



Best Tourism Village Competition 2024



Introduction



- 'Honoring the Soul of India'.
- Deepen the sense of competitiveness and pride among India's villages.
- Best 5 Rural Tourism Villages will be recognized under each categories.
- Commitment towards uplifting the rural economy.



Stages



Best Tourism Village 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 villages 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.
- 140 marks will be the cut off marks below which the village will not be qualified for further evaluation.



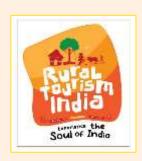
Process of Evaluation State Level



- 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 best villages 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.
- 140 marks will be the cut off marks below which the village will not be qualified for further 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





Question	Parameter	Marks	Max Marks
	0 - 1,000	1	
	1,001 - 5,000	2	
	5,001 - 10,000	3	
	10,001 - 15,000	4	
Annual Tourist Inflow (Domestic)	15,000 and more	5	5
	0- 100	1	
	101 - 500	2	
	501 - 1000	3	
	1001 - 1500	4	
Annual Tourist Inflow (Foreign)	1501 and more	5	5



Marking Scheme Heritage Category



	Section A: Heritage (Max Marks 70)		
Q1. Describe the main heritage tourism product of the village? (300 words) [Mandatory]	Identification of the Heritage Tourism Products	10	10
	Initiatives taken by the village to develop the heritage tourism products	10	10
Q3. Describe the best three initiatives taken by the villages to preserve the heritage of the village? (300 words) [Mandatory]	2 marks per initiative Impact of the initiaves at the ground level	4	10
	Initiatives taken to encourage the engagement of community in sustaining the heritage tourism and promoting the heritage tourism activities.	10	10
Table beschibe how the thinge have implemented or londing	Awareness about the avaliability of the relevant Policies in the state/ UT or at National Level	2	
the heritage? (150 words)	Implementation of the Such Policies	8	10
position of the manager (cook in order)	Positive impacts Awareness about the Negative Impacts Actions taken against the Negative impacts	4	10
Q7. Does the village have any measures to control the influx of the tourist according to the carrying capacity of	Awareness about the Carrying Capacity Mangement of carrying capacity	2	10



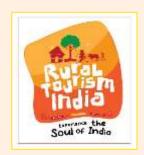
Marking Scheme Agri Tourism Category



Agri Tourism (Max. Marks 70)			
1. Describe how does the village integrate			
agricultural activities into the tourism			
experience, enhancing the visitors'			
understanding of farming practices and rural			
life? (300 words)	Identification of the Agri Tourism Products	15	15
	Types of Experiences	5	
2. Describe how the village provide hands on	Provision of safety and security of Tourist while		
agriculture experiences to the tourist.	providing the experiences	5	10
	Initiatives taken to promote the experience	10	
3. Describe the initiatives taken by the village to			
promote agriculture as a tourism activity/	Use of multidimensional modes of promotion like	_	4.5
product.	social, print, electrinic media etc.	5	15
4. Describe how the village is increasing the	Community Involvement	5	
community participation in the agri tourism	Initiatives taken to increase the community		
activities.	participation	10	15
	Income generated from the agri tourism activities	5	
	Disbursement of the profits from the agri tourism		
E Doccribo how agri tourism is contributing to	activities	5	1
5. Describe how agri-tourism is contributing to the economic sustainability of the village as an	Willingness of the community to develop tourism as		1
alternative form of occupation.	an alternative from of occupation	, ST c	15
alternative form of occupation.	an alternative from or occupation	3	13



Marking Scheme Vibrant Village Category



	Vibrant Village (Max. Marks 70)		
1. Describe how the village is using or planning to use its geographical location as a driver to promote tourism?	How the village is promoting tourism activites as per its geographical location.	10	10
2. Describe the future strategy of the village to use Vibrant Village Program for the development of tourism in the village?	Current and future initiative for the development of destination under Vibrant Village Program	10	10
3. Describe the three major challenges faced by the village while developing tourism in the area.		10	10
4. Describe how the initiatives taken by the villages to overcome the challenges.		10	10
5. Describe the initiatives taken by the village for 'One Village One Product' initiative?	If the product is in process of identification 2.5 Marks If the product is identified 5 Marks	5	5
6. How does the local governance in the village contribute to the development of the tourism.	Structure of the Local Governanace initiatives to promote and develop the village through local governence	7	10
7. How does the village engaged the local community in tourism?	Initiatives taken to increace the engagement of the local community	5	5
8. Describe the initiatives taken by the village for promotion its prominent art, craft, culture, tradition, practices etc.	Paris Paris Paris Pa	10	10



