



Best Tourism Villages by UN Tourism

Candidacy Document
2024 Edition

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January 2024

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Important notes:

- Please carefully read this document along with the Application Form (Word Version) and the Areas of Evaluation (available at <https://www.unwto.org/tourism-villages/en/the-initiative/>)
- Remember all fields marked with an asterisk (*) are mandatory.
- Please do not exceed the word limit specified for each text box. We suggest the use of the 'Word Count' function to ensure that limits are not exceeded.

Name of the Village*	
Country*	

1. Motivation

<p>General description *</p> <p><i>Please provide a concise description of your village (geography, history, main assets, main tourism products and experiences). <u>Please note that this information will be made public and used for promotional purposes if the village is selected as Best Tourism Village by UN Tourism</u> (200 words limit).</i></p> <p>Write your text here</p>
<p>What are the village's three main objectives in advancing tourism as a driver for rural development? *</p> <p><i>Please be as specific as possible (200 words limit).</i></p> <p>Write your text here</p>
<p>What are the three main challenges that the village faces as a driver for rural development? *</p> <p><i>Please be as specific as possible (200 words limit).</i></p> <p>Write your text here</p>
<p><u>Can you provide up to three examples of the current opportunities that tourism brings to the village and how these are positively impacting its development?</u></p> <p><i>Please be as specific as possible (200 words limit).</i></p>

Write your text here
Please describe the three <u>most innovative initiatives</u> that the village is developing in the areas of tourism. * <i>Please note that this information will be made public and used for promotional purposes if the village is selected as BTV.</i>
Highlight 1 (100 words limit)
Highlight 2 (100 words limit)
Highlight 3 (100 words limit)
List the main contributions that the village could make to the Best Tourism Villages by UN Tourism Network, if selected (sharing of best practices, organization of joint activities or projects, hosting of events, etc.). * <i>Please be as specific as possible (200 words limit).</i>
Write your text here

2. Areas of Evaluation

- General guidance: Kindly note that there are word limits for each box, please ensure that your answer is concise and to the point. Focus on the most innovative practices for each field and showcase the uniqueness and/or excellence of your practice. When available, provide quantitative or qualitative evidence of the outcomes of the policies, measures and initiatives presented. When space is limited, input this information in the extra space provided for each area of evaluation or through relevant links showcasing the results of your efforts.
- To ensure that each question is correctly completed, and that the information can be evaluated by the Advisory Board, please make sure to refer to the document Guidelines for Application.
- Remember all fields marked with an asterisk (*) are mandatory. In the case of selecting YES in the questions in this section, it is also mandatory to answer the following question (*If selected YES, please provide...*). Failure to reply to this question will be considered as a NO.

1. Cultural and Natural Resources

The village has natural and cultural (tangible and intangible) resources recognized at sub-national, national, regional or international level.

1.1. Does the village have recognized **cultural resources** (tangible and intangible)? *

*

YES

NO

If selected YES, please provide a list of the main tangible and intangible cultural resources (*please use bullet points*):

- Cultural Resource 1
- Cultural Resource 2
- Cultural Resource 3
- Cultural Resource 4
- ...

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

1.2. Does the village have recognized **natural resources**? *

YES

NO

If selected YES, please provide a list of the main natural resources (*please use bullet points*):

- Natural Resource 1
- Natural Resource 2
- Natural Resource 3
- Natural Resource 4
- ...

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

1.3. Please add any relevant comments on this area of evaluation (150 words limit): *

Write your text here

2. Promotion and Conservation of Cultural Resources

The village is committed to the promotion and conservation of its cultural resources which make it unique and authentic.

2.1. Does the village disseminate and/or promote policies, measures and initiatives aimed at the **conservation and promotion of its cultural resources**? *

YES

NO

If selected YES, please provide a brief description of the initiatives that the village is implementing for conservation and promotion of cultural resources (150 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

2.2. Please add any relevant comments on this area of evaluation (150 words limit): *

Write your text here

3. Economic Sustainability

The village is committed to promote economic sustainability supporting business development, entrepreneurship and investment.

3.1. Does the village disseminate and/or promote policies, measures and initiatives to support the **access to finance** for tourism development and tourism **investment**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

3.2. Does the village disseminate and/or promote a framework that is conducive to **business development**, particularly for **tourism Micro, Small and Medium Enterprises (MSMEs)** and **entrepreneurship**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

3.3. Please add any relevant information on policies, measures and initiatives that the village implements in the area of economic sustainability (*150 words limit*): *

Write your text here

4. Social Sustainability

The village is committed to promote social inclusion and equality.

