

GUIDELINES FOR THE NATIONAL TOURISM AWARDS FOR THE  
YEAR 2010-11

THE LAST DATE FOR SUBMISSION OF ENTRIES FOR THE NATIONAL  
TOURISM AWARDS 2010-11 HAS BEEN EXTENDED TO 12<sup>TH</sup> JANUARY  
2012.

**Ministry of Tourism  
Government of India  
(Publicity, Events & IT Division)**

**GUIDELINES FOR NATIONAL TOURISM AWARDS 2010– 11**

The Ministry of Tourism, Government of India presents National Tourism Awards to various segments of the travel and tourism industry every year. These awards are presented to State Governments / Union Territories, 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 is made by Committees constituted for the purpose and the decision of the Ministry of Tourism is 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, 2010 to March 2011**.

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.

**Last date for receipt of entries in the respective divisions is 5<sup>th</sup> January 2012.**

## GUIDELINES FOR NATIONAL TOURISM AWARDS 2010-11

Sl. No.	Category of Awards	Description	Where to Submit Applications
<b>A.</b>	<b>Travel Agents / Tour Operators / Tourist Transport Operators</b>		
(i)	<p><b>Best Tour Operators / Travel Agents (handling inbound tours)</b></p> <p><b>Category 1 (3 awards)</b></p> <p><b>Category II (3 awards)</b></p> <p><b>Category III (3 awards)</b></p> <p><b>Category IV (3 awards)</b></p> <p><b>Category V (3 awards)</b></p> <p><b>Category VI (3 awards)</b></p>	<p>Foreign Exchange Earnings of Rs.100 crore and above</p> <p>Foreign Exchange Earnings of Rs. 50 crore and above and less than Rs.100 crore</p> <p>Foreign Exchange Earnings of Rs. 25 crore and above and less than Rs. 50 crores/</p> <p>Foreign Exchange Earnings of Rs. 10 crore and above and less than Rs. 25 crores</p> <p>Foreign Exchange Earnings of Rs. 5 crore and above and less than Rs.10 crores</p> <p>Foreign Exchange Earnings of Rs.2.5 crores and above and less than Rs. 5.00 crores.</p>	<p>Asst. Dir. General (Travel Trade), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tel.: 011 – 2301 2805. Fax : 011 – 2301 9476. E-mail : sanjay.singh1@nic.in</p>
(ii)	<b>Best Adventure Tour Operator (1 award)</b>	Award based on Foreign Exchange Earnings for handling Adventure Tourism / Sports related activities .	---do---
(iii)	<b>Best MICE Operator (1 award)</b>	Award based on Foreign Exchange Earnings for handling MICE business	---do---

(iv)	<p><b>Best Domestic Tour Operators :</b></p> <p>(a) <b>Promoting and selling the Rest of India (3 awards)</b></p> <p>(b) <b>Promoting and selling the North East Region, including Sikkim (1 award)</b></p> <p>(c) <b>Promoting and selling Jammu and Kashmir (1 award)</b></p>	<p>Domestic tourists handled &amp; total turn-over.</p> <p>Domestic tourists handled and total turn-over for North East Region including Sikkim.</p> <p>Domestic tourists handled for Jammu and Kashmir State &amp; total turn-over</p>	<p>---do---</p>
(v)	<p><b>Most Innovative Tour Operator (1 award)</b></p>	<p>Award based on promotion of new markets, new products, new circuits, North East region, lesser known destinations, etc.</p>	<p>---do---</p>
(vi)	<p><b>Tourist Transport Operators</b></p> <p><b>Category 1 (3 awards)</b></p> <p><b>Category II (3 awards)</b></p> <p><b>Category III (3 awards)</b></p>	<p>Turn over through tourist transport operation only of Rs.1.50 crore and above.</p> <p>Turn over through tourist transport operation only of Rs.50 lakh and above and less than Rs. 1.50 crore</p> <p>Turn over through tourist transport operation only of Rs. 25 lakh and above and less than Rs. 0.50 lakh</p>	<p>---do---</p>

<b>B.</b>	<b>Classified Hotels / Incredible India Bed &amp; Breakfast Establishments/Chefs/Convention Centres</b>		
(i)	<b>Best Hotel</b> – 1 star to 5 star deluxe category (6 awards – one in each category)	Award based annual revenue earned ,foreign guests stayed, Awards won and contribution to Hunar Se Rozgar Programme.	Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tele: 011 – 23012810. E-mail : manas@nic.in
(ii)	<b>Best Heritage Hotel</b> – Basic, Classic and Grand categories (3 awards – one in each category)	Award based annual revenue earned ,foreign guests stayed, Awards won, promotion of arts and crafts, and contribution to Hunar Se Rozgar Programme	---do---
(iii)	<b>Best Eco Friendly Hotel</b> (1 award)	Award based on Eco Friendly practices observed by hotels and foreign exchange earned	---do---
(iv)	<b>Hotel providing best facilities for the differently abled guests</b> (1 award)	Award based on facilities provided for the differently abled by hotels and foreign exchange earned.	---do---
(v)	<b>Incredible India Bed &amp; Breakfast Establishments:</b>  <b>Ministry of Tourism approved (1 Award)</b>  <b>State Government approved (1 Award)</b>	Award based on revenue earned and total number of guests stayed	---do---
(vi)	<b>Best Chef (Three Awards)</b>	(i) 1 Best Chef award for 4 star, 5 star, 5 star Deluxe, Heritage Classic & Heritage Grand category	Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011.

		(ii) 1 Best Chef award for 1 star, 2 star, 3 star & Heritage Basic category and others  (iii) Lady Chef	Tel.: 011 – 23012810. E-mail : <a href="mailto:manas@nic.in">manas@nic.in</a>
(vii)	<b>Best Standalone Convention Centre</b>  <b>(1 award)</b>	Award for standalone Convention Centres providing required facilities & services of international standard.	Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tel.: 011 – 23012810. E-mail : <a href="mailto:manas@nic.in">manas@nic.in</a>
(viii)	<b>Best Hotel Based Meeting Venue</b>  <b>(1Award)</b>	Award for Hotel based Meeting Venues providing required facilities & services of international standard.	-Do-

Sl. No.	Category of Awards	Description	Where to Submit Application
C.	<b>States and Union Territories</b>		
(i)	<b>Best State / Union Territory : Comprehensive Development of Tourism</b>  (a) Jammu and Kashmir and North East including Sikkim (One Award)  (b) Rest of India (Three awards)	The award for the Best State /UT will be decided by a Committee, based on various parameters as listed in the detailed guidelines.	Asst. Dir. General (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11  Tel : 011 – 23012637 Fax : 011 – 23018229 E-mail : kalyansg@nic.in

<b>Sl. No.</b>	<b>Category of Awards</b>	<b>Description</b>	<b>Where to Submit Application</b>
<b>D.</b>	<b>Tourism Promotion and Publicity</b>		
(i)	<b>Excellence in Publishing</b> -Excellence in Publishing in English (1 award) -Excellence in Publishing in Hindi (1 award) -Excellence in Publishing in Foreign language other than English (1 award)	Award for publications belonging to one of the following categories: Travel and/or Tourism Book / Magazine/ Periodical/ Journal/ Guide	Asst. Dir. General (Publicity, Events & IT), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23711995 Fax : 011 – 23710518 E-mail:- asstdgpub@gmail.com
(ii)	<b>Tourism Film</b> (1 award)	Award for Tourism Films produced by Indian producers during the period April 2010 to- March 2011.	---do---
(iii)	<b>Best Tourism Promotion Publicity Material</b> -State Governments/ UT Administrations <b>(One Award)</b> -Private Stakeholders <b>(One Award)</b>	Separate awards for Promotional Publicity Material produced by State / UT Departments of Tourism and approved stakeholders respectively during the period April 2010 to- March 2011.	---do---
(iv)	<b>Most innovative use of Information Technology / Best Website / Portal</b> (1 award)	Award for use of Information Technology for promotion of tourism by State / UT Departments of Tourism, Travel Trade, Hoteliers and other Websites promoting India Tourism.	---do---



Sl. No.	Category of Awards	Description	Where to Submit Application
<b>E.</b>	<b>Overseas Awards</b>		
(i)	<b>Best Overseas Tour Operator for India</b>  (8 awards – one from each region, i.e. North America, Latin America, Europe, UK, West Asia & Africa, Central Asia including Russia, East Asia and Australasia)	Award for Tour Operators from overseas promoting travel to India and positioning the uniqueness of India	Through Overseas Indiatourism Offices to:  Asst. Dir. General (Overseas Marketing), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23717762 Fax : 011 – 23710518 E-mail : neela.lad@nic.in
(ii)	<b>Best Foreign Charter Operator for India</b>  (1 award)	Award for Foreign Charter Operators handling charters to India and promoting tourism destinations in India	---do---
(iii)	<b>Best Foreign Journalist for India</b> (1 award)	Overseas Journalist / Travel Writer of original travel stories that feature India exclusively.	---do---
(iv)	<b>Best Foreign Photographer for India</b>  (1 award)	Award for Photographer who has taken exceptional photographs of the country covering tourism destinations, art, culture, heritage, etc.	---do---

