



Best Rural Homestay Competition





Best Rural Homestays Competition

Introduction

- To foster the promotion, growth and development of the Rural Homestays
- Best 5 homestays will be recognized as the Best Rural Homestays of India under each categories.







Best Rural Homestay Competition will be in three Stages:





Process of Evaluation District Level



- Districts level committee will be constituted for carrying out the district level evaluation.
- District level committee will forward their five best rural Homestays in each category for the state level evaluation.
- Districts need to login in the portal to evaluate the form. The login Id's will be provided by the state.
- The districts will have to follow the marking guidelines for the purpose of evaluation



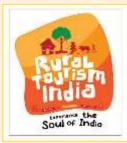
Process of Evaluation State Level



- State level committee will be constituted for carrying out the State level evaluation.
- State Level State need to login in the portal to evaluate the form. The login Id's are already shared.
- State level committee will forward their five rural homestays in each category for the National level evaluation.
- State Level Evaluation will start once the District level evaluation is completed.
- The districts will have to follow the marking guidelines for the purpose of evaluation



Timeline



Evaluation Stages	Timeline
District Level Evaluation	20 th February 2024 – 25 th February 2024
State Level Evaluation	26 th February 2024 – 1 st March 2024
National Level Evaluation	2 nd March 2024 – 7 th March 2024



Marking Scheme Vibrant Village Category



SECTION A : VIBRANT VILLAGE			
Question	Parameter	Marks	Max Marks
How the Homestay/ cluster/ alternative accommodation unit is contributing in promotion	Initiatives taken by the Homestay/ cluster/ alternative accommodation unit to promote the village	2	4
of the village?	Modes and medium used for promotional purpose	2	
What are the major tourism product and experience provided by the Homestay/ cluster/ alternative accommodation to the tourists?	Details of tourism product and experience provided by the Homestay/ cluster/ alternative accommodation unit to the tourists	4	4
Does the Homestay/ cluster/ alternative accommodation unit is supporting sustainable eco-Agri business?	Initiatives taken by the Homestay/ cluster/ alternative accommodation unit to support sustainable eco-agri business in the village	2	4
	List of agricultural activity	2	
What are the nearby tourism attractions?	List of nearby tourist attraction	4	4
Describe the three major tourism related activities of the Homestay/ cluster/ alternative accommodation?	Description of three major tourism related activities or experience provided by the Homestay to the guests	2	4
	1 Marks each activity	2	
Describe the Homestay/ cluster/ alternative accommodation contribution of promotion of one village one product campaign?	Initiative taken by the Homestay to promote One village One product initiative.	3	3



Marking Scheme Vibrant Village Category



	SECTION A : VIBRANT VILLAGE		
Describe how the Homestay/ cluster/ alternative accommodation support the local culture, vernacular architectural and traditional lifestyle?	Activities, experience or product offer by the Homestay to support and promote local culture, vernacular architecture and traditional lifestyle of the local	2	4
	List down of activities, experience or product	2	
How the Homestay/ cluster/ alternative accommodation unit or cluster run though involvement of community of the village	Initiatives taken by the homestay to encourage the involvment of community in developing of village.	3	3
How the Homestay/ cluster/ alternative accommodation unit provides capacity building training to the employees?	Description of capacity building training provided by the homestay to the employee of the homestay	1.5	2.5
	Awarness about any capacity building scheme	1	
How many numbers of employees and the department	0 to 2	0.5	
appointed in the Homestay/ cluster/ alternative	2 to 4	1	2
accommodation unit?	4 to 6	1.5	2
	6 to above	2	
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	0.5 Marks for each category	2.5	2.5
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		3	3



