



**Best Tourism Villages   
by UNWTO**

**联合国世界旅游组织**

**最佳旅游乡村**

Candidacy Document

参选文件

2023 Edition 2023年版

**Best Tourism**

**Villages**

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March 2022

2022年3月

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**Important notes: 重要提示：**

* Please carefully read this document along with the Application Form (Word Version) and the Areas of Evaluation (available at <https://www.unwto.org/tourism-villages/en/the-initiative/>)

请仔细阅读本文件以及申请表（Word 版本）和评估领域（参见

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

* Remember all fields marked with an asterisk (\*) are mandatory.

所有标注（\*）的表项为必填项。

* Please do not exceed the word limit specified for each text box. We suggest the use of the ‘Word Count’ function to ensure that limits are not exceeded.

请不要超过每个文本框所规定的字数限制，建议使用“字数统计”功能以确保字数不超过限制。

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| **Name of the Village\* 村庄名称** |  |
| **Country\* 国家** |  |

Motivation 动机

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| **What are the village’s three main objectives in advancing tourism as a driver for rural development? \***  **本村在推动旅游业作为乡村发展驱动力的三个主要目标是什么？**  *Please be as specific as possible (200 words limit).*  *请尽可能具体（限200个单词）。* |
| *Write your text here* |
| **What are the three main challenges that the village faces as a driver for rural development? \***  **本村在发展旅游业时面临的三项主要挑战是什么？**  *Please be as specific as possible (200 words limit).*  *请尽可能具体（限200个单词）。* |
| *Write your text here* |
| **Can you provide up to 3 examples of the current opportunities that tourism brings to the village and how these are positively impacting its development?**  **可否提供3个例子说明目前旅游业给本村带来的机遇以及这些机遇如何积极地影响着本村的发展？**  *Please be as specific as possible (200 words limit).*  *请尽可能具体（限200个单词）。* |
| *Write your text here* |
| **Please describe the most creative and innovative initiative that the village is developing in the areas of tourism. \***  **请描述本村在发展旅游业相关领域时最具创造性和创新性的活动。**  *Please be as specific as possible (150 words limit).*  *请尽可能具体（限150个单词）。* |
| *Write your text here* |
| **List the main contributions that the village could make to the Best Tourism Villages Network, if selected. \***  **如获选，请列举贵村可以为“最佳旅游乡村网络”作出哪些主要贡献。**  *Please be as specific as possible (200 words limit).*  *请尽可能具体（限200个单词）。* |
| *Write your text here* |

# Areas of Evaluation 评估领域

* Remember all fields marked with an asterisk (\*) are mandatory. In the case of selecting YES in the questions in this section, it is also mandatory to answer the following question (*If selected YES, please provide…*). Failure to reply to this question will be considered as a NO.

请记住所有标注（\*）的表项为必填项。在本部分问题中如果选择“是”，同样必须回答下列问题（如果选择“是”，请提供……）。未回答该问题将被视为选择“否”。

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| Cultural and Natural Resources 文化和自然资源 |
| The village has natural and cultural (tangible and intangible) resources recognized at national, regional or international level. 本村有国家、区域或国际层面已确认的自然和文化（物质和非物质）资源。 |
| 1. Does the village have recognized **cultural resources** (tangible and intangible)? \*   本村是否有已确认的**文化资源**（物质和非物质）？  YES  是  NO 否  If selected YES, please provide a list of the main tangible and intangible cultural resources *(please use bullet points):*  如果选择“是”，请提供主要的物质和非物质文化资源清单（请使用项目符号）：   * Cultural Resource 1 文化资源1 * Cultural Resource 2 文化资源2 * Cultural Resource 3 文化资源3 * Cultural Resource 4 文化资源4 * … |
| 1. Does the village have recognized **natural resources**? \*   本村是否有已确认的**自然资源**？  YES 是  NO 否  If selected YES, please provide a list of the main natural resources *(please use bullet points):*  如果选择“是”，请提供主要的自然资源清单（*请使用项目符号*）：   * Natural Resource 1 自然资源1 * Natural Resource 2 自然资源2 * Natural Resource 3 自然资源3 * Natural Resource 4 自然资源4 * … |
| 1. Please add any relevant comments on this area of evaluation *(150 words limit)*: \*   请补充关于该领域评估的相关说明（*限150个单词*）：  *Write your text here* |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相关网络链接： Click or tap here to enter text.在此点击或 敲击以输入文字。 Click or tap here to enter text.在此点击或 敲击以输入文字。  Click or tap here to enter text.在此点击或 敲击以输入文字。 |