<b>Sl. No.</b>	<b>Category of Awards</b>	<b>Description</b>	<b>Where to Submit Application</b>
<b>F.</b>	<b>Other Categories</b>		
(i)	<b>Rural Tourism Project (One Award)</b>	Award for Rural Tourism Projects with the 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.	Asst. Dir. General (Rural Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011 Tel: 011-23016018 Fax: 011-23014863 Email: pk.chaudhary@nic.in
(ii)	<b>Responsible Tourism Project / Initiative (One Award)</b>	Award for Tourism Projects that are community based, implemented by a State Govt./UT, a State Govt./UT agency or private sector.	Asst. Dir. General (Niche Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011 Tel/Fax: 011-23012641 Email: dvenka@gmail.com
(iii)	<b>Innovative / Unique Tourism Project (One Award)</b>	Award for New / Unique tourism projects or marketing effort implemented by a State Govt./UT, a State Govt./UT agency or private sector.	---do---
(iv)	<b>Best maintained and Disabled Friendly Monument (One Award)</b>	Award for Monuments having best facilities for differently abled.	Asst. Dir. General (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11. Tel : 011 – 23012637 Fax : 011 – 23018229 E-mail : kalyansg@nic.in
(v)	<b>Airport (Two Awards) -Airports in Class X Cities (Bengaluru, Delhi, Hyderabad, Greater Mumbai and Kolkata  -Airports in other cities</b>	Airports in India providing best facilities for the passengers and guests.	---do---

(vi)	<b>Tourism Friendly Golf Course</b> <b>(One Award)</b>	Golf Courses having facility to entertain tourists with temporary memberships.	Asst. Dir. General (Niche Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011 Tel/ Fax: 011-23012641 Email: dvenka@gmail.com
(vii)	<b>Wellness Centre</b> <b>(One Award)</b>	Wellness centers accredited by respective organisations to be selected on basis of foreign exchange earnings.	Asst. Dir. General (Niche Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011 Tel/ Fax: 011-23012641 Email: dvenka@gmail.com
(viii)	<b>Medical Tourism Facility (One Award)</b>	Selection based on foreign exchange earnings on account of medical tourism. Recognition of JCI or NABH required.	Asst. Dir. General (Niche Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011 Tel/ Fax: 011-23012641 Email: dvenka@gmail.com
(ix)	<b>Tourist Friendly Railway Station</b> <b>(One Award)</b>	Selection based on creation of tourist friendly infrastructure and other amenities.	Asst. Dir. General (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11. Tel : 011 – 23012637 Fax : 011 – 23018229 E-mail : kalyansg@nic.in
(x)	<b>Civic Management of a Tourist Destination in India (Three Awards-one in each category- A,B &amp; C)</b>	Entries from civic agencies recommended by State Govt/ UT administrations Tourism Departments.	Asst. Dir. General (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11. Tel : 011 – 23012637 Fax : 011 – 23018229 E-mail : kalyansg@nic.in
(xi)	<b>Tour Operator Promoting Niche Segments Other than Adventure and MICE</b>	Govt of India approved tour operators promoting niche tourism segments. Selection to be based on Foreign Exchange Earnings.	Asst. Dir. General (Niche Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011 Tel/ Fax: 011-23012641 Email: dvenka@gmail.com

(xii)	<b>Atithidevo Bhava Award (One Award)</b>	Award for Exemplary act of Service like helping tourists caught in natural calamities, preventing any act of violence against tourists or prevention of Garbage and Graffiti and promoting cleanliness.	Asst Dir. General (Publicity, Events & IT), 124 Transport Bhawan, Sansad Marg, New Delhi- 1. Tel: 011-23711995. Fax: 011-23710518. Email: asstdgpub@gmail.com
(xiii)	<b>Heritage Award</b>	Criteria to be announced soon.	Asst. Dir. General (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11. Tel : 011 - 23012637 Fax : 011 - 23018229 E-mail : kalyansg@nic.in

## **DETAILED GUIDELINES FOR NATIONAL TOURISM AWARDS 2010-11**

### **A: Tour Operators/ Travel Agents/ Domestic / Adventure/MICE Tour Operators / Tourist Transport Operators**

#### **(i) Inbound Tour Operators / Travel Agents (handling inbound tours):**

Category – I	Rs. 100.00 cr. and above.
Category – II	Rs 50.00 cr. and above but less than Rs. 100.00 cr.
Category – III	Rs. 25.00 cr. and above but less than Rs 50.00 cr.
Category – IV	Rs 10.00 cr. and above but less than Rs 25.00 cr.
Category – V	Rs 5.00 cr. and above but less than Rs 10.00 cr.
Category – VI	Rs 2.50 cr. and above but less than Rs 5.00 cr.

There would be three awards in each category. The selection of awards would be done on the basis of Foreign Exchange Earnings (FEE) accrued from handling inbound tours, during April - March (2009 -2010 & 2010 - 2011) duly supported by Statutory Auditor's Certificates of the service provider only. Due weightage would be given for the growth rate achieved. The selection would be made from the recognized Inbound Tour Operators and Travel Agents. The President(s) or representatives of Indian Association of Tour Operators (IATO) or Travel Agents Association of India (TAAI) would be a part of the committee to select best entries under this category. However, the President or the office bearer of the Association nominated to the selection committee would not be a nominee for National Tourism Award. The office bearer of the Association / representative in the committee shall be an approved service provider of Ministry of Tourism.

#### **(ii) Tourist Transport Operators:**

Category – I	Rs. 1.50 cr. and above.
Category – II	Rs 50.00 lakh and above but less than Rs. 1.50 cr.
Category –III	Rs 25.00 lakh and above but less than Rs 50.00 lakh.

There would be three awards in each category. The criteria for selection would be highest earnings accrued based on business transacted through Travel Agents, Tour Operators, Hoteliers, and FITs etc., during April – March (2009 -2010 & 2010 - 2011) duly supported by Statutory Auditor's Certificates of the service provider only. Due weightage would be given for growth in foreign exchange earnings. The selection would be made from the recognized Tourist Transport Operators. The President or the representative of Indian Tourist Transporters Association (ITTA) would be a part of the committee to select best entries under this category. However, the President or the office bearer of the Association nominated to the selection committee would not be a nominee for National Tourism Award. The office bearer of the Association / representative in the committee shall be an approved service provider of Ministry of Tourism.

**(iii) Best Domestic Tour Operators (handling domestic tours):**

There would be five awards in this category as per the following details:

The Domestic Tour Operators who have given major emphasis in promoting and selling Rest of India - (Three Awards)

The Domestic Tour Operator who has given major emphasis in promoting and selling the tourism products of North-Eastern region including Sikkim - (One award).

The Domestic Tour Operator who has given major emphasis in promoting and selling the tourism products of Jammu & Kashmir region - (One award).

The selection would be made on the basis of domestic tourists handled during April – March (2009 – 2010 & 2010 - 2011) and the total turnover achieved in Indian Rupees, duly supported by Statutory Auditor's Certificates of the service provider only. The selection would be made from the recognized Domestic Tour Operators. **In the case of the awards for North – East region and Jammu & Kashmir, the selection would be made from Domestic Tour Operators recognized either by the Ministry of Tourism, Government of India or the State Government concerned.** The President or the representative of Association of Domestic Tour Operators of India (ADTOI) would be a part of the committee to select best entries under this category. However, the President or the office bearer of the Association nominated to the selection committee would not be a nominee for National Tourism Award. The office bearer of the Association / representative in the committee shall be an approved service provider of Ministry of Tourism.

**(iv). Best Adventure Tour Operator:**

The basis of selection for the only one award in this category would be highest Foreign Exchange Earnings accrued from handling Adventure tourism / sports related activities during two preceding financial year (April 2009 – March 2010 & April 2010 – March 2011) duly supported by Statutory Auditor's Certificate of the service provider only. Due weightage would be given for the growth rate achieved. The selection would be made from the recognized Adventure Tour Operators. The President or the representative of Adventure Tour Operators Association of India (ATOAI) would be a part of the committee to select best entries under this category. However, the President or the office bearer of the Association nominated to the selection committee would not be a nominee for National Tourism Award. The office bearer of the Association / representative in the committee shall be an approved service provider of Ministry of Tourism.

**(v) Best MICE Operator:**

The basis of selection for the only one award in this category would be the highest foreign exchange earnings accrued from handling MICE business during April - March (2009 – 2010 & 2010 - 2011) duly supported by Statutory Auditor's Certificate of the service provider only. Due weightage would be given for the growth rate achieved. The selection would be made from the recognized Inbound Tour Operators / Travel Agents. The President(s) or the representatives of Indian Association of Tour Operators (IATO) or Travel Agents Association of India (TAAI) would be a part of the committee to select best entry under this category. However, the President or the office bearer of the Association nominated to the selection committee would not be a nominee for National Tourism Award. The office bearer of the Association / representative in the committee shall be an approved service provider of Ministry of Tourism.