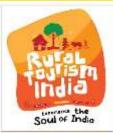
Marking Scheme Green Category



	SECTION A : GREEN		
How the Homestay/ cluster/ alternative	Initiatives taken or activities by the homestay to	4	
accommodation unit support green source of energy?	promote and support green source of energy	4	6
	Awarness spread by the homestay to tourist and local	2	0
	regarding green source of energy	۷	
Give details of the 3 major green sources of energy			
the Homestay/ cluster/ alternative accommodation		6	6
unit is using?	2Marks for each		
How does the homestay is contributing in reduction		4	4
of carbon footprint?	Action taken to reduction of carbon footprint	4	4
Which sustainable certificate does the Homestay/			
cluster/ alternative accommodation unit have any		4	4
sustainable certificate?			
Describe how the Homestay/ cluster/ alternative	Measures are taken to prevent pollutions	2	
accommodation unit operate with the efficient use of	Energy sources that promote environment friendly	2	
energy, water and building materials?	practice	Ζ	6
	Description of practices and activities that promote	2	
	green tourism	Z	
What are the five future strategies for development			
of the Homestay/ cluster/ alternative accommodation	2 Marks for each	10	10
unit?			100
Why Homestay/ cluster/ alternative accommodation			
unit wants the designation of Best Rural Homestay for		4	4
the specific category and what are its expectation?		OT Sala U	CALL STREET



पर्यटन मंत्रालय Marking Scheme Ministry of TourismCommunity Driven Category



	SECTION A : COMMUNITY DRIVEN			
How indigenous community is contributing in running the Homestay/ cluster/ alternative accommodation	Initiative taken by the community in developing of homestays and rural tourism in the village	3	c	
unit?	Initiative taken by the homestay to develop the community engagement	3	6	
How the Homestay/ cluster/ alternative accommodation is revitalizing local culture, art and	Awarness and initiatives to promote local art and culture.	3	C	
crafts, redevelop rural areas and rejuvenate rural life?	Initiative to promote traditional and rural lifestyle to guests and tourists	3	6	
How the Homestay/ cluster/ alternative accommodation unit promoting community lead tourist activities at what roles and capacity?	Initiatives taken to all inclusive growth of the community through tourism activities	6	6	
How Homestay/ cluster/ alternative accommodation	Role of homestay in generating of earning for the locals	3		
unit is contributing its income with local community as a part of shared economy?	Role of homestay in sharing of earning among community	3	6	
What model or models followed by Homestay/ cluster/ alternative accommodation unit for the community-	Description of model/models practiced to promote community-based activity	3	6	
based activity?	Implementation of practices by the homestays	3		
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	1 Marks for each strategy	5	5	
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		5	5	



Marking Scheme WomenLedCategory



SECTION A : WOMEN LED			
Provide relevant documents of registration of the	Name of the owner should be women	3	
Homestay/ cluster/ alternative accommodation unit under name of any women of the family?	Registered in the name of a women	3	6
What are the facilities been provided to the staff by the homestay/ cluster/ alternative accommodation unit in relation to the following?	Detail description of the facilities to the employee specially women employee of the homestay like, Leaves. Safety and security. Health and sanitation. Motherhood related facilities	6	6
What is the percentage of equity stake or any other financial stake of the women employee in the	Mention of the earning of the women employee of the homestay	2	6
Homestay/ cluster/ alternative accommodation unit?	Initiative or extra facilities provided to the women employee of the homestay	4	0



Marking Scheme Women Led Category



Which type of and at what interval capacity building training program is conducted by the Homestay/ cluster/ alternative accommodation unit for women employee? Mention the training process and module also	Types of capacity building (hospitality, finance handling guidance, etc) for the women employee Interval of capacity building training (Once in a week, once in a month, once in a 6 months)	2	6
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		6	6



