

### **NOTE VERBALE**

The Secretariat of the World Tourism Organization (UNWTO), a specialized agency of the United Nations with Headquarters in Spain, presents its compliments to the Member States of the Organization and other recipients of this note, and has the honour to announce that the **2<sup>nd</sup> edition of Best Tourism Villages by UNWTO** initiative has been launched on 28 March 2022, in the framework of its activities to advance the role of tourism as a tool for rural development.

Encouraged by the success of the 2021 Best Tourism Villages by UNWTO pilot initiative, UNWTO launches this second edition 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 (agriculture, forestry, livestock and/or inland fisheries), including their gastronomy. More information is available in the attached PPT presentation and in the following link: <https://www.unwto.org/tourism-villages/en/> .

The Call for Applications is now open to UNWTO Member States until **28 June 2022 (23:59 CEST)**. Each Member State is invited to submit up to a maximum of **three applications (villages)**. For that purpose, UNWTO will send a specific code to access the online application to the focal point in each country by a separate e-mail. An online briefing session will be organized soon to provide further information on the Best Tourism Villages by UNWTO initiative and the application process.

The announcement of the villages recognized as Best Tourism Villages by UNWTO in 2022 will be made on the occasion of a UNWTO event related to rural development and tourism at the end of the year.

In this regard, the Secretariat encourages Member States of the Organization and other recipients of this note to visit the [website](#) of the Best Tourism Villages by UNWTO initiative and to submit their application(s).

The Secretariat of the World Tourism Organization avails itself of this opportunity to renew to the Member States of the Organization and other recipients of this note, the assurances of its highest consideration.

Madrid, 28 March 2022

### **UNWTO Member States**

