

# UNWTO's 'Best Tourism Village'

September 10, 2021

**In news**—Three Indian destinations have been chosen for the United Nations World Tourism Organization (UNWTO)'s 'Best Tourism Village'.

## UNWTOs Best Tourism Village

- The Ministry of Tourism has nominated **Meghalaya's Kongthong village, also known as the 'Whistling village'**, for the World Tourism Organization's "Best Tourism Villages" award along with two other villages in the country.
- The two other villages that have been nominated for UNWTO 'Best Tourism Villages' award are—Pochampally in Telangana and Ladhpura Khas in Madhya Pradesh.

## Meghalaya's Kongthong village

- A picturesque, serene village **located between Meghalaya's Sohra and Pynursla ridges, Kongthong** attracts tourists not just because of its landscape; it is also home to an ancient tradition of tune-giving or Jingrwai Iawbei.
- **Khat-ar-shnong, a valley region in East Khasi Hills, Meghalaya** reportedly has several other villages where people call each other by a tune and talk through whistling, apart from Kongthong.
- **Kongthong is also known as the 'whistling village of India'.**
- There are 10 major clans in the village and four of them, namely Khongsit, Majaw, Lynrah and Poh Kong, claim to be the founders.
- Khat-ar-shnong is where one can find the **highest living**

**root bridge**, the Jingkieng Myor that connects two granite cliffs with the rushing Wah Sohra river more than a hundred feet below

### **Pochampally of Telangana**

- Bhoodan Pochampally is a census town in Yadadri Bhuvanagiri district of Telangana.
- The place is **known for its traditional weave, featuring geometric patterns in ikat style of dyeing**, named after the destination.
- There are thousands of looms in this village that produce this textile in bulk.
- **Pochampally sati also received Intellectual Property Rights** Protection or Geographical Indication **(GI) status** in 2005.

### **Ladhpura Khas village**

- It is located in Orchha Tehsil of Tikamgarh district in Madhya Pradesh.
- It is about seven kilometres away from Orchha, another popular tourist destination.

### **United Nations World Tourism Organization (UNWTO)**

- It is the **United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism**.
- As the leading international organization in the field of tourism, **UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability** and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.
- UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism

as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

- UNWTO's membership includes 159 Member States, 6 Associate Members and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.