Marking Scheme Heritage Category



	\mathbf{c}		
	SECTION A : HERITAGE		
What are the features of the Homestay/ cluster/ alternative	Identification and reflection of indigenous heritage	2	
accommodation unit reflecting indigenous heritage	Description of the indegenous feature inherited by the homestay	2	4
How the Homestay/ cluster/ alternative accommodation unit contributing promote local handicraft and handlooms	Initiatives taken by the homestay to promote and support to the local handicraft and handlooms	2	
	List and description of methods used for promotion	2	6
	Initiatives taken the homestay to develop heritage tourism product	2	
Describe how the Homestay/ cluster/ alternative accommodation unit involved in providing heritage	Initiatives taken by the homestay to spread awarness about heriatage of the village among the guests and tourists	3	
experiences and activity to tourists and what are the activities or experience does the homestay provides to to tourists?	List and description of the heriatge experience provided to the guests and tourists	1	4
Explain how the Homestay/ cluster/ alternative	Initiatives taken to promote culinary heritage of the village	2	
accommodation unit share indigenous culinary heritage with	Impact of the initiatives at the local level	2	6
the tourists?	list of local grown ingrediants use in local cuisin	2	
What are the unique heritage experiences doing the Homestay/ cluster/ alternative accommodation unit provide	Awarness about the unique heritage of the village among the tourists	2	
to the tourists	Inititative taken to promote unique experience.	2	6
	Sightseeing offered by the homestay to nearby heritage tourist attraction	2	
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?	Landland In	4	1 ± 4 + 6



पर्यटन मंत्रालय Marking Scheme Ministry of TourismFarm and Agri Stay Category



	SECTION A : FARM STAY AND AGRI STAY		
Describe the geographical location of the Homestay/	Detail description of the geographical area of the vicinity	2	
cluster/ alternative accommodation unit by providing	of the homestay, should be near to agriculture land	Z	3
detail description of the area with location information?	Homestay should have agriculture land connected to it	1	,
What are the special activities the Homestay/ cluster/	Identification of Agri tourism product by the homestay	1	
alternative accommodation unit provides to the tourists	Initiatives taken to spread awarness about agri tourism	1	
related to farming and agriculture? List down the	experience among tourists	T	
activities and elaborate the activities.	Description of agri tourism activities offered to the	1	4
	tourists	I	
	Provision of safety and security of Tourist while	1	
	providing the experience	T	
How the Homestay/ cluster/ alternative accommodation	Initiative to encourage organic farming among tourist	2	
unit promote organic farming and consumption of	and local community	Z	
organic products and list down the organic products	Reference of Organic farming practices by homestay	0.5	3
promoted and consumed by the Homestay/ cluster/		0.5	
alternative accommodation unit.	List down the organic agri product	0.5	
	Initiatives taken to encourage lcoal farmers to be	2	
How the farmer community is involved in running of the	involved in running homestay	Z	4
Homestay/ cluster/ alternative accommodation unit?	Awarness among local farmers about rural tourism and	2	4
	rural homestay	Z	
How does the Homestay/ cluster/ alternative	Initiatives taken to promote natural experience and	2.5	1.1
accommodation unit promote various natural	unique agri tourism activities among tourists	2.5	3
experiences and recreational activities to the tourists	List of such experiences and activities	0.5	5
and list down the activities		0.5	



पर्यटन मंत्रालय Marking Scheme Ministry of TourismFarm and Agri Stay Category



Describe the agricultural product and process of promotion and marketing is provided by the Homestay/ cluster/ alternative accommodation unit to promote rural tourism and Agri-tourism of the locality.		2	2
	Mention of the agriculture system/technologies/methods/products used by the homestay to practice agriculture activities	1.5	4
to the in-house tourists?	Mention of particiaption of tourist in such kind of practices	1	4
	Safety procedure followed and taken by the homestay during agrictural activities experienced by tourists	1.5	
How the Homestay/ cluster/ alternative accommodation unit promote water conservations and what are the techniques,	Initiatives taken by the homestay to conserve water during agriculture activities and efficiency of such practices	1.5	2
percentage of water saving?	Awarness spread among local community and tourists about benefit of water conservation	1.5	3
How the Homestay/ cluster/ alternative accommodation unit promote alternative use of energy production and the	Mention of alternative sources of green energy used by the homestay	1.5	3
mention percentage of energy produce from the alternative source. (E.g. Windmill and Solar).	Mention of the percentage of production of alternative source of energy	1.5	3
What are the activities are performed by the Homestay/ cluster/ alternative accommodation unit to promote agriculture activities (dairy, poultry, fishery)?		3	3
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	1 Mark for each strategy	5	5
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?			3