**(vi) Most Innovative Tour Operator:**

There would be only one award in this category. The Tour Operators / Travel Agents would furnish details like (i) promoting new markets; (ii) new products; (iii) new circuits; (iv) North - Eastern region; (v) Lesser known destinations etc., during April – March (latest financial year). The selection would be made from the recognized Tour Operators / Travel Agents. A duly constituted committee would look into the details for selection of Awardees. The committee would comprise Presidents of Indian Association of Tour Operators (IATO) or Travel Agents Association of India (TAAI), Adventure Tour Operators Association of India (ATOAI), Association of Domestic Tour Operators of India (ADTOI) & Director (Monuments), Archaeological Survey of India (ASI) to select best entry under this category. However, the President or the office bearer of the Association(s) / representative(s) nominated to the selection committee would not be a nominee for National Tourism Award. The office bearer of the Association / representative in the committee shall be an approved service provider of Ministry of Tourism.

The following documents would have to be submitted along with the entries for consideration of awards:-

- (i) Completed Application form as in Annexure I
- (ii) A copy of letter indicating recognition / approval / renewal granted by the Ministry of Tourism, Government of India.
- (iii) All the financial documents, including the certificate regarding total turnover of the relevant category for the last two financial years, duly signed and stamped only by the Statutory Auditor of the service provider.
- (iv) Service providers can incorporate in their financial documents the turnover of their subsidiary companies also, provided they own 50% or more of the stock / shares of such subsidiaries.
- (v) All documents should be self certified by its Managing Director / Owner.
- (vi) A copy of Audited Balance Sheet and Profit and Loss account with the Auditors Report for the last two financial years (April 2009 – March 2010 & April 2010 – March 2011) duly signed and stamped by the Statutory Auditor of the service provider only.

- (vii) A copy of acknowledgement of Income Tax Returns for the latest assessment year (April 2011 – March 2012).
- (viii) Certificates of Statutory Auditor in original of the service provider, clearly stating the Foreign Exchange Earnings accrued only from handling Inbound Tour Operations, Adventure Tour Operations, MICE Business and in INR in case of Domestic Tour Operations, Adventure Tours & Tourist Transport Operations during the last two financial years i.e., April 2009 – March 2010 & April 2010 – March 2011.
- (ix) Details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years April 2009 – March 2010 & April 2010 – March 2011.
- (x) Promotional material such as photographs, CDs, brochures, folders and the details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years April 2009 – March 2010 & April 2010 – March 2011 in respect of entries being submitted for consideration of award for Most Innovative Tour Operator category.
- (xi) **A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD. 3 passport size photographs of the person (s) who would be receiving the award (if the entry qualifies for the award).**

**6.** The complete applications should be submitted to the office of Assistant Director General (Travel Trade), Ministry of Tourism, Government of India, Room No. 23, C – I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 – 2301 2805 / Fax: 011 – 2301 9476. All enquiries, however, may be directed to Email IDs: [sanjay.singh1@nic.in](mailto:sanjay.singh1@nic.in) & [jisha.ashok@nic.in](mailto:jisha.ashok@nic.in).



## **B. Hotels/ Convention Centres/ B& B Establishments/ Chefs**

### **(i) Best Hotels (Total Six Awards)**

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

*Selection of awardees in the hotel categories would be evaluated on the basis of following criteria on maximum marks of 100:*

- i. *Annual Revenue earned per room based on total gross turn over earned (20 marks)*
- ii. *% increase in annual revenue per room over previous year (10 marks)*
- iii. *Foreign Guest stayed per room (20 marks)*
- iv. *% Increase in foreign guest per room and corresponding year (10 marks)*
- v. *International Awards & Certification based on the following awards, related to service quality, Security, Eco-friendly measures etc. (20 marks)*
  - *Travel + Leisure awards, Condenast Traveller awards*
  - *Institutional Investor ratings (business hotels)*
  - *Business Traveller awards*
- vi. *Contribution of the hotel in promoting and conducting “Hunar Se Rozgar Programme” (20 marks – 10 marks for hotel achieving the target and addl. 10 marks for those hotels who have exceeded their targets)*

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(ii) Best Heritage Hotels (Three Awards)**

- **Heritage Grand**
- **Heritage Classic**
- **Heritage Basic**

*Selection of awardees in the hotel categories would be evaluated on the basis of following criteria on maximum marks of 100:*

- i. *Annual Revenue earned per room based on total gross turn over earned (15 marks)*
- ii. *% increase in annual revenue per room over previous year (10 marks)*
- iii. *Foreign Guest stayed per room (15 marks)*
- iv. *% Increase in foreign guest per room and corresponding year (10 marks)*
- v. *International Awards & Certification based on the following awards, related to service quality, Security, Eco-friendly measures etc. (20 marks)*
  - *Travel + Leisure awards,*
  - *Condemast Traveller awards*
  - *Institutional Investor ratings (business hotels)*
  - *Business Traveller award*
- vi. *Promotion of arts and crafts by the hotel (10 marks)*
- vii. *Number of local persons employed annually vis-à-vis the total manpower of the hotel (10 marks)*
- viii. *Contribution of the hotel in promoting and conducting “Hunar Se Rozgar Programme” (10 marks – 5 marks for heritage hotel achieving the target and addl. 5 marks for those heritage hotels who have exceeded their targets)*

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(iii) STANDALONE CONVENTION CENTRE (ONE AWARD)**

**Selection of awardees in the Convention Centre category would be evaluated on the basis of following criteria on maximum marks of 50:**

- i. Details of the Convention Centre (**Minimum 3 smaller halls**) with Seating Capacity (**The Plenary Hall with– 500 capacity and above in metros and 300 in other cities**) (5 marks)
- ii. **Adequate** Exhibition space (5 marks)
  - **Covered or open space**
  - **Combination of indoor and outdoor meeting venues availability**
- iii. Number of plenary venues and breakaway rooms (3 marks)
- iv. Facilities for differently abled, **parking, service entries, warehousing and services like fire, electrics, water, waste disposal, housekeeping** (5 marks)
- v. Event Management facilities (3 marks)
- vi. Restaurants (2 marks)
- vii. Number of Conventions and Mega Events held during the year (3 marks)
  - (a) **Number of International events taken place at the venue**
  - (b) **Number of National events taken place at the venue**
  - (c) **Type and size of events**
- viii. Total number of delegates handled in a year (2 marks)
- ix. Impact created by the venue on local economy (2 marks)
- x. Marketing spend in promoting the region (5 marks)
  - how much are the centers encouraging city
  - have there been events that have benefitted the city as well
- xi. Certifications the centre has such as ISO, Gold leaf, CMP certified professionals associated with the hotel/convention centre etc. (10 marks)
- xii. Security measures (5 marks)

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(iv) HOTEL BASED MEETING VENUE (ONE AWARD)**

**Selection of awardees in the Best hotel based Meeting Venue category would be evaluated on the basis of following criteria on maximum marks of 50:**

- i. Details of the Convention Centre (Minimum 3 smaller halls) with Seating Capacity (The Plenary Hall with– 500 capacity and above in metros and 300 in other cities) (5 marks)
- ii. Adequate Exhibition space (5 marks)
  - Covered or open space
  - Combination of indoor and outdoor meeting venues availability
- iii. Facilities for differently abled, parking, service entries, warehousing and services like fire, electrics, water, waste disposal, housekeeping (5 marks)
- iv. Event Management facilities (2 marks)
- v. Restaurants with seat covers (2 marks)
- vi. Hotel with no. of rooms (3 marks)
- vii. Number of Conventions and Mega Events held during the year (3 marks)
  - (a) Number of International events taken place at the venue
  - (b) Number of National events taken place at the venue
  - (c) Type and size of events
- viii. Total number of delegates handled in a year (2 marks)
- ix. Marketing spend in promoting the region - regularity of Business being shared in the city hotels where the centre is situated (3 marks)
- x. Quality and service delivery (2 marks)
- xi. Certifications the hotel has such as ISO, Gold leaf, CMP certified professionals associated with the hotel/convention centre etc. (10 marks)
- xii. Hotel based centers should be min. 4 star category (5 marks)
- xiii. Security measures (3 marks)

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(v) BEST ECO FRIENDLY HOTEL (ONE AWARD)**

Selection of awardees in this category would be on the basis of:

1. 50% emphasis on Foreign Exchange Earnings, supported by a certificate from a Chartered Accountant.
2. 50% of the emphasis for qualification for National Tourism Award will be on the following practices / parameters :
  - ISO certified
  - HACCP
  - Ecotel
  - Awareness
  - Other Eco-friendly practices
  - Technical updates
  - Strategy

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(vi) HOTEL PROVIDING BEST FACILITIES FOR THE DIFFERENTLY ABLED GUESTS (ONE AWARD)**

Selection of awardees in this category would be on the basis of:

1. 50% emphasis on Foreign Exchange Earned per room, supported by a certificate from a Chartered Accountant.
2. 50% of the emphasis for the National Tourism Award will be on provision of facilities for the differently abled :
  - Features in the hotel/room
  - No. of staff employed
  - Facilities for the differently abled physically challenged staff
  - No. of dedicated rooms
  - Miscellaneous

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(vii) INCREDIBLE INDIA BED & BREAKFAST ESTABLISHMENTS (TOTAL TWO AWARDS)**

- Incredible India Bed & Breakfast Establishment approved by Ministry of Tourism under Gold and Silver category. **(One Award)**
- One award to include nominations for Bed & Breakfast Establishment approved by State Government. **(One Award)**

*Selection of awardees in this category would be on the basis of:*

1. Revenue earned during 2010-11
2. Total number of guests stayed during 2010-11
3. Efforts made for promotion of the Establishment would also be considered.

