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# BTV Monitoring and Evaluation Report: Key Insights and Lessons Learned

An Outlook on Progress, Successes, and Challenges  
from 2021-2023

May 2025





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**BEST  
TOURISM  
VILLAGES**

by UN Tourism

The Best Tourism Villages by UN Tourism recognizes outstanding examples of rural destinations that implement tourism in a sustainable way and as a key driver for rural development and community well-being.



## AMERICAS

Caspalá, Argentina  
Testo Alto, Brazil  
Pica, Chile  
Puerto Williams, Chile  
Cuetzalan del Progreso, Mexico  
Maní, Mexico  
San Cosme y Damián, Paraguay  
Ollantaytambo, Peru



## EUROPE

Kaunertal, Austria  
Pano Lefkara, Cyprus  
Soufli, Greece  
San Ginesio, Italy  
Castelo Rodrigo, Portugal  
Cumeada, Portugal  
Mokra Gora, Serbia  
Radovljica, Slovenia  
Solčava, Slovenia  
Lekunberri, Spain  
Morella, Spain  
Gruyères, Switzerland  
Saas-Fee, Switzerland  
Valposchiavo, Switzerland  
Mustafapaşa, Türkiye  
Taraklı, Türkiye



## AFRICA

Wonchi, Ethiopia  
Olergesailie, Kenya  
Le Morne, Mauritius  
Old Grand Port, Mauritius  
Sidi Kaouki, Morocco  
Nkotsi Village, Rwanda



## MIDDLE EAST

Bkassine, Lebanon  
Misfat Al Abriyeen, Oman  
Rijal Alma'a, Saudi Arabia



## ASIA PACIFIC

Xidi, China  
Yucun, China  
Pochampally, India  
Nglanggeran, Indonesia  
Miyama, Japan  
Niseko, Japan  
Batu Puteh, Malaysia  
Bojo, Philippines  
Ungok Village, Republic of Korea  
The Purple Island, Republic of Korea

## TOTAL

# 43

10

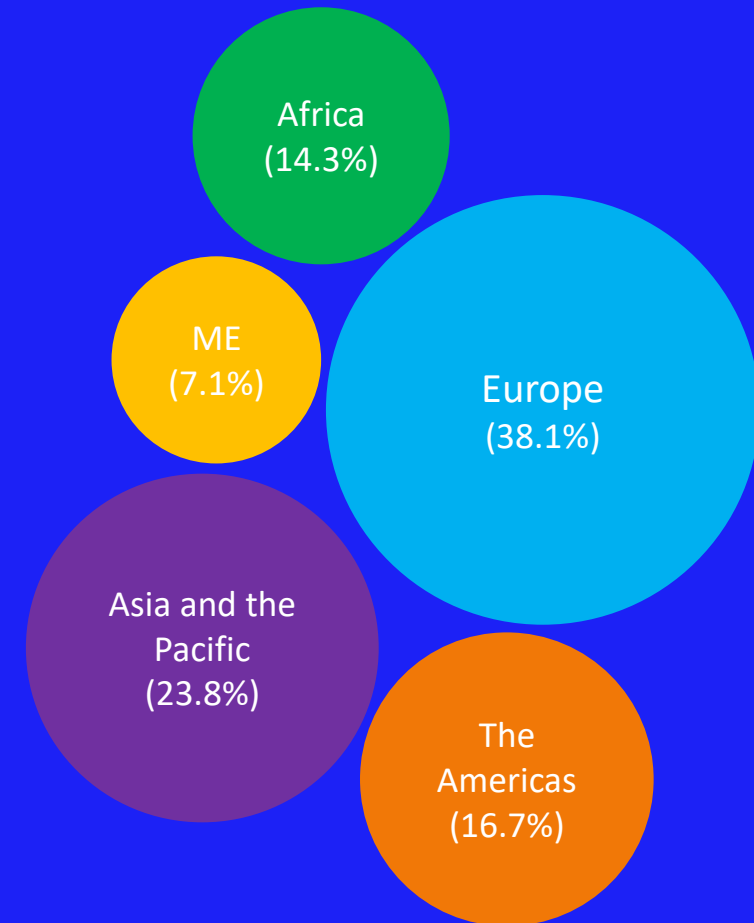
Total number of reports submitted from the EU27

84%

Of village perceptions of change are positive

120+

Total number of key actions addressing BTV areas of evaluation (*within EU*)