4.1. Does the village disseminate and/or promote policies, measures and initiatives to **foster employment in the tourism sector**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

4.2. Does the village disseminate and/or promote policies, measures and initiatives to **advance gender balance** in tourism and to support skills development, employment and entrepreneurship in tourism for youth (17-29 years old)? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

4.3. Does the village disseminate and/or promote policies, measures and initiatives to **foster opportunities for vulnerable populations in tourism** (i.e., underrepresented residents from indigenous groups of ethnic minorities and persons with disabilities)? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

4.4. Does the village disseminate and/or promote policies, measures and initiatives to advance **human resources, education and skills development**, with particular focus in **advancing innovation** and **reducing the digital skills gap** in tourism? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

4.5. Does the village disseminate and/or promote policies, measures and initiatives to **advance accessibility** for travellers with specific access requirements (persons with disabilities)? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2

- Link 3
4.6. Please add any relevant information on policies, measures and initiatives that the village implements in the area of social sustainability (150 words limit): *
<i>Write your text here</i>

5. Environmental Sustainability

The village is committed to environmental sustainability through the promotion and/or dissemination of policies, measures and initiatives that advance the preservation and conservation of its natural resources and minimize the impact of tourism development on the environment.

5.1. Does the village disseminate and/or promote policies, measures and initiatives for the **preservation and conservation of natural resources**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1

- Link 2

- Link 3

5.2. Does the village disseminate and/or promote policies, measures and initiatives aimed at **fighting climate change**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

5.3. Does the village disseminate and/or promote policies, measures and initiatives to **reduce single-use plastics** in tourism? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

5.4. Does the village disseminate and/or promote policies, measures and initiatives to monitor and **reduce** the impact of tourism on **energy** (i.e. **electricity, etc.**) and **water consumption** and the generation of **sewage** and **solid waste**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

5.5. Please add any relevant information on policies, measures and initiatives that the village implements in the area of environmental sustainability in this area (*150 words limit*): *

Write your text here

6. Tourism Development and Value Chain Integration

The tourism in the village is significantly marketed and developed. The village further promotes the enhancement of the tourism value chain and the competitiveness of the destination in areas related to market access, marketing and promotion, innovation, product development and quality.

6.1. Is the village integrated into an **area with wider tourism attractions** (e.g. part of a thematic national, regional or international route, of a cluster of villages with common natural and cultural values, of a natural park, etc)? *

YES

NO

If selected YES, please detail (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

6.2. Does the village have **accommodation options** that reflect rural and local values? *

YES

NO

If selected YES, please detail and provide relevant examples (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2

- Link 3
<p>6.3. Does the village promote local gastronomy and local culinary culture? *</p> <p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>If selected YES, please detail and provide relevant examples (<i>100 words limit</i>):</p> <p><i>Write your text here</i></p> <p>Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:</p> <ul style="list-style-type: none">- Link 1- Link 2- Link 3
<p>6.4. Does the village promote the inclusion of farmers and local producers (handicrafts, etc.) in tourism products, activities and experiences related to local traditions and facilitate their purchase by tourists? *</p> <p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>If selected YES, please provide a brief description of the initiatives the village is implementing (<i>100 words limit</i>):</p> <p><i>Write your text here</i></p> <p>Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:</p> <ul style="list-style-type: none">- Link 1- Link 2- Link 3
<p>6.5. Does the village advocate for the implementation of tourism quality standards and certification systems among tourism businesses and services providers? *</p> <p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>If selected YES, please provide a brief description of the initiatives the village is implementing (<i>100 words limit</i>):</p> <p><i>Write your text here</i></p>

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

6.6. Do businesses in the village have **e-commerce facilities and/or electronic payments?** *

YES

NO

If selected YES, please provide a brief description (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

6.7. Does the village have **tourism signage?** *

YES

NO

If selected YES, please provide up to 3 examples (photos):

<i>Please insert your picture here</i>
--

<i>Please insert your picture here</i>
--

<i>Please insert your picture here</i>
--

6.8. Does the village host **events** and/or has developed relevant events, particularly related to local culture, knowledge and products? *

YES

NO

If selected YES, please provide a brief description of the events that the village has developed (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1

