

**Best Tourism Villages
by UN Tourism**

Application Form

2025 Edition

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February 2025

Application Form

Before you submit your application, we invite you to carefully read the following documents (available at <https://tourism-villages.unwto.org/en/the-initiative/>):

* Terms and Conditions
* Guidelines for Application
* Areas of Evaluation
* General Presentation Template
* Copyrights Template

**IMPORTANT NOTES:**

* All applications must be submitted online.
* All documents must be submitted in the format specified in the online application form and must not exceed the maximum length and/or size indicated. The title of each document should reflect the contents of the document.
* Make sure to have all mandatory documents ready for upload before submitting your application. Incomplete and/or late applications shall not be considered.
* Once an application is submitted, no changes can be made. The submitted application will be considered as the final version.
* Deadline for applications is **19 May 2025** (23:59 CEST).
* All fields marked with an asterisk (\*) are **mandatory**.

Basic Information

|  |  |  |
| --- | --- | --- |
| * 1. Name of the village\*
 | *Please make sure to write the exact name of the village in Latin alphabet including accents/special characters as applicable (the name must correspond to the name in the census evidence provided)* | *Open-ended Question* |
| * 1. Name of the village (original language)
 | *Please provide the name of the village in your native language characters (if different from the above)* | *Open-ended Question* |
| * 1. Country\*
 |  | *Drop-down Question* |
| * 1. Region/ province/ prefecture/ municipality\*
 | *Sometimes, there can be more than one village with the same name in the country. Please, insert the name of the region, province, prefecture, municipality or other relevant geographic or administrative indications to help us identify the village.* | *Open-ended Question* |
| * 1. Geographical Coordinates of the village\*:
* Latitude
* Longitude
 | *Please use the format "latitude, longitude" with decimal degrees, ensuring that latitude ranges from -90 to 90 and longitude from -180 to 180. The coordinates should be indicated following the format below (example):* *Latitude: 40.7128* *Longitude: -74.0060*  | *2 open-ended questions. Numeric values only.* |
| * 1. Population of the village (number of inhabitants) \*
 | *Considering that a maximum of 15.000 inhabitants is an eligibility pre-requisite, please indicate the number of inhabitants.* | *Open-ended Question*  |
| *Submit/provide a supporting document of the population census for the village for the latest year available.\** |  | *File upload* |
| * 1. Extent of the village’s territory (in square km)
 |  | *Open-ended Question* |
| * 1. **Contact information for representatives in the village.**

*The contact provided in the following fields (1.8.1. – 1.8.10.) will be the highest authority in the village (Mayor or equivalent).* |
| * + 1. Title (Mr/Ms/Other)\*
 |  | *Field Questions* |
| * + 1. Family Name\*
 |  |
| * + 1. First Name\*
 |  |
| * + 1. Institution\*
 |  |
| * + 1. Position\*
 |  |
| * + 1. Street Address and Number\*
 |  |
| * + 1. State/Province\*
 |  |
| * + 1. Postal/Zip Code\*
 |  |
| * + 1. Area Code + Telephone Number\*
 |  |
| * + 1. E-mail Address\*
 |  |
| *The contact provided in the following fields (1.8.11. – 1.8.15.) will be the representative from the village for all communications with UN Tourism.* |
| * + 1. Title (Mr/Ms/Other)\*
 |  |  |
| * + 1. Family Name\*
 |  |  |
| * + 1. First Name\*
 |  |  |
| * + 1. Area Code + Telephone Number\*

*Please provide a mobile number. Include the country code, for example: +966 1234 5678. Ideally, this number should be reachable via messaging services such as WhatsApp, Telegram or WeChat.* |  |  |
| * + 1. E-mail address\*
 |  |  |
| * 1. **Contact information for the responsible for the application at the UN Tourism Member State**

*The responsible for the application of the village will be the representative of the UN Tourism Member State. This person will be responsible for the communication and coordination of all issues related to the candidacy.* |
| * + 1. Title (Mr/Ms/Other)\*
 |  | *Field Questions*  |
| * + 1. Family Name\*
 |  |
| * + 1. First Name\*
 |  |
| * + 1. Institution\*
 |  |
| * + 1. Position\*
 |  |
| * + 1. Street Address and Number\*
 |  |
| * + 1. State/Province
 |  |
| * + 1. Postal/Zip Code
 |  |
| * + 1. Area Code + Telephone Number\*
 |  |
| * + 1. E-mail Address\*
 |  |
| * 1. **Details on online promotion channels (website and Social Media)**

