It is my great pleasure to inform you that following the recommendation of the Advisory Board of the Best Tourism Villages by UNWTO, **Mokra Gora** has been recognized as one of the Best Tourism Villages by UNWTO on this 1<sup>st</sup> edition of the initiative.

I am delighted to congratulate you for this important achievement, which recognizes **Mokra Gora** cultural and natural richness and its commitment to sustainability in its three pillars. **Mokra Gora** was selected more than over 170 applications from 75 countries, a clear demonstration of its outstanding values and actions towards the development of rural tourism.

I would be honoured to have you joining us at the official announcement of the selected villages taking place during the 24<sup>th</sup> session of the UNWTO General Assembly on 2 December 2021 in Madrid, Spain. I would highly appreciate it if you could coordinate your presence at the UNWTO General Assembly with the Ministry of Trade, Tourism and Telecommunications.

In the meantime, I would highly appreciate if the information about this recognition is kept confidential and under embargoed until the announcement is officially made by the UNWTO at the General Assembly.

Further details on Best Tourism Villages by UNWTO Network will be conveyed to you shortly by our team and I invite you to contact us at [besttourismvillages@unwto.org](mailto:besttourismvillages@unwto.org) in case you have any questions regarding the above.

I trust this initiative will contribute to make tourism a driver of rural development and wellbeing while advancing the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, natural and cultural diversity, local values and activities and look forward to working with you and the authorities of **Mokra Gora** in this endeavour.

I wish to take this opportunity to express once again my warmest congratulations to you and your village.

Yours sincerely,

Zurab Pololikashvili