

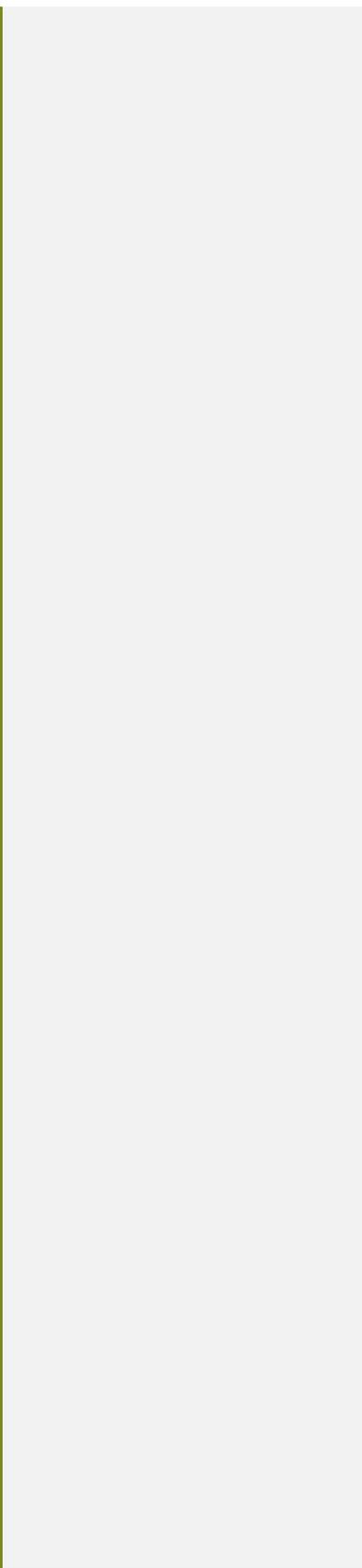


Best Tourism Villages by UN Tourism

Application Form
2026 Edition

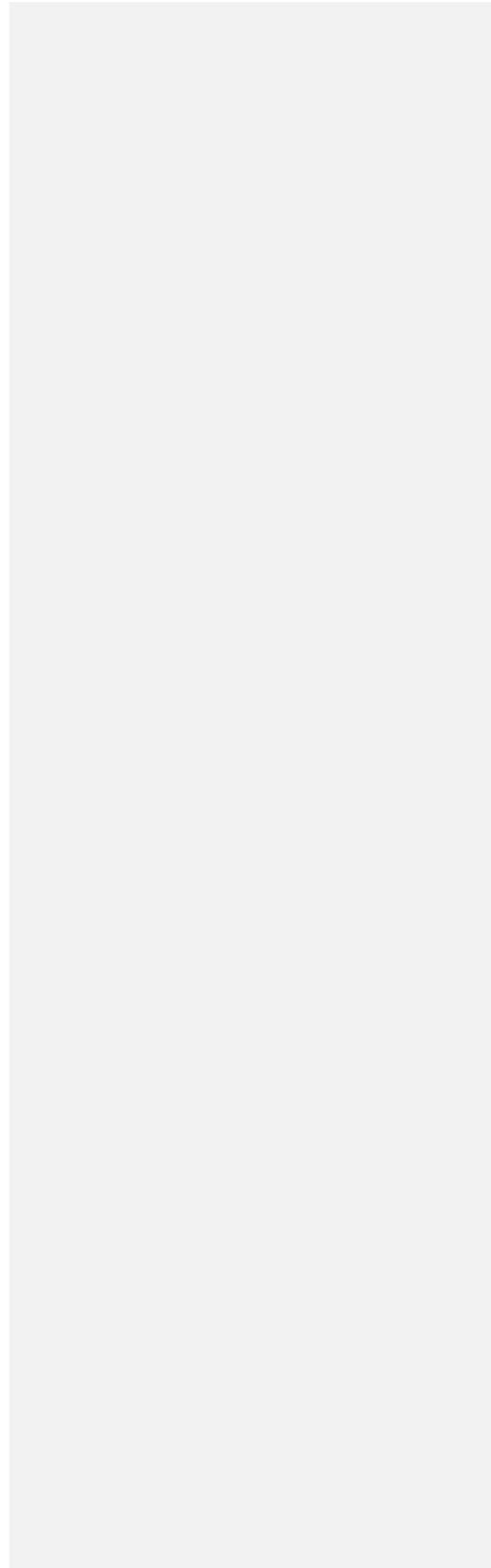


UB
Державне агентство розвитку туризму
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Best Tourism Villages by UN Tourism

Application Form
2026 Edition
February 2026



Application Form

Before you submit your application, we invite you to carefully read the following documents (available at <https://www.untourism.int/best-tourism-villages-2026>)

- 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 **9 June 2026** (23:59 CEST).
- All fields marked with an asterisk (*) are **mandatory**.