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| Promotion and Conservation of Cultural Resources 文化资源的宣传和保存 | |
| The village is committed to the promotion and conservation of its cultural resources which make it unique and authentic. 本村致力于宣传和保存使其独特和真实的文化资源。 | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives aimed at the **conservation and promotion of its cultural resources**? \*   本村是否有传播和/或宣传旨在**保存和宣传其文化资源**的政策、措施和活动？  YES 是  NO 否  If selected YES, please provide a brief description of the initiatives that the village is implementing for conservation and promotion of cultural resources *(150 words limit)*:  如果选择“是”，请提供本村实施保存和宣传文化资源活动的简短描述（限150个  单词）：  *Write your text here* | |
| 1. Please add any relevant comments on this area of evaluation *(150 words limit)*: \*   请补充关于该领域评估的相关说明（*限150个单词*）：  *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相关网络链接： Click or tap here to enter text.在此点击或 敲击以输入文字。 Click or tap here to enter text.在此点击或 敲击以输入文字。  Click or tap here to enter text.在此点击或 敲击以输入文字。 | |
| **Please select to which Sustainable Development Goals (SDGs)[[1]](#footnote-1) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | |
| GOAL 1: No Poverty  目标1：无贫穷  GOAL 2: Zero Hunger 目标2：零饥饿  GOAL 3: Good Health and Well-being  目标3：良好健康与福祉  GOAL 4: Quality Education  目标4：优质教育  GOAL 5: Gender Equality  目标5：性别平等  GOAL 6: Clean Water and Sanitation  目标6：清洁饮水和卫生设施  GOAL 7: Affordable and Clean Energy  目标7：经济适用的清洁能源  GOAL 8: Decent Work and Economic Growth  目标8：体面工作和经济增长  GOAL 9: Industry, Innovation and Infrastructure  目标9：产业、创新和基础设施 | GOAL 10: Reduced Inequality  目标10：减少不平等  GOAL 11: Sustainable Cities and Communities  目标11：可持续城市和社区  GOAL 12: Responsible Consumption and Production  目标12：负责任消费和生产  GOAL 13: Climate Action  目标13：气候行动  GOAL 14: Life Below Water  目标14：水下生物  GOAL 15: Life on Land  目标15：陆地生物  GOAL 16: Peace, Justice and Strong Institutions  目标16：和平、正义与强大机构  GOAL 17: Partnerships for the Goals  目标17：促进目标实现的伙伴关系 |

