Winners of 2022-2023 UNWTO Students' League Grand Final Announced

Madrid, Spain, 15 December 2023 – The 2022-2023 UNWTO Students’ League concluded with a celebration of young tourism talent.

The Grand Final of the flagship event for supporting students in tourism brought together high School and undergraduate students from Switzerland and Bosnia & Herzegovina.

Tourism for rural development challenge

The 2022-2023 Students' League challenged students to create support rural development through tourism by creating Instagram accounts to promote a rural destination in their countries.

For this Grand Final, the jury panel was made up of national and international experts from UNWTO, Academia and private sector stakeholders. In making their decision, the expert jury judged elements such as innovation, and feasibility of the idea as well as their potential to contribute to the fulfillment of the Sustainable Development Goals.

The winning team in the High School category was Team Rose Brandis from Mješovita srednja škola Travnik in Bosnia & Herzegovina. In the Undergraduate category, the jury named Team VS-TIM, Visoka škola za turizam i menadžment Konjic from Bosnia & Herzegovina and Team SHL from Schweizerische Hotelfachschule Luzern in Switzerland as joint winners.

Journey to the final

After successfully passing through the initial phase on the National Final4 competitions in their countries during 2022 and 2023, three teams made it through to the Grand Final, Team Rose Brandis, representing Bosnia and Herzegovina - Team Rose Brandis from Mixed Secondary School Travnik and Team VS-TIM from Konjic College of Tourism and Management, and representing Switzerland – Team SHL from the Swiss Hotel Management School Lucerne.

For this first Grand Final, UNWTO counted on the partnership of the Universidad Complutense de Madrid, Affiliate Member and part of the Affiliate Members Board. The Universidad Complutense de Madrid has been a true knowledge leader for almost 800 years and has a long and proud history of producing the best minds and developing the
best young talent. The Ayuntamiento de Madrid also contributed by showing the teams the beauty and hidden gems of Madrid.

**Youth empowerment for tourism's future**

The UNWTO Students League provides students with a platform that empowers and motivates them, by giving them real-time knowledge on our sector and experience by working on creating innovative and sustainable solutions for the challenges that the sector is facing. This initiative not only brings Tourism closer to younger generations but, by bringing together these young people with government officials, representatives of tourism industry, experts and other major stakeholders, it also bridges the gap between the realities of the sector and students' education and training, enabling young people to enter the labour market in the future as highly qualified and skilled professionals.

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UNWTO Students League