1. Basic Information

1.1. Name of the village*	<i>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)</i>	Open-ended Question
1.2. Name of the village (original language)	<i>Please provide the name of the village in your native language characters (if different from the above)</i>	Open-ended Question
1.3. Country*		Drop-down Question
1.4. Region/ province/ prefecture/ municipality*	<i>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.</i>	Open-ended Question
1.5. Geographical Coordinates of the village*: <ul style="list-style-type: none"> • Latitude • Longitude 	<i>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):</i> Latitude: 40.7128 Longitude: -74.0060	2 open-ended questions. Numeric values only.
1.6. Population of the village (number of inhabitants) *	<i>Considering that a maximum of 15.000 inhabitants is an eligibility pre-requisite, please indicate the number of inhabitants.</i>	Open-ended Question
<i>Submit/provide a supporting document of the population</i>		File upload

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<p><i>census for the village for the latest year available.*</i></p> <p><i>In case an official census document or link is not available, an officially signed letter in English or Spanish from a representative of relevant ministry will be accepted in lieu.</i></p>		
<p>1.7. Extent of the village's territory (in square km)</p>		<p><i>Open-ended Question</i></p>
<p>1.8. Contact information for representatives in the village.</p> <p><i>The contact provided in the following fields (1.8.1. – 1.8.10.) will be the highest authority in the village (Mayor or equivalent).</i></p>		
<p>1.8.1. Title (Mr/Ms/Other)*</p>		<p><i>Field Questions</i></p>
<p>1.8.2. Family Name*</p>		
<p>1.8.3. First Name*</p>		
<p>1.8.4. Institution*</p>		
<p>1.8.5. Position*</p>		
<p>1.8.6. Street Address and Number*</p>		
<p>1.8.7. State/Province*</p>		
<p>1.8.8. Postal/Zip Code*</p>		
<p>1.8.9. Area Code + Telephone Number*</p>		
<p>1.8.10. E-mail Address*</p>		

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<p><i>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.</i></p>		
1.8.11. Title (Mr/Ms/Other)*		
1.8.12. Family Name*		
1.8.13. First Name*		
1.8.14. Area Code + Telephone Number*		
<p><i>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.</i></p>		
1.8.15. E-mail address*		
<p>1.9. Contact information for the responsible for the application at the UN Tourism Member State</p> <p><i>The responsible for the application of the village will be the representative of the UN Tourism Member State. <u>This person will be responsible for the communication and coordination of all issues related to the candidacy.</u></i></p>		
1.9.1. Title (Mr/Ms/Other)*		<i>Field Questions</i>
1.9.2. Family Name*		
1.9.3. First Name*		
1.9.4. Institution*		
1.9.5. Position*		
1.9.6. Street Address and Number*		

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1.9.7. State/Province		
1.9.8. Postal/Zip Code		
1.9.9. Area Code + Telephone Number*		
1.9.10. E-mail Address*		
1.10. Details on online promotion channels (website and Social Media)		
<i>If any, please provide the name of the following specific accounts for the village:</i>		
1.10.1. Website		<i>Field Questions</i>
1.10.2. Instagram		
1.10.3. X (Twitter)		
1.10.4. LinkedIn		
1.10.5. Facebook		
1.10.6. Other		

2. Key Tourism Data

For further information on definitions on visitors, tourism products, etc., kindly refer to the [UN Tourism Glossary of Tourism Terms](#)¹ and to the [International Recommendations for Tourism Statistics 2008](#) (IRTS 2008)²

2.1. 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	2021	2022	2023	2024	2025
Total number of overnight					

¹ Online available at: <https://www.unwto.org/glossary-tourism-terms>

² Online available at: https://unstats.un.org/unsd/publication/SeriesM/SeriesM_83rev1e.pdf#

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visitors (total tourists)					
Total number of same-day visitors (excursionists)					