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| Economic Sustainability 经济可持续 | |
| The village is committed to promote economic sustainability supporting business development, entrepreneurship and investment. 本村致力于促进经济可持续发展，支持商务发展、企业家精神和投资。 | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to support the **access to finance** for tourism development and tourism **investment**? \*   本村是否传播和/或宣传支持为旅游发展和旅游**投资**提供**财政资助**的政策、措施和  活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village disseminate and/or promote a framework that is conducive to **business development**, particularly for **tourism Micro, Small and Medium Enterprises (MSMEs)** and **entrepreneurship**? \*   本村是否传播和/或宣传有益于**商务发展，**特别是为**旅游中小微企业**和**企业家精神**的框架？  YES 是  NO 否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Please add any relevant information on policies, measures and initiatives that the village implements in the area of economic sustainability *(150 words limit): \**   请补充关于本村在经济可持续领域所实施政策、措施和活动的相关信息（限150个单词）：  *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相关网络链接： Click or tap here to enter text.在此点击或 敲击以输入文字。 Click or tap here to enter text.  Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[2]](#footnote-2) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | |
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| Social Sustainability 社会可持续 | |
| The village is committed to promote social inclusion and equality. 本村致力于促进社会包容和平等。 | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to **foster employment in the tourism sector**? \*   贵村是否传播和/或宣传**促进旅游部门就业**的政策、措施和活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Please provide a description of the status of access to school enrolment (if possible, by gender) in the village (primary and secondary) \* (100 words)   请说明本村入学（小学和中学）情况（如可能，按性别说明）\*（100个单词）。  *Write your text here* | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to **advance gender balance** in tourism and to support skills development, employment and entrepreneurship in tourism for youth (17-29 years old)? \*   本村是否传播和/或宣传促进旅游领域性别平等和支持旅游领域青年（17至29岁）  技术培养、就业和企业家精神的政策、措施和活动？  YES ☐ 是  NO ☐ 否  If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):  如果选择“是”，请提供本村正在实施的相关活动的简短描述（限100个单词）：  *Write your text here* | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to **foster opportunities for vulnerable populations in tourism** (i.e., underrepresented residents from indigenous groups of ethnic minorities and persons with disabilities)? \*   本村是否传播和/或宣传**增加旅游领域弱势人口**（即来自少数民族原住民群体和残疾  人等代表性不足的居民）**机会**的政策、措施和活动？  YES  是  NO  否    If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to advance **human resources, education and skills development**, with particular focus in **advancing innovation** and **reducing the digital skills gap** in tourism? \*   本村是否传播和/或宣传**人力资源、教育和技术发展**，特别关注**发展创新**和**缩小数字**  **技术鸿沟**的政策、措施和活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to **advance accessibility** for travellers with specific access requirements (persons with disabilities)? \*   本村是否传播和/或宣传加强有特别要求的旅行者的可进入性的政策、措施和活动？  YES ☐ 是  NO ☐ 否  If selected YES, please provide a brief description of the initiatives the village is implementing (100 words limit):  如果选择“是”，请提供本村正在实施的相关活动的简短描述（限100个单词）：  *Write your text here* | |
| 1. Please add any relevant information on policies, measures and initiatives that the village implements in the area of social sustainability *(150 words limit)*: \*   请补充在社会可持续领域本村所实施政策、措施和活动的相关信息（*限150个单词*）：  *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相关网络链接： Click or tap here to enter text.在此点击或 敲击以输入文字。 Click or tap here to enter text.  Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[3]](#footnote-3) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | |
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| Environmental Sustainability 环境可持续 | |
| 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. 本村通过宣传和/或传播促进保存和保护其自然资源和将旅游发展对环境影响最小化的政策、措施和活动，致力于环境可持续。 | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives for the **preservation and conservation of natural resources**? \*   本村是否传播和/或宣传**保存和保护自然资源**的政策、措施和活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives aimed at **fighting climate change**? \*   本村是否传播和/或宣传旨在**应对气候变化**的政策、措施和活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to **reduce single-use plastics** in tourism? \*   本村是否传播和/或宣传在旅游业**减少一次性塑料制品**的政策、措施和活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village disseminate and/or promote policies, measures and initiatives to monitor and **reduce** the impact of tourism on **water consumption** and the generation of **sewage** and **solid waste**? \*   本村是否传播和/或宣传监测和**减少**旅游业对**水资源消耗**、**污水**和**固体垃圾**形成之影  响的政策、措施和活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing *(100 words limit):*  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Please add any relevant information on policies, measures and initiatives that the village implements in the area of environmental sustainability in this area *(150 words limit)*: \*   请补充关于本村在环境可持续领域所实施政策、措施和活动的相关信息（*限150个单*  *词*）：  *Write your text here* | | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相网络链接： Click or tap here to enter text.在此点击或敲击以输入文字。 Click or tap here to enter text.  Click or tap here to enter text. | | |
| **Please select to which Sustainable Development Goals (SDGs)[[4]](#footnote-4) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | | |
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| Tourism Development and Value Chain Integration 旅游发展和价值链融合 | |
| 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. 本村旅游业得以显著地经营和发展。本村进一步促进增强旅游价值链和目的地与市场准入、市场营销、创新、产品开发和质量相关的竞争力。 | |