*If any, please provide the name of the following specific accounts for the village:* |
| * + 1. Website
 |  | *Field Questions*  |
| * + 1. Instagram
 |  |
| * + 1. X (Twitter)
 |  |
| * + 1. LinkedIn
 |  |
| * + 1. Facebook
 |  |
| * + 1. Other
 |  |

1. Key Tourism Data

For further information on definitions on visitors, tourism products, etc., kindly refer to the [UN Tourism Glossary of Tourism Terms](https://www.unwto.org/glossary-tourism-terms)[[1]](#footnote-2) and to the [International Recommendations for Tourism Statistics 2008](https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf#)) (IRTS 2008)[[2]](#footnote-3)

* 1. **Visitors**

If available, we kindly ask you to provide the following for the last 5 years or the ones available in any of the years from that period.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Data** | **2020** | **2021** | **2022** | **2023** | **2024** |
| Total number of overnight visitors (total tourists) |  |  |  |  |  |
| Total number of same-day visitors (excursionists) |  |  |  |  |  |

* 1. **Tourism products and tourism related businesses**

|  |  |  |
| --- | --- | --- |
| **Data** | **Number** | **Year of reference** |
| Total number of tourism businesses in the village |  |  |
| Total number of rooms available in the village (accommodation capacity) |  |  |

**Main tourism products/experiences:**

Please, select up to 3 main types of tourism products offered by the village form the list below:

*(You can refer to* ***UN Tourism Tourism Definitions[[3]](#footnote-4)*** *to check some examples on types of tourism)*

* Adventure Tourism ☐
* Business Tourism ☐
* Coastal, maritime and inland water Tourism ☐
* Cultural Tourism ☐
* Ecotourism ☐
* Education Tourism ☐
* Gastronomy Tourism ☐
* Health and Wellness Tourism ☐
* Mountain Tourism ☐
* Rural Tourism ☐
* Sports Tourism ☐
* Other (e.g.: Religious/Spiritual tourism, Astrotourism, Indigenous/Ethnic Tourism, Community-Based Tourism, etc.. If more than one, please separate with commas):
1. Presentation and Motivation

|  |  |
| --- | --- |
| * 1. **General description \***

Please provide a concise description of your village (geography, history, main assets, main tourism products and experiences). 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 | Open ended question (200 words limit) |
| * 1. **What are the village’s three main objectives in advancing tourism as a driver for rural development? \*** *Please be as specific as possible*
 | Open ended question (200 words limit) |
| * 1. **What are the three main challenges that the village faces as a driver for rural development? \*** *Please be as specific as possible*
 | Open ended question (200 words limit) |
| * 1. **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? \*** *Please be as specific as possible*
 | Open ended question (200 words limit) |
| * 1. **Please describe the three most innovative initiatives that the village is developing in the areas of tourism. \*** *Please note that this information will be made public and used for promotional purposes if the village is selected as BTV.*
 | Open field 1(100 words limit) |
| Open field 2(100 words limit) |
| Open field 3 (100 words limit) |
| * 1. Please select up to three main **types of knowledge/expertise** that are directly related to the three most innovative initiatives described in the previous field (3.5.) that the village is working on or that the village has experience in. *If the village is recognized as BTV or to be part of the Upgrade Programme, kindly note that this information may be used by the team to contact the village for inclusion in possible knowledge-sharing opportunities and events.*

*If there are additional areas of expertise that are not listed, please list them in the 'Other' field at the end of the question. Please add other answers as keywords or topics (e.g., organic farming, food waste, traditional crafts, wildlife management). Please avoid long descriptions. \**

|  |
| --- |
| * Agriculture ☐
 |
| * Climate Change Mitigation or Adaptation ☐
 |
| * Cultural Heritage Promotion and Conservation ☐
 |
| * Economic Sustainability ☐
 |
| * Education & Skills Development ☐
 |
| * Gastronomy ☐
 |
| * Governance and Destination Management ☐
 |
| * Infrastructure, Accessibility and Transport ☐
 |
| * Natural Resource Promotion, Management and Conservation ☐
 |
| * Partnerships and Networks ☐
 |
| * Social Inclusion and Equity ☐
 |
| * Value Chain Integration ☐
 |
| * Waste Management ☐
 |
| * Other (if more than one, please separate with commas):
 |

 | Selection field |
| * 1. 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.). \*
 | Open ended question (200 words limit) |
| * 1. Please upload a short **video** either in English or Spanish telling us why the village should become a Best Tourism Village by UN Tourism. The video should be tailored to this purpose (unedited simple shot taken with a smartphone is sufficient). A general promotional video is not accepted.\*

