

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

**NATIONAL TOURISM AWARDS
2012-2013**

GUIDELINES

GUIDELINES FOR NATIONAL TOURISM AWARDS 2012-13

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 performance in their respective fields and also to encourage healthy competition with an aim to promoting 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, 2012 to March 2013**.

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

General Instructions:

- **Last date for receipt of entries in the respective divisions is 07th February 2014.**
- **Entries should be sent as hard copies and strictly in the formats where specified.**
- **The Email ids are provided only for addressing enquiries and award entries may not be sent on these email ids.**
- **Each entry should be accompanied by a 100 word write up on the entry, a high resolution photograph of the award winner or award winning entry of min 100 dpi for inclusion in the award brochure, if the entry wins an award. The material should be sent in digital format on CD/USB Drive.**

NATIONAL TOURISM AWARDS 2012-13- Brief Details

Sl. No.	Category of Awards	Description	Where to Submit Applications
A.	Travel Agents / Tour Operators / Tourist Transport Operators		
(i)	Best Inbound Tour Operators / Travel Agents (handling inbound tours) Category 1 (3 awards) Category II (3 awards) Category III (3 awards) Category IV (3 awards) Category V (3 awards) Category VI (3 awards)	Foreign Exchange Earnings of Rs.100 crore and above. Foreign Exchange Earnings of Rs. 50 crore and above and less than Rs. 100 crore. Foreign Exchange Earnings of Rs. 25 crore and above and less than Rs. 50 crore. Foreign Exchange Earnings of Rs. 10 crore and above and less than Rs. 25 crore. Foreign Exchange Earnings of Rs. 5 crore and above and less than Rs. 10 crore. Foreign Exchange Earnings of Rs. 2.5 crore and above and less than Rs. 5.00 crore	Assistant Director General (Travel Trade), Ministry of Tourism, Government of India, Room No. 23, C – 1 Hutments, Dalhousie Road, New Delhi – 110 011. All enquiries, however, may be directed to telephone no: 011 – 2301 2805 or E-mail IDs: adit-tour@nic.in
(ii)	Tourist Transport Operators Category 1 (3 awards)	Turn over through tourist transport operation only, of Rs. 1.50 crore and above.	---do---

	<p>Category II (3 awards)</p> <p>Category III (3 awards)</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 50 lakh</p>	
(iii)	<p>Best Domestic Tour Operators :</p> <p>(a) Promoting and selling tourism products of the Rest of India (3 awards)</p> <p>(b) Promoting and selling the tourism products of North East Region, including Sikkim (1 award)</p> <p>(c) Promoting and selling tourism products of Jammu and Kashmir (1 award)</p>	<p>Domestic tourists handled & total turn-over in INR.</p> <p>Domestic tourists handled for North East Region including Sikkim and total turn-over in INR.</p> <p>Domestic tourists handled for Jammu and Kashmir State & total turn-over in INR.</p>	---do---
(iv)	Best Adventure Tour Operator (1 award)	Award based on highest turnover achieved either through Foreign Exchange Earnings or Indian Rupees from handling Adventure tourism / sports related activities.	---do---
(v)	Best MICE Operator (1 award)	Award based on highest turnover achieved through Foreign Exchange Earnings for	---do---

		handling MICE business.	
(vi)	Most Innovative Tour Operator (1 award)	Award based on promotion of new markets, new products, new circuits, North East region, lesser known destinations, etc.	---do---

Sl. No.	Category of Awards	Description	Where to Submit Application
B.	Classified Hotels / Incredible India Bed & Breakfast Establishments/Chefs/ Convention Centres		
(i)	Best Hotel – 1 star to 5 star deluxe category (6 awards – one in each category)	Awards based on 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. Telefax: 011 – 23012810. E-mail: svsingh@nic.in
(ii)	Best Heritage Hotel – Basic, Classic and Grand categories (3 awards – one in each category)	Awards based on annual revenue earned, foreign guests stayed, Awards won, promotion of arts and crafts, and contribution to Hunar Se Rozgar Programme	---do---
(iii)	Best Eco Friendly Hotel (1 award)	Award based on Eco Friendly practices observed by hotels and foreign exchange earned	---do---
(iv)	Hotel providing best facilities for the differently abled guests (1 award)	Award based on facilities provided for the differently abled by hotels and foreign exchange earned.	---do---
(v)	Incredible India Bed & Breakfast Establishments: -Approved by Ministry of Tourism, Govt. of India (Gold and Silver) - 1award - Approved by State Governments / Union Territory Administrations 1award	Awards based on revenue earned and total number of guests stayed	---do---

(vi)	Best Chef (3awards)	(i) 1 Best Chef award for 4 star, 5 star, 5 star Deluxe, Heritage Classic & Heritage Grand category (ii) 1 Best Chef award for 1 star, 2 star, 3 star & Heritage Basic category and Stand Alone Restaurants (iii) Lady Chef	---do---
(vii)	Best Standalone Convention Centre (1 award)	Award for standalone Convention Centres providing required facilities & services of international standard.	---do---
(viii)	Best Hotel Based Meeting Venue (1 award)	Award for Hotel based Meeting Venue providing required facilities & services of international standard.	---do---

