



**Ministry of Tourism
Government of India
(Pub Event & IT Division)**

GUIDELINES FOR NATIONAL TOURISM AWARDS 2006 – 07

The Ministry of Tourism presents National Tourism Awards to various segments of the travel and tourism industry every year. These awards are presented to state governments, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performances in their respective fields and also to encourage healthy competition with an aim to promote tourism.

The selection of the awardees will be made by Committees constituted for the purpose. The decision of the Ministry of Tourism will be final and binding. Applications have to be made in proper forms, wherever specified. Unless otherwise mentioned, the entries for the award should have been published or the activities organized during the period April, 2006 to March 2007.

The Ministry of Tourism, Government of India reserves the right to change the criteria, the parameters for consideration and all other relevant provisions from time to time for selection of Awards. The decision taken shall be at the sole discretion of the Secretary, (Tourism), Government of India and will be treated as final.

1. NATIONAL AWARDS

A) Award for Travel Agents

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|-----|--|----------------|
| i) | Travel Agents (Earning foreign exchange over Rs.25 crore) | : Three awards |
| ii) | Travel Agents (Earning foreign exchange between Rs. 10-25 crore) | : Three Awards |

B) Award for Tour Operators

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|------|--|----------------|
| i) | Tour Operators (Earning foreign exchange over Rs.25 crore) | : Three awards |
| ii) | Tour operators (Earning foreign exchange between Rs. 10-25 crore) | : Three Awards |
| iii) | Tour Operators (Earning foreign exchange between Rs. 5-10 crores) | : Three Awards |
| iv) | Best Adventure Tour Operator | : One Award |
| v) | Most Innovative Tour Operator | : One Award |
| vi) | Best Mice Operator | : One Award |
| vii) | Best Domestic Tour operator | : One Award |
| | (i) North East of India (including Sikkim) | : One Award |
| | (ii) Rest of India | : Three Award |

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| C) | Tourist Transport Operators | : Three awards |
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D) CLASSIFIED HOTELS:

National Awards will be presented to classified Hotels as per the following Classifications:

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|------|--------------------------------------|--------------------------------------|
| i) | Best Hotel - 5 Star Deluxe to 1 Star | : Six Awards
(one per category) |
| ii) | Heritage & Heritage Grand & Basic | : Three Awards
(one per category) |
| iii) | Best Eco Friendly Hotel | : Two Awards |

- iv) Private/Public enterprises providing facilities for physically challenged persons. : One Award

2. AWARDS OF EXCELLENCE:

This award is to give recognition to individuals/organizations/Institutes/State Governments for their outstanding performances, nationally, in various Tourism segments, interests. The different categories are as under: -

- | | | | |
|-------|--|---|-------------|
| i) | Excellence in Publishing | | |
| | (a) Excellence in Publishing in English | : | One Award |
| | (b) Excellence in Publishing in Hindi | : | One Award |
| ii) | Best Tourism Film | : | One Award |
| iii) | Best Tourism Promotion Collateral Publicity materials: | | One Award |
| iv) | Best foreign charter operator for India | : | One Award |
| v) | Best overseas Tour Operator for India | | |
| | from each region | : | Six Awards |
| vi) | Best foreign journalist for India | : | One Award |
| vii) | Best foreign Photographer for India | : | One Award |
| viii) | Best State/UT (Tourism related programmes) | | |
| | (a) Rest of India | : | One Award |
| | (b) North East of India (including Sikkim) | : | One Award |
| ix) | Best Maintained Tourist Friendly National Park | : | One Award |
| | /Wild Life Sanctuary | | |
| x) | Best maintained tourist friendly Monument | : | One Award |
| xi) | Most Innovative/Unique Tourism Project | : | One Award |
| xii) | Best Rural tourism Project sanctioned | | |
| | by the Ministry of Tourism | : | One Award |
| xiii) | Best NGO promoting/developing Tourism | : | One Award |
| xiv) | Most Innovative use of Information Technology | : | One Award |
| | /Best Tourism Website/Portal | | |
| xv) | Best Tourist Guide | : | One Award |
| xvi) | Best Chef of India | : | Three Award |
| xvii) | Best Convention Centre | : | One Award |