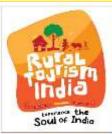
Marking Scheme Cottage Category



	SECTION A : COTTAGE		
What are the extra facilities are provided inside the rooms of the Homestay/ cluster/ alternative accommodation unit, (e.g., kitchen facility).	Detail description of such extra facilities inside the rooms of the homestay	4	4
Describe the aesthetic value of the Homestay/ cluster/ alternative accommodation unit.	Mention of aesthetic architecture or elements used for make the homestay relevant to the category and vivid.	6	6
What are the building materials are used to build of the	Type of building material	2	_
Homestay/ cluster/ alternative accommodation unit?	Enviromental friendly building material	2	4
Elaborate the unique experience offers by the Homestay/ cluster/ alternative accommodation unit to	Special facilities like separate kitchen offered by the homestay	2	
the tourist	Measurement of the open space in front of the homestay	2	6
	Maintenance of the open space	2	
What are the service quality standards followed by the Homestay/ cluster/ alternative accommodation unit?		5	5
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		5	5



पर्यटन मंत्रालय Marking Scheme Ministry of Tourism Ayurvedic and Wellness Category



	SECTION A : AYURVEDIC AND WELLNESS		
How the Homestay/ cluster/ alternative accommodation unit	Inititatives taken by the homestay to promote physical and mental wellness		4
promotes physical and mental wellness	Description of the such activities		
List down the special ayurvedic treatment performed in the Homestay/ cluster/ alternative accommodation unit and elaborate them?	Mention of the number, quality and efficiency of the practices		5
How many employee of the Homestay/ cluster/ alternative accommodation unit are performing ayurvedic treatment	No. of employee practicing ayurvedic and wellness treatment		
and how many of them are certified practitioners for	1 to 2	1	
performing ayurvedic treatment?	2 to 4	2	4
	4 to 6	3	
	6 and above	4	
What are the locally manufactured products are used for	Mention of the product used for ayurvedic treatment	2	
ayurvedic treatment by the Homestay/ cluster/ alternative accommodation unit.	Locally produce product use for such kind of treatments	2	4
How and what are the homestay/cluster/alternative accommodation unit are providing capacity building training to the to the staff.	Mention of the module and description of Special ayurvedic treatment training or any other capacity building to the employee by the homestay.	4	4
Mention the license providing authority, provided license to the Homestay/ cluster/ alternative accommodation to perform ayurvedic treatment		5	5
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?	len alen in ale in ale in a		4



पर्यटन मंत्रालय

Marking Scheme

Ministry of Tourism Vernacular Architecture Category



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	S	SECTION A : VERNACULAR ARCHITECTURE			=
	What are the vernacular/local used materials are used to built the Homestay/ cluster/ alternative	Description of local available materials used for building the homestay	2	-	
	accommodation unit	Description of vernacular designs/architecture used by the homestay	2	6	
		Initiatives to promote and support vernacular architecture	2		
	What are the architectural features of the Homestay/ cluster/ alternative accommodation reflecting vernacular architecture?	Description of the architectural features of the homestay reflecting vernacular architecture	4	4	
	Describe the elements of the vernacular architecture incorporated in the structure of the homestay unit		5	5	
	Describe if any vernacular process of construction used in the homestay unit?	Unique and vernacular process used to built the homestay	4	4	
-	Describe the cultural aspect of the local community	Description and awarness of local culture among the tourists	4	6	
	reflecting on the homestay unit?	Description of local culture in the architucture of the homesttay	2	0	
	What are the unique experiences doing the homestay share with the tourist? List down the activities with reference.		4	4	
	What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	1 Marks for each strategy	5	5	
-	Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for	Lenit Lening Itan Itan i	6	6	
	the specific category and what are its expectation?				