Geographic Distribution of All Reports Submitted



# Areas of Evaluation

*Implementation,  
Key Actions and Areas*

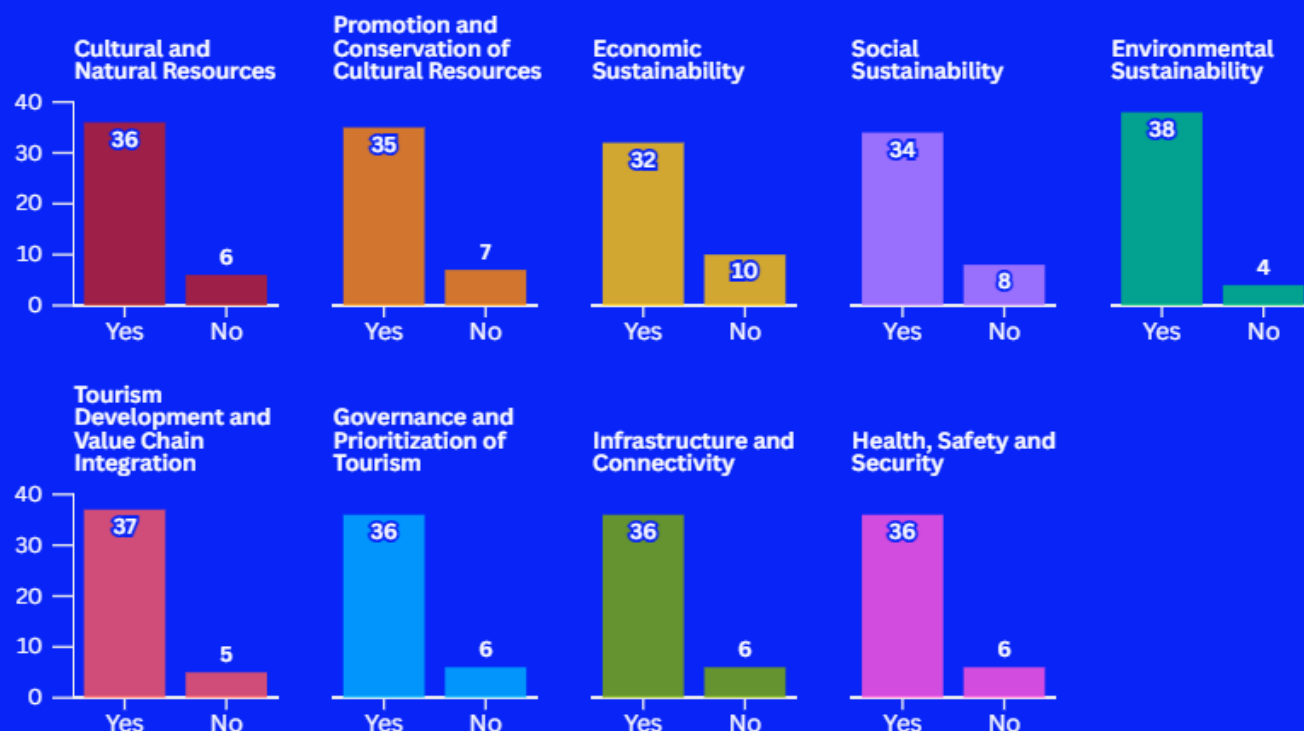


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# Implementation of the BTV Areas of Evaluation

## Number of villages with actions implemented per area of evaluation



Rate of implementation reported among villages  
(ranked highest to lowest):

1. **Environmental Sustainability (90.5%)**
2. **Tourism Development and Value Chain Integration (88.1%)**
3. Cultural and Natural Resources (85.7%)
4. Governance and Prioritization of Tourism (85.7%)
5. Infrastructure and Connectivity (85.7%)
6. Health, Safety and Security (85.7%)
7. Promotion and Conservation of Cultural Resources (83.3%)
8. Social Sustainability (81.0%)
9. Economic Sustainability (76.2%)

