



**Best Tourism Villages   
by UNWTO**

Candidacy Document

2022 Edition

**Best Tourism**

**Villages**

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March 2022

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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.

Key Tourism Data

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| **Name of the Village\*** |  |
| **Country\*** |  |

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| **KEY TOURISM DATA** | **2019** | **2020** | **2021** |
| Total number of visitors\* |  |  |  |
| Total number of international visitors\* |  |  |  |
| Main origin of visitors\* |  | | |
| Accommodation capacity (number of rooms) \* |  | | |
| Main tourism products/experiences\* |  | | |

Motivation

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| **What are the village’s three main objectives in advancing tourism as a driver for rural development? \***  *Please be as specific as possible (200 words limit).* |
| *Write your text here* |
| **What are the three main challenges that the village faces in developing tourism? \***  *Please be as specific as possible (200 words limit).* |
| *Write your text here* |
| **Please describe the most creative and innovative initiative that the village is developing in the areas of tourism. \***  *Please be as specific as possible (150 words limit).* |
| *Write your text here* |
| **List the main contributions that the village could make to the Best Tourism Villages Network, if selected. \***  *Please be as specific as possible (200 words limit).* |
| *Write your text here* |

# Areas of Evaluation

* 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.

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| Cultural and Natural Resources |
| The village has natural and cultural (tangible and intangible) resources recognized at national, regional or international level. |
| 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 * … |
| 1. 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 * … |
| 1. Please add any relevant comments on this area of evaluation *(150 words limit)*: \*   *Write your text here* |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. |

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| 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. | |
| 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* | |
| 1. Please add any relevant comments on this area of evaluation *(150 words limit)*: \*   *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[1]](#footnote-2) the initiatives implemented in this area of evaluation contribute to: \*** | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals |

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| Economic Sustainability | |
| The village is committed to promote economic sustainability supporting business development, entrepreneurship and investment. | |
| 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* | |
| 1. 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* | |
| 1. 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* | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[2]](#footnote-3) the initiatives implemented in this area of evaluation contribute to: \*** | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals |

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| Social Sustainability | |
| The village is committed to promote social inclusion and equality. | |
| 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* | |
| 1. 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* | |
| 1. 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* | |
| 1. 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* | |
| 1. 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* | |
| 1. Please add any relevant information on policies, measures and initiatives that the village implements in the area of social sustainability *(150 words limit)*: \*   *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[3]](#footnote-4) the initiatives implemented in this area of evaluation contribute to: \*** | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals |

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| 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. | |
| 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* | | |
| 1. 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* | | |
| 1. 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* | | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to monitor and **reduce** the impact of tourism on **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* | | |
| 1. 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* | | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | | |
| **Please select to which Sustainable Development Goals (SDGs)[[4]](#footnote-5) the initiatives implemented in this area of evaluation contribute to: \*** | | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals | |

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| 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. | |
| 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* | | |
| 1. 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* | | |
| 1. Does the village promote **local gastronomy** and **local culinary culture**? \*   YES  NO  If selected YES, please detail and provide relevant examples *(100 words limit)*:  *Write your text here* | | |
| 1. 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? \*   YES  NO  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  *Write your text here* | | |
| 1. Does the village advocate for the implementation of tourism **quality standards** and **certification systems** among tourism businesses and services providers? \*   YES  NO  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  *Write your text here* | | |
| 1. 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* | | |
| 1. Does the village have **tourism signage**? \*   YES  NO  If selected YES, please provide up to 3 examples (photos):   |  | | --- | | *Please insert your picture here* | | *Please insert your picture here* | | *Please insert your picture here* | | | |
| 1. 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* | | |
| 1. Does the village have or participate in **marketing and promotion** plans/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*  And please add below the village’s website address and Social Media accounts (if any):   |  |  | | --- | --- | | **Website** |  | | **Instagram** |  | | **Twitter** |  | | **Facebook** |  | | **LinkedIn** |  | | **Other** |  | | **Other** |  | | | |
| 1. 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? \*   YES  NO  If selected YES, please provide a brief description *(80 words limit)*: \*  *Write your text here*  Please provide relevant links that support your answer: \*  Click or tap here to enter text.  Click or tap here to enter text. Click or tap here to enter text. | | |
| 1. Does the village have **innovative products and experiences**? \*   YES  NO  If selected YES, please provide a brief description of how the village promotes its innovative products and experiences *(100 words limit)*:  *Write your text here* | | |
| 1. 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* | | |
| 1. 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* | | |
| 1. Please provide up to three supporting relevant internet links: Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | | |
| **Please select to which Sustainable Development Goals (SDGs)[[5]](#footnote-6) the initiatives implemented in this area of evaluation contribute to: \*** | | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals | |

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| 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. | |
| 1. 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* | |
| 1. 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* | |
| 1. 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* | |
| 1. 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* | |
| 1. Does the village collaborate with **educational** and **academic institutions**? \*   YES  NO  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  *Write your text here* | |
| 1. 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* | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[6]](#footnote-7) the initiatives implemented in this area of evaluation contribute to: \*** | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals |

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| 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. | |
| 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* | |
| 1. 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* | |
| 1. Please add any relevant information related to this area (*100 words limit)*: \*   *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[7]](#footnote-8) the initiatives implemented in this area of evaluation contribute to: \*** | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals |

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| Health, Safety and Security | |
| The village has health, safety and security systems to safeguard residents and tourists. | |
| 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* | | |
| 1. 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* | | |
| 1. 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* | | |
| 1. Please add any relevant comments to the evaluation of this area *(100 words limit)*: \*   *Write your text here* | | |
| 1. Please provide up to three supporting relevant internet links: \* Click or tap here to enter text. Click or tap here to enter text.   Click or tap here to enter text. | | |
| **Please select to which Sustainable Development Goals (SDGs)[[8]](#footnote-9) the initiatives implemented in this area of evaluation contribute to: \*** | | |
| GOAL 1: No Poverty  GOAL 2: Zero Hunger  GOAL 3: Good Health and Well-being  GOAL 4: Quality Education  GOAL 5: Gender Equality  GOAL 6: Clean Water and Sanitation  GOAL 7: Affordable and Clean Energy  GOAL 8: Decent Work and Economic Growth  GOAL 9: Industry, Innovation and Infrastructure | GOAL 10: Reduced Inequality  GOAL 11: Sustainable Cities and Communities  GOAL 12: Responsible Consumption and Production  GOAL 13: Climate Action  GOAL 14: Life Below Water  GOAL 15: Life on Land  GOAL 16: Peace, Justice and Strong Institutions  GOAL 17: Partnerships for the Goals | |

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**March 2022**



With the vision of making tourism a positive force for transformation, rural development and community wellbeing, the **Best Tourism Villages by UNWTO** 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 **World Tourism Organization (UNWTO),** 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.

1. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-2)
2. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-3)
3. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-4)
4. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-5)
5. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-6)
6. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-7)
7. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-8)
8. For more information, please refer to: <https://sdgs.un.org/es/goals> [↑](#footnote-ref-9)