2.2. 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 from the list below:

(You can refer to **UN Tourism Tourism Definitions**³ 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):

3. Presentation and Motivation

3.1. General description *	Open ended
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³ Online available at: <https://www.e-unwto.org/doi/book/10.18111/9789284420858>

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<p>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></p>	question (200 words limit)
<p>3.2. What are the village's three main objectives in advancing tourism as a driver for rural development? * Please be as specific as possible</p>	Open ended question (200 words limit)
<p>3.3. What are the three main challenges that the village faces as a driver for rural development? * Please be as specific as possible</p>	Open ended question (200 words limit)
<p>3.4. 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</p>	Open ended question (200 words limit)
<p>3.5. 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.</p>	Open field 1 (100 words limit)
	Open field 2 (100 words limit)
	Open field 3 (100 words limit)
<p>3.6. 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. *</p> <ul style="list-style-type: none"> • Agriculture <input type="checkbox"/> • Climate Change Mitigation or Adaptation <input type="checkbox"/> • Cultural Heritage Promotion and Conservation <input type="checkbox"/> 	Selection field

<ul style="list-style-type: none"> • Economic Sustainability <input type="checkbox"/> • Education & Skills Development <input type="checkbox"/> • Gastronomy <input type="checkbox"/> • Governance and Destination Management <input type="checkbox"/> • Infrastructure, Accessibility and Transport <input type="checkbox"/> • Natural Resource Promotion, Management and Conservation <input type="checkbox"/> • Partnerships and Networks <input type="checkbox"/> • Social Inclusion and Equity <input type="checkbox"/> • Value Chain Integration <input type="checkbox"/> • Waste Management <input type="checkbox"/> • Other (if more than one, please separate with commas): 	
<p>3.7. 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.). *</p>	<p>Open ended question (200 words limit)</p>
<p>3.8. 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. *</p> <p>Format and limit specified: mp4 format, 2min max., 30MB max.</p>	<p>File upload field</p>
<p>3.9. Please upload a general presentation following the structure provided in the template “General Presentation”. *</p> <p>Format and limit specified: PDF format, 12 slides max, 20MB max.</p>	<p>File upload field</p>
<p>3.10. Please choose up to five (5) Sustainable Development Goals (SDGs) that, as of 2026, 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 for guidance)</p> <p>GOAL 1: No Poverty <input type="checkbox"/></p> <p>GOAL 2: Zero Hunger <input type="checkbox"/></p> <p>GOAL 3: Good Health and Well-being <input type="checkbox"/></p> <p>GOAL 4: Quality Education <input type="checkbox"/></p> <p>GOAL 5: Gender Equality <input type="checkbox"/></p> <p>GOAL 6: Clean Water and Sanitation <input type="checkbox"/></p> <p>GOAL 7: Affordable and Clean Energy <input type="checkbox"/></p> <p>GOAL 8: Decent Work and Economic Growth <input type="checkbox"/></p>	<p>Selection field</p>

GOAL 9: Industry, Innovation and Infrastructure <input type="checkbox"/> GOAL 10: Reduced Inequality <input type="checkbox"/> GOAL 11: Sustainable Cities and Communities <input type="checkbox"/> GOAL 12: Responsible Consumption and Production <input type="checkbox"/> GOAL 13: Climate Action <input type="checkbox"/> GOAL 14: Life Below Water <input type="checkbox"/> GOAL 15: Life on Land <input type="checkbox"/> GOAL 16: Peace, Justice and Strong Institutions <input type="checkbox"/> GOAL 17: Partnerships for the Goals <input type="checkbox"/>	
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4. 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.

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
<ul style="list-style-type: none"> - Provide only cultural resources that are recognized at sub-national, national, regional or international levels (e.g. UNESCO World Heritage sites, national or provincial inventories, etc.) - State the recognition entity, the year of recognition and the reason for recognition. If not yet recognized, official steps towards a recognition could also be mentioned. - Tangible cultural resources include monuments, sites, buildings, artifacts, etc. of cultural, historical or scientific significance 	