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

**(viii) CHEF (THREE AWARDS)**

- Best Chef from 4, 5, 5D and Heritage Classic and Grand category. (One Award)
- Best Chef for 1, 2, 3, Heritage Basic categories and standalone restaurants. (One Award)
- Best Lady Chef (One Award)

**The criteria for selection would be following:**

- Years of professional experience
- National/International achievements
- Innovation/brand creation
- Books/articles authored
- ICON status
- Contribution to the society

**Entries in application format as given in Annexure II may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. Any enquiries, however, may be directed to Email ID: manas@nic.in**

## **C STATES AND UNION TERRITORIES**

### **(i) Best State/UT: Comprehensive Development of Tourism (Total Four Awards)**

- (a) Jammu & Kashmir, North East of India (including Sikkim) **(One Award)**  
(b) Rest of India **(Three Award)**

#### **Guidelines/Parameters**

<b>Sl. No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1.	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.	6
2.	Number of centrally assisted infrastructure projects completed during the period of assessment.	6
3.	Whether State Level Monitoring Committee to look after the progress of tourism infrastructure projects are in place and submitting their reports regularly.	6
4.	Steps taken by the State/UT for convergence of resources sanctioned by Ministry of Tourism for tourism infrastructure development with that of State Govt. available for the same purpose	6
5.	Creation of Infrastructure at Tourist Destinations	6
6.	Maintenance and upkeep of assets created with CFA and State / UT funds	6
7.	Performance of State / UT Tourism Development Corporations	5
8.	Efforts made by State / UT for improving connectivity to tourist sites including road, rail and air connectivity and introduction of luxury trains	6
9.	Facilitating hotel accommodation, including budget category	6
10.	Facilitating niche tourism product infrastructure like MICE, Adventure and Eco-Tourism, Medical Tourism, etc.	6
11.	Existing state owned tourist complexes (number of units and number of rooms) and their financial performance in terms of average gross profit per unit.	5
12.	State plan allocation for tourism sector during the previous	6

	year and its share in the total plan allocation of the State and the details of innovative schemes and projects taken up.	
13.	Magnitude of international and domestic tourist visits registered in the State during the previous year and the percentage change.	6
14.	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.	6
15.	Promotional and marketing efforts in terms or promotional literature, films, audiovisual 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.	6
16.	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.	6
17.	Performance of the State Government in preventing touting and atrocities against tourists and efforts of State Governments to promote safe & Honourable Tourism.	6
	<b>Total Marks</b>	100

Applicants have to make a presentation in the Ministry of Tourism regarding their entry. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry.



## D. Tourism Promotion and Publicity

### (I) Excellence in Publishing

(Total Three Awards)

- Excellence in Publishing in English (One Award)
- Excellence in Publishing in Hindi (One Award)
- Excellence in Publishing in Foreign Language other than English (One Award)

#### Eligibility

- The Publication should belong to one of the following categories: Travel and/or Tourism Book / Magazine / Periodical/ Journal/ Guide.
- The Publication should have been published / printed during the period April 2010 to March 2011.
- A maximum of **1 entry** would be permissible per publisher / writer in each category.

#### Submission of Entries

The entry for the award is to be submitted with the following details / documents (Incomplete entries without all details / documents listed below will not be considered):

- Category for which entry is being submitted.
- Complete name, address, contact details of the publisher / writer submitting the entry.
- Date of publication / printing of the entry.
- A brief synopsis (not more than 100 words) on the publication.
- A brief synopsis (not more than 100 words) on the publisher / writer submitting the entry.
- 2 passport size photographs and photograph in soft copy of the publisher / writer submitting the entry.
- 3 copies of the publication (Travel/ Tourism book magazine/ periodical/ journal/ guide) being entered.
- A Declaration duly signed by the publisher/writer submitting the entry that there would be no objection for using a part /extracts from the publication by Ministry of Tourism, Government of India for promotional purposes.

***The sealed packet / envelope containing the entry must have the name and contact details of the publisher /writer submitting the entry along with the category for which the entry is being submitted.***

#### Evaluation of Entries

The entries received will be judged on the basis of the following parameters :

- Over-all design, lay-out and quality of paper of the publication.
- Concept, theme, contents and photographs used in the publication.
- Relevance of the publication for promotion of Indian Tourism.
- Originality, novelty and focus on new tourism destinations / products.

## **(II) Tourism Film**

**(One Award)**

### Eligibility

- Only entries from Indian producers will be considered.
- The film should have been produced during the period April 2010 to March, 2011.
- The film should be based on a travel or tourism related theme.
- Films produced for or commissioned by the Ministry of Tourism, Government of India will not be considered for the award.

### Submission of Entries

The entry for the award is to be submitted with the following details / documents (Incomplete entries without all details / documents listed below will not be considered):

- Category for which entry is being submitted.
- Complete name, address, contact details of the producer / organisation submitting the entry.
- Date of production of the film.
- A brief synopsis (not more than 100 words) on the film.
- A brief synopsis (not more than 100 words) on the producer / organisation submitting the entry.
- 2 passport size photographs and photograph in soft copy of the producer / person submitting the entry.
- 3 copies of the film being entered.
- A Declaration to the effect that the film has been produced or is owned by the producer / organisation submitting the entry.
- A Declaration duly signed by the producer / organisation submitting the entry that there would be no objection for using a part /whole of the film by the Ministry of Tourism, Government of India for promotional purposes.

***The sealed packet / envelope containing the entry must have the name and contact details of the publisher /writer submitting the entry along with the category for which the entry is being submitted.***

### Evaluation of Entries

The entries received will be judged on the basis of the following parameters :

- Concept, theme and contents of the Film.
- Overall impact and effectiveness in communication of the concept/ theme through the Film.
- Relevance of the Film for promotion of Indian Tourism.
- Originality, novelty and focus on new tourism destinations / products.
- 

## **(III) Best Tourism Promotion Publicity Material (Total Two Awards)**

- States / Union Territories **(One Award)**
- Private Stakeholders **(One Award)**

### Eligibility

- Entries from Departments of Tourism of States and Union Territories as well as Private Stakeholders will be eligible to be considered for the award
- Tourism Promotion Material including Brochures, Maps, Folders, Display Units, Calendars, etc. would be eligible for consideration under this category.
- The Promotional Material should have been produced / printed during the period April 2010 to March 2011.
- A maximum of **1 entry** would be permissible from each State / Union Territory / Private Stakeholder.

### Submission of Entries

The entry for the award is to be submitted with the following details / documents (Incomplete entries without all details / documents listed below will not be considered):

- Category for which entry is being submitted.
- Complete name, address, contact details of the publisher / writer submitting the entry.
- Date of production / printing of the entry.
- A brief synopsis (not more than 100 words) on the entry.
- A brief synopsis (not more than 100 words) on the State Govt./ Union Territory / Private Stakeholder submitting the entry.
- Photograph (in soft copy) of the material submitted as the entry.
- 3 copies of the Tourism Promotion Material being entered.
- A Declaration duly signed by the State Govt./ Union Territory / Private Stakeholder submitting the entry that copies of the Tourism Promotion Material would be provided to the Ministry of Tourism, Government of India for promotional purposes, if so required.

***The sealed packet / envelope containing the entry must have the name and contact details of the publisher /writer submitting the entry along with the category for which the entry is being submitted.***

### Evaluation of Entries

The entries received will be judged on the basis of the following parameters :

- Over-all design, lay-out and content.
- Quality of production.
- Visual impact.
- Effectiveness for use as a marketing tool for promotion of Indian Tourism.
- Originality, novelty and focus on new tourism destinations / products.