Sl. No.	Category of Awards	Description	Where to Submit Application
C.	States and Union Territories		
(i)	Best State / Union Territory : Comprehensive Development of Tourism (a) Jammu and Kashmir and North East including Sikkim (1award) (b) Rest of India (3 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 E-mail: kalyansg@nic.in

Sl. No.	Category of Awards	Description	Where to Submit Application
D.	Tourism Promotion and Publicity		
(i)	Excellence in Publishing -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:- r-talwar@nic.in

(ii)	Tourism Film (1 award)	Award for Tourism Films produced by Indian producers during the period April 2012 to March 2013.	---do---
(iii)	Best Tourism Promotion Publicity Material (i) State Governments/ UT Administrations (1award) (ii) Private Stakeholders (1award)	Separate awards for Promotional Publicity Material produced by State / UT Departments of Tourism and approved stakeholders respectively during the period April 2012 to March 2013.	---do---
(iv)	Most innovative use of Information Technology / Best Website / Portal (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 Indian Tourism.	---do---

Sl. No.	Category of Awards	Description	Where to Submit Application
E.	Overseas Awards		
(i)	Best Overseas Tour Operator for India (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 as a destination during the period April 2012- March	Through Overseas Indiatourism Offices to: Asst. Dir. General (Overseas Marketing), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23321380 Fax : 011 – 23710518

		2013	E-mail : pranav.prakash@nic.in
(ii)	Best Foreign Charter Operator for India (1 award)	Award for Foreign Charter Operators handling charters to India and promoting tourism destinations in India	---do---
(iii)	Best Foreign Journalist for India (1 award)	Overseas Journalist / Travel Writer of original travel stories that feature India exclusively.	---do---
(iv)	Best Foreign Photographer for India (1 award)	Award for Overseas Photographer who has taken exceptional photographs of the country covering tourism destinations, art, culture, heritage, etc.	---do---

Sl. No.	Category of Awards	Description	Where to Submit Application
F.	Niche Tourism Segment		
(i)	Innovative / Unique Tourism Project (1award)	Award for New / Unique tourism projects or marketing effort implemented by a State Govt./UT, a State Govt./UT agency or private sector.	Assistant Director General (Niche Tourism), Ministry of Tourism, Government of India, Room No. 5 - A, C – I Hutments, Dalhousie Road, New Delhi – 110 011. Tel: 011 – 2301 9343 / Fax: 011 – 2301 2641. Email IDs: sanjay.singh1@nic.in & sandhya.haridas@nic.in
(ii)	Responsible Tourism Project / Initiative (1award)	Award for Tourism Projects that are community based, implemented by a State Govt./UT, a State	---do---

		Govt./UT agency or private sector.	
(iii)	Tourism Friendly Golf Course (1award)	Golf Courses having facility to entertain tourists with temporary memberships.	---do---
(iv)	Wellness Centre (1award)	Wellness centers accredited by respective organisations to be selected on basis of foreign exchange earnings.	---do---
(v)	Medical Tourism Facility (1award)	Selection based on foreign exchange earnings on account of medical tourism. Recognition of JCI or NABH required.	---do---
(vi)	Tour Operator Promoting Niche Segments other than Adventure and MICE (1award)	Govt of India approved tour operators promoting niche tourism segments which would include Golf, Eco, Cruise (both ocean and river), Medical and Wellness. Selection to be based on Foreign Exchange Earnings.	---do---
(vii)	Best Film Promotion Friendly State/Union Territory	Open to State Governments & Union Territory Administrations	---do---

Sl. No.	Category of Awards	Description	Where to Submit Application
G.	Other Categories		
(i)	Civic Management of a Tourist Destination in India (3awards- one in each category- A,B & C)	Entries from civic agencies recommended by State Govt/ UT Administration Tourism Departments.	Asst. Dir. General (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11. Tel/Fax : 011 – 23012363 E-mail : kalyansg@nic.in
(ii)	Best maintained and Disabled Friendly Monument (1award)	Award for Monuments having best facilities for differently abled.	---do---
(iii)	Tourist Friendly Railway Station (1award)	Selection based on creation of tourist friendly infrastructure and other amenities.	---do---
(iv)	Airports (i) Airports in Class X Cities (Bengaluru, Delhi, Hyderabad, Greater Mumbai and Kolkata (1 award) (ii)Airports in other cities (1 award)	Airports in India providing best facilities for the passengers and guests.	---do---
(v)	Best Heritage Walk (1award)	Entries from State Tourism Organisations, NGOs,etc. organizing Heritage Walks	---do---
(vi)	Best Heritage City (1award)	Entries from Civic Bodies (Corporations/ Municipalities) of Cities that are at least 100 years old as of 1/12/2013	---do---