| 1. Is the village integrated into an **area with wider tourism attractions** (e.g. part of a thematic national, regional or international route, of a cluster of villages with common natural and cultural values, of a natural park, etc)? \*   本村是否与**具有更大旅游吸引力的区域**相融（即，是国家、区域或国际主题线路的一  部分，是具有共同自然和文化价值的村庄聚落的一部分，是自然公园的一部分，等  等）？  YES 是  NO  否  If selected YES, please detail *(100 words limit)*:  如果选择“是”，请细化（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village have **accommodation options** that reflect rural and local values? \*   本村是否有反映乡村和本地价值的**住宿选择**？  YES  是  NO  否  If selected YES, please detail and provide relevant examples *(100 words limit)*:  如果选择“是”，请细化并提供相关案例（*限100个单词*）。  *Write your text here* | | |
| 1. Does the village promote **local gastronomy** and **local culinary culture**? \*   本村是否宣传**当地美食**和**当地烹饪文化**？  YES 是  NO  否  If selected YES, please detail and provide relevant examples *(100 words limit)*:  如果选择“是”，请细化并提供相关案例（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village promote the **inclusion of farmers and local producers** (handicrafts, etc.) in **tourism products, activities and experiences** related to local traditions and facilitate their purchase by tourists? \*   本村是否促进在与当地传统相关的**旅游产品、活动和经验**中**纳入农户和当地生产者**  （手工艺人等），便于游客购买？  YES 是  NO 否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village advocate for the implementation of tourism **quality standards** and **certification systems** among tourism businesses and services providers? \*   本村是否提倡旅游商家和服务提供者实施旅游**质量标准**和**资质体系**？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Do businesses in the village have **e-commerce facilities and/or electronic payments?** \*   本村旅游商家是否有**电子商务设施和/或电子支付手段**？  YES  是  NO  否  If selected YES, please provide a brief description *(100 words limit):*  如果选择“是”，请提供简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village have **tourism signage**? \*本村是否有**旅游指示标识**？   YES  是  NO  否  If selected YES, please provide up to 3 examples (photos):  如果选择“是”，请提供不超过3个例子（图片）：   |  | | --- | | *Please insert your picture here 请在此插入图片* | | *Please insert your picture here* | | *Please insert your picture here* | | | |
| 1. Does the village host **events** and/or has developed relevant events, particularly related to local culture, knowledge and products? \*   本村是否承接**活动**和/或已开发相关活动，特别是关于当地文化、知识和产品的活  动？  YES  是  NO  否  If selected YES, please provide a brief description of the events that the village has developed *(100 words limit)*:  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | | |
| 1. Does the village have or participate in **marketing and promotion** plans/initiatives? \*   贵村是否有或参与**市场营销**计划/活动？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here*  And please add below the village’s website address and Social Media accounts (if any):  请在下方添加本村网站地址和社交媒体账户（如有）：   |  |  | | --- | --- | | **Website网站** |  | | **Instagram照片墙** |  | | **Twitter推特** |  | | **Facebook脸书** |  | | **LinkedIn领英** |  | | **Other 其他** |  | | **Other其他** |  | | | |
| 1. Is the village’s tourism offer well represented in **online and offline travel distribution channels** (i.e.: Google My Business, TripAdvisor, Booking.com, etc.) and in other new business models platforms? \*   本村旅游是否提供**线上和线下旅行分销渠道**（即，谷歌商务、猫途鹰、缤客等）和其  他新的商务模式平台？  YES ☐是  NO  否  If selected YES, please provide a brief description *(80 words limit)*: \*  如果选择“是”，请提供简短说明（*限80个单词*）：  *Write your text here*  Please provide relevant links that support your answer: \*请提供支持回答的相关链接：  Click or tap here to enter text.在此点击或 敲击以输入文字。  Click or tap here to enter text. Click or tap here to enter text. | | |
| 1. Does the village have **innovative products and experiences**? \*   本村是否有**创新产品和经验**？  YES  是  NO  否  If selected YES, please provide a brief description of how the village promotes its innovative products and experiences *(100 words limit)*:  如选择“是”，请提供本村如何宣传创新产品和经验做法的简短说明（*限100个单词*）：  *Write your text here* | | |
| 1. Please describe how **tourism brings positive economic impact** to the community and how it complements with existing economic activities such as agriculture, forestry, livestock and/or fisheries and their relevant processing industries. \* *(100 words limit)*:   请描述旅游业如何为社区带来积极经济影响，如何补充现有经济活动，如农业、林业、畜牧业和/或渔业及其相关加工产业（限100个单词）：  *Write your text here* | | |
| 1. Please add any relevant information on policies, measures and initiatives that the village implements for tourism development and value chain integration (*150 words limit)*: \*   请补充本村在为旅游业发展和价值链融合而实施的政策、措施和活动的相关信息（限150个单词）：  *Write your text here* | | |
| 1. Please provide up to three supporting relevant internet links:   请提供不超过三个支持性相关网络链接： Click or tap here to enter text.在此点击或 敲击以输入文字。 Click or tap here to enter text.  Click or tap here to enter text. | | |
| **Please select to which Sustainable Development Goals (SDGs)[[5]](#footnote-5) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | | |
| GOAL 1: No Poverty  目标1：无贫穷  GOAL 2: Zero Hunger 目标2：零饥饿  GOAL 3: Good Health and Well-being  目标3：良好健康与福祉  GOAL 4: Quality Education  目标4：优质教育  GOAL 5: Gender Equality  目标5：性别平等  GOAL 6: Clean Water and Sanitation  目标6：清洁饮水和卫生设施  GOAL 7: Affordable and Clean Energy  目标7：经济适用的清洁能源  GOAL 8: Decent Work and Economic Growth  目标8：体面工作和经济增长  GOAL 9: Industry, Innovation and Infrastructure  目标9：产业、创新和基础设施 | GOAL 10: Reduced Inequality  目标10：减少不平等  GOAL 11: Sustainable Cities and Communities  目标11：可持续城市和社区  GOAL 12: Responsible Consumption and Production  目标12：负责任消费和生产  GOAL 13: Climate Action  目标13：气候行动  GOAL 14: Life Below Water  目标14：水下生物  GOAL 15: Life on Land  目标15：陆地生物  GOAL 16: Peace, Justice and Strong Institutions  目标16：和平、正义与强大机构  GOAL 17: Partnerships for the Goals  目标17：促进目标实现的伙伴关系 | |