***Format and limit specified****: mp4 format, 2min max., 30MB max.* | File upload field |
| * 1. Please upload a general presentation following the structure provided in the template “**General Presentation”.** \*

***Format and limit specified****: PDF format, 12 slides max, 20MB max.* | File upload field |
| * 1. Please choose up to five (5) Sustainable Development Goals (SDGs) that, as of 2024, the village has prioritized for focused efforts through tourism. Only select the goals that the village has explicitly decided to work towards in its plans or efforts. \*

*(Kindly refer to the* [*SDGs website*](https://sdgs.un.org/es/goals) *for guidance)*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 ☐ | Selection field |

# Areas of Evaluation

* 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.
* In case of providing links to file storage (e.g. Google Drive) or File Sharing (e.g. We Transfer), please ensure that access is guaranteed and does not require a specific password, and that they do not expire.
* 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.

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| Area 1: Cultural and Natural Resources |
| The village has natural and cultural (tangible and intangible) resources recognized at sub-national, national, regional or international level. |
| A.1.1.Does the village have recognized **cultural resources** (tangible and intangible)? \* | YES/NO  |
| Please provide a list of the main tangible and intangible cultural resources *(please use bullet points)\*:* | Open field question |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.1.2. Does the village have recognized **natural resources**?\* | YES/NO |
| Please provide a list of the main natural resources *(please use bullet points)\*:* | Open field question |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.1.3. Is your village or the resources within your village under a national or local protected area status or designation? If so, please select from the following list or add other: * National Parks ☐
* Marine Protected Areas ☐
* RAMSAR sites ☐
* Important Bird Areas ☐
* Forest reserves ☐
* Tangible or intangible Cultural Heritage Sites ☐
* Archaeological sites ☐
* Indigenous territories or protected areas ☐
* Other (if more than one, please separate with commas):
 | Selection field |
| A.1.4. Has your village or any of its cultural, natural, or heritage resources been recognized by UNESCO, FAO, IUCN or any other global UN designation? *Please only select from the list below if the resources have been officially recognized as of today.** World Heritage Site – UNESCO ☐
* Intangible cultural heritage – UNESCO ☐
* Biosphere Reserves – UNESCO ☐
* Global Geopark – UNESCO ☐
* FAO – GIAHS ☐
* Geographical Indications ☐
* Green list - IUCN ☐
* RAMSAR sites ☐
* Federation of the Most Beautiful Villages of the World ☐
* Other (if more than one, please separate with commas):
 | Selection field |
| Please add any relevant comments on this area of evaluation | Open field question |

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| Area 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. |
| A.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  |
| Please provide a brief description of the initiatives that the village is implementing for conservation and promotion of cultural resources\*:  | Open field question (150 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant comments on this area of evaluation | Open field question (150 words limit) |

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| Area 3: Economic Sustainability |
| The village is committed to promote economic sustainability supporting business development, entrepreneurship and investment. |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (150 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (150 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant comments on this area of evaluation | Open field question (150 words limit) |

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| Area 4: Social Sustainability |
| The village is committed to promote social inclusion and equality. |
| A.4.1. Does the village disseminate and/or promote policies, measures and initiatives to **foster employment in the tourism sector**?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant comments on this area of evaluation | Open field question (150 words limit) |

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| Area 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. |
| A.5.1. Does the village disseminate and/or promote policies, measures and initiatives for the **preservation and conservation of natural resources**?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.5.2. Does the village disseminate and/or promote policies, measures and initiatives aimed at **fighting climate change** \* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.5.3. Does the village disseminate and/or promote policies, measures and initiatives to **reduce single-use plastics** in tourism?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant information on policies, measures and initiatives that the village implements in the area of environmental sustainability in this area | Open field question (150 words limit) |

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| Area 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. |
| A.6.1. Is the village integrated into an **area/network 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  |
| Please provide a brief description \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.2. Does the village have **accommodation options** that reflect rural and local values?\* | YES/NO  |
| Please detail and provide relevant examples \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.3. Does the village promote **local gastronomy** and **local culinary culture** ?\* | YES/NO  |
| Please detail and provide relevant examples \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.5. Does the village advocate for the implementation of tourism **quality standards** and **certification systems** among tourism businesses and services providers? \* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing and if the village currently active or recently acquired certifications, designations, or memberships related to sustainability or tourism (e.g. fair trade, destination certifications, sustainability labels, etc.) \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.6. Do businesses in the village have **e-commerce facilities and/or electronic payments**?\* | YES/NO  |
| Please provide a brief description\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.7. Does the village have **tourism signage**?\* | YES/NO  |
| Please provide up to 3 examples \*:  | Upload field (limit 3 pictures) |
| A.6.8. Does the village host **events** and/or has developed relevant events, particularly related to local culture, knowledge and products?\* | YES/NO  |
| Please provide a brief description of the events that the village has developed \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.9. Does the village have or participate in **marketing and promotion** plans/initiatives?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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?\* | YES/NO  |
| Please provide a brief description\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.6.11. Does the village have **innovative products and experiences**?\* | YES/NO  |
| Please provide a brief description of how the village promotes its innovative products and experiences \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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 | Open field question (100 words limit) |
| Please add any relevant information on policies, measures and initiatives that the village implements for tourism development and value chain integration | Open field question (150 words limit) |