(vii)	Atithidevo Bhava Award (1award)	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-110001. Tel: 011-23711995. Fax: 011-23710518 E-mail: r-talwar@nic.in
(viii)	Rural Tourism Project (1 award)	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 (P&C), Ministry of Tourism, C1 Hutments, Dalhousie Road New Delhi- 11 Tel : 011 – 23012637 E-mail: kalyansg@nic.in

NATIONAL TOURISM AWARDS 2012-13
DETAILED GUIDELINES

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

(I) Inbound Tour Operators / Travel Agents (handling inbound tours):

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

There would be three awards in each category. The selection of awards would be done on the basis of Foreign Exchange Earnings (FEE) from handling inbound tours, during the last two financial years (April 2011– March 2012 & April 2012– March 2013) 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.

(II) Tourist Transport Operators:

- Category – I Rs. 1.50 crore and above.
- Category – II Rs. 50.00 lakh and above but less than Rs. 1.50 crore
- 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 based on business transacted through Travel Agents, Tour Operators, Hoteliers, and FITs etc., during the last two financial years (April 2011– March 2012 & April 2012– March 2013) 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.

(III) Best Domestic Tour Operators (handling domestic tours):

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

- (i) The Domestic Tour Operators who have given major emphasis in promoting and selling Rest of India - **(Three awards)**.
- (ii) The Domestic Tour Operator who has given major emphasis in promoting and selling the tourism products of North - Eastern region including Sikkim - **(One award)**.
- (iii) 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 the last two financial years (April 2011– March 2012 & April 2012–

March 2013) 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 – Eastern 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.

(IV) Best Adventure Tour Operator:

The basis of selection for the only award in this category would be highest turnover achieved either through Foreign Exchange Earnings or Indian Rupees from handling Adventure tourism / sports related activities during the last two financial years (April 2011 – March 2012 & April 2012 – March 2013) 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.

(V) Best MICE Operator:

The basis of selection for the only award in this category would be the highest foreign exchange earnings from handling MICE business during the last two years (April 2011– March 2012 & April 2012– March 2013) 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.

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

- (i) A copy of letter indicating recognition / approval / renewal granted by the Ministry of Tourism, Government of India.
- (ii) 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. 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.
- (iii) All documents should be self-certified by its Managing Director / Owner / Proprietor.
- (iv) A copy of Audited Balance Sheet and Profit and Loss account with the Auditors Report for the last two financial years (April 2011– March 2012 & April 2012– March 2013) duly signed and stamped by the Statutory Auditor of the service provider only.
- (v) A copy of acknowledgement of Income Tax Returns for the latest Assessment year (April 2013 – March 2014).
- (vi) Certificates of Statutory Auditor in original of the service provider, clearly stating the Foreign Exchange Earnings only from handling Inbound Tour Operations, Adventure Tour Operations, MICE Business and in INR in case of Domestic Tour Operations, Adventure tourism / sports related activities & Tourist Transport Operations during the last two financial years i.e., April 2011 – March 2012 & April 2012 – March 2013.
- (vii) Details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years April 2011 – March 2012 & April 2012 – March 2013.
- (viii) Promotional material such as photographs, CDs, brochures, folders and the details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years April 2011– March 2012 & April 2012 – March 2013 in respect of entries being submitted for consideration of award for Most Innovative Tour Operator category.

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. All enquiries, however, may be directed to telephone no: 011–23012805 or email IDs: adit-tour@nic.in

Application form for National Tourism Awards pertaining to Travel Trade segment for the Year 2012 – 2013

(Please write in capital letters).

- (A) Company's Name: _____
- (B) Address with Pin Code: _____
- (C) Telephone nos. with STD or Area Code _____
- (D) Mobile no: _____
- (E) Email ID and website: _____
- (F) Validity of approval of recognition / renewal / extension (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 100.00cr().

Category – III Rs25.00 cr. and above but less than Rs50.00 cr().

Category – IV Rs10.00 cr. and above but less than Rs25.00 cr().

Category – V Rs5.00 cr. and above but less than Rs10.00cr().

Category – VI Rs 2.50 cr. and above but less than Rs5.00 cr().

(a) Group tours:

(Amount in lakh)

Year	No. of Groups	No. of Foreign tourists	No. of nights stayed	Foreign Exchange Earnings (convertible in INR)
2011 – 12				
2012 – 13				
% change in 2012–13 over 2011 – 12				

(b) FITs:

(Amount in lakh)

Year	No. of FITs	No. of nights stayed	Foreign Exchange Earnings (convertible in INR)
2011 – 12			
2012 – 13			
% change in 2012–13 over 2011 – 12			

(c) Conferences / MICE:

(Amount in lakh)

Year	No. of Conferences / MICE	No. of pax handled	Foreign Exchange Earnings (convertible in INR)
2011 – 12			
2012 – 13			
% change in 2012–13 over 2011 – 12			

(d) Adventure Tours:

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists	No. of nights	Foreign Exchange Earnings (convertible in INR)
2011 – 12				
2012 – 13				
% change in 2012–13 over 2011 – 12				

(e) Charter Tours:

(Amount in lakh)

Year	No. of charter flights	No. of Foreign tourists	No. of nights	Foreign Exchange Earnings (convertible in INR)
2011 – 12				
2012 – 13				
% change in 2012–13 over 2011 – 12				

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

➤ For the year 2011 - 2012:_____.