पर्यटन मंत्रालय

Marking Scheme

Ministry of Tourism All Inclusive Practices Category

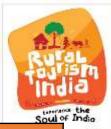


			1 (1975) (1975)	2
	SECTION A : ALL INCLUSIVE PRACTICES			
What are the facilities does the Homestay/ cluster/ alternative accommodation unit supporting accessible	Mentioning of the practices and facilities provided by the homestay for proper accessebility	4	6	
tourism?	Description of facilities for tourists inside the room	2		2
Describe the facilities provided by the Homestay/ cluster/ alternative accommodation in order the cater tourists with special need	Initiatives and practices adopted to cater specially abled tourists like ramp for wheelchairs, special washroom facilities and others	5	5	
Describe the unique experiences provided by the homestay unit to the tourists.	Description of unique and suitable experience provided by the homestay to specially abled tourists		4	
No. of rooms in the unit having facilities catering the needs	1	2		
of tourists with special needs.	2 to 4	3	5	
	4 to 6	4	5	
	6 to above	5		
Describe the types and module of capacity building training	Mention of the module and description of any special capcity building training or certification training to handel specially abled tourists	2		
program provided by the Homestay/ cluster/ alternative accommodation unit to its employee to handle special need	Intervals of the training for the employee to handle specially challenged tourists		6	
tourists.	once in a month	4		
	once in six months	2.5		
	once in a year	1.5		
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10	
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		4	4	



Marking Scheme

Responsible Category



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		SECTION A : RESPONSIBLE			
M	/hat are the practices adopted by the Homestay/	Responsible tourism practices followed by the homestay	2		-
	uster/ alternative accommodation unit that reflects	Monitoring and regulation of responsible practices	2	6	4
รเ	ustainable and responsible tourism practices?	Activities conducted by the homestay level contributing to responsible tourism practices	2		
	ow Homestay/ cluster/ alternative accommodation nit is promoting responsible practices among tourists?	Initiatives taken by the homestay to promote responsible and sustainable practices among guests and tourists and local community	4	6	
		Description of the practices	2		
	ow the Homestay/ cluster/ alternative ccommodation unit promotes renewable and	Initiatives and practices adopted promote renewable and conservation of resources	3	6	
	onservation of resource practices and list down the ractices and elaborate them?	Description of the practices	3	0	
4		Single use of plastic. (Areas of prohibition)	1		
2		Water recycling (average Quantity of water recycled daily)	1		
D	oes the homestay adopt campaign following	Solid waste management	1	6	
		Solid waste management	1		
		Travel for life campaign.	1		
		Others	1		
M	/hat are the five future strategies for development of	2 Marks for each strategy			100
	ne Homestay/ cluster/ alternative accommodation nit?		10	10	
u	(hy Homestay/ cluster/ alternative accommodation nit wants the designation of Best Rural Homestay for he specific category and what are its expectation?	Land Land or a Later a Later a La	6	6	9.1
Ľ	is specific category and what are its expectation:				



Marking Scheme Tree House Category



	SECTION A : TREE HOUSE		
What is the height of the elevated platform for Homestay/ cluster/ alternative accommodation unit built? And provide detail description of the types of elevation	Detailed description of the elevation of the tree house like situated in tree or any other elevated platform	6	6
What is the outer Framework of the Homestay/ cluster/ alternative accommodation unit? Elaborate	Detailed description of the materail used for outer framework of the homestay (Wood is preferable)	6	6
What are the unique facilities provided by the Homestay/ cluster/ alternative accommodation unit.	Initiatives taken by for providing added and unique facilities to the guests	4	6
Describe	Safety initiatives taken by the homestay	2	
Provide brief description of the recreation activities, work space, hangout space provided by the Homestay/ cluster/ alternative accommodation unit.		6	6
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		6	6