## **(IV) Most Innovative use of Information Technology/Best Tourism Website/Portal Promoting India (One Award)**

### Eligibility

- Entries from Departments of Tourism of States and Union Territories, Travel Trade, Hoteliers and other websites promoting India Tourism will be eligible to be considered for the award.
- The entries could include effective use of Information Technology in the following spheres:
  - ✓ 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.
- The project should have been launched during the period April 2010 to March 2011.
- A maximum of **1 entry** would be permissible from each State / Union Territory / Travel Trade / Hotelier, etc.

### Submission of Entries

The entry for the award is to be submitted with the following details / documents (Incomplete entries without all details / documents listed below will not be considered):

- Category for which entry is being submitted.
- Complete name, address, contact details of the publisher / writer submitting the entry.
- Details of the work done in the use of Information Technology for promotion of tourism.
- Date of launch of the project.
- A brief synopsis (not more than 100 words) on the entry.
- A brief synopsis (not more than 100 words) on the State Govt./ Union Territory / Private Stakeholder submitting the entry.
- Screen shot (in soft copy) of the website / portal or screen grab of DVD or any other defining image submitted as the entry.
- 3 copies of the DVD/ Home page of Website/Portal.

***The sealed packet / envelope containing the entry must have the name and contact details of the publisher /writer submitting the entry along with the category for which the entry is being submitted.***

### Evaluation of Entries

The entries received will be judged on the basis of the following parameters :

- Over-all design, lay-out and content.
- Visual impact.
- Effectiveness for use as a marketing tool for promotion of Indian Tourism.
- Originality, novelty and innovative ideas.

**Entries for Categories D(i) to (iv) may be forwarded to The Asst. Director General (Publicity, Events and IT), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: [asstdgpub@gmail.com](mailto:asstdgpub@gmail.com)**

## **E. OVERSEAS AWARDS**

### **(i) Best Overseas Tour Operator for India from each Region (Total Eight Awards)**

This award is constituted to recognize overseas tour operators for India from each region i.e. North America, Latin America, , Europe, U.K., Central Asia including Russia, West Asia & Africa, East Asia and Australasia promoting travel to India through creative and effective use of marketing tools and by positioning the uniqueness of India.

#### **The following parameters will be considered :**

- The number of tourists the country has sent to India vis-à-vis the applicant tour operator during the period April 2010 to March 2011.
- 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.

### **(ii) Best Foreign Charter Operator for India (One Award)**

This award is constituted to recognize foreign charter operator for India that actively sells and promotes unique tourism destinations in India, provides value for money and gives tourists a memorable experience.

#### **The following parameters will be considered:**

- 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.

### **(iii) Best Foreign Journalist for India (One Award)**

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

#### **The following parameters will be considered:**

- 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

#### **(iv) Best Foreign Photographer for India (One Award)**

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

**The following parameters will be considered :**

- 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.

**All entries for categories E (i) to (iv) will have to be routed through concerned Indiatourism office overseas. All offices will forward entries to OM Division after verification of facts and figures submitted by the applicant. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry.**

**The Asst. Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23717762. Fax: 2371 0518.**

**Any may be addressed to E-mail: [neela.lad@nic.in](mailto:neela.lad@nic.in).**

#### ***Application Form for Best Tour Operators***

Name of the Company	No. of Tourists sent in 2008-09 (April to March)	No. of Tourists sent in 2010-11 (April to March)	% of growth rate	No. of years in service	Variety of packages	Focus on India vis-à-vis others
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#### **Application form for Best Foreign Charter Operator for India**

Name of the Company	No. of Charter flights handled in 2010-11 (April to March)	No. of Charter flights operated to India in 2010-11	No. of Charter flights handled in 2010-11 (April to March)	No. of Charter flights operated to India in 2009-10.	No. of tourists sent to India in 2010-11 (April to March)	Efforts made in marketing the destination and the potential to increase tourist traffic to India.	Variety of tour programs offered.
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## **F. OTHER CATEGORIES**

### **(i) RURAL TOURISM PROJECT (ONE AWARD)**

- Applications are invited from concerned Secretary (Tourism) or DM
- Applicants for the National Rural Tourism Award must demonstrate the following as criteria:
  - a) 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.
  - b) Employment focus on women and youth.
  - c) 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.
  - d) Training and capacity building in hospitality- related professions such as lodging, cuisine, guiding etc to enable local community participation in planning and executing their work plans.
  - e) Coordination with NGO/Implementing Partner, Focal Point (Managing Director, State Tourism Development Corporation) and other stakeholders.
  - f) Support to existing Panchayat infrastructure through convergence with local skills, material and vernacular idiom, training and Capacity building.
  - g) Gurukul concept for both domestic and international tourists, enabling them to understand and learn the tradition of rural art and craft
  - h) Development of home stay facilities.
  - i) Strong community- private partnerships.
  - j) Marketing convergence with the travel trade
  - k) Implementation of proper solid Waste Management practices
  - l) Details of tourist visitations to the site

#### **Desirable criteria:**

- a) Use of information technology.
- b) Efforts made for promoting the Rural Tourism site

**Applications to be sent to Assistant Director General (Rural Tourism), C1 Hutments, Dalhousie Road, New Delhi- 110011. Tel: 011-23016018. Fax: 011-23014863. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry. Any enquiries may be directed to email: [pk.chaudhary@nic.in](mailto:pk.chaudhary@nic.in)**

**(ii) Best Responsible Tourism Project (One Award)**

- The project should be related to tourism focusing on Indian culture and heritage and should be community based.
- The tourism project should minimize negative economic, social and environmental impacts.
- The project should provide more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.
- The project should integrate with the local community and contribute positively towards enhancing the quality of life of the local community.
- The project could have been implemented by the State Govt./ UT or State Govt./UT Agency or private sector with the date of inception.
- The project needs to have a responsibility for the benefit of local community.
- While implementing the project special care has been taken for Eco tourism, Waste Management, Community participations.
- The project should raise awareness among visitors and influence them to enjoy resources sustainably.
- Mitigates negative impacts of tourism on the natural and cultural environment
- Respects, involves and engages other stakeholders and host communities.
- Presentations would be required by shortlisted entries.

**Entries may be forwarded to the Asst. Director General (NT), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel: 011-23012641. Fax: 23014863. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry E-mail: dvenka@gmail.com**

**(iii) Most Innovative/Unique Tourism Project (One Award)**

- The project should be related to tourism.
- The Project could have been implemented by the State Govt/UT or State Govt. /UT Agency or Private sector.
- It may include new tourism projects or a unique marketing effort.
- The project should bring out Creativity/originality/uniqueness of the innovation.
- The project should complement or enhance the range of tourism products.
- Positively impact visitor/participant/spectator satisfaction.
- Exemplify or stimulate the development of a broader growth, innovation and product development strategy.
- Promote long-term growth in the tourism industry.
- Presentations would be required by shortlisted entries.
- The project should not have been selected for the award previously.

**Procedure for application:** After notification by the Ministry of Tourism calling for applications for awards, the interested parties should apply within the prescribed period.

- a) The applicant could be an individual, a private organization, a Governmental Agency or an NGO.
- b) The State Govts./UTs, 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.



- c) The application should include a narration about the project and its uniqueness.
- d) The project should have been in existence for at least one year.
- e) Pictures, brochures or other relevant material to be enclosed.
- f) A brief description about the success of the project should be enclosed, quantifying the benefits to the tourists, and benefits to the local economy.
- g) The e-mail address should be furnished invariably for seeking further clarifications.
- h) Copies of paper clippings or other publications about the project to be enclosed.
- i) A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry

**Entries may be forwarded to the Asst. Director General (NT), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel: 011-23012641. Fax: 23014863. E-mail: [dvenka@gmail.com](mailto:dvenka@gmail.com)**

**(iv) Best Maintained and Disabled Friendly Monuments (One Award)**

Sl. No.	Guidelines/Parameters	Maximum Marks
1.	Barrier Free environment of the monument/tourist attracting including (i) access ramps (ii) availability of wheel chairs (iii) barrier free ticket counters (iv) barrier free toilets and parking etc.	<b>10</b>
2.	Proper signage and guide services for the physically disabled persons	<b>10</b>
3.	Barrier free restaurant within the sit	<b>10</b>
4.	Trained Staff for handling enquiries and providing assistance to the physically challenged visitors	<b>10</b>
5.	Any other innovative measures taken for promotion of accessible	<b>10</b>
	Total	<b>50</b>

**Entries may be forwarded to the Asst. Director General (P&C), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel/ Fax: 011-23012637. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry **Any enquiries may be addressed to E-mail: [kalyansg@nic.in](mailto:kalyansg@nic.in)****

(v) **Best Airport**

**There would be two categories of awards for Best Airport.**

One would be for Class X cities Viz. Hyderabad, Delhi, Bengaluru, Greater Mumbai and Kolkata (Classification as per Ministry Of Finance OM No. 2(13)/2008-EII(B), dated 29.8.2011). The other award is for Rest of India.