Marking Scheme Craft Category



	Craft (Max. Marks 70)		
	Identification of Crafts	5	
	Recognization of the crafts in the schemes/programs		1
1. Describe the types of crafts produced by the	like GI Tag, One District One Product, One Village		
village?	One Product etc.	5	10
	Initiatives taken to promote the craft as the tourism		
2. Describe the major initiatives taken by the	product	8	
village to promote the crafts as a tourism	Initiatives taken to involve the local community in		
product?	promotion, preservation and practice of the craft	7	15
	Responsible tourism practices followed in the village	5	
	Initiatives taken to promote the responsible tourism		
2 Describe the village's policy at	Initiatives taken to promote the responsible tourism practices among tourists and the village community	ς	
3. Describe the village's policy at local/state/national level to monitor or regulate		3	
the responsible tourism practices?	tourism practices.	5	15
the responsible tourism practices:	Availability of the experience sharing infrastructures		13
	in the village	10	
<u> </u>	Capacity building of the stakeholders for the	10	20
experience of the craft to the tourist?	experience sharing to the tourist	10	20
5. Describe how the village is encouraging the	Opportunities to the craftsman	5	
craftsmen and artisans to indulge in tourism	Initiatives taken to promote the craftsmen to indulge	- 10	A
related activities?	in the tou <mark>ri</mark> sm activities	5	10



पर्यटन मंत्रालय Marking Scheme Ministry of Tourism Responsible Tourism Category



	Responsible Tourism (Max. Marks 70)		
1. Describe the activities undertaken by	Activities conducted at the village level		
the village contributing towards the	contributing towards the responsible tourism		
responsible tourism practices?	practices	10	10
2. Describe the major initiatives taken by			
the village to promote responsible			
tourism among the tourist?		10	10
3. Describe the village's policy at	Awareness about the policies	10	
local/state/national level to monitor or			
regulate the responsible tourism	Implementation of the local/state/ national		
practices?	level policies at the village	10	20
4. Mention the contribution of the village	Sustainable development goals village is		
in fulfilling the Sustainable Development	contributing to	10	
Goals (SDGs) through the responsible	Initiatives taken for achieving sustainable		
tourism practices.	development goals	10	20
5. Has the village devised any mechanism			
to monitor the impact of its responsible			- d
tourism practices on the community,			
environment, culture and economy.		10	10



पर्यटन मंत्रालय

Marking Scheme Ministry of Tourism Community Based Category



	Community Based (Max. Marks 70)			
		0	0	
		1 - 10	2	2
		11 - 20	4	
		21 - 30	6	
		31 - 40	8	
	1. Total number of business or operations related to tourism?	40 +	10	10
		0	0	
		1 - 5	2	
		6 - 10	4	
		11 - 15	6	
		16 - 20	8	
	operated by the villagers?	21+	10	10
	3. Describe the initiatives taken by the village to foster the	Initiatives taken by the village for inclusive growth	5	
	· · · · · · · · · · · · · · · · · · ·	Dissemination of the benifits of tourism for community's growth	5	10
'n,	4. Describe how does the village promote economic			
	opportunities for all members of the community?		10	10
	5. Describe the measures taken by the village to equitably			
	distribute of the benefits of tourism among the community?		10	10
	6. How does the village implemented specific			
	programs/strategies/policies to support the economic			
	development of the community for the inclusive growth?		10	10
				- 1
	7. How does the village disseminate and/or promote policies,			
	measures and initiatives to advance community, education	The Table Table Table		7-11
	and skills development, with particular focus in advancing	上京市:西上京市上市市上面:市专上面:市专上面	DET SOME	BELST
	innovation and reducing the digital skills gap in tourism?	****** *******	10	10



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Marking Scheme Ministry of Tourism Adventure Tourism Category



