

ANNEX 1: Guidelines for answers - Section 4. Areas of evaluation

| Guidelines for answers Section 4. Areas of Evaluation | |
|--|--|
| 1. Cultural and Natural Resources | |
| A.1.1. Does the village have recognized cultural resources (tangible and intangible)? * | |
| <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 - 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 | |
| A.1.2. Does the village have recognized natural resources ? * | |
| <ul style="list-style-type: none"> - 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) - State the recognition entity, the year of recognition, and the reason for recognition - The recognized natural resource can be within the village or in its vicinity | |
| 2. Promotion and Conservation of Cultural Resources | |
| A.2.1. Does the village disseminate and/or promote policies, measures and initiatives aimed at the conservation and promotion of its cultural resources ? * | |
| <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 | |

| |
|---|
| <ul style="list-style-type: none"> - 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 |
| 3. Economic Sustainability |
| 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 ?* |
| <ul style="list-style-type: none"> - 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 |
| 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 ? * |
| <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. |
| 4. Social Sustainability |
| A.4.1. Does the village disseminate and/or promote policies, measures and initiatives to foster employment in the tourism sector ? * |
| <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 |
| 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)? * |

| |
|--|
| <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 - 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 |
| <p>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)? *</p> |
| <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 |
| <p>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? *</p> |
| <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 |
| <p>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)? *</p> |
| <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.) |

| |
|--|
| <ul style="list-style-type: none"> - 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 |
| 5. Environmental Sustainability |
| A.5.1. Does the village disseminate and/or promote policies, measures and initiatives for the preservation and conservation of natural resources ? * |
| <ul style="list-style-type: none"> - 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 |
| A.5.2. Does the village disseminate and/or promote policies, measures and initiatives aimed at fighting climate change ? * |
| <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 |
| A.5.3. Does the village disseminate and/or promote policies, measures and initiatives to reduce single-use plastics in tourism? * |
| <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 |
| 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 ?* |
| <ul style="list-style-type: none"> - Existence of energy management plan |

| |
|--|
| <ul style="list-style-type: none"> - 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 - 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 waste-water: 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 |
| 6. Tourism Development and Value Chain Integration |
| 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)? * |
| <ul style="list-style-type: none"> - 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. |
| A.6.3. Does the village promote local gastronomy and local culinary culture? * |
| <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 |
| 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? * |

| |
|--|
| <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. |
| <p>A.6.5. Does the village advocate for the implementation of tourism quality standards and certification systems among tourism businesses and services providers? *</p> |
| <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 |
| <p>A.6.9. Does the village have or participate in marketing and promotion plans/initiatives?*</p> |
| <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 |
| <p>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? *</p> |
| <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 |

| |
|---|
| 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. * |
| <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 |
| 7. Governance and prioritization of tourism |
| A.7.2. Has the village a dedicated structure for tourism development and management (public, private or public-private)? * |
| <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 - 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 |
| A.7.3. Does the village disseminate and/or promote collaboration with the businesses in the village? * |
| <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 |
| A.7.4. Does the village cooperate with national or regional governments on tourism initiatives ? * |
| <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 |
| 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? * |
| <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 |
| A.7.6. Does the village collaborate with educational and academic institutions in tourism related issues? * |
| <ul style="list-style-type: none"> - Cooperation with knowledge institutions in developing new approaches and business models in tourism related issues |
| 8. Infrastructure and connectivity |
| 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.)? * |
| <ul style="list-style-type: none"> - 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 |
| 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.)? * |
| <ul style="list-style-type: none"> - i.e. mobile broadband – 3G or above - internet bandwidth, access to big data technology, etc. |
| 9. Health, Safety and Security |
| A.9.1. Is the village part of a public health, safety and security plan/system? * |
| <ul style="list-style-type: none"> - Adequate access to emergency services (local police, firefighters, medical personnel, etc.) |