The criteria for selection for national tourism award would include the following:

Sl. No.	Guidelines/ Criteria	Maximum Marks
1.	Creation of tourist friendly infrastructure such as seating facilities, toilets, eating outlets etc at the Airports.	10
2.	Maintenance and upkeep of the Airport.	10
3.	Adaptation of Eco-friendly practices.	10
4.	Availability of transport facility from airport to nearest city center.	10
5.	Display of proper signages at important locations.	10
6.	Facilities for the physically challenged persons, particularly at the point of boarding.	10
7.	Other relevant facilities at the Airport	10
	<b>Total Marks</b>	<b>70</b>

Besides the criteria/ guidelines mentioned above, Ministry can propose nominations on a suo moto basis in the addition to applications received in response to Ministry's advertisements.

Suo Moto nominations will be based on the tour Reports of the Ministry of Tourism officers not below the rank of Deputy Secretary/ DDG during their visit to different States/ regions in the country. The officers will mention any such noticeable activity which they feel is worthy of nominations for a National Tourism Award under this category. Nomination could also be based on newspaper reports and/ or other credible/ verifiable reports received of extraordinary activities/ initiatives that the Committee evaluating the awards takes notices of. Applicants have to make a presentation in the Ministry of Tourism regarding their entry. **Entries may be forwarded to the Asst. Director General (P&C), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel/ Fax: 011-23012637. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry. Any enquiries may be addressed to E-mail: [kalyansg@nic.in](mailto:kalyansg@nic.in)**

(vi) **Best Tourism Friendly Golf Course (One Award)**

- Only Golf Courses having the facilities to entertain tourists with temporary membership may apply under this category.
- A well-kept 18 hole golf course
- Structure and facilities
  - A good locker room, both for ladies and gents.
  - Good quality F&B, both at the club house and also on the course. It should also have menu that a foreign tourist can eat/drink.
  - Toilets on the golf course, especially for ladies
- Number of events organized during the year April 2010 to March 2011
- Number of tourists with nationality who participated in their events or individually availed the facilities at Golf Course during the year April 2010 – March 2011
- Provision with online booking of tee time
- Practice facility. In the absence of a driving range, it could also be an existing hole on the course.
- Caddies must be well turned out and trained
- Presentations would be required by shortlisted entries

**Entries may be forwarded to the Asst. Director General (NT), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel: 011-23012641. Fax: 23014863A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry.. E-mail: [dvenka@gmail.com](mailto:dvenka@gmail.com)**

(vii) **Best Wellness Centre (One Award)**

- The basis for selection of award in this category would be highest foreign exchange earnings on account of Wellness Tourism during the preceding financial year (April 2009 – March 2010), duly supported by Chartered Accountant Certificate. The selection would be made from the wellness centres recognized / accredited by the Department of AYUSH, Ministry of Health & Family Welfare or by the State Governments / UT Administrations.
- The following documents are required for consideration of awards in the above category :
  - a. A copy of Audited Balance Sheet and Profit and Loss Account for the preceding financial year (April 2010- March 2011 duly signed and stamped by Chartered Accountant.
  - b. A copy of Acknowledgement of Income Tax Returns for the latest assessment year (April 2010 – March 2011).
  - c. Chartered Accountant's Certificates in original clearly stating the Foreign Exchange Earnings in USRs. from Inbound wellness tourists and in INR in case of Domestic wellness tourists during the last two financial years, i.e. April 2009 – March 2010 and April 2010 – March 2011.

d. The Wellness centres having valid recognition either of Department of AYUSH/ NABH, Ministry of Health & Family Welfare or by the State Governments / UT Administrations are eligible to apply. A copy of the latest recognition granted should be enclosed.

**Entries may be forwarded to the Asst. Director General (NT), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel/ Fax: 011-23012641. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry. E-mail: dvenka@gmail.com**

**(viii) Medical Tourism Facility (One Award)**

- The basis for selection of award in this category would be highest foreign exchange earnings on account of Medical Tourism during the preceding financial year (April 2010 – March 2011), duly supported by Chartered Accountant Certificate. The selection would be made from the Medical Centres recognized / accredited by JCI (Joint Commission International) or NABH (National Accreditation Board for Hospitals and Healthcare Providers).
- The following documents are required for consideration of awards in the above category:
  - a) A copy of Audited Balance Sheet and Profit and Loss Account for the preceding financial year (April 2010- March 2011) duly signed and stamped by Chartered Accountant.
  - b) A copy of Acknowledgement of Income Tax Returns for the latest assessment year (April 2010- March 2011).
  - c) Chartered Accountant's Certificates in original clearly stating the Foreign Exchange Earnings in USRs. from Inbound Medical tourists during the last two financial years, i.e. April 2009 – March 2010 and April 2010- March 2011.
  - d) The Medical Centres having valid recognition either of JCI (Joint Commission International) or NABH (National Accreditation Board for Hospitals and Healthcare Providers) are eligible to apply. A copy of the latest recognition granted should be enclosed.

**Entries may be forwarded to the Asst. Director General (NT), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel: 011-23012641. Fax: 23014863. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry. E-mail: dvenka@gmail.com**

## **Tourist Friendly Railway Station (One Award)**

<b>Sl. No</b>	<b>Guidelines/parameters</b>	<b>Maximum Marks</b>
1.	Availability of tourist friendly infrastructure such as:-  (a) Seating facilities ➤ No of Benches on Platform ➤ No of waiting halls – A/C or Non A/C.  (b) Toilets  (c) Eating Outlets (d) Telephone booths	(a) - 4 (b) - 5 (c) - 3 (d) - 2 <hr/> 14 marks
2.	Maintenance and upkeep of Railway Station	7
3.	Availability of Tourist Facilitation Counter	4
4.	Availability of Pre-paid Taxi/Auto Service	3
5.	Availability of Retiring Rooms along with condition & upkeep of the same	5
6.	Presence of Eco- Friendly measures	7
7.	Facilities for physically challenged persons, particularly at the point of boarding.	5
8.	Availability of hotel accommodation and other facilities in the vicinity of railway station.	7
9.	Display of proper signages at important locations.	8
	Total	60

Besides the criteria/ guidelines mentioned above, Ministry can propose nominations on a suo moto basis in the addition to applications received in response to Ministry's advertisements. Suo Moto nominations will be based on the tour Reports of the Ministry of Tourism officers not below the rank of Deputy Secretary/ DDG during their visit to different States/ regions in the country. The officers will mention any such noticeable activity which they feel is worthy of nominations for a National Tourism Award under this category.

Nomination could also be based on newspaper reports and/ or other credible/ verifiable reports received of extraordinary activities/ initiatives that the Committee evaluating the awards takes notices of.

**Entries may be forwarded to the Asst. Director General (P&C), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel/ Fax: 011-23012637. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry .Any enquiries may be addressed to E-mail: kalyansg@nic.in**

**(ix) Best Civic Management of a Tourist Destination in India.**

**Three Awards under three Categories, Viz. “A, “B” & “C”**

This Award has been instituted, recognizing the need to encourage eco friendly practices by various civic bodies in cities / towns / villages for the maintenance and upkeep of tourist sites / parks, etc. The objective of the Award is to proactively involve the municipal authorities and to get their commitment towards clean, hygienic and attractive surroundings in cities/towns/villages and to thereby enhance visitor experience. The Award will be conferred on the elected representative (Mayor / Chairman of Nagar Palika / Chief Executive of the particular authority). Three winners will be decided on the basis of fulfillment of the criteria mentioned below.

The entries will be judged on the basis of the following criteria:

<b>Sl. No.</b>	<b>Criteria</b>	<b>Maximum Marks</b>
1.	Overall cleanliness of the tourist destination	10
2.	Use of best waste management practices	10
3.	Encouragement of re-use and recycling	10
4.	Efficient traffic management	10
5.	Encouragement to local communities and private enterprises to take pride in their Surroundings	10
6.	Care for environment and green practices	10
7.	Improvement of security	10
	<b>Total Marks</b>	<b>70</b>

Applicants have to make a presentation in the Ministry of Tourism regarding their entry. The Entry has to be submitted by the State / UT Tourism Department with their recommendation. The Entry should be supported by photographs / films. Only one entry may be submitted by each State / UT.

**Entries may be forwarded to the Asst. Director General (P&C), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. Tel/ Fax: 011-23012637. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry. Any enquiries may be addressed to E-mail: kalyansg@nic.in**

**(xi) Tour Operator Promoting Niche Segments Other than Adventure and MICE**

**(One Award)**

Govt of India approved tour operators can apply for the aforesaid Award Category. The basis for selection of award in this category would be highest Foreign Exchange Earnings for handling Niche Products during preceding financial year (April 2010 – March 2011) duly supported by Chartered Accountant's Certificate. Niche Products would include Golf Tourism, Eco-tourism, Cruise Tourism (both ocean and river cruising), Medical Tourism and Wellness Tourism

**Entries may be forwarded to the Asst. Director General (NT), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi 110011. A write up (not more than 100 words) on the entry and photograph in soft copy for inclusion in the brochure in a CD should be submitted along with the entry. Tel/Fax: 011-23012641. E-mail: dvenka@gmail.com**

**(xii) Atithidevo Bhava Award**

**(One Award)**

Tourism in the country has been growing manifold and the number of visitors have also been increasing. There are various instances when service providers as well as individual citizens in India have gone beyond their call of duty in servicing their clients viz. the travelers, affected by natural calamities like flood, fire, earthquake and other incidents like terrorist attacks, theft etc.