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| Area 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. |
| A.7.1. Has the village a dedicated **tourism development plan or policy**?\* | YES/NO  |
| Please provide a brief description\*:  | Open field question (100 words limit) |
| Please provide relevant links to the document of the tourism development plan or policy (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.7.2. Has the village a **dedicated structure for tourism** development and management (public, private or public-private) \* | YES/NO  |
| Please provide a brief description \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.7.3. Does the village disseminate and/or promote **collaboration** with the businesses in the village?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.7.4. Does the village cooperate with national or regional **governments on tourism initiatives**?\* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.7.6. Does the village collaborate with **educational** and **academic institutions** in tourism related issues? \* | YES/NO  |
| Please provide a brief description of the initiatives the village is implementing\*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant information on policies, measures and initiatives that the village implements in governance and prioritization of tourism (market intelligence tools, etc.) | Open field question (150 words limit) |

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| Area 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. |
| A.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.)? \* | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.8.2. Please provide a description of the status of access in the village to the following services:\* **drinking water****sanitation services****electricity** | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.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.)?\* | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant information related to this area  | Open field question (150 words limit) |

|  |
| --- |
| Area 9: Health, Safety and Security |
| The village has health, safety and security systems to safeguard residents and tourists. |
| A.9.1. Is the village part of a **public health, safety and security plan/system**?\* | YES/NO  |
| Please provide a brief description \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.9.2. Is the village close to health care services and providers \* | YES/NO  |
| Please provide a brief description \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| A.9.3. In case of vulnerability to natural disasters, has the village an **emergency plan**?\* | YES/NO  |
| Please provide a brief description \*:  | Open field question (100 words limit) |
| Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer: | Open field 1 |
| Open field 2 |
| Open field 3  |
| Please add any relevant comments to the evaluation of this area | Open field question (150 words limit) |

# Supporting Visual Files

|  |  |
| --- | --- |
| * 1. Please upload relevant **supporting visual files** that are relevant to showcase the village resources and initiatives.\*

Participants are encouraged to provide audiovisual material of the best possible quality. Kindly note that in the case of being recognized as Best Tourism Village, this material will be used for all communication materials.In this field, priority should be given to any official promotional video of the village***Format and limit specified****:* ***Images****: jpg. Up to 10 images. 20MB per file max.****Videos****: mp4. Up to 3 videos. 30MB per file max.* | File upload field  |
| * 1. Please upload a document including the copyrights of all the materials uploaded in the previous field following the template available [here](https://tourism-villages.unwto.org/wp-content/uploads/2025/02/Copyrights-Template-1.xlsx): \*
 | File upload field |
| * 1. Please provide up to three YouTube links or to other similar video sharing platforms (i.e.: vimeo, Tencent, iQiyi, etc.) of **promotional videos** of the village (if any).
 | 3 link fields |

# Compliance Framework

|  |  |  |
| --- | --- | --- |
| How did you learn about the Best Tourism Villages by UN Tourism initiative? \* | * UN Tourism website
* Social Media
* Direct Communication from UN Tourism
* Press
* Event
* Recommendation from colleague or partner
* Other
 | Multiple Choice Question |

