

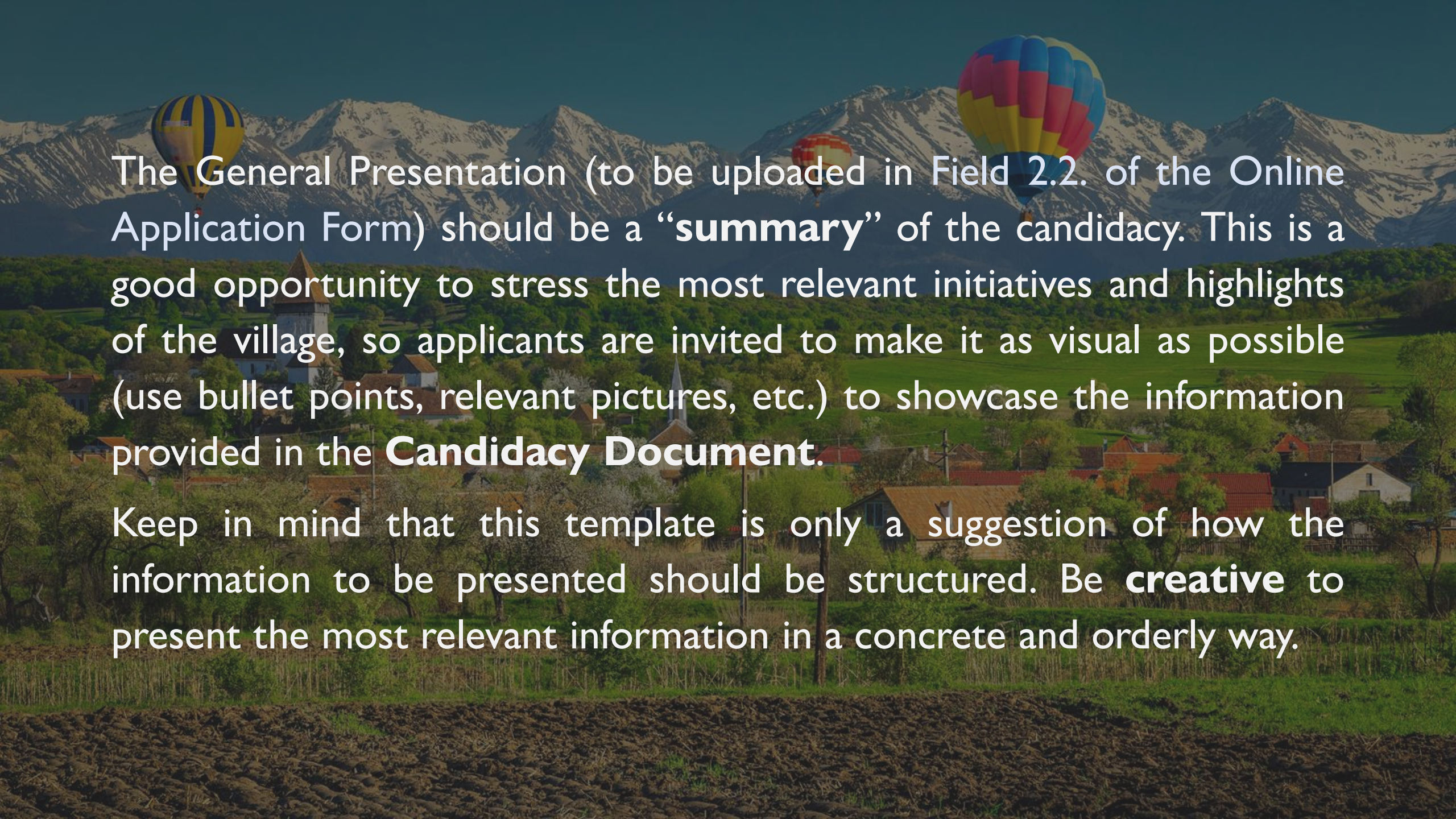


GENERAL PRESENTATION TEMPLATE

APPLICATION
2022 EDITION

BEST TOURISM VILLAGES BY UNWTO



A scenic landscape featuring snow-capped mountains in the background, a small village with a church in the middle ground, and several hot air balloons floating in the sky. The foreground shows a dark, plowed field.

The General Presentation (to be uploaded in Field 2.2. of the Online Application Form) should be a “**summary**” of the candidacy. This is a good opportunity to stress the most relevant initiatives and highlights of the village, so applicants are invited to make it as visual as possible (use bullet points, relevant pictures, etc.) to showcase the information provided in the **Candidacy Document**.

Keep in mind that this template is only a suggestion of how the information to be presented should be structured. Be **creative** to present the most relevant information in a concrete and orderly way.

Slide 1: Getting to know the village

- *The purpose of this slide is to provide information of the main aspects of the village as an introductory slide.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 2: Tell us about the most innovative initiative developed in the village for tourism

- *The purpose of this slide is to highlight the most innovative initiative developed in the village for tourism.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 3: AREA 1 - Cultural and Natural Resources

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 4: AREA 2 - Promotion and Conservation of Cultural Resources

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 5: AREA 3 - Economic Sustainability

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 6: AREA 4 - Social Sustainability

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 7: AREA 5 - Environmental Sustainability

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 8: AREA 6 - Tourism Development and Value Chain Integration

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 9: AREA 7 - Governance and prioritization of tourism

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 10: AREA 8 - Infrastructure and connectivity

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*

Slide 11: AREA 9 - Health, Safety and Security

- *The purpose of this slide is to illustrate the information provided in the Candidacy Document related to this area of evaluation.*
- *Please remember to make it as visual as possible: include relevant pictures that showcase the information provided.*



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