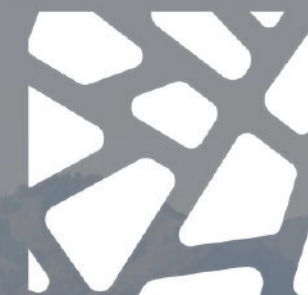


BEST TOURISM VILLAGES BY UNWTO NETWORK



**BEST
TOURISM
VILLAGES**
by UNWTO

February 2022

OUR VISION

**Make tourism a driver of rural
development and wellbeing**



A shepherd wearing a hat and a light-colored shirt stands in a green field, holding a long wooden staff. He is surrounded by several sheep. In the background, there are rocky mountains under a blue sky with some clouds. The image is overlaid with a semi-transparent blue rectangle containing the title and two orange arrows pointing to the text.

OUR MISSION

→ 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.

→ Promote innovative and transformative approaches to the development of tourism in rural destinations that contribute to the three pillars of sustainability – economic, social and environmental – in line with the **Sustainable Development Goals** (SDGs).



OUR OBJECTIVES

- 1 Reduce regional inequalities in income and development
- 2 Fight depopulation
- 3 Progress gender equality and women's and youth empowerment
- 4 Promote rural transformation and strengthen traction capacity
- 5 Strengthen multi-level governance, partnerships and the active involvement of communities
- 6 Improve connectivity, infrastructure, acces to finance and investment



OUR OBJECTIVES

- 7 Advance innovation and digitalization
- 8 Innovate in product development and value chain integration
- 9 Promote the relationship between sustainable, equitable and resilient food systems and tourism
- 10 Advance the conservation of natural and cultural resources
- 11 Promote sustainable practices for a more efficient use of resources and a reduction of emissions and waste
- 12 Enhance education and skills

O GLOBO BOA VIAGEM

Conheça a Rota do Enxaimel, em Santa Catarina, uma das melhores vilas turísticas do mundo

Herança alemã em Pomerode recebe o prêmio Best Tourism Villages da Organização Mundial do Turismo

THE HINDU

Pochampally village awarded 'Best World Tourism Village' tag by UNWTO

CHINADAILY 中国日报网
COM.CN

Two villages in Zhejiang and Anhui were selected as the first batch of "World's Best Tourist Villages" by the World Tourism Organization

Arabian Daily
your gateway to the middle east

Oman's Misfat Al Abriyeen listed among Best Tourism villages in the world by UN body

La República

Ollantaytambo recibe premio internacional de la Organización Mundial de Turismo

LA VANGUARDIA

'BEST TOURISM VILLAGES'

Así son los dos pueblos turísticos españoles incluidos en el listado de los mejores del mundo

WA
Voyages Africa

UNWTO Announces List of 'Best Tourism Villages' 2021



IMPACT SUMMARY



USD 33.3MN

AVE

(Advertising Value Equivalency)



12.4k

TOTAL MENTIONS

on media outlets and social media platforms



1.6k

MEDIA PIECES

mentioning Best Tourism Villages by UNWTO



15.8k

VISUALIZATIONS

of the Best Tourism Villages 2021 video

As of 16 December 2021

BTV NETWORK



SHARING

A space for **exchanging** good practices, experience and knowledge



LEARNING

Capacity building (webinars, masterclasses, workshops) in the main BTV evaluation areas for continuous improvement



GROWING

Access to relevant **resources** and **research**



MEMBERS

BTV villages + Upgrade Programme (64 in the 2021 edition and growing every year)



COMMUNITY

Partners from all relevant fields join hands with UNWTO to support the network with knowledge, resources and services

The working language of the BTV Network is **English** although some activities will be organized in French or Spanish.

BE PART OF THE LARGEST INTERNATIONAL NETWORK ON RURAL TOURISM

- **Exchange** and **collaborate** with like-minded villages around the world
- Capitalize on opportunities to match needs on the ground with **global solutions**
- **Connect** through an active international platform hosted by the leading UN agency in the field of tourism
- Join forces to make a **meaningful contribution** to the global development agenda







LEARN AND SHARE

- Learn from each other and from **selected partners** on relevant topics
- Access a series of online and offline **capacity building** opportunities tailored to your needs
- Keep abreast of **latest trends** and knowledge in the field
- Join annual **meetings** of the BTV Network and other **thematic events**
- Benefit from customized **assessments and mentoring** (for Upgrade Programme)



GET THE WORLD TO KNOW YOU

- Gain local, national and global visibility and amplify outreach through UNWTO:
 - **UNWTO and BTV websites**
 - UNWTO social media and communication **campaigns**    
 - Use of **BTV logo**
- Advocate for broader support and resources from your national government and the international community



COMMITMENTS AS A BTV NETWORK MEMBER

REPORTING

- Submission of a report on activities and commitment to future actions
- Continuous improvement in the identified gaps to fully meet the BTV criteria (for Upgrade Programme)

COMMUNICATION

- Promote and disseminate the BTV initiative
- Use of BTV's visual identity and logo

INFORMATION

- Share knowledge and good practices with BTV Network

PARTICIPATION

- Active participation in the BTV Network
- Attendance to BTV Network meetings, training activities and related events

ADVOCACY

- Continuous engagement in sustainable and responsible tourism
- Plan and act bearing in mind the BTV values
- Advocate for the fulfilment of BTV values among their stakeholders in their destinations

BTV NETWORK 2022 TIMELINE

31 MARCH



Online kick-off
event of the BTV
Network

APRIL - DECEMBER



Implementation of BTV Network
2022 activities

NOVEMBER



First Annual Meeting of
BTV Network - UNWTO
Conference on Tourism
and Rural Development
(Mexico)

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besttourismvillages@unwto.org



<https://www.unwto.org/tourism-villages/en/>