3. NATIONAL AWARDS ELIGIBILITY CRITERIA:

A. TRAVEL AGENT : Three Awards

<u>Category</u>	<u>Foreign Exchange Earnings</u>
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Category I	Over Rs.25 Crores
Category II	Rs.10-25 Crores

- Foreign exchange earning from handling inbound tourists.
- Copy of Audited Balance Sheet and Profit and Loss account for the financial year 2006 - 2007, duly signed by Chartered Accountant. Copy of Acknowledgement of Income Tax Returns for the assessment year 2006 -2007.
- Only approved agencies of Ministry of Tourism are eligible for the awards.
- Weightage will be given for growth in foreign exchange earning.

B. TOUR OPERATORS : Three Awards

Category Foreign Exchange Earnings

Category I	Over Rs.25 Crores
Category II	Rs.10-25 Crores
Category III	Rs. 5-10 Crores

- Copy of Audited Balance Sheet and Profit and Loss account for the financial year 2006-07, duly signed by Chartered Accountant.
- Copy of Acknowledgement of Income Tax Returns for the assessment year 2006-07.
- Only approved agencies of Ministry of Tourism are eligible for the awards.
- Foreign exchange earning from handling inbound tourists.
- Weightage will be given for growth in foreign exchange earning.

i) Best Adventure Tour Operator : One Award

Selection of Awards would be considered on the basis of Foreign Exchange Earnings from handling inbound adventure tours duly supported by certificates from Chartered Accountant during 2006-07.

ii) Best Domestic Tour operator

iii)	North East of India (including Sikkim)	:	One Award
iv)	Rest of India	:	Three Award

The selection would be made on the basis of domestic tourists handled during the period and the total turnover (2006-07) achieved in Indian Rupees duly supported by a Chartered Accountant Certificates. The details such as brochures and other promotional materials for domestic tours may also be attached.

iii) Most Innovative Tour Operator : One Award

The selection in this category would be done on the basis of details furnished by the agency like promotional of new markets, new products, new circuits, North Eastern Region, Lesser known destination etc.

iv) Best MICE Tour Operator : One Award

Selection of Awards would be considered on the basis of highest Foreign Exchange Earnings from handling MICE business during 2006-07 duly supported by certificates from Chartered Accountant.

C. TOURIST TRANSPORT OPERATORS : Three Awards

Selection of awards would be considered on the basis of highest business transacted through travel agents, tour operators, hotels, etc. duly supported by Chartered Accountant certificates for the year 2006-07. Due weightage would be given for the growth rate achieved in foreign exchange earnings as in the case of travel agents/tour operator. Promotional materials/brochure on the subject will also be given due weightage.

Entries may be forwarded to DDG (Travel Trade), Ministry of Tourism, C-I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 2301 9476. Fax: 2301 1518. Email: or ss.samad@nic.in

D. CLASSIFIED HOTELS

i) BEST HOTELS : Six Awards

- 5 Star Deluxe
- 5 Star
- 4 Star
- 3 Star
- 2 Star
- 1 Star

ii) Heritage Hotels : Three awards

- Heritage Grand
- Heritage Classic

- **Heritage Basic**

Selection of the above would be done on the basis of:

- (a) Foreign Exchange Earning during 2006-06 duly supported by Chartered Accountant certificates.
- (b) Number of foreign guests
- (c) Number of rooms.
- (d) Emphasis is also laid on ambience, décor, facilities for physically challenged, eco-friendly practices, etc. in the hotel.

iii) BEST ECO FRIENDLY HOTELS & RESORTS: : Two awards

Energy conservation, water conservation, waste management, discouragement for use of plastic, pollution control methods for air, water and light, sewer treatment plant, non CFC, refrigeration and air conditioning, compliance of "The cigarette and other tobaccos product (Prohibition of advertisement and regulation of trade and commerce, production, supply and distribution) act 2003". 50% of the emphasis for qualification for tourism award may be laid on observing the above, eco friendly practices and 50% on the earning of foreign exchange etc duly supported by Chartered Accountant certificates.

iv) Private/Public enterprises providing facilities for physically challenged persons in the hotels: : One award

Provision of room(s) for physically challenged persons, other facilities like provision of telephone, toilet, etc. in the lobby, ramp, with anti slip floors, wheel chairs, parking, facilities for aurally or visually handicapped etc.

