

Frequently Asked Questions (FAQs)

Best Tourism Village (BTV) 2026

Ministry of Tourism, Government of India

Important: Last date for portal submission by States/UTs is **15th May 2026**. Entries to be submitted at cnartindia@iittm.ac.in | IT Helpline: +91 82854 83302

★ **NEW** indicates questions added for the 2026 edition based on common queries from previous years.

● ABOUT THE COMPETITION

Q. What is the Best Tourism Village (BTV) 2026 competition?

Ans:- The Best Tourism Village (BTV) initiative was launched in 2021 by UN Tourism (formerly UNWTO). The Ministry of Tourism, Government of India, is inviting entries from across India for the 2026 edition of this initiative, to recognize villages that demonstrate excellence in sustainable tourism, heritage preservation, and community-driven tourism practices. The competition aligns with the global Best Tourism Village initiative by UN Tourism and aims to highlight India's vibrant rural tourism destinations.

Q. Who can apply for the BTV 2026 competition?

Ans:- Following are the eligibility criteria for villages:

- Low population density and not exceeding 15,000 inhabitants.
- Located in the vicinity of famous places, tourist destinations or landscapes.
- Having traditional activities including agriculture, craft, cuisine, etc.
- Having a history of community values or based on past achievements.

Note: Neighbourhoods within a larger city, town, or municipality cannot apply. The village must be a distinct rural settlement.

Q. How many villages can each State/UT nominate?

Ans:- Each State/UT will submit one village nomination after evaluating district or village level entries based on the official marking scheme provided by the Ministry of Tourism.

Q. What is the last date for submission?

Ans:- The last date for submission of selected entries on the BTV 2026 portal is 15th May 2026. States/UTs are strongly encouraged to submit well before the deadline to avoid last-minute technical difficulties.

Q. What are the areas of evaluation for the Best Tourism Village Competition 2026?

Ans:- The broad areas for evaluation will be as follows:

- (i). Cultural and Natural Resources (SDGs 8, 11, 12, 15)
- (ii). Promotion and Conservation of Cultural Resources (SDGs 8, 11, 12)
- (iii). Economic Sustainability (SDGs 5, 8, 9, 17)
- (iv). Social Sustainability (SDGs 1, 2, 4, 5, 8, 10, 11, 12, 17)
- (v). Environmental Sustainability (SDGs 7, 12, 13, 15, 17)
- (vi). Tourism Development and Value Chain Integration (SDGs 8, 9, 10, 12)
- (vii). Governance and Prioritization of Tourism (SDGs 9, 17)
- (viii). Infrastructure and Connectivity (SDGs 9, 17)
- (ix). Health, Safety and Security (SDG 3)

Q. Where can I find the marking scheme and guidelines?

Ans:- The marking scheme and detailed guidelines are available on the BTV 2026 portal under the "Marking Scheme" and "Guidelines" tabs. You can download the official documents for reference. The Guidelines document and Application Form have also been shared with all States and UTs by the Ministry of Tourism.

● APPLICATION PROCESS

Q. How should villages submit their applications?

Ans:- Villages should fill out the BTV 2026 application form and submit it to their respective District/State Tourism Departments via email. Supporting documents should be uploaded to Google Drive, and the shareable (viewable, no password) links should be added to the relevant fields in the form.

Q. How will States/UTs submit the final entries?

Ans:- After evaluating all applications received from districts using the official marking scheme, States/UTs will select the top 1 entry and submit it through the official BTV 2026 portal using the unique login credentials provided by the Ministry of Tourism.

Q. Can supporting documents be submitted through the portal?

Ans:- Yes. Relevant supporting documents should be uploaded directly to the portal during final submission. However, for the state-level evaluation process, districts/villages should use Google Drive links for easier access.

Q. How do States/UTs access the portal?

Ans:- Each State/UT will receive unique login credentials from the Ministry of Tourism. These credentials will allow access to the BTV 2026 portal for uploading and submitting entries.

Q. What if there are issues logging into the portal?

Ans:- In case of login issues, please contact the IT Support Team at: **+91 82854 83302**. Alternatively, you may write to cnartindia@iittm.ac.in with your State/UT name and contact details for prompt assistance.

Q. Can States/UTs edit entries after submission?

Ans:- Entries can be edited before final submission on the portal. However, once the application is submitted and locked, no further changes can be made. States/UTs are therefore advised to carefully review all entries before clicking the final Submit button.

● ELIGIBILITY & VILLAGE SELECTION

Q. Can a village that participated in BTV 2025 apply again in 2026?

Ans:- The States/ UTs are allowed to re-submit applications which were submitted to the Ministry in the previous years, but were not selected as BTV by UN Tourism. The States are requested to ensure that significant improvements have been made in tourism offerings and infrastructure and they meet the extant UN criteria in such cases.