<p>- Intangible cultural resources include oral traditions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship</p>	
<p>Please provide a list of the main tangible and intangible cultural resources (please use bullet points)*:</p>	Open field question
<p>Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:</p>	Open field 1
	Open field 2
	Open field 3
<p>A.1.2. Does the village have recognized natural resources?*</p>	YES/NO
<p>- Provide only natural resources that are recognized at sub-national, national, regional, or international levels (e.g. national parks, protected areas, GIAHS, Global Geoparks, Biosphere Reserves)</p> <p>- State the recognition entity, the year of recognition, and the reason for recognition</p> <p>- The recognized natural resource can be within the village or in its vicinity</p>	
<p>Please provide a list of the main natural resources (please use bullet points)*:</p>	Open field question
<p>Please provide relevant links (documents saved on a cloud-based storage space, web pages links) that support your answer:</p>	Open field 1
	Open field 2
	Open field 3
<p>A.1.3. Are 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:</p> <ul style="list-style-type: none"> • National Parks <input type="checkbox"/> • Marine Protected Areas <input type="checkbox"/> • Important Bird Areas <input type="checkbox"/> • Forest reserves <input type="checkbox"/> • Tangible or intangible Cultural Heritage Sites <input type="checkbox"/> • Archaeological sites <input type="checkbox"/> • Indigenous territories or protected areas <input type="checkbox"/> • Other (if more than one, please separate with commas): 	Selection field
<p>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? <i>Please only select from the list below if the resources have been officially recognized as of today.</i></p>	Selection field

<ul style="list-style-type: none"> • World Heritage Site – UNESCO <input type="checkbox"/> • Intangible cultural heritage – UNESCO <input type="checkbox"/> • Biosphere Reserves – UNESCO <input type="checkbox"/> • Global Geopark – UNESCO <input type="checkbox"/> • FAO – GIAHS <input type="checkbox"/> • Geographical Indications <input type="checkbox"/> • Green list - IUCN <input type="checkbox"/> • RAMSAR sites <input type="checkbox"/> • Federation of the Most Beautiful Villages of the World <input type="checkbox"/> • Other (if more than one, please separate with commas): 	
<p>Please add any relevant comments on this area of evaluation</p>	<p>Open field question</p>

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.

Your responses should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We have launched guided heritage trails throughout the village that include measures to distribute visits through all the main attractions. [b] The design of the trails was done by the village administration, plus a team of 3 local tour operators. [c] The purpose was to enhance awareness and appreciation of our village’s historical and cultural assets, through guided visits. [d] A network of 3 trails, with a total length of 4.5 km, visiting 14 historical cultural assets and including around 50 interpretative signs have been implemented.”

<p>A.2.1. Does the village disseminate and/or promote policies, measures and initiatives aimed at the conservation and promotion of its cultural resources?*</p>	<p>YES/NO</p>
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<ul style="list-style-type: none"> - Assessment of the cultural resources through scientific documentation, site interpretation, and touristic information and communication - Participation in national/regional/international conservation programmes or certifications - Intergenerational transmission of traditional knowledge and practices - Restoration, preservation, and protection of traditional architecture and historical buildings - Regulatory frameworks for preservation of historical centres - Showcasing cultural traditions and lifestyle through creative industries or cultural manifestations 	
Please provide a brief description of the initiatives that the village is implementing for conservation and promotion of cultural resources*:	Open field question (300 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 (300 words limit)

Area 3: Economic Sustainability

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

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We launched a 'village card' that offers discounts and benefits for tourists using local services. A part of the income generated is reinvested in the village's social projects. [b] The program is a collaboration among 23 local retailers, 17 restaurants and coffee shops, and 2 cultural sites. [c] The aim was to encourage tourists to use multiple local services, spreading economic benefits more widely within the village, and ensuring a portion of the income is reinvested in social priorities. [d] The card was adopted by over 1,000 tourists in the first year, increasing sales for participating businesses by approximately 15%. The investment made in social projects is around 15,000.”

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
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- Facilitation of access to finance mechanisms (loans, micro-credits, low interest loans)
- Availability of fiscal incentives for local businesses
- Dissemination of information among local stakeholders on access to finance and investment opportunities
- Capacity building for local stakeholders on business operation of rural tourism
- Connecting with investors through investment forums and events

Please provide a brief description of the initiatives the village is implementing*:

Open field question
(300 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
<ul style="list-style-type: none"> - Existence of policies that support and incentivize the setting-up of new businesses and MSMEs - Existence of cooperatives and/or local business associations to facilitate access to markets, develop marketing strategies, etc. 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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 (300 words limit)

Area 4: Social Sustainability

The village is committed to promote social inclusion and equality.