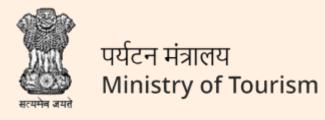
	Adventure Tourism (Max. Marks 70)		
1. Describe the type of adventure activities the village is	Identification of the adventure tourism activities by the village	7	4
offering to the tourist?	Type of adventure tourism activities	3	10
2. How does the village involve the community as the service provider in the adventure tourism activities?	Involvement of community on the adventure tourism activities	10	10
	Availability of the trained and skilled service providers	5	
3. What kind of the trainings did the villages provide to the adventure service providers?	Provision for capacity building of the village community for the adventure tourism activities	10	15
4. How does the village have implemented or follow any regulation for monitoring and safety and Security while performing the adventure tourism activities?	Regulations and monitoring mechanism for the monitoring of the adventure tourism activities	5	5
5. Describe the safety measures and precautions taken	Initiatives for the safety and security of tourist while performing adventure tourism activities.	10	
by the villagers for the adventure tourists engaging in activities?	availability of the certified service providers and equipments	5	15
	Understanding the significance of the conservation of nature	5	
6. Describe the initiatives taken by the village to	Initiatives taken to mitigate the impact of tourism activities on environment	5	
conserve the environment while conducting adventure tourism.	Initiatives taken to create awareness about the environment conservation among tourist and community	5	15



पर्यटन मंत्रालय Marking Scheme Ministry of TourismSpiritual and Wellness Category



Spiritual and Wellness (Max. Marks 70)			
Describe the unique spiritual practices or	Variety of the traditional Spiritual and Wellness products	5	2
traditions of the village that makes it a wellness tourism destination?	Identification of the Spiritual and wellness Practices and a tourism product	10	15
2. Describe the initiatives taken by the village to promote it as a spiritual and wellness tourism	Initiatives taken to promote spiritual and wellness tourism at the village	10	
destination?	Impact of Initiatives	10	20
3. Describe how the village engage local	Extent of community engaged in the spiritual and wellness practices	5	
community in the spiritual and wellness practices?	Contribution of Spiritual and Wellness tourism in the village economy	10	15
	Initiatives taken by the village for training of the community	10	
4. Describe the initiatives taken by the village for training of the community to increase their engagement in the activities related to spiritual			
and wellness tourism?	Impact of Initiatives	10	20





B. Cultural and Natural Resources			Max Marks
1. Describe how the village is promoting tourism as a driver for Rural tourism in all of its elements,			
including economic, social, and	Initiaives taken to promote tourism in		
environmental.	the village	5	5
	Identification of the Natural		
2. Does the village have any existing	Resources	3	
recognized cultural (tangible and	Identification for the Cultural		
intangible) and natural resources	Resources	3	6





	C. Economic Sustainability		
	0	0	
	1 - 10	0.2	
	11 - 20	0.4	
	21 - 30	0.6	
	31 - 40	0.8	
1.1 Number of Tourism Businesses in the village	40 +	1	1
	0	0	
	1 - 25	0.2	
	26 - 50	0.4	
	51 - 75	0.6	
	75 - 100	0.8	
1.2 Total number of employed people in the village	100 +	1	1
	0	0	
	1-15	0.2	
	16 - 30	0.4	
	31 - 45	0.6	
1.3 Total number of employed people in tourism related	46 - 60	0.8	
jobs in the village.	61 +	1	1
	0	0	
	1-15	0.2	
	16 - 30	0.4	
	31 - 45	0.6	
1.4 Total Number of males employed in the tourism	46 - 60	0.8	TA . A
related jobs in the village.	61 +	1	





		0	0	
		1-15	0.2	
		16 - 30	0.4	
		31 - 45	0.6	
	1.5 Total Number of females employed in the tourism	46 - 60	0.8	
	related jobs in the village.	61 +	1	1
		0	0	
		1 - 25	0.2	
		26 - 50	0.4	
		51 - 75	0.6	
	1.6 Total Number of trained manpower employed in the	75 - 100	0.8	
	tourism related jobs in the village	100 +	1	1
	2. Please describe the main policies, measures and			
	initiatives relevant to showcase how the village is committed to promote economic sustainability			
	supporting business development, entrepreneurship,			
	value chain integration, investment and the positive			
	impact of tourism in the local economy.		2	2
-	2. Doos the village received assistance from Control or			
	3. Does the village received assistance from Central or State Government.		2	
V	State Government.	A A A A A A A A A A A A A A A A A A A	4	





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		D. Environmental Sustainability			
	1. Please describe the main policies, measures and initiatives relevant to showcase how the village is committed to				- W
	environmental sustainability.			2	
	2. Describe the three Best Practices for	Understanding of Environment Sustainability	2		
	environment sustainability of the village to promotes the concept of environment sustainability through its practices.	Three Best Practices (1 mark for each Best Practice)	3	5	
	3. How the village disseminate and/or promote policies, measures and initiatives aimed at fighting climate change?		2	2	



