

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1416
ANSWERED ON 30.07.2026

IMPACT OF 'BEST TOURISM VILLAGES' COMPETITION

1416 DR. ASHOK KUMAR MITTAL:

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

- (a) the socio-economic impact of the 'Best Tourism Villages' competition in promoting community-led rural and agricultural tourism across the country;
- (b) the details of financial awards and capacity-building grants disbursed to the winning villages to further upgrade their local tourist infrastructure;
- (c) whether Government provides customized training to rural families regarding the maintenance of high-quality homestays and authentic local culinary experiences;
- (d) the details of marketing campaigns launched to integrate these recognized villages into the standard itineraries of international tour operators; and
- (e) the steps taken to preserve their ecological balance?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Best Tourism Village Competition (held in 2023 and 2024) was established to honor villages that preserve cultural and natural assets and promote community-based values. Evaluated under categories like Agri Tourism, the initiative encouraged a clear commitment to economic, social, and environmental sustainability.

(b): The national competition did not involve financial awards. However, recognized villages get benefited from joining the Best Tourism Villages (BTV) Network, which facilitates learning and sharing experiences within an international network and provides visibility through UN Tourism policy documents and guidelines.

(c): Ministry of Tourism has put in place the Scheme of "Capacity Building for Service Providers" (CBSP) to provide education, training and certification to the tourism service providers and hospitality sector including homestay owners to upgrade manpower.

(d): The Ministry of Tourism promotes these destinations and products, including the Tourism Villages, through its official website and social media platforms on a regular basis. Internationally, recognized villages gain visibility by being featured as case studies in UN Tourism policy documents and through global platforms like the "BTV Network Village Talks" webinars, which share sustainable rural development success stories with an international audience.

(e): The Ministry has made Environmental Sustainability a key pillar of the National Strategy for Sustainable Tourism. The Travel for LiFE programme was initiated to encourage tourists and tourism businesses to adopt sustainable tourism practices.