50% of the emphasis for qualification for National Tourism Awards may be laid on provision of facilities for physically challenged and 50% on the earning of foreign exchange etc.

Entries may be forwarded to DDG (Hotels), Ministry of Tourism, C-I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 2379 2504. Fax: 2301 1518. Email: mn.javed@nic.in or adqhr-tours@nic.in

B) AWARDS OF EXCELLENCE

1. EXCELLENCE IN PUBLISHING

- i) **Excellence in Publishing** :
- (a) Excellence in Publishing in English : **One Award**
- (b) Excellence in Publishing in Hindi : **One Award**

Selection of the above would be done on the basis of:

- The Publication should belong to one of the following categories: travel magazine/periodical/journal/guide
- The Publication should be published during the period April 2006-March 2007.
- Maximum of **1 entry** per person is allowed in either English or in Hindi.
- 4 copies each of the publication (travel magazine/periodical/journal/guide) being entered will have to be submitted.
- Any publication focusing on the theme of promotion of Indian Tourism would be eligible to be considered under this category.
- Weightage would be given to originality, novelty, focus on new destinations; quality of paper, pictures/transparencies used, design and lay-out, circulation etc.
- The publisher/writer while submitting his entry should give a declaration that there would be no objection for using a part /extracts from the book by Ministry of Tourism, Government of India for promotional purposes.
- The offices of the Ministry of Tourism are at liberty to nominate any publication as an entry for the award.

ii) Best Tourism Film : One Award

Selection of the above would be done on the basis of:

- Only entries from Indian producers will be considered.
- The film should have been produced during the period April, 2006 to March, 2006.
- A declaration to the effect that the film has been produced or owned by the producer should be submitted along with the entry.

- A declaration may also be furnished that there would not be any objection for using a part/whole of the film by the Ministry of Tourism, Government of India for promotional purposes.
- Films produced for or commissioned by the Ministry of Tourism, Government of India will not be considered for the award.

iii) **Best Tourism Promotion Collateral Publicity materials:** **One Award**

- Entries from Departments of Tourism of States and Union Territories will be eligible to be considered for the award
- Collateral/Publicity materials produced by the State/UT Department of Tourism during April, 2006 March 2006 will be eligible for awards.
- 1 entries for each States/UTs would be considered for awards.
- The entries will be judged based on visual impact, quality of production, marketing appeal, lay out, copy etc.

iv) **Most Innovative use of Information Technology : One Award**
/Best Tourism Website/Portal Promoting India.

- Entries from Departments of Tourism of States, Union Territories, Travel Trade, Hoteliers and other websites promoting India Tourism.
- The application for this category should indicate in detail the work done in the use of Information Technology for promotion of tourism.
- Dissemination of Information (through website (including foreign languages), CD ROM, information kiosks, use of data base etc.)
- Visitor facilitation (through multi-media etc.)
- Management Information System(MIS) including methods adopted for improving the work efficiency in the offices and tourist centres.
- Communication Systems (like IVRS, Fax on Demand, Internet etc.)
- Online Marketing Campaign in the World Wide Web.

Entries for above categories may be forwarded to Asst. DG (Publicity, Event & IT), Ministry of Tourism, Transport Bhavan (Ground Floor), 1 Parliament Street, New Delhi. Tel: 011-2371 1995. Fax: 2371 0518. Email: roma.singh@nic.in

v) **Best foreign charter operator for India : One Award**

This award is constituted to recognize foreign charter operator for India that actively sale and promote unique tourism destination in India, provides value for money and give tourists a memorable experience.