➤ For the year 2012 – 2013:_____

2. Adventure Tour Operator:

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists	No. of nights	Foreign Exchange Earnings (convertible in INR)
2011 – 12				
2012 – 13				
% change in 2012–13 over 2011 – 12				

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
2011 – 12			
2012 – 13			
% change in 2012–13 over 2011 – 12			

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 Earnings accrued (convertible in INR) (A)	Indian Rupees Earned (B)	Total Turnover (A + B)
2011 – 12					
2012 – 13					
% change in 2012–13 over 2011 – 12					

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 Earnings accrued (convertible in INR) (A)	Indian Rupees Earned (B)	Total Turn over (A + B)
2011 – 12						
2012 – 13						
% change in 2012–13 over 2011 – 12						

6. It is **mandatory to indicate the following** (if applicable). The entry would be rejected outright if left unfilled.

Year of Award already received under this category	Tick mark (√) the appropriate year(s)	Prize bestowed by MOT (viz First / Second / Third)
2007 -2008		
2008 -2009		
2009 - 2010		
2010 - 2011		
2011-2012		

(I) Signature of Statutory Auditor: **(Official rubber stamp)**

(II) Signature of Authorized Signatory: **(Official rubber stamp)**

Date:

Place:

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

(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 rooms over previous 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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. E-mail: svsingh@nic.in

MINISTRY OF TOURISM
APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR
STAR CATEGORY HOTELS FOR THE YEAR - 2012-13

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 2012-2013 (Category -One star to 5 star deluxe. A copy of the MoT classification / re-classification order to be enclosed)	
8	No. of rooms (2011-12) No. of rooms (2012-13)	
9	a) Gross turnover during the year 2011-12 b) Gross turnover during the year 2012-13 c) % increase in turnover in 2012-13 over the previous year	
10.	a) Number of Foreign Guests stayed during the year 2011-2012 b) Number of Foreign Guests stayed during the year 2012-2013 c) %Increase in foreign guest in 2012-2013 over the previous year	
Note: Information on point 9 & 10 may be duly certified by the statutory auditors of the Hotel		

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, CondeNast 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 will not be considered.
3. Applications not submitted in the prescribed format will not be accepted.
4. In case information is not available for any of the above points then the same be shown as Nil / NA.
5. Hotels which have received first prize in the same category for three years in the last five years will not be considered for the above Award.

(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,
 - CondeNastTraveller 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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. E-mail: svsingh@nic.in

MINISTRY OF TOURISM

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR
HERITAGE CATEGORY HOTELS FOR THE YEAR - 2012-13**

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 2012-2013 (Category - Heritage/Heritage Classic/Heritage Grand). A copy of the MoT classification / re-classification order to be enclosed	
8.	No. of rooms (2011-12) No. of rooms (2012-13)	
9.	a) Gross turnover during the year 2011-12 b) Gross turnover during the year 2012-13 c) % Increase in turnover in 2012-13 over the previous year	
10.	a) Number of foreign guests stayed during the year 2011-12 b) Number of foreign guests stayed during the year 2012-13 c) % Increase in foreign guests in 2012-13 over the previous year	
<p>Note: Information on point 9 & 10 may be duly certified by the statutory auditors of the Hotel</p>		

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) in 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.	Promotion of arts and crafts by the hotel	
16.	Number of local persons employed annually vis-a'-vis the total manpower of the hotel	
17.	Contribution of the hotel in promoting and conducting "Hunar Se Rozgar Programme"	
18.	Any other relevant information	

Note:

1. Hotel is required to apply separately for each category of National Tourism Award.
2. Incomplete applications will not be considered.
3. Applications not in the prescribed format will not be accepted.
4. In case information is not available for any of the above points then the same be shown as NIL/NA.
5. Hotels which have received first prize in the same category for three years in the last five years will not be considered for the above Award.