Your responses should have the 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We developed a community event space that hosts markets and tourism activities, emphasizing themes of diversity and inclusion in our village. [b] The project was a joint effort between the local government, artisans, cultural groups, and minority community representatives. [c] The purpose was to provide a venue that supports social gatherings and cultural exchange promoting equality and cultural awareness. [d] The space has hosted 5 large community events, drawing approximately 800 visitors.”

A.4.1. Does the village disseminate and/or promote policies, measures and initiatives to foster employment in the tourism sector ?	YES/NO
<ul style="list-style-type: none"> - Existence of policies that promote decent employment with equal opportunities - Measuring employment or business ownership in the tourism sector 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Raise awareness on gender balance and youth empowerment through workshops and campaigns - Existence of data on women and youth employment and ownership of tourism businesses 	

<ul style="list-style-type: none"> - Existence of training and educational activities to enhance women’s and youth’s skills development and entrepreneurship - Partnerships and agreements with the private sector to foster women and youth employment in tourism - Fiscal and financial policies to incentivize women and youth employment in tourism - Success of the village in reversing the youth outmigration 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Existence of data on vulnerable populations employment in tourism - Existence of training and educational activities to enhance vulnerable populations skills development - Partnerships and agreements with the private sector to foster vulnerable populations employment in tourism - Fiscal and financial policies to incentivize vulnerable populations employment in tourism 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Existence of training, educational and capacity building activities to enhance skills development in tourism 	

- Existence of training, educational and capacity building activities to reduce the digital skills gap	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Adaptation of sites and facilities infrastructure to travellers with special needs: step-free access, wide doors, adapted public toilet, etc.) - Availability of accessible information: Braille languages, pictograms, subtitled videos, QR codes, video announcement, etc.) - Availability of reserved/priority parking slots and of seating for persons with disabilities, seniors and pregnant women in public transportation and public spaces - Existence of training and awareness activities for businesses and staff on universal accessibility 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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 (300 words limit)

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.

Your responses should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

"[a] We built the "Knowledge Forest" interpretation center, a place for environmental education for residents and visitors. [b] The construction involved the village's administration office, plus the participation of 3 civil society organizations, and +30 residents. [c] The aim was to provide an environmental education and natural history interpretation space for residents and tourists. [d] One interpretation center was built. The center has hosted around 2,000 visitors in the first 3 months of operation."

A.5.1. Does the village disseminate and/or promote policies, measures and initiatives for the preservation and conservation of natural resources ? *	YES/NO
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- Actions for the greening of the location with trees and shrubs typical of the location
- Participation in national, regional or international natural conservation programmes
- Compliance with local, national and international laws for the protection of biodiversity and conservation of species
- Existence of handicrafts or projects based on natural resources, including agriculture
- Initiatives to enhance landscape qualities through visual openings, panoramas, etc.
- Existence of conservation and management plans for natural resources

Please provide a brief description of the initiatives the village is implementing*:

Open field question (300 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
<ul style="list-style-type: none"> - Existence of an action plan to reduce CO2 emissions with proper monitoring and evaluation - Promotion of environmentally friendly means of transport within the village and in its access 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Existence of measures to reduce one-single plastics in accommodation, restaurants and other value chain stakeholders - Raising awareness campaigns addressed to tourists and business to reduce single-use plastics - The use of naturally sources packaging materials 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300words 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
<ul style="list-style-type: none"> - Existence of energy management plan - Existence of lighting control systems, use of LEDs or low consumption lights, and other measures to support the adoption of energy efficiency and renewable energy - Existence of water-saving initiatives - Measurement and monitoring in the area of water consumption: water consumed by tourism establishments 	

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<ul style="list-style-type: none"> - Existence of measures to reduce the use of potable water in tourism for irrigation purposes - Existence of plans for waste-water management - Measurement and monitoring in the area of wastewater: share of recycled water, share of sewage treatment, share of tourism establishments connected to sewage systems - Existence of solid waste management system - Measurement and monitoring in the area of solid waste: share of solid waste treated at the village level and in tourism establishments, share of tourism establishments connected to solid waste management systems, periodicity of waste management collection 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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 (300 words limit)

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.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] We have implemented new farm-to-table experiences. [b] The experiences were implemented with 6 restaurants in the village. [c] The aim was to promote sustainable food systems in tourism businesses. [d] In all 6 restaurants, 85% of the food served is local and from sustainable sources.”