<ul style="list-style-type: none">- Link 2- Link 3
<p>6.9. Does the village have or participate in marketing and promotion plans/initiatives? *</p> <p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>If selected YES, please provide a brief description of the initiatives the village is implementing (<i>100 words limit</i>):</p> <p><i>Write your text here</i></p> <p>Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:</p> <ul style="list-style-type: none">- Link 1- Link 2- Link 3
<p>6.10. Is the village's tourism offer well represented in online and offline travel distribution channels (i.e.: Google My Business, TripAdvisor, Booking.com, etc.) and in other new business models platforms? *</p> <p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>If selected YES, please provide a brief description (<i>80 words limit</i>): *</p> <p><i>Write your text here</i></p> <p>Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:</p> <ul style="list-style-type: none">- Link 1- Link 2- Link 3
<p>6.11. Does the village have innovative products and experiences? *</p> <p>YES <input type="checkbox"/></p> <p>NO <input type="checkbox"/></p> <p>If selected YES, please provide a brief description of how the village promotes its innovative products and experiences (<i>100 words limit</i>):</p> <p><i>Write your text here</i></p>

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

6.12. Please describe how **tourism brings positive economic impact** to the community and how it complements with existing economic activities such as agriculture, forestry, livestock and/or fisheries and their relevant processing industries. * (100 words limit):

Write your text here

6.13. Please add any relevant information on policies, measures and initiatives that the village implements for tourism development and value chain integration (150 words limit): *

Write your text here

7. Governance and prioritization of tourism

The village is committed to make tourism a strategic pillar for rural development. It further promotes a governance model based on public-private partnerships, cooperation with other government levels and the engagement of the community in tourism planning and development.

7.1. Has the village a dedicated **tourism development plan or policy**? *

YES

NO

If selected YES, please provide a link to the document:

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

7.2. Has the village a **dedicated structure for tourism** development and management (public, private or public-private)? *

YES

NO

If selected YES, please provide a brief description (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

7.3. Does the village disseminate and/or promote **collaboration** with the businesses in the village? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

7.4. Does the village cooperate with national or regional **governments on tourism initiatives**? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

7.5. Does the village disseminate and/or promote the **participation of the community and its residents** in tourism planning and development; and has measures that contribute to have tourism improve local well-being and satisfaction? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

7.6. Does the village collaborate with **educational** and **academic institutions** in tourism related issues? *

YES

NO

If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

7.7. Please add any relevant information on policies, measures and initiatives that the village implements in governance and prioritization of tourism (market intelligence tools, etc.) (*150 words limit*): *

Write your text here

8. Infrastructure and connectivity

The village has infrastructure to facilitate access and communications that improve the wellbeing of rural communities, business development as well as the visitor experience.

8.1. Please provide a description of the **village's transport infrastructure** that facilitates connectivity (i.e. paved access roads, public transport services, regular frequencies, available schedules, etc.)? * (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

8.2. Please provide a description of the status of access in the village to the following services:* (100 words limit total):

- **drinking water**
- **sanitation services**
- **electricity**

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

8.3. Please provide a description of the village's communications technology and digital infrastructure (i.e. mobile broadband – 3G or above - internet bandwidth, access to big data technology, etc.)? * (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

8.4. Please add any relevant information related to this area (100 words limit): *
Write your text here

9. Health, Safety and Security

The village has health, safety and security systems to safeguard residents and tourists.

- 9.1. Is the village part of a **public health, safety and security plan/system**? *
- YES
- NO

If selected YES, please provide a brief description (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

- 9.2. Is the village close to health care services and providers? *

YES

NO

If selected YES, please provide a brief description (100 words limit):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

9.3. In case of vulnerability to natural disasters, has the village an **emergency plan**? *

YES

NO

If selected YES, please provide a brief description (*100 words limit*):

Write your text here

Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:

- Link 1
- Link 2
- Link 3

9.4. Please add any relevant comments to the evaluation of this area (*100 words limit*): *

Write your text here

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With the vision of making tourism a positive force for transformation, rural development and community wellbeing, the **Best Tourism Villages by UN Tourism** initiative seeks to advance the role of tourism in valuing and safeguarding rural villages along with their associated landscapes, knowledge systems, biological and cultural diversity, local values and activities.

The **UN Tourism - World Tourism Organization**, a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism knowhow. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.