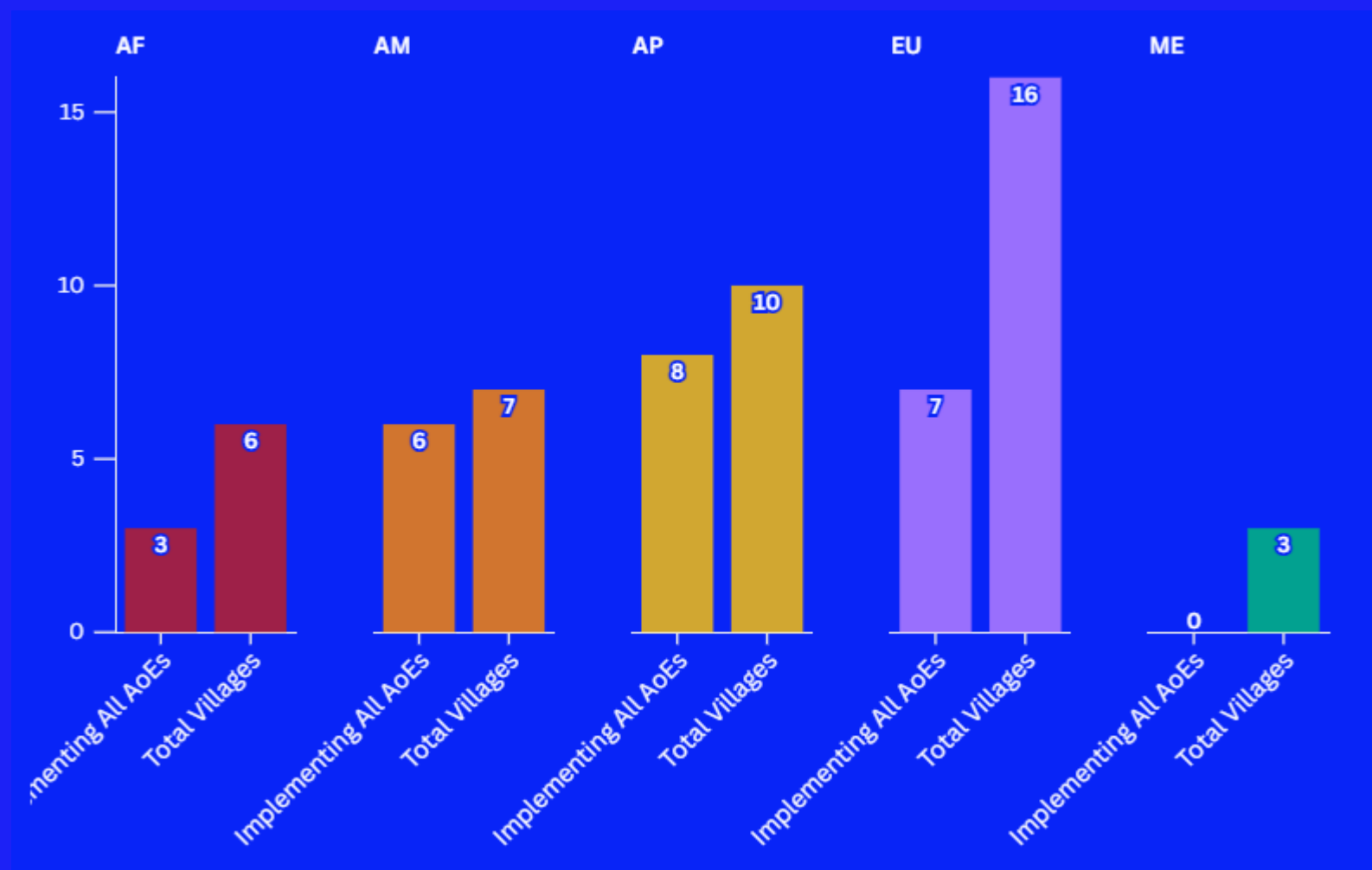
# Implementation of the BTV Areas of Evaluation



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24

BTVs that reported  
implementing actions in  
**all areas of evaluation**



# 120+

Total number of key actions  
addressing BTV areas of  
evaluation (within EU)

The BTVs have reported over **120 key actions** addressing the areas of evaluation with high-levels of engagement across all stakeholder groups; government entities, civil society organizations (CSOs), private sector, destination management organizations (DMOs), local communities, academic and research institutions.



# Notable Village Actions



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## Solčava (Slovenia)

- The Franc Herle Solčava Cultural Association organizing a series of traditional cultural events designed to sustain local heritage for residents and visitors alike.
- "Solčavske vistorije," exemplifies this approach by prioritizing the preservation of the Solčava dialect through workshops and discussions with local communities.
- Official recognition as intangible cultural heritage by the Ministry of Culture.
- Deep commitment to community-led cultural preservation



# Notable Village Actions



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## **Pano Lefkara (Cyprus)**

- Pilot classes were organized and funded at the Lefkara Handicraft Center to ensure the preservation and transmission of the unique Lefkaritiko embroidery tradition.
- 65+ (three-hour) lessons for each group of embroiderers
- Collaboration between local embroiderers, the Municipality of Lefkara, and cultural organizations.
- Unified commitment to sustaining this vital element of local cultural heritage

**Inscribed in 2009 ([4.COM](#)) on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity**





# Notable Village Actions



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## Solčava (Slovenia)

- The Užice Tourism Organization (TO) and village representatives in Solčava, Slovenia, initiated a cooperation protocol with a village in Serbia.
- Visit from a 34-member delegation
- Facilitate a long-term, mutual exchange of experiences, strengthen capacity building and social cohesion.