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
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Being 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.

Please provide a brief description *:	Open field question (300 words limit)
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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
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Please detail and provide relevant examples *:	Open field question (300 words limit)
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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
<ul style="list-style-type: none"> - Measures to ensure food safety from farm to table including food safety inspections, food control systems and trainings - Existence of eating places that reflect rural and local values and promote linkages to local agriculture and biodiversity and to traditional or indigenous culinary culture - Adoption of km0 sourcing and promotion of local food and products in accommodation, restaurants, shops, etc. - Existence of intellectual property related to food knowledge and traditions - Organization and promotion of gastronomy festivals/events 	
Please detail and provide relevant examples *:	Open field question (300 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
<ul style="list-style-type: none"> - Availability of activities and experiences related to lifestyle and rural environment including interactive workshops and activities with artisans and local producers - Existence of shops and local markets to buy local food products and handicrafts - Availability of touristic information on what and where to buy local products and crafts - Existence of certified "Made locally" products - Policies to promote the use of local food products over imported products - Existence of local associations or networks of cooks, culinary professionals, etc. 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Inspection of tourism facilities for compliance with safety and hygiene standards - Existence of tourism businesses awarded with tourism quality standards, labels and certifications (i.e. certified organic products, fair trade, etc.) - Promotion of trainings and capacity building activities for implementation of quality systems by local businesses - Development and protection of trademarks, geographical indications and collective marks - Acquisition by the village of a national, regional or international label 	
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 (300words 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 (300 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 (300 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
<ul style="list-style-type: none"> - Existence of a marketing strategy for the destination - Existence of a physical or online Tourism Information Center providing quality information to the visitors - Existence of structured, functional and updated website and other digital and social media platforms 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Presence of accommodation and restaurant options on travel metasearch engines and Online Travel Agencies - Promotion of training and incentives for business market access - Measurement of visitor satisfaction as an indicator of economic success - Existence of partnerships with specialised national or international tour operators 	
Please provide a brief description*:	Open field question (300 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 (300 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 (300 words limit)
<ul style="list-style-type: none"> - Impact of tourism on the entire rural economy including agriculture, forestry, inland fisheries - Share of tourism income generated by activities run and owned by locals 	
Please add any relevant information on policies, measures and initiatives that the village implements for tourism development and value chain integration	Open field question (300 words limit)

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.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

"[a] We developed the "Sustainable Tourism Priority Plan," a strategy document that outlines the governance structure and prioritization of tourism initiatives within the village. [b] The plan was developed by the village council in coordination with 3 national government officials, 5 representatives from the tourism sector, 10 business owners, and 20 residents. [c] The purpose was to create a clear and structured approach to tourism governance, ensuring that tourism development is well-managed, sustainable, and aligned with the village's interests. [d] One comprehensive governance and prioritization plan has been produced and officially adopted by the village council."

A.7.1. Has the village a dedicated tourism development plan or policy ?*	YES/NO
Please provide a brief description*:	Open field question (300 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
<ul style="list-style-type: none"> - Existence of a governmental area responsible for tourism development, a DMO, or agreements with tourism businesses and associations in the destination - Monitoring and evaluation of the Strategic Tourism Plan with identified KPIs 	

<ul style="list-style-type: none"> - Partnerships with the private sector and the academia to measure and monitor the sustainability of tourism - Use of data to measure and manage tourism and dissemination of knowledge among tourism stakeholders for decision making 	
Please provide a brief description *:	Open field question (300 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
<ul style="list-style-type: none"> - Engagement of local stakeholders in the formulation and implementation of rural tourism policies through public consultations, coordination mechanisms and partnerships with the private sector - Training of local residents in setting up and management of cooperatives - Private sector representation in the local governance 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300words 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
<ul style="list-style-type: none"> - Alignment of the village tourism plan with the regional and national tourism policy - Participation and coordination with national or regional tourism development policies, programmes and mechanisms - Participation of the village tourism in national/regional tourism programmes, associations and networks 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - The participation of the local community in tourism development is guaranteed by local rules, processes and work methods - Engagement of the local community in the formulation and implementation of rural tourism policies - Campaigns to raise awareness of the benefits of tourism - Surveys to measure satisfactions among local residents - Evidence of improvements in community daily life and well-being 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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
<ul style="list-style-type: none"> - Cooperation with knowledge institutions in developing new approaches and business models in tourism related issues 	
Please provide a brief description of the initiatives the village is implementing*:	Open field question (300 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 (300 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.