Marking Scheme Villa Category



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	SECTION A : VILLA			
How does the Homestay/ cluster/ alternative	Detailed description of basic and luxurious offered by the homestay	2		2
accommodation unit promotes offer luxurious amenities to the tourists?	Description of special features that makes the homestay for villa category.	2	6	
	Heritage or cultural related practices or activities	2		
What are the unique experience are provided by the Homestay/ cluster/ alternative accommodation unit to the tourist?	Initiative taken by the homestay to add or unique experience offered to the guests relevant to the category	4	6	
	Detailed description of unique experience	2		
Give details about the yard and garden of Homestay/	Initiative taken by the homestay to add natural experience to the guests	4	6	
uster/ alternative accommodation unit	Description of yard or garden attached to the homestay	2		
Describe the unique architecture of the Homestay/ cluster/ alternative accommodation unit.	Detailed description of the architecture of the homestay	2		
	Initiatives taken to promote heritage culture of the locality with modern amenities without compromising the heritage of the village	4	6	
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10	
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?	Part Part - Part - Part	6	6	



Marking Scheme Cluster Category



	SECTION A : CLUSTER			
How many Homestay/ cluster/ alternative	3 to 6	1	× :	
accommodation unit together mentioned in the	6 to 9	2	6	
particular cluster?	9 to 12	4	0	
	12 to above	6		>
	Detailed description of the theme and how the theme relevant to the heriatge of the locality	4	4	
What is the approximate distance of each Homestay/ cluster/ alternative accommodation unit under the cluster		6	6	
	Initiatives taken by the homestay to encourage local community to take particpate in tourism related activity	3	4	
	Mention of the activities support involvment of community participation	1		
What are the unique experience and amenities Homestay/ cluster/ alternative accommodation unit are providing to the tourists?		4	4	
What are the five future strategies for development of the Homestay/ cluster/ alternative accommodation unit?	2 Marks for each strategy	10	10	
Why Homestay/ cluster/ alternative accommodation unit wants the designation of Best Rural Homestay for the specific category and what are its expectation?		6	6	7





	SECTION B : ACCOMMODATION		
	1 to 2	1	
No. of rooms in Homestay/ cluster/ alternative	2 to 4	2	2
accommodation unit.	4 to 6	2.5	3
	6 and above	3	
	0 to 100	1	
No. of Night Cold in a financial year (2022-22)	100 to 250	2	2
No. of Night Sold in a financial year (2022-23)	250 to 500	2.5	3
	500 to above	3	
	1000 to 10000	1	
Tatal Devenue in last financial year (2022, 2022)	10000 to 25000	2	2
Total Revenue in last financial year (2022-2023)	25000 to 50000	2.5	3
	50000 and above	3	
	SECTION B : ACCESSIBILITY		
	1km to 5 km	3	
Nearest Bus stand (Name) and (Distance	5 km to 20 km	2.5	3
approx.)	20 km to 50 km	2	5
	50km to above	1	
	1km to 5 km	3	
Nearest Railway Station (Name) and (Distance	5 km to 20 km	2.5	2
approx.)	20 km to 50 km	2	3
-	50km to above	1	
	1km to 5 km	3	
Nonet Airport (None) and (Distance and)	5 km to 20 km	2.5	Atras
Nearest Airport (Name) and (Distance approx.)	20 km to 50 km	2	3
	50km to above	1	





	SECTION B : ANNUAL TOURIST FLOW		
	100 to 200	0.5	P
Annual Damastic Taurist Flaur	200 to 400	1	
Annual Domestic Tourist Flow?	400 to 800	1.5	2
	800 and above	2	
Major origin of domestic tourists?			No Marking
			NU IVIdi Kilig
Annual international Tourist Flow?	100 to 200	0.5	
	200 to 400	1	2
	400 to 800	1.5	2
	800 and above	2	
Major origin of international tourist?			No Marking
			NO Marking
-			
	5 to 10	0.5	
Total number of one day visitor?	10 to 20	1	2
	20 to 50	1.5	2
	50 and above	2	





