

**CRITERION**  
**FOR**  
**BEST TOURISM VILLAGE**  
**AWARD**

## CRITERION FOR SELECTION OF "BEST TOURISM VILLAGE"

When selecting a "Best Tourism Village" award, the criteria should focus on how well the village promotes sustainable tourism, preserves cultural heritage, supports local economies, and provides an exceptional visitor experience.

1. The competition will be restricted for participation within the state of Arunachal Pradesh only.
2. For more information about the competition, one may get in touch with the District Tourism Officer or Tourism Information Officer of respective districts.
3. Photographs and other documents should also be uploaded along with the application.
4. The Best 03 from amongst the applicant at district level will be forwarded to the Directorate of Tourism Office positively by 19<sup>th</sup> of Sept' 2024. After thorough scrutiny by a committee, the best tourism village will be selected for the award.

Below are detailed criteria for evaluating a village for this prestigious recognition: (Nominations should be based on most/few of these characteristics)

### 1. Sustainable Tourism Practices

#### a. Environmental Protection

- Implementation of **eco-friendly practices** such as waste management, water conservation, and energy efficiency.
- Preservation of natural landscapes, biodiversity, and wildlife.
- Promotion of **sustainable agriculture** and farming practices, if relevant.

#### c. Responsible Tourism

- Encourages visitors to engage in **responsible behaviours**, such as minimizing their environmental footprint.
- Supports tourism activities that respect the environment and **local community needs**.

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### 2. Cultural and Heritage Preservation

#### a. Protection of Cultural Heritage

- Preservation of **local traditions, languages, crafts, and customs**.
- Active involvement of the community in sharing their culture with tourists, such as through **festivals, cultural tours, and workshops**.
- Maintenance and protection of **historical sites, monuments, and architecture** within the village.



## **b. Promotion of Local Arts and Crafts**

- Promotion and sale of **local handmade products**, traditional clothing, or artwork.
- Opportunities for tourists to engage in **craft workshops** or observe **artisan demonstrations**.

## **c. Festivals and Events**

- Organization of **cultural festivals** that attract visitors and highlight the village's unique traditions.
  - Involvement of the community in events that showcase **local music, dance, and storytelling**.
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## **3. Community Engagement and Local Empowerment**

### **a. Involvement of Local Residents**

- Local people play an active role in tourism development and benefit directly from tourism revenues.
- Opportunities for **community-driven tourism** (homestays, community-run guesthouses, locally guided tours).

### **b. Employment and Economic Development**

- Tourism generates **jobs** for local residents, including roles in hospitality, guiding, or crafting.
  - Support for **women, youth, and marginalized groups** in gaining employment through tourism initiatives.
  - Development of **local businesses** (restaurants, shops, tour operators) that contribute to the economy.
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## **4. Visitor Experience and Accessibility**

### **a. Quality of Accommodation**

- Availability of well-maintained, **sustainable accommodation options** that reflect the village's charm (e.g., eco-lodges, homestays, boutique hotels).
- Ensures **comfort and safety** for visitors while respecting the natural and cultural environment.

### **b. Unique Tourist Activities**

- Offers **authentic, unique experiences** that reflect the village's culture, nature, and lifestyle (e.g., nature walks, cultural workshops, farm tours).





- Availability of **guided tours** by knowledgeable locals who can provide insights into the village's history and culture.

### c. Accessibility

- Easy and **affordable access** to the village for tourists (road infrastructure, transport options, signage).
  - **Accessibility for individuals with disabilities** (accommodation, tourism services, and attractions are inclusive).
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## 5. Scenic Beauty and Nature Conservation

### a. Preservation of Natural Landscapes

- The village should maintain its **natural beauty**, including mountains, forests, lakes, rivers, and scenic vistas.
- Initiatives to **protect natural habitats** and ensure that tourism activities do not negatively impact the environment.

### b. Nature-based Tourism

- Promotion of **eco-tourism** and **adventure tourism** that allow visitors to experience nature sustainably (e.g., hiking, birdwatching, kayaking).
- Availability of **nature reserves** or protected areas where tourists can explore local wildlife and landscapes.

### c. Cleanliness

- Well-maintained public spaces and attractions with an emphasis on **cleanliness** and proper **waste management**.
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## 7. Safety and Well-being

### a. Health and Safety Measures

- Strong focus on **visitor safety**, with proper signage, guides, and protocols in place.
- **Emergency services** and first aid are available for tourists.

### b. Health Protocols

- Villages should have clear health protocols to ensure the well-being of both visitors and residents (especially important in a post-pandemic context).
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## 8. Overall Impact and Legacy

### a. Long-term Sustainability

- The village has a vision for **long-term tourism sustainability**, balancing economic benefits with environmental conservation and cultural preservation.



- Tourism development should **enhance the quality of life** for local residents without compromising their culture or environment.

#### **b. Positive Impact on Visitors**

- Tourists leave the village with a deeper appreciation of the **local culture** and a sense of connection to the place.
- Provides an **educational experience** where visitors learn about conservation, local culture, and sustainable living.

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#### **General Criteria**

- **Innovation and Adaptation:** How well the village adapts to changing tourism trends and innovates in response to global challenges.
- **Inclusivity:** The village should actively work towards promoting inclusive tourism, ensuring **equal access** for all visitors, including persons with disabilities, women, and marginalized groups.
- **Partnerships and Collaboration:** Engagement with local, regional, or national tourism bodies to foster growth, while maintaining **village autonomy** in tourism decisions.

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By applying these criteria, the selection process for the "Best Tourism Village" will highlight villages that not only attract visitors but also promote **sustainable tourism**, cultural preservation, and a thriving local economy.

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