With an objective to recognize this extra ordinary spirit of service shown by the individuals/group of individuals or organizations, a new category of award titled "Atithi Devo Bhavah" award has been instituted to recognise acts of courage, bravery and/or exemplary performance in the face of adversity in the fields of tourism, travel and hospitality in the country. The nominations for the said category can be sent by the following: -

1. State Governments/Union Territory Administration
2. Private (Corporate) Organizations/NGOs
3. Educational Institutions

Only one entry may be submitted by each State Govt. / UT / Private (Corporate) Organisation / NGO / Educational Institution

The awards will be considered for the following exemplary acts of service performed between the period **April 2010 and December 2011**: -

1. Helping tourists who are caught in natural calamities or unforeseen incidents.
2. Preventing any act of violence against tourists
3. Drive preventing Garbage & Graffiti and promoting Cleanliness in the country.

**Submission of Entries**

The entry for the award is to be submitted with the following details / documents

(Incomplete entries without all details / documents listed below will not be considered):

- Category for which entry is being submitted.
- Complete name, address, contact details of the organisation / institution submitting the entry.
- Details of act of service/courage/bravery, etc. performed, for which entry is submitted.
- Date of the incident / act of service.
- A brief synopsis (not more than 100 words) on the entry.
- 3 Photographs and photograph in soft copy of the individual(s) who has performed the act of service / courage / bravery.

***The sealed packet / envelope containing the entry must have the name and contact details of the publisher /writer submitting the entry along with the category for which the entry is being submitted.***

**Note** : In the event of sufficient entries of merit not being received in this category, Ministry of Tourism reserves the right to make suo moto nominations, based on available information.

Entries) may be forwarded to The Asst. Director General (Publicity, Events and IT), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011-23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: asstdgpub@gmail.com .

**GENERAL GUIDELINES FOR APPLICATION:**

- 1) The last date for receiving of completed application in the respective divisions is 5<sup>th</sup> January 2012.
- 2) Applications should be complete and all details as mentioned in the detailed guidelines should be submitted in order to make the selection process smooth.
- 3) The applications should be submitted in application formats provided in Annexure in the case of Travel Trade and Hotels.
- 4) A brief write up (100 words) of the entry along with a photograph (both in soft copy on CD) should be included alongwith the entries. This would be used for publication in the Awards brochure, if the entry wins an award.
- 5) The National Tourism Awards function will be a high security event. As per security regulations, 3 passport size photographs of award recipients would be required. In order to avoid last minute rush and with the good hope that all entries are worth the award, it is requested that if the name of the person who will receive the award (if the entry wins an award) from the dignitary on dias is known, 3 copies of passport size photographs may be provided alongwith name and complete address may kindly be provided.



**Application form for National Tourism Awards pertaining to Travel Trade segment for the  
Assessment Year 2010 – 2011**

(Please write in capital letters).

- (A) **Company's Name:** \_\_\_\_\_
- (B) **Address with Pin Code No:** \_\_\_\_\_
- (C) **Telephone nos. with STD or Area Code:** \_\_\_\_\_
- (D) **Mobile no.:** \_\_\_\_\_
- (E) **Email ID or address:** \_\_\_\_\_
- (F) **Validity of approval of recognition (please indicate exact date and attach a copy of letter): validity from \_\_\_\_\_ to \_\_\_\_\_**

**CATEGORIES FOR AWARD**

1. **Best Inbound Tour Operator / Travel Agent** (Please tick mark (√) the relevant Category):

Category – I Rs.100.00 cr. and above ( ).

Category – II Rs. 50.00 cr. and above but less than Rs 100.00 cr ( ).

Category – III Rs 25.00 cr. and above but less than Rs 50.00 cr ( ).

Category – IV Rs 10.00 cr. and above but less than Rs 25.00 cr ( ).

Category – V Rs 5.00 cr. and above but less than Rs 10.00 cr ( ).

Category – VI Rs 2.50 cr. and above but less than Rs 5.00 cr ( ).

**(a) Group tours:**

(Amount in lakh)

Year	No. of Groups	No. of Foreign tourists	No. of nights stayed	Foreign Exchange Earned
2009 -10				
2010 - 11				
% change in 2010–11 over 2009 - 10				

**(b) FITs:**

(Amount in lakh)

Year	No. of FITs	No. of nights stayed	Foreign Exchange Earned
2009 -10			
2010 - 11			
% change in 2010–11 over 2009 - 10			

**(c) Conferences / MICE:**

(Amount in lakh)

Year	No. of Conferences / MICE	No. of pax handled	Foreign Exchange Earned
2009 -10			
2010 - 11			
% change in 2010–11 over 2009 - 10			

**(d) Adventure Tours:**

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists	No. of nights	Foreign Exchange Earned
2009 -10				
2010 - 11				
% change in 2010–11 over 2009 - 10				

(e) Charter Tours:

(Amount in lakh)

Year	No. of charter flights	No. of Foreign tourists	No. of nights	Foreign Exchange Earned
2009 -10				
2010 - 11				
% change in 2010–11 over 2009 - 10				

**Total Foreign Exchange earned for (a) to (e) above convertible in INR:**

- For the year 2009 - 2010: \_\_\_\_\_.
- For the year 2010 – 2011: \_\_\_\_\_.

**2. Adventure Tour Operator:**

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists	No. of nights	Foreign Exchange Earned
2009 -10				
2010 - 11				
% change in 2010–11 over 2009 - 10				

**3. Best Domestic Tour Operator (Please tick mark (√) the relevant Category):**

- (i) The Domestic Tour Operators who have given major emphasis in promoting and selling **Rest of India** ( ).
- (ii) The Domestic Tour Operator who has given major emphasis in promoting and selling the tourism products of **North-Eastern region including Sikkim** ( ).
- (iii) The Domestic Tour Operator who has given major emphasis in promoting and selling the tourism products of **Jammu & Kashmir region** ( ).

(Amount in lakh)

Year	No. of Domestic tourists	No. of nights stayed	Turnover in Rupees
2009 -10			
2010 - 11			
% change in 2010–11 over 2009 - 10			

4. **Best Tourist Transport Operator** (Please tick mark (√) the relevant Category):

Category – I Rs 1.50 cr. and above ( ).

Category – II Rs 50.00 lakh and above but less than Rs 1.50 cr ( ).

Category –III Rs 25.00 lakh and above but less than Rs 50.00 lakh ( ).

(Amount in lakh)

Year	Domestic tourists handled	Foreign tourists handled	Foreign Exchange Earned (A)	Indian Rupees Earned (B)	Total Turnover (A + B)
2009 -10					
2010 - 11					
% change in 2010-11 over 2009 - 10					

**5. Most Innovative Tour Operator:**

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists & No. of nights	No. of Domestic tourists & No. of nights	Foreign Exchange Earned (A)	Indian Rupees Earned (B)	Total Turn over (A + B)
2009 -10						
2010 - 11						
% change in 2010-11 over 2009 - 10						

**6. It is mandatory to indicate the following (if applicable):**

Year of Award already received under this category	Tick mark (√) the appropriate year	Prize bestowed by MOT (viz First / Second / Third)
2004- 2005		
2005 -2006		
2006 -2007		
2007 - 2008		
2008 - 2009		
2009 - 2010		

**(I) Signature of Statutory Auditor:**

**(Official rubber stamp)**

**(II) Signature of Authorized Signatory:**

**(Official rubber stamp)**

**Date:**

**Place:**

**Annexure II**

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR STAR CATEGORY  
HOTELS FOR THE YEAR - 2010-11**

S. No.	Particulars	Information to be filled up by applicant
1	Name of the Hotel	
2	Star category	
3	Location of the hotel  (Address, Telephone no. with STD code, Fax and E-mail)	
4	Name of the company with Address	
5	Name of the General Manager (in block letters)	
6	Name and address of the contact person/ representative in Delhi if any with: telephone, fax, e-mail, mobile	
7	Status of classification (category) during 2010-2011  (Category -One star to 5 star deluxe. <b>A copy of the DOT classification / re-classification order to be enclosed</b> )	
8	No. of rooms	
9	a) Annual Revenue earned per room based on total gross turn over earned during the year 2010-11 b) % increase in annual revenue per room over previous year (2009-10)	
10.	a) Foreign Guest stayed per room during the year 2010-11  b) %Increase in foreign guest per room and corresponding year (2009-10)	
<b>Note: (9 a &amp; b; and 10 a &amp; b may be duly certified by the statutory auditors of the Hotel)</b>		
11.	Brief description of the Hotel highlighting the salient features in around 30 words	

	(This may be furnished in block letters)	
12.	High resolution photo/image of the hotel (exterior and interior) a CD to be submitted	
13.	Has the hotel received an award earlier under this category and if so, the year/s may be indicated	
14.	International Awards & Certification related to service quality, Security, Eco-friendly measures etc.  Awards such as Travel + Leisure Awards, Condast Traveller Awards, Institutional Investor ratings (business hotels), Business Traveller award	
15.	Contribution of the hotel in promoting and conducting “Hunar Se Rozgar Programme”	
16.	Any other relevant information	

Note:

1. Hotel is required to apply separately for each category of National Tourism Award.
2. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the same be shown as Nil / NA.
3. Hotels which were given first prize in the same category for three years out of the last five years will not be considered for the above Award.