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| Governance and prioritization of tourism 管理与旅游优先 | |
| 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. 本村致力于将旅游业作为乡村发展的一个战略支柱，进一步加强基于公共—私营伙伴关系的管理模式、与其他政府层级的合作以及社区参与旅游规划和发展。 | |
| 1. Has the village a dedicated **tourism development plan or policy**? \*   本村是否有专门的旅游发展规划或政策？  YES 是  NO 否  If selected YES, please provide a link to the document:  如果选择“是”，请提供相关文件链接：  *Write your text here* | |
| 1. Has the village a **dedicated structure for tourism** development and management (public, private or public-private)? \*   本村是否有旅游发展和管理（公共、私营或公共—私营）的**专设架构**？  YES  是  NO  否  If selected YES, please provide a brief description *(100 words limit)*:  如选择“是”，请提供简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village disseminate and/or promote **collaboration** with the businesses in the village? \*   本村是否传播和/或宣传与旅游商家的**协作**？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village cooperate with national or regional **governments on tourism initiatives**? \*   本村是否与国家或地区政府合作**旅游活动**？  YES 是  NO 否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village disseminate and/or promote the **participation of the community and its residents** in tourism planning and development; and has measures that contribute to have tourism improve local well-being and satisfaction? \*   本村是否传播和/或宣传**社区及其居民参与**旅游规划和发展；并采用有助于使旅游业  改善当地福祉和满意度的措施？  YES 是  NO 否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Does the village collaborate with **educational** and **academic institutions** in tourism related issues? \*   本村是否与**教育**和**学术机构**协作？  YES  是  NO  否  If selected YES, please provide a brief description of the initiatives the village is implementing (*100 words limit)*:  如果选择“是”，请提供本村正在实施的相关活动的简短描述（*限100个单词*）：  *Write your text here* | |
| 1. Please add any relevant information on policies, measures and initiatives that the village implements in governance and prioritization of tourism (market intelligence tools, etc.) *(150 words limit)*: \*   请补充本村在管理和旅游优先领域（智慧营销工具等）所实施政策、措施和活动的相关信息（限150个单词）：  *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个关联性支持文件的网络链接：  Click or tap here to enter text. 在此点击或 敲击以输入文字。  Click or tap here to enter text.  Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[6]](#footnote-6) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | |
| GOAL 1: No Poverty  目标1：无贫穷  GOAL 2: Zeronger 目标2：零饥饿  GOAL 3: Good Health and Well-being  目标3：良好健康与福祉  GOAL 4: Quality Education  目标4：优质教育  GOAL 5: Gender Equality  目标5：性别平等  GOAL 6: Clean Water and Sanitation  目标6：清洁饮水和卫生设施  GOAL 7: Affordable and Clean Energy  目标7：经济适用的清洁能源  GOAL 8: Decent Work and Economic Growth  目标8：体面工作和经济增长  GOAL 9: Industry, Innovation and Infrastructure ☐  目标9：产业、创新和基础设施 | GOAL 10: Reduced Inequality  目标10：减少不平等  GOAL 11: Sustainable Cities and Communities  目标11：可持续城市和社区  GOAL 12: Responsible Consumption and Production  目标12：负责任消费和生产  GOAL 13: Climate Action  目标13：气候行动  GOAL 14: Life Below Water  目标14：水下生物  GOAL 15: Life on Land  目标15：陆地生物  GOAL 16: Peace, Justice and Strong Institutions  目标16：和平、正义与强大机构  GOAL 17: Partnerships for the Goals ☐  目标17：促进目标实现的伙伴关系 |