(iii) 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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110011. Telefax: 011 – 23012810. E-mail : svsingh@nic.in

MINISTRY OF TOURISM

APPLICATION FORMAT FOR BEST ECO-FRIENDLY HOTEL - 2012-13

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 2012-2013 (Category -One star to 5 star deluxe/ Heritage/ Heritage Classic/ Heritage Grand). A copy of the MoT classification/ re-classification order may be enclosed)	
8.	No. of rooms	
9.	a) Total turnover of the Hotel during the years 2011-2012 and 2012-2013 b) Foreign Exchange earning of the Hotel during the years 2011-12 and 2012-13- also separately in INR equivalent (Note: Should not include money changing at the counter/service for Foreign Exchange) c) Increase/decrease in Foreign Exchange earnings in 2012-2013 as compared to 2011-12	
Note: Information pertaining to point no. 9 (a, b and c) may be duly certified by the statutory auditors of the Hotel		

10.	<p>Brief description of the Hotel highlighting the salient eco-friendly features in around 30 words</p> <p>(This may be furnished in block letters)</p>	
11.	<p>Transparency of the property and photographs (Exterior and Interior)</p>	
12.	<p>Information on the following may be furnished:</p> <ul style="list-style-type: none"> i) ISO certification (copy to be enclosed) ii) HACCP (copy to be enclosed) iii) Ecotel (copy to be enclosed) iv) Upgrading awareness of eco-friendly measures v) Technical updates vi) Strategy to promote eco-friendly measures vii) Measures for energy conservation viii) Measures for water conservation ix) Waste management x) Pollution control for air, water and light xi) Sewage treatment plant (STP) xii) Non CFC refrigeration and air conditioning xiii) Measures for non-usage of plastic xiv) Recycling of materials/waste/refuse etc. xv) Non smoking policy etc. xvi) Use of solar energy xvii) Social responsibilities for the local communities 	
13.	<p>Any awards/recognitions</p>	

	received by the hotel for eco-friendly policy	
14.	Has the hotel received a National Tourism Award earlier under this category and if so, the year/s may be indicated	
15.	International Awards & Certification related to service quality, security, Eco-friendly measures etc. Awards such as Travel + Leisure Awards, CondeNast Traveller Awards, Institutional Investor ratings (business hotels), Business Traveller award	
16.	Contribution of the hotel in promoting and conducting "Hunar Se Rozgar Programme"	
17.	Any other relevant information	

Note:

1. Hotel is required to apply separately for each category of National Tourism Award.
2. Incomplete applications will not be considered.
3. Applications not in the prescribed format will not be accepted.
4. In case information is not available for any of the above points then the same be shown as NIL/NA.
5. 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.

(iv) 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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. E-mail: svsingh@nic.in

MINISTRY OF TOURISM

**APPLICATION FORMAT FOR HOTEL PROVIDING BEST FACILITIES FOR THE
DIFFERENTLY ABLED GUESTS - 2012-13**

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 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 and mobile	
7.	Status of classification (category) during 2012-2013 (Category -One star to 5 star deluxe/ Heritage/ Heritage Classic/ Heritage Grand). A copy of the MoT classification/ re-classification order may be enclosed)	
8.	No. of rooms dedicated for the differently abled	
9.	a) Annual Revenue earned per room based on total gross turnover earned during the year 2012-13.	

	b) % increase in annual revenue per room over previous year 2011-12.	
10.	a) Foreign guests stayed per room during the year 2012-13. b) % increase in foreign guests per room and corresponding year 2011-12.	
Note: Information pertaining to point No. 9a & 9b and 10a & 10b may be duly certified by the statutory auditors of the Hotel		
11.	Information on the following may be provided: (i) Features for the differently abled guests in the hotel/ room (ii) No. of differently abled staff employed and facilities provided for them (iii) Facilities for the differently abled guest provided in the room; lobby; restaurants etc. viz. provision of telephone, toilet, ramp with anti-slip floors wheel chair, dedicated parking, access to all public areas etc. (iii) Facilities for aurally/visually handicapped (signage in Braille)	
12.	Brief description highlighting salient features for differently abled persons in 30 words (This may be furnished in block letters)	
13.	High resolution photo/image of the hotel (exterior and interior) and of the facilities for the differently abled (images to be submitted in a CD)	
14.	Has the hotel received an award	

	earlier under this category and if so, the year/s may be indicated	
15.	International awards and certification related to service quality, security, eco-friendly measures etc. Awards such as Travel + Leisure Awards, Conde Nast Traveller Awards, Institutional Investor ratings (Business Hotels), Business Traveller Award	
16.	Contribution of the Hotel in promoting and conducting "Hunar Se Rozgar" programme	
17.	Any other relevant information	

Note:

1. Hotel is required to apply separately for each category of National Tourism Award.
2. Incomplete applications and application not in the prescribed format will not be considered.
3. In case information is not available for any of the above points then the same be shown as NIL/NA.
4. 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.

(v) Best Incredible India Bed & Breakfast Establishments (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 Governments /UT Administrations.**(One Award)**

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

1. Revenue earned during 2012-13
2. Total number of guests stayed during 2012-13
3. Efforts made for promotion of the Establishment would also be considered.