- Should have handled at least 10 charters to India during the year.
- Number of charter flights operated to India during the year and the total number of tourists sent on these charters.
- Efforts made in marketing the destination and the potential to increase tourist traffic to India.
- Variety of tour programs offered.
- Quality of tourist traffic sent to India.

vi) **Best overseas Tour Operator for India from : Six awards**
each region

This award is constituted to recognize the overseas tour operators for India from each regional i.e. Americas, U.K., Australasia, East Asia, West Asia and Europe that promotes travel to India through creative and effective use of marketing tools and by positioning the uniqueness of India

- The number of tourists the country has sent to India vis-à-vis the tour operator in question during April 2006 to March 2006.
- The rate of growth of tourist traffic to India and the marketing efforts made.
- Number of years of continued operation to India to assess the long term commitment.
- Variety of tour packages.
- Focus on India vis-à-vis other destinations promoted.

vii) **Best foreign journalist for India : One Award**

This award is constituted to recognize the travel writer of original travel stories that feature India exclusively. Stories that feature India only in part do not qualify.

- The story must feature India as a tourism destination for promoting tourism products and services.

- Entries will be judged solely on the merit of their written content, style, subject treatment and motivational impact.
- The journalist should have visited India,
- There should be sufficient circulation of the publication.

viii) Best foreign Photographer for India : One Award

The award is constituted to recognize the photographer who has taken some exceptional photographs of India theme that covers mainly tourism destination, art, culture and heritage etc.

- The photographs taken must help project India as a tourism destination thereby promoting tourist products and services.
- Entries will be judged solely on the merit of the photograph, subject treatment and motivational impact
- The photographer should have visited India.
- There should be sufficient circulation of the publication featuring the photographs on India.

Entries for above categories may be forwarded to Dy. DG (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011-2373 1546 or 2332 1379. Fax: 2371 0518. Email: krishna.arya@nic.in or mmehta@nic.in

ix) Best State/UT (Tourism related programmes)

(a) Rest of India	:	One Award
(b) North East of India (including Sikkim)	:	One Award

The award for the Best state, in both categories will be decided by a Committee, based on the following parameters:

- Investment facilitation efforts of the State Governments including investment friendly policies on tourism, provision of incentives, identification of investment projects, project clearance mechanisms, sound taxation policies, joint ventures with private sector etc.
- Number of centrally assisted infrastructure projects completed during the period of assessment.
- Existing state owned tourist complexes (number of units and number of rooms) and their financial performance in terms of average gross profit per unit.
- State plan allocation for tourism sector during the previous year and its share in the total plan allocation of the State and the details of innovative schemes and projects taken up.
- Magnitude of international and domestic tourist visits registered in the State during the previous year and the percentage change.
- Efforts of the State Government in human resource development in terms of number of State owned training institutes and their intake, guide training and other training course conducted along with number of trainees and other achievements.
- Promotional and marketing efforts in terms or promotional literature, films, audio-visual and materials produced in the previous year, use of computers and multi-media technologies in tourism promotion and participation in tourism trade fairs and exhibitions both within the country and abroad.
- Efforts of the State Government in ensuring sustainability in tourism development in terms of protection of ecology and environment and enhancing the attractiveness of heritage sites and their surroundings and educating the local community about the significance of our cultural heritage and environment.
- Performance of the State Government is preventing touting and atrocities against tourists.

Entries may be forwarded to Asst. DG(P&C), Ministry of Tourism, Transport Bhawan, 1 Parliament Street New Delhi. Tel: 011-2373 6894. Fax: 2371 0518. Email: or gd.bairwa@nic.in

x) BEST MAINTAINED TOURIST FRIENDLY TOURIST MONUMENT: One Award

1. The entries for the award for the Most Tourist Friendly Monument will be considered for selection from the monuments maintained by ASI/maintained by State/UT Dept of Archaeology.
2. The Monument should be under the possession of ASI (Govt. of India)/State Government/Union Territories.
3. The applications to be invited from ASI (Govt. of India)/State Govts/Union Territories.
4. Tourism related associations can also recommend monuments for this award, but the monument has to be under the control of the Central/State/UT.
5. The following details should be furnished along with application:-

- a. Description of monument;
- b. Five pictures from different angles;
- c. Details of civic amenities, drinking water, toilets etc.;
- d. Details of landscaped area around the monument;
Details of signage; Details of facilities for physically challenged.
- e. Number of visitors in the last three years.
- f. Any special article about the monument in the press to be enclosed.
- g. Any special effort made to make the monument more attractive or tourist friendly, should be described.
6. The Monuments should not have been selected for the award in the last Five years.

xi) BEST MAINTAINED TOURIST FRIENDLY NATIONAL PARK / WILD LIFE SANCTUARY: One Award

The following are the Guidelines for this award.

