

**Best Tourism Village Competition 2024**



सत्यमेव जयते

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**Central Nodal Agency  
Rural Tourism & Rural Homestay**

**Ministry of Tourism  
Government of India**

**Best Tourism Village Competition 2024**

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## Best Tourism Village Competition 2024

### Introduction

1. **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.
2. 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**.
3. The second edition aims to identify villages with an unwavering commitment towards **uplifting the rural economy** and the preservation of cultural and natural heritage through tourism.
4. Recognition of such villages will serve as an **exemplary model for sharing best practices** among other villages.

### Objectives

5. The main objectives of the Competition are:
  - (i). **Development** of rural tourism destinations.
  - (ii). Progress in **empowering the rural population**.
  - (iii). **Enhance attraction capability** and encourage rural change.
  - (iv). Strengthen multi-level governance, collaborations, and community engagement.
  - (v). Boost connection, infrastructure, financial access, and investment.
  - (vi). **Advancement and digitalization**.
  - (vii). **Develop new products** and integrate value chains.
  - (viii). Promote the connection between **resilient, equitably distributed, and sustainable food systems and tourism**.
  - (ix). Increase the **conservation of natural and cultural resources**.
  - (x). **Encourage sustainable methods** to make better use of resources, reduce emissions, and reduce waste.
  - (xi). Improve **knowledge and abilities**.

## Areas of Evaluation

6. The broad areas for evaluation will be as follows:
  - (i). Cultural and Natural Resources (SDGs 8, 11, 12, 15)
  - (ii). Economic Sustainability (SDGs 5,8,9,17)
  - (iii). Environmental Sustainability (SDGs 7, 12, 13, 15, 17)
  - (iv). Governance and Prioritization of Tourism (SDGs 9, 17)
  - (v). Health, Safety and Security (SDG 3)
  - (vi). Promotion and Conservation of Cultural Resources (SDGs 8, 11, 12)
  - (vii). Social Sustainability (SDGs 1, 2, 4, 5, 8, 10, 11, 12, 17)
  - (viii). Tourism Development and Value Chain Integration (SDGs 8, 9, 10, 12)
  - (ix). Infrastructure and Connectivity (SDGs9,17)

## Categories for Recognitions

7. There will be the following **categories** under which villages can fill the nominations:
  - (i). Best Tourism Villages – **Heritage**
  - (ii). Best Tourism Villages – **Agri Tourism**
  - (iii). Best Tourism Villages – **Craft**
  - (iv). Best Tourism Villages – **Responsible Tourism**
  - (v). Best Tourism Villages – **Vibrant Villages**
  - (vi). Best Tourism Villages – **Adventure Tourism**
  - (vii). Best Tourism Villages – **Community-Based Tourism**
  - (viii). Best Tourism Villages – **Wellness**

## General Eligibility Criteria

8. The eligibility criteria for the village is as follows:
  - (i). Low population density and not exceeding 25,000 inhabitants.

- (ii). Located in radius of famous places, Tourist destination or landscape.
- (iii). Having Traditional activities including agriculture, craft, cuisine etc.
- (iv). Applications duly filled and submitted online will only be considered for the evaluation.
- (v). The form will be accepted only in English language.
- (vi). The applications are not open for the individuals.

**Specific Eligibility Criteria for various Categories**

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

**(i). Best Tourism Villages – Heritage**

<b>Definition</b>	<ul style="list-style-type: none"> <li>• A place/ village that showcasing authentic lifestyles of the <b>past through built structures, cultural elements and the traditional lifestyle.</b></li> </ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• Village should have <b>at-least one heritage tourism products.</b></li> <li>• Lifestyle of the village should <b>depict the tradition and culture.</b></li> </ul>

**(ii). Best Tourism Villages - Agri Tourism**

<b>Definition</b>	<ul style="list-style-type: none"> <li>• Agritourism Tourism Village is a village that <b>connect agricultural production and/ or processing and practices with tourism</b> to attract visitors in the village for the <b>purposes of entertaining and/or educating the visitors</b> while generating income for the <b>farm or business owner.</b></li> </ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• The major tourist attraction of the village should be <b>agriculture or related activities.</b></li> <li>• The village should provide hands on <b>experience of agriculture</b> to the tourist.</li> </ul>

(iii). **Best Tourism Villages – Craft**

<b>Definition</b>	<ul style="list-style-type: none"><li>• A tourism village where the <b>production of the craft and its promotion</b> to the tourist happen at the same place is called as the craft village.</li></ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"><li>• They should be <b>indigenous to the village</b>.</li><li>• The artisans must <b>live and make craft</b> in the village.</li><li>• The <b>promotion and selling</b> of the should take place in the village.</li></ul>

(iv). **Best Tourism Villages – Responsible Tourism**

<b>Definition</b>	<ul style="list-style-type: none"><li>• The tourism village that focuses all the tourism related <b>practices on the social, economic and environmental sustainability</b>.</li></ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"><li>• The village should adhere to the practices related <b>to maintain sustainability</b> of the <b>resources, environment and society</b>.</li><li>• The village should be practicing the responsible tourism activities for at <b>least 3 years</b>.</li></ul>

(v). **Best Tourism Villages – Vibrant Village**

<b>Definition</b>	<ul style="list-style-type: none"><li>• Vibrant villages are the villages that are <b>located in the border areas</b> as per the list notified by Ministry of Home Affairs.</li></ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"><li>• The proposed tourism village should be in the <b>list of vibrant villages</b> notified by the Government of India.</li></ul>

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

<b>Definition</b>	<ul style="list-style-type: none"><li>• Community based tourism village is a village where <b>majority of the community is involved</b> in the tourism <b>activities and the benefits</b> are also equally <b>shared among the community</b>.</li></ul>
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<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• The village should have <b>at least 75 % of the community</b> involved in the tourism.</li> <li>• The village should <b>distribute the benefits for tourism</b> in the community.</li> </ul>
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**(vii). Best Tourism Villages – Adventure Tourism**

<b>Definition</b>	<ul style="list-style-type: none"> <li>• The tourism village that has <b>adventure activities</b> as a major form of tourism product.</li> </ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• The village should have at <b>least one adventure activity</b> as a major form of tourist attraction.</li> <li>• It should demonstrate that local people are adequately engaged by the tourism service providers</li> </ul>

**(viii). Best Tourism Villages – Wellness**

<b>Definition</b>	<ul style="list-style-type: none"> <li>• The tourism village that provides wellness experience through Yoga and AYUSH <b>retreats and treatments</b> for as a form of tourism product</li> </ul>
<b>Specific Eligibility Criteria</b>	<ul style="list-style-type: none"> <li>• The village should have <b>certified practitioners</b> for Yoga and AYUSH treatments.</li> </ul>

**Stages of the Competition**

10. Best Tourism Village Competition will be in three Stages:

- (i). District Level
- (ii). State Level
- (iii). National Level

**Application and Evaluation Process**

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

- (i). One Tourism Village may apply under maximum of three categories

- (ii). Review and Evaluation by the District level committee under District Collector
- (iii). Selection of maximum five best tourism villages in each category from the district for the State level evaluation
- (iv). Review and Evaluation by the State level committee under State Tourism Secretary
- (v). Selection of maximum five best tourism villages in each category from the State for the National level evaluation
- (vi). Review and Evaluation by National level Committee under Additional Secretary
- (vii). Recognition of maximum five best tourism villages in each category at the National level