Entries may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110011. Telefax:011–23012810 E-mail :svsingh@nic.in

APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR APPROVED INCREDIBLE INDIA BED & BREAKFAST ESTABLISHMENTS FOR THE YEAR 2012-13

(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 :
 - i. Lounge / lobby / seating area
 - ii. Parking facility
 - iii. Eco-friendly measures
 - iv. Air-conditioning
 - v. Internet facility
 - vi. Fire/security guard/safety locker/first aid/doctor on call
 - vii. Website/marketing
 - Viii.Press/travel review/recognition received
 - ix. Left Luggage
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 2012-13
 - (i) Earning in INR :
 - (ii) Earning in foreign currency (Converted to INR) :

7. A) Total No. of guests stayed during the year 2012-13
 - (i) No. of Indian guests :
 - (ii) No. of foreign guests :B) Total No. of room nights sold during the year 2012-13
 - (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 2012-13
(A copy of the MoT approval / re-approval order to be enclosed)

Note: Incomplete Applications will not be accepted.

(vi) Best Chef of India (Three Awards)

There are three awards, one in each of the following categories:

- 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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23012810. E-mail :svsingh@nic.in

APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR Best Chef of the Year Award – 2012-13

S. No.	Particulars	Information to be filled up by applicant
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 specialty –Indian cuisine/ Western cuisine/ specific cuisine etc.	
10.	Past experience / departments worked in	
11.	Significant achievements (national/ international) in the year 2012-13. 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 will not be considered.
2. Applications not in the prescribed format will not be accepted.
3. In case information is not available for any of the above points then the same be shown as NIL/NA.
4. 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.**

(vii) Best 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 with Seating Capacity: The Convention Center should have a Plenary Hall with– 500 capacity and above in metros and 300 in other cities. It should also have a minimum of 3 smaller halls as well (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 2012-13 **(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 by the Convention Center including benefits which may have accrued to the destination/region of its location **(5 marks)**
- 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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tele: 011 – 23012810. E-mail: svsingh@nic.in

MINISTRY OF TOURISM

APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR 2012-13 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.	<p>Details of exhibition space</p> <ul style="list-style-type: none"> -area/size in sq.ft. -covered or open space -combination of indoor and outdoor meeting venues availability. 	
9.	<p>Number of Conventions and Mega Events held during the year 2011-12 & 2012-13</p> <p>i.Number of International events taken place at the venue</p> <p>ii.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 2011-12 & 2012-13	
11.	Impact created by the venue on local economy	
12.	<p>Marketing spend in promoting the region.</p> <ul style="list-style-type: none"> - how much are the centers encouraging city - have there been events that have benefited the city as well 	
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 will not be considered.
2. Applications not submitted in the prescribed format will not be accepted.
3. In case information is not available for any of the above points then the same be shown as Nil / NA.
4. Convention Centre which has received award in the same category for three years out of the last five years will not be considered.

(viii) Best 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 2012-13 **(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 may be forwarded to Asst Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tele: 011 – 23012810. E-mail: svsingh@nic.in

MINISTRY OF TOURISM
APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR 2012-13
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 Address Telephone no. with STD code Fax 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"> -area/size in sq.ft. -covered or open space -combination of indoor and outdoor meeting venues availability. 	
9	<p>Number of Conventions and Mega Events held during the year 2011-12 & 2012-13</p> <p>Number of International events taken place at the venue</p> <p>ii. 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 2011-12 & 2012-13	
11	Impact created by the venue on local economy	
12	<p>Marketing spend in promoting the region.</p> <ul style="list-style-type: none"> - how much are the centers encouraging city - have there been events that have benefited the city as well 	
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	<p>Hotel based centers should be min. 4 star category. Status of classification (category) during 2012-13. A copy of the MoT classification / re-classification order to be enclosed</p>	

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.

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 Awards)**

Guidelines/Parameters

Sl. No.	Criteria	Max. Marks
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 year and its share in the total plan allocation of the State and the details of innovative schemes and projects taken up.	6
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
	Total Marks	100

Applicants have to make a presentation in the Ministry of Tourism regarding their case. 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. Any enquiries may be addressed to E-mail: kalyansg@nic.in

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 2012 to March 2013.
- 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

Entries may be forwarded to The Asst. Director General (Publicity, Events & IT Division), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, NewDelhi. Tel: 011- 23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: r-talwar@nic.in

(II) Tourism Film (One Award)

Eligibility

- Only entries from Indian producers will be considered.
- The film should have been produced during the period April 2012 to March 2013.
- 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 / organization 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 / organization 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 **on DVD only**.
- A Declaration to the effect that the film has been produced or is owned by the producer / organization submitting the entry.
- A Declaration duly signed by the producer / organization 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 producer/organization 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.

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

(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 2012 to March 2013.
- 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.

Entries may be forwarded to The Asst. Director General (Publicity, Events & IT Division), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, NewDelhi. Tel: 011- 23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: r-talwar@nic.in

(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 Indian 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 2012 to March 2013.
- 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 /organisation 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 may be forwarded to The Asst. Director General(Publicity, Events & IT Division), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, NewDelhi. Tel: 011- 23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: r-talwar@nic.in

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 promoting travel to India through creative and effective use of marketing tools and by positioning the uniqueness of India. In this category one award will be given for each of the following region:

1. North America
2. Latin America
3. Europe
4. U.K.
5. Central Asia including Russia
6. West Asia & Africa
7. East Asia
8. Australasia

The following parameters will be considered:

- The number of tourists the applicant tour operator has sent to India vis-à-vis tourist arrivals to India from the country during the period April 2012 to March 2013.
- The rate of growth of tourist sent to India during 2012-13 as compared to 2011-12.
- Marketing & promotional efforts made by the Tour Operator during 2012-13.
- Number of years of continued operation to India to assess the long term commitment.
- Different tour packages offered.
- Focus on India vis-à-vis other destinations promoted.