Q. Can a village that was recognised in a previous BTV edition apply again?

Ans:- No.

Q. Is there a minimum population requirement for the village?

Ans:- No minimum population requirement is specified. However, the village must have a maximum of 15,000 inhabitants. The applicant must submit an official population census document or an officially signed letter from a representative of the relevant ministry as supporting evidence.

Q. Can an urban village or a locality within a city apply for BTV?

Ans:- No. Only distinct rural settlements are eligible. Neighbourhoods, localities, or pockets within a larger town, city, or municipality cannot apply.

• DOCUMENTATION & SUPPORTING FILES**Q. What documents are mandatory to upload with the application?**

Ans:- The following documents are mandatory:

- Population census document for the village (latest year available). In the absence of an official census, an officially signed letter from the relevant ministry will be accepted.
- Short video (mp4, max 2 min, max 30 MB) in English explaining why the village should be a BTV.
- General Presentation following the provided template (PDF, max 12 slides, max 20 MB).
- Copyrights declaration for all audio-visual materials uploaded.

Supporting documents for Areas of Evaluation (PDFs, max 2 MB per file, or Google Drive links) are strongly encouraged for each YES answer.

Q. What is the file size limit for supporting documents? ★

Ans:- All supporting files must not exceed 2 MB per file. For the video (motivation video), the limit is 30 MB. For heavy documents that exceed the upload limit, villages should upload the document to Google Drive and provide the shareable link in the relevant field. Please ensure the Google Drive link does not require a password and does not expire.

Q. What format should the General Presentation be in?

Ans:- The General Presentation must be submitted in PDF format, with a maximum of 12 slides and a file size not exceeding 20 MB. It should follow the structure provided in the General Presentation Template available on the portal. The presentation should be a visual summary of the candidacy, highlighting the most relevant initiatives of the village across the Areas of Evaluation.

Q. What should the motivation video contain?

Ans:- The motivation video should explain why the village should become a Best Tourism Village in India. It must be:

- In English.
- Maximum 2 minutes in duration.
- In mp4 format, not exceeding 30 MB (or shared via Google Drive link).
- Tailored specifically to this purpose — an unedited simple shot taken with a smartphone is acceptable.

A general promotional video of the village is NOT accepted as a substitute for the motivation video.

Q. Can links to Google Drive or external websites be used as supporting evidence?

Ans:- Yes. Applicants are encouraged to use Google Drive or other file storage links for large documents and videos. Each Areas of Evaluation question allows up to 3 supporting links. Please ensure:

- Links are set to 'Anyone with the link can view' — no password, no sign-in required.
- Links do not have an expiry date.
- The linked content is relevant to the specific question it supports.

Failure to ensure link accessibility will result in that evidence not being considered by the evaluators.

Q. In which language should the application be submitted?

Ans:- All information must be submitted in English only. Applications or supporting documents in any other language will not be considered. This applies to all fields in the application form, the motivation video, the general presentation, and all supporting documents.

• EVALUATION & RESULTS

Q. How will applications be evaluated?

Ans:- Applications will be reviewed by the Ministry of Tourism to verify compliance with eligibility criteria. Eligible applications from States/UTs will then be evaluated by an independent Advisory Board against the nine Areas of Evaluation. The Advisory Board will assess the information provided and make recommendations.

Q. What happens if a YES answer is selected but no explanation is provided in the Areas of Evaluation? ★

Ans:- If a YES is selected but the mandatory follow-up explanation field is left blank, the answer will automatically be treated as a NO by the evaluation system. States/UTs must ensure that every YES answer is accompanied by a concrete, specific description of the initiative, including details such as beneficiaries, impact, and measures taken. Generic or vague descriptions may also be considered incomplete.

• PORTAL & TECHNICAL QUERIES

Q. What should States/UTs do if they face technical difficulties while uploading documents on the portal?

Ans:- If technical difficulties are encountered while uploading documents, States/UTs should:

1. Upload the document(s) to Google Drive and ensure the link is set to 'Anyone with the link can view'.
2. Paste the Google Drive link in the relevant field on the portal.
3. Contact IT Support at +91 82854 83302 or write to cnartindia@iittm.ac.in for assistance.

Please do not wait until the last day to upload. The Ministry of Tourism will not be responsible for late submissions due to technical difficulties arising from last-minute uploads.

Q. Can multiple users from the same State log into the portal simultaneously?

Ans:- Each State/UT will be provided with a single set of login credentials. Simultaneous login from multiple devices using the same credentials may cause session conflicts and data loss. It is recommended that one designated officer manages the portal submission for each State/UT.