



# Central Nodal Agency Rural Tourism & Rural Homestay

## BEST TOURISM VILLAGE COMPETITION 2024

### GUIDELINES



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## Introduction

- Best Tourism Village Competition 2024 Edition, initiated by the Ministry of Tourism, Government of India, the central focus remains on 'Honoring the Soul of India while advancing its objectives to foster social and infrastructural development.
- Building upon the achievements and participation of the initial stage, this phase of the competition seeks to further deepen the sense of competitiveness and pride among India's villages.
- The second edition aims to identify villages with an unwavering commitment to uplifting the rural economy and the preservation of cultural and natural heritage through tourism.
- Recognition of such villages will serve as an exemplary model for sharing best practices among other villages.

## Objectives

The main objectives of the Competition are:

- Development of rural tourism destinations.
- Progress in empowering the rural population.
- Enhance attraction capability and encourage rural change.
- Strengthen multi-level governance, collaborations, and community engagement.
- Boost connection, infrastructure, financial access, and investment.
- Advancement and digitalization.
- Develop new products and integrate value chains.
- Promote the connection between resilient, equitably distributed, and sustainable food systems and tourism.
- Increase the conservation of natural and cultural resources.
- Encourage sustainable methods to make better use of resources, reduce emissions, and reduce waste.
- Improve knowledge and abilities.

## Areas of Evaluation

The broad areas for evaluation will be as follows:

- Cultural and Natural Resources (SDGs 8, 11, 12, 15)
- Economic Sustainability (SDGs 5,8,9,17)
- Environmental Sustainability (SDGs 7, 12, 13, 15, 17)
- Governance and Prioritization of Tourism (SDGs 9, 17)
- Health, Safety and Security (SDG 3)
- Promotion and Conservation of Cultural Resources (SDGs 8, 11, 12)
- Social Sustainability (SDGs 1, 2, 4, 5, 8, 10, 11, 12, 17)
- Tourism Development and Value Chain Integration (SDGs 8, 9, 10, 12)
- Infrastructure and Connectivity (SDGs 9,17)

## Categories for Recognitions

There will be the following categories under which villages can fill the nominations:

- Best Tourism Villages – Heritage
- Best Tourism Villages – Agri Tourism
- Best Tourism Villages – Craft
- Best Tourism Villages – Responsible Tourism
- Best Tourism Villages – Vibrant Villages
- Best Tourism Villages – Adventure Tourism
- Best Tourism Villages – Community-Based Tourism
- Best Tourism Villages – Wellness

## General Eligibility Criteria

The eligibility criteria for the village are as follows:

- Low population density and not exceeding 25,000 inhabitants.
- Located in a radius of famous places, Tourist destinations, or landscapes.
- Having Traditional activities including agriculture, craft, cuisine, etc.
- Applications duly filled and submitted online will only be considered for the evaluation.
- The form will be accepted only in the English language.
- The applications are not open to individuals.

## Specific Eligibility Criteria for various Categories

Apart from general eligibility criteria, the eligibility criteria for various categories will be as follows:

### (i) Best Tourism Villages – Heritage

#### Definition

- A place/ village that showcasing authentic lifestyles of the past through built structures, cultural elements and the traditional lifestyle.

#### Specific Eligibility Criteria

- The village should have at least one heritage tourism product.
- The lifestyle of the village should depict the tradition and culture.

### (ii) Best Tourism Villages – Agri Tourism

#### Definition

- Agritourism Tourism Village is a village that connect agricultural production and/or processing and practices with tourism to attract visitors in the village for the purposes of entertaining and/or educating the visitors while generating income for the farm or business owner.

#### Specific Eligibility Criteria

- The major tourist attraction of the village should be agriculture or related activities.
- The village should provide hands-on experience of agriculture to the tourist.

### (iii) Best Tourism Villages – Craft

#### Definition

- A tourism village where the production of the craft and its promotion to the tourist happen at the same place is called as the craft village.

### Specific Eligibility Criteria

- They should be indigenous to the village.
- The artisans must live and make crafts in the village.
- The promotion and selling of the should take place in the village.

## (iv) Best Tourism Villages – Responsible Tourism

### Definition

- The tourism village that focuses all the tourism related practices on the social, economic and environmental sustainability.

### Specific Eligibility Criteria

- The village should adhere to the practices related to maintaining sustainability of the resources, environment, and society.
- The village should be practicing responsible tourism activities for at least 3 years.

## (v) Best Tourism Villages – Vibrant Village

### Definition

- Vibrant villages are the villages that are located in the border areas as per the list notified by Ministry of Home Affairs.

### Specific Eligibility Criteria

- The proposed tourism village should be in the list of vibrant villages notified by the Government of India.

## (vi) Best Tourism Villages – Community Based Tourism.

### Definition

- Community based tourism village is a village where majority of the community is involved in the tourism activities and the benefits are also equally shared among the community.

### Specific Eligibility Criteria

- The village should have at least 75 % of the community involved in tourism.
- The village should distribute the benefits of tourism in the community.

## (vii) Best Tourism Villages – Adventure Tourism

### Definition

- The tourism village that has adventure activities as a major form of tourism product.

### Specific Eligibility Criteria

- The village should have at least one adventure activity as a major form of tourist attraction.
- It should demonstrate that local people are adequately engaged by the tourism service providers

## (viii) Best Tourism Villages – Wellness

### Definition

- The tourism village that provides wellness experience through Yoga and AYUSH retreats and treatments for as a form of tourism product

### Specific Eligibility Criteria

- The village should have certified practitioners for Yoga and AYUSH treatments.

## Stages of the Competition

The Best Tourism Village Competition will be in three Stages:

- District Level
- State Level
- National Level

## Application and Evaluation Process

The application process for the Best Tourism Village Competition will be as follows:

- One Tourism Village may apply under a maximum of three categories
- Review and Evaluation by the District level committee under the District Collector
- Selection of maximum five best tourism villages in each category from the district for the State level evaluation
- Review and Evaluation by the State level committee under State Tourism Secretary
- Selection of maximum five best tourism villages in each category from the State for the National level evaluation
- Review and Evaluation by National level Committee under Additional Secretary
- Recognition of maximum five best tourism villages in each category at the National level



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