Your response should have these 4 elements:

[a] What action have you implemented?

[b] Where or which stakeholders in your village were involved?

[c] Why did the village do it? What was the purpose or aim?

[d] What are the results? Please use numbers or an approximation of the results achieved.

Refer to this example. Your response should follow a similar format:

“[a] Installation of solar panels to provide renewable energy for tourism businesses in the village. [b] The panels were purchased by the village council and installed with the help of the Ministry of Energy and technicians of “Solar Company”. [c] The purpose was to promote sustainable energy use, reduce reliance on non-renewable energy sources, and lower energy costs for tourism businesses. [d] 17 businesses were beneficiaries of the panels with a total energy generation capacity of 50 kW.”

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 (300 words limit)
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- Availability of public transport options to get to the village with reasonable frequency
- Partnerships with nearest cities to promote joint public transport initiatives
- Partnerships with transport companies

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:*	Open field question (300 words limit)
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- **drinking water**
- **sanitation services**

<ul style="list-style-type: none"> • electricity 	
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 (300 words limit)
- i.e. mobile broadband – 3G or above - internet bandwidth, access to big data technology, etc.	
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 (300 words limit)

Area 9: Health, Safety and Security	
The village has health, safety and security systems to safeguard residents and tourists.	
Your response should have these 4 elements:	
[a] What action have you implemented?	
[b] Where or which stakeholders in your village were involved?	
[c] Why did the village do it? What was the purpose or aim?	
[d] What are the results? Please use numbers or an approximation of the results achieved.	
Refer to this example. Your response should follow a similar format:	
<i>“[a] Implementation of the rapid response protocol in case of accidents for tourists visiting the village’s trails. [b] Six tourism operators coordinated by the village’s administration office developed the protocol that was validated by the National Tourism Authority. [c] We did this to ensure safety and well-being of tourists and residents using village’s trails by providing a clear and effective response plan for incidents or accidents. [d] One protocol validated by the National Tourism Authority. 3 workshops held to disseminate the protocol and how to apply it. 35 guides and 6 tour operators participated in the workshops.”</i>	
A.9.1. Is the village part of a public health, safety and security plan/system ?*	YES/NO
- Adequate access to emergency services (local police, firefighters, medical personnel, etc.)	
Please provide a brief description *:	Open field question (300 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 (300 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 (300 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 (300 words limit)

5. Supporting Visual Files

5.1. 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. 500MB per file max.	File upload field
5.2. Please upload a document including the copyrights of all the materials uploaded in the previous field following the template available here : *	File upload field

Commented [CR1]: TBC - with Ibra

5.3. 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
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6. Compliance Framework

How did you learn about the Best Tourism Villages by UN Tourism initiative? *	<ul style="list-style-type: none"> - UN Tourism website - Social Media - Direct Communication from UN Tourism - Press - Event - Recommendation from colleague or partner - Other 	Multiple Choice Question
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1. I am aware and accept the Statutes of UN Tourism ⁴ and the Global Code of Ethics for Tourism ⁵ *	<input type="checkbox"/> 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.*	<input type="checkbox"/> 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.	<input type="checkbox"/> YES
4. I understand and accept that the village, once officially a member of 'Best Tourism Villages by UN Tourism' Network may mention its	<input type="checkbox"/>

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>

⁵ https://webunwto.s3.eu-west-1.amazonaws.com/imported_images/37802/gcetbrochureglobalcodeen.pdf

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 .*	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.*	<input type="checkbox"/> 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 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.*	<input type="checkbox"/> 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.	<input type="checkbox"/> YES
2. 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	<input type="checkbox"/>

⁶ A/RES/601(XIX) available at <https://www.e-unwto.org/doi/pdf/10.18111/unwtogad.2011.1.q143011g11856q48>

Application Form - 2026 Edition

<p>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.*</p>	<p>YES</p>
<p>3. 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.*</p>	<p><input type="checkbox"/> YES</p>
<p><input type="checkbox"/> I agree*</p>	

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 2026



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