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		E. Governance and Prioritization of Tourism		
	1. Describe the policies or strategy adopted by the village for tourism development.		3	3
	2. Describe how does the governance structure facilitate collaboration between local authorities, tourism stakeholders, and the community to enhance the overall	Coordination between the local authorities with the state		
	tourism experience in the village. 3. Describe how does the governance in the village	and central authorities Intervention of State government in the infractructural Development	3	3
	prioritize infrastructure development and basic amenities to ensure a comfortable and enjoyable stay for tourists without compromising the quality of life for residents.	Measures taken by the government to mitigate the over development	3	6
		F. Health, Safety and Security		
	1. Describe about the health care facilities and the availability of the health care services providers in the village.		2	2
	2. Describe about the public health, safety and security plan/system of the village.		2	2
	3. Describe the disaster management services of the village.		2	2
	4. Describe the emergency health care services in the villages.		2	2
	5. Describe about the initiatives taken by the village for the basic first aid, fire etc. trainings for the rural community.		2	2
	6. Describe about the surveillance system, safety mechanism adopted by the village etc.	Lancal de marine la malarine	2	2





G.P	romotion and Conservation of Cultural Resources			
1. Describe how does the village have policies, procedures, and initiatives in place to demonstrate how	Understanding of the significance of the cultural resources	2		
devoted the village is to the promotion and conservation of its cultural treasures, which make it distinctive and	Initiatives taken to Promote and conserve the cultural			
authentic?	resources	2	4	ļ
Mention about any conservation work is ongoing in the village.	Susseccful completion of the project	2	2	<u>.</u>
3. Describe the initiatives and efforts taken by the village	awareness about the intangible heritage	2		
to preserve the intangible cultural heritage.	Initiatives taken to promote it as a tourism product	3	5	,
	H. Social Sustainability			4
1. Describe the initiatives taken by the village to	Awareness about the policy	2		
disseminate and/or promote policies and measures to				
foster employment in the tourism sector?	Dissemination and implementation of the policy	3	5	2
2. Describe how the village disseminate and/or promote	Initiatives taken to ensure the gender equality	2		
policies, measures and initiatives to advance gender				
balance in tourism and to support skills development, employment and entrepreneurship in tourism for youth	Initiatives and strategies to increase the entrepreneur			
(17-29 years old)?	and job opportunities for the youth	3	5	,
3. Describe how village involved in spreading and/or				Ī
endorsing strategies, actions, and programs that promote				
the growth of human capital, education, and the				1
enhancement of skills? Is there a specific emphasis on fostering innovation and bridging the gap in digital skills				
within the context of tourism?		2	2	,





I. Tourism	Development and Value Chain Integration		
	How the village is promoting the local produce as the tourism product	3	
1. Describe the initiative taken by the village to promote the local resources and products as tourism products.	Perspective of villagers about incorporating incorporating local product as the tourism product	3	6
2. Describe how the village part of a larger area with significant tourism attractions,	Incorporation of the village in the existing tourism attractions	2	
such as a thematic national or international route, a cluster of culturally and naturally aligned villages, or a designated natural park?	How the village is managing the flow of tourists from the existing tourist destination to the village	2	4
3. Describe how does the village reflect rural and local values such as homestay, farm stay etc. in the accommodation services?	Incoporation of the local values in the tourism products	3	3



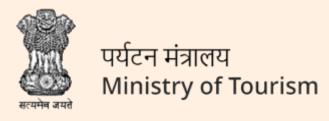


J. Infrast	ructure and Connectivity		
Please provide a description of the village's transport infrastructure that facilitates connectivity.		5	5
2. Please provide a description of the status of availability drinking water, electricity, sanitation, telecommunication			
services in the village.		5	5
	0	0	
	1-5		
	6 - 10		
	11 - 15 16 - 20		
3. Total Number of homestay	20+	1.0	2
or rotal realises of nomestay	0	0	
	1-5	0.4	
	6 - 10	0.8	
	11 - 15		
	16 - 20	1.6	
4. Total number of registered homestay	20+	2	2
	1-5	0.4	
	6 - 10		
	11 - 15		
	16 - 20	1.6	
4.1 State:	20+	2	2





	0	0	
	1-5	0.4	
	6 - 10	0.8	
	11 - 15	1.2	
	16 - 20	1.6	
4.2 NIDHI+	20+	2	2
	0	0	
	1-5	0.4	
	6 - 10	0.8	
	11 - 15	1.2	
	16 - 20	1.6	
5. Total number of beds	20+	2	2





K. General			
1. Explain why the village should be recognized as the Best Tourism Village in the nominated category?		5	5
2. What is the future strategy of the village to promote the village as the rural tourism destination?		5	5





Contact Us:

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