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| Infrastructure and connectivity 基础设施和互联互通 | |
| The village has infrastructure to facilitate access and communications that improve the wellbeing of rural communities, business development as well as the visitor experience. 本村具有基础设施便于获取和沟通，以改善乡村社区的福祉，促进商业发展以及优化游客体验。 | |
| 1. Please provide a description of the **village’s transport infrastructure** that facilitates connectivity (i.e. paved access roads, public transport services, regular frequencies, available schedules, etc.)? \* *(100 words limit):*   请提供本村交通基础设施如何便利互联互通（即，铺设的通路、公共交通服务、常规频次和可用的日程表，等等）（限100个单词）：  *Write your text here* | |
| 1. Please provide a description of the status of access in the village to the following services:\* (100 words limit total):   请提供本村以下服务可及性的状况描述（总共不超过100个单词）：  drinking water 饮用水  sanitation services 卫生服务  electricity 电力  *Write your text here* | |
| 1. Please provide a description of the village’s communications technology and digital infrastructure (i.e. mobile broadband – 3G or above - internet bandwidth, access to big data technology, etc.)? \* *(100 words limit):*   请提供关于本村通讯和数字基础设施（即，手机宽带—3G或更高—网络带宽，大数据技术入口，等等）的简要说明 （限100个单词）：  *Write your text here* | |
| 1. Please add any relevant information related to this area (*100 words limit)*: \*   请补充与该领域有关的信息（限100个单词）：  *Write your text here* | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相关网络链接： Click or tap here to enter text. 在此点击或敲击以输入文字。 Click or tap here to enter text.  Click or tap here to enter text. | |
| **Please select to which Sustainable Development Goals (SDGs)[[7]](#footnote-7) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | |
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| Health, Safety and Security 卫生、平安和安全 | |
| The village has health, safety and security systems to safeguard residents and tourists. 本村有卫生、平安和安全系统以保护居民和游客。 | |
| 1. Is the village part of a public health, safety and security plan/system? \*   本村是否为公共卫生、平安和安全规划/系统的一部分？  YES  是  NO 否  If selected YES, please provide a bri1ef description *(100 words limit)*: \*  如果选择“是”，请提供简短说明（限100个单词）：  *Write your text here* | | |
| 1. Is the village close to health care services and providers? \*   本村是否与医疗卫生服务和供应商有紧密联系？  YES  是  NO  否  If selected YES, please provide a brief description *(100 words limit)*:  如果选择“是”，请提供简短说明（限100个单词）：  *Write your text here* | | |
| 1. In case of vulnerability to natural disasters, has the village an **emergency plan**? \*   如遇自然灾害，本村是否有**应急方案**？  YES  是  NO  否  If selected YES, please provide a brief description *(100 words limit)*:  如果选择“是”，请提供简短说明（*限100个单词*）：  *Write your text here* | | |
| 1. Please add any relevant comments to the evaluation of this area *(100 words limit)*: \*   请补充与该领域评估有关的信息（*限100个单词*）：  *Write your text here* | | |
| 1. Please provide up to three supporting relevant internet links: \*   请提供不超过三个支持性相关网络链接： Click or tap here to enter text.在此点击或敲击以输入文字。 Click or tap here to enter text.  Click or tap here to enter text. | | |
| **Please select to which Sustainable Development Goals (SDGs)[[8]](#footnote-8) the initiatives implemented in this area of evaluation contribute to. Please only select the ones that have an important contribution to the goal: \***  **请选择本村在该评估领域实施相关活动所助益的可持续发展目标。请仅选择有重要贡献的可持续发展目标。** | | |
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**2023 Edition**

**2023版**

**March 2023**

**2023年3月**



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

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

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