## Morella (Spain)

- Developed and implemented a strategic plan for sustainable tourism
- Aimed to become a **Smart Tourist Destination (DTI)**
- Overseen by the Tourism Council (administration and business sector)
- Focuses on designing a tourism offer that respects heritage, nature, and promotes balanced economic development





# All Areas of Evaluations (Key Action Areas)



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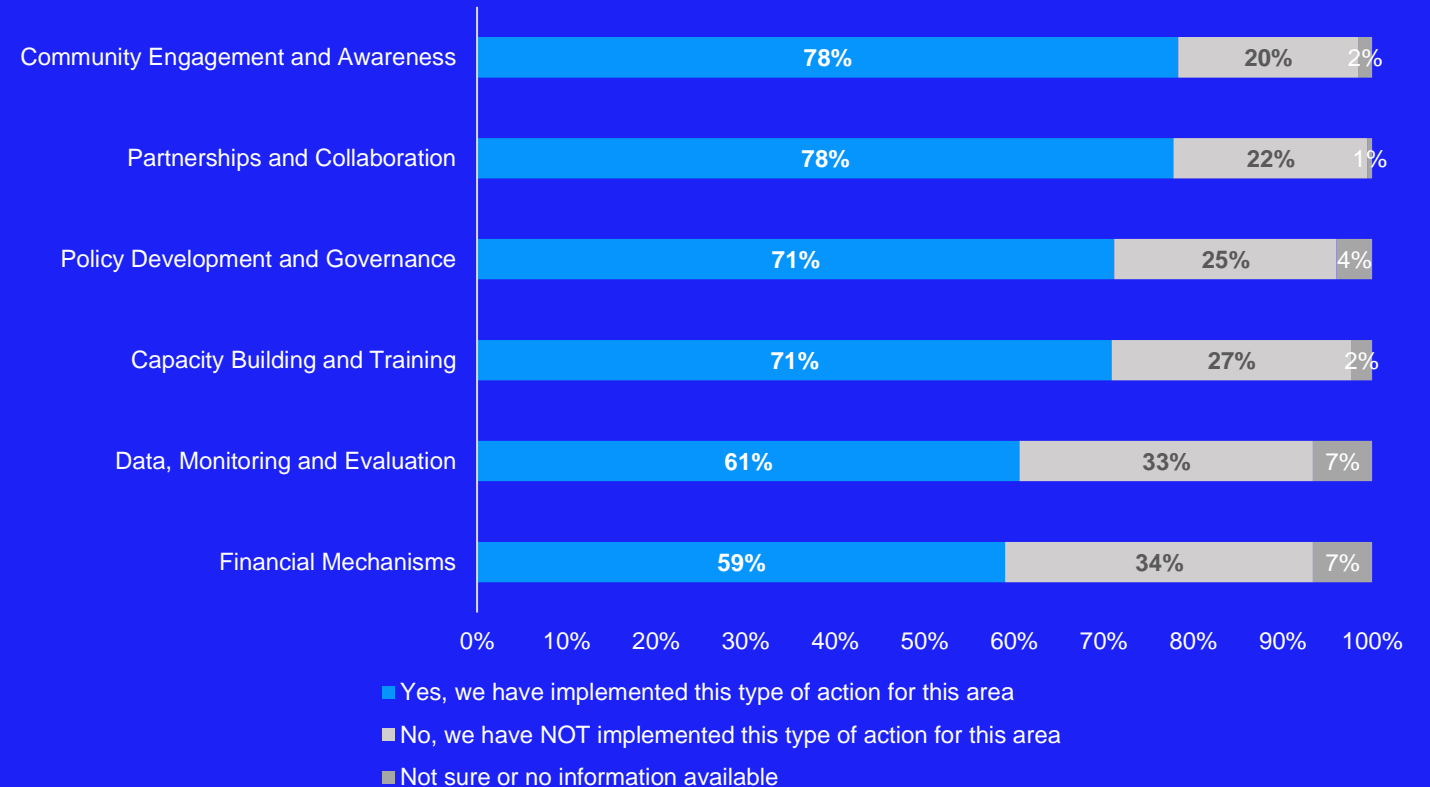


## Access to finance



## Data monitoring and evaluation

Across all areas of evaluation, the following issues have not been consistently implemented; strength remains in community engagement, partnerships and policy development.



# Thank you

For more inquiries, please contact us  
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