Application Form for Tour Operators

1.	Name of the Company	
2.	No. of Tourists sent in 2011-12 (April to March)	
3.	No. of Tourists sent in 2012-13 (April to March)	
4.	% of growth rate in 2012-13 (over 2011-12)	
5.	Marketing and promotional efforts made by the company during 2012-13	

6.	No. of years of continued operation of marketing India as a destination	
7.	Packages to India Offered	
8.	Focus on India vis-à-vis other destinations	

All entries 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.

The Asst. Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23321380. Fax: 2371 0518.

Any enquiries may be addressed to E-mail: pranav.prakash@nic.in

(II) Best Foreign Charter Operator for India (One Award)

This award is constituted to recognize foreign charter operator for India who 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 2012-2013.
- Number of charter flights operated to India during the year 2012-13 and the total number of tourists sent on those charters.
- Efforts made in marketing the destination with the objective to increase tourist traffic to India.
- Different tour programs offered.
- Destination in India to which charters are being operated with focus on new destinations.

Application form for Foreign Charter Operator for India

1.	Name of the Company	
2.	No. of Charter flights operated to India in 2011-12(April-March)	
3.	No. of Charter flights operated to India in 2012-13(April-March)	
4.	No. of Tourist sent to India in 2011-12(April-March)	
5.	No. of Tourist sent to India in 2012-13(April-March)	
6.	Destinations to which charters operated in 2012-13 highlighting new destinations, if any.	
7.	Different tour programs offered	
8.	Efforts made in marketing the destinations	

(III) Best Foreign Journalist for India (One Award)

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

The following parameters will be considered:

- The story/guide/book 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 writer/journalist should have visited India.
- There should be sufficient circulation of the publication.
- The article/book/travel story/feature should have been published in the year 2012-13 (April to March).

Applicant must submit following information alongwith 3 (Three) hard copies of the Travel Story/Article/Guide/Book/Feature etc.

1.	Name of the Journalist/Writer	
2.	Country	
3.	Name of the Journal/Magazine/News paper/publication in which the travel story/article appeared.	
4.	Circulation of the said Journal/Magazine/Newspaper/Publication or the Book published, as the case may be	
5.	In case of Travel Book/Guide, name of the publisher and channels of distribution and No. of copies sold/distributed	

All entries 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.

The Asst. Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, NewDelhi. Tel: 011- 23321380. Fax: 2371 0518.

Any enquiries may be addressed to E-mail: pranav.prakash@nic.in

(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 photographs should have been taken by the photographer during a visit to India in the year 2012-13 (April-March)
- There should be sufficient circulation of the publication featuring the photographs on India.

Applicant must submit following information alongwith 3 (Three) hard copies and 3 (Three) soft copies (in CD/DVD) of photographs and in case of published photographs 3 (Three) hard copies of the publication in which the photographs appeared (in original).

1.	Name of the Photographer	
2.	Country	
3.	Description of the Photographs sent	
4.	In case of published photographs, name of the Journal/Magazine in which photographs published and its circulation.	

All entries 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.

**The Asst. Director General (Overseas Marketing), Ministry of Tourism,
Transport Bhawan, 1 Parliament Street, NewDelhi. Tel: 011- 23321380. Fax:
2371 0518.**

Any enquiries may be addressed to E-mail: pranav.prakash@nic.in

F. NICHE TOURISM SEGMENT

I. Most Innovative/Unique Tourism Project (One Award):

- 1) The project should be related to tourism.
- 2) The project could have been implemented by the State Government / UT or State Government / UT Agency or Private Sector.
- 3) It may include new tourism projects or a unique marketing effort.
- 4) The project should bring out Creativity/originality/uniqueness of the innovation.
- 5) The project should complement or enhance the range of tourism products.
- 6) Positively impact visitor/participant/spectator satisfaction.
- 7) Exemplify or stimulate the development of a broader growth, innovation and product development strategy.
- 8) Promote long-term growth in the tourism industry.
- 9) Presentations would be required by shortlisted entries.
- 10) 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 Governments/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.

II. Best Responsible Tourism Project (One Award):

- 1) The project should be related to tourism focusing on Indian culture and heritage and should be community based.

