



पर्यटन मंत्रालय
Ministry of Tourism



Best Tourism Village Competition 2024





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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.**





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Stages



Best Tourism Village Competition will be in three Stages:





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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.





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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.





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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



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Marking Scheme - General



Question	Parameter	Marks	Max Marks
Annual Tourist Inflow (Domestic)	0 - 1,000	1	5
	1,001 - 5,000	2	
	5,001 - 10,000	3	
	10,001 - 15,000	4	
	15,000 and more	5	
Annual Tourist Inflow (Foreign)	0- 100	1	5
	101 - 500	2	
	501 - 1000	3	
	1001 - 1500	4	
	1501 and more	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
Q2. How has your village successfully preserved its cultural traditions and heritage, making it an attractive destination for heritage tourism? (300 words) [Mandatory]	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	6	10
	Impact of the initiatives at the ground level	4	
Q4. Describe the ways village is engaging the local community to promote and sustain its heritage while also involving them in the tourism activities? (300 words) [Mandatory]	Initiatives taken to encourage the engagement of community in sustaining the heritage tourism and promoting the heritage tourism activities.	10	10
Q5. Describe how the village have implemented or follow any policy related to the promotion and safeguarding of the heritage? (150 words)	Awareness about the availability of the relevant Policies in the state/ UT or at National Level	2	10
	Implementation of the Such Policies	8	
Q6. Describe both positive and negative impacts of tourism on the heritage of the village. (300 words) [Mandatory]	Positive impacts	4	10
	Awareness about the Negative Impacts	4	
	Actions taken against the Negative impacts	2	
Q7. Does the village have any measures to control the influx of the tourist according to the carrying capacity of the monument/site/village? (300 words) [Mandatory]	Awareness about the Carrying Capacity	2	10
	Management of carrying capacity	8	



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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 agriculture experiences to the tourist.	Provision of safety and security of Tourist while 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/ product.	Use of multidimensional modes of promotion like social, print, electronic media etc.	5	15
	Community Involvement	5	
4. Describe how the village is increasing the community participation in the agri tourism activities.	Initiatives taken to increase the community participation	10	15
	Income generated from the agri tourism activities	5	
5. Describe how agri-tourism is contributing to the economic sustainability of the village as an alternative form of occupation.	Disbursement of the profits from the agri tourism activities	5	
	Willingness of the community to develop tourism as an alternative form of occupation	5	15



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 activities 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
6. How does the local governance in the village contribute to the development of the tourism.	Structure of the Local Governance	3	
	initiatives to promote and develop the village through local governance	7	10
7. How does the village engaged the local community in tourism?	Initiatives taken to increase 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.		10	10



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Marking Scheme Craft Category



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



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Marking Scheme Responsible Tourism Category



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



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Marking Scheme Community Based Category



Community Based (Max. Marks 70)			
1. Total number of business or operations related to tourism?	0	0	10
	1 - 10	2	
	11 - 20	4	
	21 - 30	6	
	31 - 40	8	
	40 +	10	
2. Total number of business or operations related to tourism operated by the villagers?	0	0	10
	1 - 5	2	
	6 - 10	4	
	11 - 15	6	
	16 - 20	8	
	21+	10	
3. Describe the initiatives taken by the village to foster the inclusive growth of the community?	Initiatives taken by the village for inclusive growth	5	10
	Dissemination of the benefits of tourism for community's growth	5	
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
7. How does the village disseminate and/or promote policies, measures and initiatives to advance community, education and skills development, with particular focus in advancing innovation and reducing the digital skills gap in tourism?		10	10



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Marking Scheme

Adventure Tourism Category



Adventure Tourism (Max. Marks 70)			
1. Describe the type of adventure activities the village is offering to the tourist?	Identification of the adventure tourism activities by the village	7	10
	Type of adventure tourism activities	3	
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
	Regulations and monitoring mechanism for the monitoring of the adventure tourism activities	5	5
4. How does the village have implemented or follow any regulation for monitoring and safety and Security while performing the adventure tourism activities?	Initiatives for the safety and security of tourist while performing adventure tourism activities.	10	
	availability of the certified service providers and equipments	5	15
5. Describe the safety measures and precautions taken by the villagers for the adventure tourists engaging in activities?	Understanding the significance of the conservation of nature	5	
	Initiatives taken to mitigate the impact of tourism activities on environment	5	
	Initiatives taken to create awareness about the environment conservation among tourist and community	5	15



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Marking Scheme

Spiritual and Wellness Category



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



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Marking Scheme - General



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 environmental.	Initiaives taken to promote tourism in the village	5	5
2. Does the village have any existing recognized cultural (tangible and intangible) and natural resources	Identification of the Natural Resources	3	6
	Identification for the Cultural Resources	3	





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Marking Scheme - General



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



Marking Scheme - General



1.5 Total Number of females employed in the tourism related jobs in the village.	0	0	1
	1-15	0.2	
	16 - 30	0.4	
	31 - 45	0.6	
	46 - 60	0.8	
	61 +	1	
1.6 Total Number of trained manpower employed in the tourism related jobs in the village	0	0	1
	1 - 25	0.2	
	26 - 50	0.4	
	51 - 75	0.6	
	75 - 100	0.8	
	100 +	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
3. Does the village received assistance from Central or State Government.		2	2



Marking Scheme - General



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



Marking Scheme - General



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 tourism experience in the village.	Coordination between the local authorities with the state and central authorities	3	3
3. Describe how does the governance in the village prioritize infrastructure development and basic amenities to ensure a comfortable and enjoyable stay for tourists without compromising the quality of life for residents.	Intervention of State government in the infrastructural Development	3	6
	Measures taken by the government to mitigate the over development	3	
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.		2	2



Marking Scheme - General



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



Marking Scheme - General



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



Marking Scheme - General



J. Infrastructure and Connectivity			
1. 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
3. Total Number of homestay	0	0	2
	1-5	0.4	
	6 - 10	0.8	
	11 - 15	1.2	
	16 - 20	1.6	
	20+	2	
	4. Total number of registered homestay	0	
1-5		0.4	
6 - 10		0.8	
11 - 15		1.2	
16 - 20		1.6	
20+		2	
4.1 State:		0	0
	1-5	0.4	
	6 - 10	0.8	
	11 - 15	1.2	
	16 - 20	1.6	
	20+	2	



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



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Marking Scheme - General



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





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