	SECTION B : MARKETING AND PROMOTION		
	Facebook	0.5	
	Instagram	0.5	
Does the unit promote in social media platform	Youtube	0.5	3
and any other online platform?	WhatsApp	0.5	5
	Linkedin	0.5	
	Others	0.5	
	Initiatives and strategies taken by the homestay to promote the homestay	1	
What are the other promotional strategies used by the Homestay/ cluster/ alternative accommodation unit for the promotion	Description about the initiatives	1	2
	Yes	1	
Do the Homestay/ cluster/ alternative accommodation unit has its own website	Νο	0	1
	Yes	1	
Do the Homestay/ cluster/ alternative accommodation unit registered with any of the OTA (Online Travel Aggregator)	Νο	0	1
	Yes	1	
Does the marketed through state government portals?	No	0	1





ŧ	त्यमेव जयते			Soul of Ir	ndia
		SECTION B : HYGIENE AND SANITIZATION			
	What are the three major initiatives taken by the Homestay/ cluster/ alternative accommodation owner to keep it hygienic and sanitized	1 Marks on each	3	3	
	How the Homestay/ cluster/ alternative accommodation unit is contributing to maintain the post covid hygiene and sanitization majors		2	2	
		SECTION B : HUMAN RESOURCE			
		2 to 4	0.5		
	Total No. of staff in the Homestay/ cluster/	4 to 6	1	2	
	alternative accommodation unit?		2		
a		8+	2		
		1 to 2	0.5		
	No. of trained Staff are there in the Homestay/	2 to 4	1		
	cluster/ alternative accommodation unit unit?	4 to 6	1.5	2	
		7+	2		
		0 to 1	0.5		1
	No. of women staff are there in the Homestay/	1 to 2	1		
	cluster/ alternative accommodation unit unit?	2 to 5	1.5	2	
	line.	6+	2		1
	Weather the staff is form locality or not? If yes,	Yes	1		1
	number of staff from local community.	No	0	1	7
	Facilities provide to employee of the Homestay/ cluster/ alternative accommodation unit?	Financial and non financial incentives provided to the employees by the homestay	1		
		Other facilities	1	5 5 5 5 5 5 5 5	



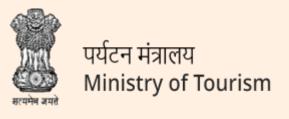


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		SECTION B : ECONOMIC CONTRIBUTION			
	How the Homestay/ cluster/ alternative accommodation unit Unit is contributing in the increasing employment in locals?	Initiatives taken by the homestay to promote and contributed in employement to the local community Any other ways of generating employment apart direct	1	2	A AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
	How the Homestay/ cluster/ alternative accommodation unit Unit is contributing in women employment in the village?	employee of the homestay Initiative taken by the homstay to encourage local women to take part in employment activity	1	2	
		Directly and indirectly involvement of women in economical activity by the homestay	1		¥





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	SECTION B : SAFETY AND SECURITY			
Location of the Homestay/ cluster/	1km to 5 km	2		
alternative accommodation unit from nearest	5 km to 10 km	1.5		- 21
police station	10 km to 15 km	1	2	
	15km+	0.5		
Majors safety practices taken by the	Initiatives taken by the homestay to provide safety and			
Homestay/ cluster/ alternative	security of the tourists or guests	1	2	
accommodation unit owner to protect tourist			2	
from any kind of threat	Measures taken to prevent natural and man made threats	1		
Initiative taken by Homestay/ cluster/				
alternative accommodation unit owner to	Special initiatives taken by the homestay to provide safety		2	
protect women tourists?	and security of women tourists			
Availability of cocurity guard incide the unit?	Yes	1	1	
Availability of security guard inside the unit?	No	0	T	
Installation of CCTV inside and outside of the	Yes	1		
Homestay/ cluster/ alternative			1	
accommodation unit.	No	0		
Does the homestay have emergency	Yes	1	1	1.00
healthcare facility	No	0	_	1
	Yes	1	i	1.1
Does the homestay provide the first aid			1	
training and basic fire training to the staff	No	0		





Contact Us:

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