

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(TRAVEL TRADE DIVISION)**

C-1, Hutments,
Dalhousie Road,
New Delhi-110 011

No.4.TT.II (2)/NTA/2002

20th November 2007

To,
All Domestic India Tourism Offices

NATIONAL TOURISM AWARDS 2006-2007

Sir,
As you are aware the Ministry has been recognizing outstanding performance of the Travel Industry every year by way of giving National Tourism Awards.

2. Ministry of Tourism has reviewed the Scheme of National Tourism Awards in various categories. In respect of the Travel Trade it has been decided to have the following categories for selection of awardees in each category: -

Travel Agents/Tour Operators (handling in-bound tours)

Category-I	Over Rs.25.00 crores	(Three awards)
Category-II	Rs.10.00 – 25.00 crores	(Three awards)

There will be three awards in each category. The selection of awards would be on the basis of Foreign Exchange Earnings from handling inbound tours, during April – March (preceding year). Due weightage would be given for the growth rate achieved. **The selection will be made from the recognized tour operators and travel agents.**

Best Adventure Tour Operator (One award)

The basis for selection of award in this category would be highest foreign exchange earnings for handling Adventure tours duly supported by CA's original Certificate.

Best MICE Operator (One award)

The basis for selection of award in this category would be highest foreign exchange earning for handling MICE business during April – March (preceding year) duly supported by CA's original Certificate. Please indicate details of MICE business handled during the year. Promotional material, brochures etc., in this regard may also be attached.

Best Domestic Tour Operator (Four awards)

The selection would be made on the basis of domestic tourists handled during the period and the total turn-over during April – March (preceding year) achieved in Indian Rupees duly supported by Chartered Accountant's original Certificate. Please indicate the details. Brochures and other promotional material for domestic tours may be attached. In this segment there would be **four awards** i.e.

(i) The Domestic Tour Operator who has given major emphasis in promoting and selling the **North-East region including Sikkim,** (One award)

(ii) The Domestic Tour Operator who has given major emphasis in promoting and selling **Rest of India.** (Three awards)

Most Innovative Tour Operator (One award)

The travel agents/tour operators may furnish details like (i) promoting new markets; (ii) new products; (iii) new circuits; (iv) North-East region; (v) Lesser known destinations etc. Brochures and other promotional material may be attached. A duly constituted Committee would look into the details for selection of Awardees.

Tourist Transport Operators (Three awards)

There will be only one category and there will be three awardees. The criteria for selection will be foreign exchange earnings based on business transacted through Travel Agents, Tour Operators, Hoteliers, and FITs etc. duly supported by Chartered Accountant's Certificate. Weightage will be given for growth in foreign exchange earnings.

3. Enclosed herewith is a copy of the Proforma which you may fill up and forward the same to this Department along with the following documents:-

- i) Copy of Audited Balance Sheet and Profit and Loss account for the financial year 2006-2007 duly signed and stamped by Chartered Accountant.
- ii) Copy of Acknowledgement of Income Tax Returns for the assessment year 2007-2008.
- iii) Chartered Accountant's Certificate clearly stating the foreign exchange earnings from **inbound tours operation / Adventure tour operation / Domestic tour operation / Mice business / Tourist Transport Operation** during the year 2006-2007. Separate Chartered Accountants Certificate may be furnished in respect of different categories, as stated above.
- iv) The agencies having valid recognition of this Ministry as approved Tour Operator/Travel agent/Adventure Tour Operator/Domestic Tour Operator/Tourist Transport Operator are eligible to apply. **A copy of the last recognition granted may be enclosed.**

4. Those Agencies who have already submitted their Annual Report for the year 2006-2007 are requested to furnish the information as per the Proforma enclosed for the purpose of awards duly supported by CA's original Certificate (separate certificate for each category) and other material.

5. The application duly filled in along with documents as indicated above should be submitted to this Ministry at the address given above by **30th November, 2007**, positively.

6. Application forms can also be downloaded from official website of the Ministry of Tourism (www.tourism.gov.in)

Yours faithfully,

(Sanjay Singh)
Assistant Director General
Email: sanjay.singh1@nic.in

Encl: As above.

Presidents of IATO/TAAI/ATOAI/ADTOI/ITTA - Copy forwarded with the request to circulate the same amongst members of the respective Associations:

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(TRAVEL TRADE DIVISION)**

Proforma for National Tourism Awards

Award category applied for:

1. Company's Name:
2. Period of Report: From _____ To _____

I. BEST TRAVEL AGENTS/TOUR OPERATORS(FOR HANDLING INBOUND TOURS):

a) Tours:

No. of Groups	No. of Tourists	No. of Nights Earned	Foreign Exchange
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Groups:-

FITs

b) Charters:

No. of Overseas Charters	No. of Passengers handled	No. of Nights stayed	Foreign Exchange Earned
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c) Conferences/MICE

No. of Conference/MICE	Foreign Guests	Domestic Guests	Foreign Exchange
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d) Adventure Groups

No. of Groups	Foreign Tourists	Domestic Tourists	No. of Nights	Foreign Exchange
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Total Foreign Exchange earned through inbound tours:

(Tour operation for the year 2006-2007)

Net foreign exchange in the mentioned period
Net turnover in Indian Rupees

-
- Make all entries in capital letters.
 - Enter amount in lakhs

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II. Best Adventure Tour Operator

The basis for selection of award in this category would be highest foreign exchange earnings for handling Adventure tours duly supported by Chartered Accountant's Certificate.

III Best MICE Operator

The basis for selection of award in this category would be highest foreign exchange earnings for handling MICE business (during 2006-2007) duly supported by Chartered Accountant's Certificate. Please indicate details of MICE business handled during the year. Promotional material, brochures, etc., in this regard may also be attached.

IV Best Domestic Tour Operator

The selection would be made on the basis of domestic tourists handled during the period and the total turn-over (2006-2007) achieved in Indian Rupees duly supported by Chartered Accountants Certificate. Please indicate the details specifying the segment of the award applied for i.e. (a) North East includes Sikkim (b) Rest of India. Brochures and other promotional material for domestic tours may be attached.

V Most Innovative Tour Operator

The travel agents/tour operators may furnish details like (i) promoting new markets; (ii) new products; (iii) new circuits; (iv) North-East region; (v) Lesser-known destinations etc. Brochures and other promotional material may be attached.

VI Tourist Transport Operators

The criteria for selection will be foreign exchange earnings based on business transacted through Travel Agents, Tour Operators, Hoteliers, FITs etc. duly supported by Chartered Accountant's Certificate.

Applications are to be submitted to **the Ministry of Tourism (Deputy Director General, Travel Trade Division, C-1 Hutments, Dalhousie Road, New Delhi-110 011)** along with the following documents: -

- i) Copy of Audited Balance Sheet and Profit and Loss account for the financial year 2006-2007 duly signed and stamped by Chartered Accountant.
- ii) Copy of Acknowledgement of Income Tax Returns for the assessment year 2007-2008.
- iii) Each category of Awards should be supported by Chartered Accountant's Certificate and other documents stated above.
- iv) The agencies having valid recognition of this Department as approved Tour Operator/Travel agency/Adventure Tour Operator/Tourist Transport Operator are eligible to apply. **A copy of the last recognition granted may be enclosed.**

Date:
Place:

Authorized Signatory