

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.929#**  
ANSWERED ON 27.07.2023

**BEST TOURISM VILLAGES COMPETITION**

929# SMT. GEETA ALIAS CHANDRAPRABHA:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether the Best Tourism Villages Competition has been started with the objective of boosting rural economy in a village dependent on tourism;
- (b) if so, the eligibility and selection criteria set by Government for this competition; and
- (c) the manner in which Government will work to strengthen the economy in the villages judged best in the competition, the details thereof?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Central Nodal Agency for Rural Tourism (IITTM) under the aegis of Ministry of Tourism is implementing the Best Tourism Village Competition. The Best Tourism Village Competition seeks to honour a village that best exemplifies a rural tourism destination with the overarching goal of making tourism one of the drivers of positive change, rural development and community well being.

(b): The eligibility criteria of the Best Tourism Village Competition include villages located in radius of famous places, tourist destination or landscape. The village should have low population density and not exceeding 25,000 inhabitants. These villages should also have traditional activities including agriculture, craft, cuisine etc. and community values.

The areas of evaluations comprised of Cultural and Natural Resources; Economic Sustainability, Environmental Sustainability; Governance & Prioritization of Tourism; Health, Safety & Security; Promotion and Conservation of Cultural Resources; Social Sustainability; Tourism Development & Value Chain Integration and Infrastructure and Connectivity.

(c): The recognized tourism villages under Best Tourism Village competition will be promoted on various platforms.

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