|  |  |
| --- | --- |
| 1. I am aware and accept the Statutes of UN Tourism[[4]](#footnote-5) and the Global Code of Ethics for Tourism[[5]](#footnote-6) \* | [ ] YES |
| 2. I am aware and accept to comply with the Terms and Conditions of ‘Best Tourism Villages by UN Tourism’ initiative. Accordingly, I recognize that UN Tourism reserves the right to suspend or exclude a village from ‘Best Tourism Villages by UN Tourism’ Network at any time in case of breach of these Terms and Conditions, for not meeting the requirements for joining the initiative for any other reason duly justified.\* | [ ] YES |
| 3. I acknowledge the obligation to inform the village about these Terms and Conditions and to ensure that village accept and comply with said Terms and Conditions before, during and after its participation in the initiative. | [ ] YES |
| 4. I understand and accept that the village, once officially a member of ‘Best Tourism Villages by UN Tourism’ Network may mention its membership as such. Only villages recognised as Best Tourism Villages by UN Tourism can use the initiative’s logo according to the Terms and Conditions and to the Guidelines for the use of the logo. Any use of UN Tourism’s signs (name, emblem, flag or acronym) shall be subject to prior written authorization by UN Tourism and in full compliance with the terms and conditions in accordance with UN Tourism Terms of Use[[6]](#footnote-7).\* | [ ] YES |
| 5. By becoming a Member of ‘Best Tourism Villages by UN Tourism’ Network, the village accepts to comply with the terms and conditions established by the UN Tourism, in particular on the use of UN Tourism signs and the prohibition to be involved in any activity that could be opposed to the objectives or principles of the UN Tourism or the UN or that could adversely reflect upon the UN Tourism.\* | [ ] YES |
| **UNDERTAKING** |
| I, hereby, declare that all the information provided above is true and correct to the best of my knowledge and that I have read, understood and accepted the Terms and Conditions and agree to all of the terms therein. Should I fail to adhere to the conditions set out by said Terms and Conditions, I understand that the UN Tourism reserves the right to dismiss my application or remove the recognition to the village.\* | [ ] YES |
| **DATA PROTECTION** |  |
| 1. By submitting their application, participants acknowledge that referenced projects and visual materials are their own originals and/or they own the necessary right to ownership or property rights thereover. Participants shall duly credit third party copyrights and license to use them when applicable or if requested by the Secretariat at any time. Participants agree to hold harmless UN Tourism from any and all losses, claims, damages, expenses or liabilities which could arise in relation to intellectual property rights or personal data of third parties in relation to the applications submitted and visual materials uploaded in the application. UN Tourism shall not claim any property on the initiatives submitted or any other industrial or intellectual property contained in their application. Participants do not cede UN Tourism industrial or intellectual property rights arising as a result of their applications.
 | [ ] YES |
| 1. Candidates recognized as Best Tourism Villages by UN Tourism and those selected to participate in the Upgrade Programme authorize UN Tourism to share the (audio) visual material provided in the candidacy with third parties, such as, but not limited to, media (e.g. TV channels), event organizers, publishers, etc. in connection to their recognition as Best Tourism Village by UN Tourism or to their selection to participate in the Upgrade Programme. UN Tourism will provide the third party with the corresponding copyrights if previously shared by the candidate and whenever possible. UN Tourism shall request the third party to duly credit the corresponding copyrights and shall inform the concerned villages on the use of these materials by third parties. UN Tourism shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of or in connection with the use by UN Tourism or by any of the abovementioned third parties of any type of material provided as part of the candidacy, including but not limited to audios, videos, and images.\*
 | [ ] YES |
| 1. By submitting their application, participants expressly grant their consent to the use of the name or their village and initiatives in connection with the ‘Best Tourism Villages by UN Tourism’ initiative and the recording and maintenance of related files. Participants may exercise their rights to access, modify, cancel and oppose the processing of their personal details by sending an email to besttourismvillages@unwto.org indicating which right they wish to exercise and attaching a copy of their passport, national ID card or equivalent documentation.\*
 | [ ] YES |
| [ ]  I agree\* |  |

|  |
| --- |
| Name\*\* |
| Organization \* |
| Position\* |
| Country\* |
| Date\* |

\*\*The person submitting the application is the responsible for the application at the UN Tourism Member State (same person indicated in field 1.9.).

**February 2025**



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.

1. Online available at: <https://www.unwto.org/glossary-tourism-terms> [↑](#footnote-ref-2)
2. Online available at: [https://unstats.un.org/unsd/publication/Seriesm/SeriesM\_83rev1e.pdf#](https://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf) [↑](#footnote-ref-3)
3. Online available at: <https://www.e-unwto.org/doi/book/10.18111/9789284420858> [↑](#footnote-ref-4)
4. World Tourism Organization (2022) *UNWTO Basic Documents, Volume I ‐ Statutes, Rules of Procedure, Agreements, seventh edition*, UNWTO, Madrid. <https://doi.org/10.18111/9789284423781> [↑](#footnote-ref-5)
5. <https://webunwto.s3.eu-west-1.amazonaws.com/imported_images/37802/gcetbrochureglobalcodeen.pdf> [↑](#footnote-ref-6)
6. A/RES/601(XIX) available at <https://www.e-unwto.org/doi/pdf/10.18111/unwtogad.2011.1.q143011gl1856q48> [↑](#footnote-ref-7)