1. All National Parks and Wildlife Sanctuaries are eligible to participate. Applications to be invited from the Forest Secretary/Tourism Secretary of the States/UTs.
2. The Park/Sanctuaries should not have been selected for this award in the last three years.
3. Tourism related associations can also recommend National Park/Wildlife Sanctuary for this award, but the National Park/Wildlife Sanctuary has to be under the control of the Central/State/UT.
4. The application should include the following:-
 - a. Description of the Park, its size and uniqueness;
 - b. Details of facilities available for tourists at the park;
 - c. Number of tourists in the last three year. (Domestic and Foreign).
 - d. Five pictures of the flora and fauna available in the park;
 - e. Details of any unique action taken up like involvement of community, eco-friendly practices; Details of availability of trained guides.
 - f. Details of eco-friendly activities undertaken in the park.
 - g. Any special write up which appeared in the press.
 - h. Details of major initiatives taken in the last three years.
 - i. Details of accessibility.
 - j. Description of any tourist friendly measures adopted.

The park should not have been selected for award in the last three years

xii) MOST INNOVATIVE/UNIQUE TOURISM PROJECT One Award

The following are the guidelines for this category of award.

1. The project should be related to tourism.
2. The Project could have been implemented by the State Govt./State Govt.Agency/Private sector.
3. It may include new tourism projects or a unique marketing effort.
4. The project should not have been selected for the award previously.
5. Procedure for application: After notification by the Ministry of Tourism calling for application For awards, the interested parties should apply within the prescribed period.
 - i) The applicant could be an individual, a private organization, a Governmental Agency or an NGO.
 - ii) The State Govts, Field offices of India Tourism, associations connected with tourism may also recommend the projects, which are in the private or Non Governmental sector. But in such cases the complete details should be furnished by the recommending agency.
 - iii) The application should include a narration about the project and its uniqueness.
 - iv) The project should have been in existence for at least one year.
 - v) Pictures, brochures or other relevant material to be enclosed.
 - vi) A brief description about the success of the project should be enclosed, quantifying the benefits to the tourists, and benefits to the local economy.
 - vii) The email address should be furnished invariably for seeking further clarifications.
 - viii) Copies of paper clippings or other publications about the project to be enclosed.

xiii) BEST RURAL TOURISM PROJECT: One Award

Rural tourism, in particular, has high potential for supporting rural livelihoods through local art and craft heritage and natural environment assets of rural communities. The visitor can thus be provided a unique

interactive experience in rural, low-impact settings. Local communities dwelling close to tourist centres can thereby share the benefits of tourist expenditure with active participation in maintaining their assets on which tourism depends. This includes awareness of oral traditions, local archaeological and biodiversity wealth. This presents an opportunity since India still lives significantly in its villages. Where traditional farm-based employment is becoming saturated, and rural living conditions need improvement, the strengthening of pride for women, youth, ethnic minorities and the disadvantaged can progress through rural tourism.

Applications to be invited from the Tourism Secretary/DM of the States/UTs.