**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR Best Stand  
Alone Convention Centre Award**

S. No.	Particulars	Information to be filled up by applicant
1.	Name of the Convention Centre	
2.	Location of the Convention Centre i. Address ii. Telephone no. with STD code iii. Fax iv. Email	
3.	Name of General Manager (in block letters)	
4.	Name and address of the contact person/representative in Delhi if any with telephone no., fax no., email, mobile No.	
5.	Details of Plenary Hall (Name and area in sq.ft. with No. of seating)	
6.	No. of Convention halls (should have minimum 3 smaller halls with names and area in sq.ft and No. of seating to be indicated against each hall)	
7.	Facilities: i. Lobby / reception area indicating the No. of registration counters ii. Multi-lingual translation iii. Business centre (facilities/ details to be indicated) iv. Restaurant (No. of covers) v. Public restroom for the differently abled vi. Hotel accommodation if any with No. of rooms vii. Parking space (No. of vehicles-cars/buses)	
8.	Details of exhibition space	

	<p>-area/size in sq.ft.</p> <p>-covered or open space</p> <p>-combination of indoor and outdoor meeting venues availability.</p>	
9.	<p>Number of Conventions and Mega Events held during the year 2009-10 &amp; 2010-11</p> <p>ii. Number of International events taken place at the venue</p> <p>iii. Number of National events taken place at the venue</p> <p>iii. Type and size of events</p>	
10.	Total number of delegates handled in a year 2009-10 & 2010-11	
11.	Impact created by the venue on local economy	
12.	<p>Marketing spend in promoting the region.</p> <p>- how much are the centers encouraging city</p> <p>- have there been events that have benefitted the city as well</p>	
13.	Event Management facilities	
14.	Quality and service delivery	
15.	Certifications the centre has such as ISO, Gold leaf, CMP certified professionals associated with the hotel/convention centre etc.	
16.	Has the Convention Centre received an award earlier under this category and if so, the year/s may be indicated	
17.	Brief description highlighting salient features of the convention centre in 30 words (This may be furnished in	

	block letters)	
18.	High resolution photo/image of the convention centre (exterior and interior) in a CD to be submitted	
19.	Security measures	
20.	Any other facilities	

NOTE:

1. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the same be shown as Nil / NA.
  
2. Convention Centre which has received award in the same category for three years out of the last five years will not be considered.

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR Best Hotel  
Based Meeting Venue**

S. No.	Particulars	Information to be filled up by applicant
1.	Name of the Hotel Based Meeting Venue	
2.	Location of the Hotel Based Meeting Venue  i. Address ii. Telephone no. with STD code iii. Fax iv. Email	
3	Name of General Manager  (in block letters)	
4	Name and address of the contact person/representative in Delhi if any with telephone no., fax no., email, mobile No.	
5	Details of Plenary Hall (Name and area in sq.ft. with No. of seating)	
6	No. of Convention halls (should have minimum 3 smaller halls with names and area in sq.ft and No. of seating to be indicated against each hall)	
7	Facilities:  i. Lobby / reception area indicating the No. of registration counters ii. Multi-lingual translation iii. Business centre (facilities/ details to be indicated) iv. Restaurant (No. of covers) v. Public restroom for the differently abled vi. Hotel accommodation if any with No. of rooms vii. Parking space (No. of vehicles-	

	cars/buses)	
8	<p>Details of exhibition space</p> <ul style="list-style-type: none"> <li>-area/size in sq.ft.</li> <li>-covered or open space</li> <li>-combination of indoor and outdoor meeting venues availability.</li> </ul>	
9	<p>Number of Conventions and Mega Events held during the year 2009-10 &amp; 2010-11</p> <ul style="list-style-type: none"> <li>iv. Number of International events taken place at the venue</li> <li>v. Number of National events taken place at the venue</li> <li>iii. Type and size of events</li> </ul>	
10	Total number of delegates handled in a year 2009-10 & 2010-11	
11	Impact created by the venue on local economy	
12	<p>Marketing spend in promoting the region.</p> <ul style="list-style-type: none"> <li>- how much are the centers encouraging city</li> <li>- have there been events that have benefitted the city as well</li> </ul>	
13	Event Management facilities	
14	Quality and service delivery	

15	Certifications the centre has such as ISO, Gold leaf, CMP certified professionals associated with the hotel/convention centre etc.	
16	Hotel based centers should be min. 4 star category. Status of classification (category) during 2010-11. <b>A copy of the MoT classification / re-classification order to be enclosed</b>	
17	Has the Hotel Based Meeting Venue received an award earlier under this category and if so, the year/s may be indicated	
18	Brief description highlighting salient features of the convention centre in 30 words (This may be furnished in block letters)	
19	High resolution photo/image of the convention centre (exterior and interior) in a CD to be submitted	
20	Security measures	
21	Any other facilities	

NOTE:

1. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the same be shown as Nil / NA.
2. Convention Centre which has received award in the same category for three years out of the last five years will not be considered.

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR APPROVED  
INCREDIBLE INDIA BED & BREAKFAST ESTABLISHMENTS**

(To be typed in block letters on letterhead of the Unit)

1. Name of the Bed and Breakfast unit :
2. Category – Silver / Gold :
3. No. of Rooms offered by the Bed & Breakfast establishment :
4. Address/location with Phone No.  
STD Code, Fax No., E-mail, Address & Website :
  - (i) Address :
  - (ii) Telephone with STD Code :
  - (iii) Fax No. :
  - (iv) E-mail Address :
  - (v) Website :
5. Name & address of contact person/representative :
  - (i) Address :
  - (ii) Telephone with STD Code :
  - (iii) Fax No. :
  - (iv) E-mail Address :
  - (v) Website :
6. Revenue earned during the year 2010-2011
  - (i) Earning in INR :
  - (ii) Earning in foreign currency (Converted to INR) :
7. A) Total No. of guests stayed during the year 2010-2011
  - (i) No. of Indian guests :
  - (ii) No. of foreign guests :B) Total No. of room nights sold during the year 2010-2011
  - (i) No. of room nights for Indian Guest :
  - (ii) No. of room nights for foreign Guest :

8. Brief note of efforts made by the Bed & Breakfast Establishment for promotion of the establishment in not more than 50 words:
9. Brief description of B&B establishment highlighting salient features in 30 words.
10. Any other relevant information:
11. Photographs of (i) Front of Building (ii) Rooms (iii) Bathrooms.  
(Hard copy of photographs may be sent along with application.)
12. Status of approval (category) during 2010-2011  
(A copy of the DOT approval / re-approval order to be enclosed)

**Note: Incomplete Applications will not be accepted.**



**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR  
Best Chef of the Year Award - 2010-11**

<b>S. No.</b>	<b>Particulars</b>	<b>Information to be filled up by applicant</b>
1.	Name	
2.	Date of birth and age	
3.	Present designation	
4.	Employed by hotel / Stand alone Restaurant*	
5.	Name of Hotel / Stand alone Restaurant	
6.	Technical/ vocational/educational qualifications	
7.	No. of years of professional experience	
8.	No. of years in current position	
9.	Area of speciality –Indian cuisine/ Western cuisine/ specific cuisine etc.	
10.	Past experience / departments worked in	
11.	Significant achievements national/ international) in the year 2010-2011. Details of initiatives, creativity, food shows etc. that have been organized nationally/internationally (This should be supported by documents/ press cuttings /photos etc.)	
12.	Innovation / brand creation if any	
13.	Books and articles authored	
14.	Contribution to society if any	
15.	Other noteworthy achievements during the career	

Note:

1. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the

same be shown as Nil / NA. A brief write up (not more than 100 words) and a photograph in soft copy should be submitted alongwith entry. 3 passport size photographs also to be submitted.

2. Chefs who have received a National Tourism Award earlier will not be considered.

\* **Stand alone restaurant means an independent restaurant which is not part of a hotel.**