Applicants for the National Rural Tourism Award must demonstrate:

1. Capability to strengthen rural livelihoods through the tourism process, based on traditional craft, culture and natural heritage with the rural poor as primary target beneficiaries.
2. Employment focus on women and youth.
3. Preservation of nature in all its forms, thereby ensuring its sustainable use for future generations; preservation and propagation of art & crafts and any other form of culture intrinsic to their community of their locality.
4. Support to existing panchayat infrastructure through convergence with local skills, material and vernacular idiom.
5. Training and capacity building in hospitality-related professions such as lodging, cuisine and guiding to enable local community participation in planning and executing their work plans.
6. Coordination with NGO/Implementing Partner, Focal Point (District Collector) and other stakeholders.
7. Convergence of support to existing Panchayat infrastructure with training and Capacity building.
8. Gurukul concept for both domestic and international tourists, enabling them to understand And learn the tradition of rural art and craft; Development of home stay facilities.
9. Strong community-private partnerships.
10. Marketing convergence with the travel trade, taking advantage of the global Incredible India campaign.

Entries may be forwarded to Asst. DG (A&RT) Ministry of Tourism, Room No.124, Transport Bhawan, 1, Parliament Street, New Delhi-110 001. Tel: 011-2371 4718. Fax: 2371 0518. rk.sunani@nic.in

xiv) BEST NGO PROMOTING/DEVELOPING TOURISM One Award

The award is to recognize NGO's working with local communities to create authentic tourism products directly benefiting the local community.

The criteria for selection would include the following:

A. LEGAL STATUS: The NGO should be a legally registered Organization, including:

- Organization registered under the Societies Registration Act of 1860,
- Charitable companies registered under the Charitable and Religion Act 1920;
- Public Trusts registered under the Indian Trust Act, 1982;
- Cooperatives, professional bodies such as IIPA, IMA
- The NGO should be registered for period of minimum three years.

B. INFRASTRUCTURE: The basic infrastructure of the NGO should be in place - premises, basic office equipment, etc.

C. ORGANIZATIONAL STRUCTURE

This will include staff structure/number, name/roles & responsibilities of the staff involved in the project, organization's capabilities, staff experience and expertise in context of program/project, geographical area covered by the organization, other projects undertaken by the Organization.

D. FUNCTIONAL AREAS

- track record in tourism related sectors
- active involvement in mobilizing the community for reaping the benefits of tourism development in the area

- initiating projects at the local level which are commercially available for tourists and bring revenue to the local community
 - creation of products like handicrafts, organizing tours and programs with close links to the community etc.
 - awareness building programmes like workshops and seminars on tourism.
- Entries have to be submitted by NGO's through the State Departments of Tourism. The State Ministry should certify that the claims of the organization have been verified and found correct. There should also be a certificate to the effect that the NGO has a clean track record, and has not been blacklisted by any authorized body.

Entries are to be submitted to Asst. DG (A & RT), Ministry of Tourism, Government of India, Transport Bhawan,, 1 Parliament Street, New Delhi- 110001. Tel: 011-2371 4718. Fax: 2371 0518. Email: or rk.sunani@nic.in

xv) BEST TOURIST GUIDE : Nominated by IATO One Award

Entries may be forwarded to DDG (Travel Trade), Ministry of Tourism, C-I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 2301 9476. Fax: 2301 1518. Email: or ss.samad@nic.in

xvi) Best Chef of India :

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|----------------------------------|-----------|
| A) Life Time Achievement Award : | One Award |
| B) Chef of the Year Award : | One Award |
| C) Lady Chef of the Year : | One Award |

Entries may be forwarded to DDG (Hotels), Ministry of Tourism, C-I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 2379 2504. Fax: 2301 1518. Email: mn.javed@nic.in or adghr-tours@nic.in

Xvii) Best Convention Centre : One Award

The criteria for selection would be following:

- 1.The Plenary hall should have a capacity for 500 Pax or above in Metropolitan Cities and capacity for 300 Pax or above in other cities**
- 2. Minimum three Smaller Halls**
- 3. Business Centers with all facilities.**
- 4. Adequate Exhibition Space**
- 5. Restaurant facilities**
- 6. Number of Conventions hosted during the year 2006**

Entries may be forwarded to DDG (Hotels), Ministry of Tourism, C-I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 2379 2504. Fax: 2301 1518. Email: mn.javed@nic.in or adghr-tours@nic.in

NOTE: Last date of receipt of entries in the respective offices/divisions of Ministry of Tourism, Govt. of India by 30th November, 2007.