- 2) The tourism project should minimize negative economic, social and environmental impacts.
- 3) 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.
- 4) The project should integrate with the local community and contribute positively towards enhancing the quality of life of the local community.
- 5) The project could have been implemented by the State Government/ UT or State Government/UT Agency or private sector with the date of inception.
- 6) The project needs to have a responsibility for the benefit of local community.
- 7) While implementing the project special care has been taken for Eco tourism, Waste Management, Community participations.
- 8) The project should raise awareness among visitors and influence them to enjoy resources sustainably.
- 9) Mitigates negative impacts of tourism on the natural and cultural environment.
- 10) Respects, involves and engages other stakeholders and host communities.
- 11) Presentations would be required by shortlisted entries.

III. Best Tourism Friendly Golf Course

(One Award):

- 1) Only Golf Courses having the facilities to entertain tourists with temporary membership may apply under this category.
- 2) A well- kept 18 hole golf course.
- 3) Structure and facilities
- 4) A good locker room, both for ladies and gents.
- 5) 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.
- 6) Toilets on the golf course, especially for ladies
- 7) Number of events organized during the year April 2012 to March 2013.
- 8) Number of tourists with nationality who participated in their events or individually availed the facilities at Golf Course during the year April 2012 – March 2013.
- 9) Provision with online booking of tee time
- 10) Practice facility. In the absence of a driving range, it could also be an existing hole on the course.
- 11) Caddies must be well turned out and trained

- 12) Presentations would be required by short listed entries

IV. Best Wellness Center (One Award):

Highest Foreign Exchange Earnings (FEEs) receipts on account of Wellness Tourism during the preceding financial year (April 2012 – March 2013), duly supported by Chartered Accountant Certificate / Statutory Auditor's 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 Administrators.

V. Best Medical Tourism Facility (One Award):

Highest Foreign Exchange Earnings (FEEs) receipts on account of Medical Tourism, during the preceding financial year (April 2012 – March 2013), duly supported by Chartered Accountant's Certificate / Statutory Auditor's 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).

VI. Tour Operator Promoting Niche Segments Other than Adventure and MICE (One Award):

Government 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 receipts for handling Niche Tourism Products during preceding financial year (April 2012 – March 2013) duly supported by Statutory Auditor's / Chartered Accountant's Certificate. Niche Tourism Products would include Golf Tourism, Eco-tourism, Cruise Tourism (both ocean and river cruising), Medical Tourism and Wellness Tourism.

VII. Best Film Promotion Friendly State (One Award):

This award is open to State Governments & Union Territory Administrations and following criteria will be considered for selection:

- 1) To have a dedicated Film Office/Commission;
- 2) Facility of Single Window clearances for all motion picture shoots;
- 3) Assignment of a Liaison Officer on call 24X7 for film productions;
- 4) Database of Film Production facilities/Studios/Suppliers/Human Resources/etc. available in the State, made available with Liaison Officer;
- 5) Database of Locations, Hotels and Logistical requirements;
- 6) Supportive/film friendly/sensitized Police department (especially related to law and order situations);

- 7) Database of Emergency Services (e.g., Ambulance Services available/Air Ambulances/Air lifting in dire situations as these have been experienced many times hence will be an important benchmark for other states too if one state gets this in order)
- 8) In case of a tie, states can get extra marks for additional incentives.

2. Annexed is a copy of the application form pertaining to Niche Tourism segment for the assessment year 2012 – 2013, which the agencies must fill up and forward the same along with the following documents to the address as mentioned below for consideration of awards.

- (i) Furnish all information, exactly, as per the application form, for the purpose of awards duly certified by the Statutory Auditor(s) of the service provider(s).
- (ii) A copy of letter indicating recognition / approval / renewal granted by the Ministry of Tourism, Government of India or its Regional India Tourist Offices, valid on or before 31st March 2013. *The agencies, whose validity has expired after 31st March 2013, need not apply for consideration of award.*
- (iii) All the financial documents, including the certificates regarding total turnover in the relevant category for the last two financial years, duly certified, signed and stamped, by the Statutory Auditor / Chartered Accountant of the service provider.
- (iv) A copy of Audited Balance Sheet and Profit and Loss account with the Auditors Report for the latest financial year (April 2012 – March 2013) duly signed and stamped, by the Statutory Auditor / Chartered Accountant of the service provider.
- (v) A copy each of the acknowledgement of Income Tax Returns for the latest assessment year (April 2012 – March 2013).
- (vi) Certificates in original of Statutory Auditor / Chartered Accountant of the service provider, clearly stating the Foreign Exchange Earnings (FEE) received only from handling Inbound Wellness Tourists, Inbound Medical Tourists, and in INR in case of Domestic Wellness Tourists, & Domestic Medical Tourists during the last two financial years i.e., April 2011 – March 2012 & April 2012 – March 2013.
- (vii) Promotional material such as photographs, CDs, brochures, folders and the details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years i.e., April 2011 – March 2012 & April 2012 – March 2013 in respect of entries being submitted for consideration of award for the category of **Most Innovative / Unique Tourism Project**.

(viii) The **Wellness Centres:**

- (a) Having valid recognition either of the Department of AYUSH/ NABH, Ministry of Health & Family Welfare or by the State Governments / UT Administrations are eligible to apply.
- (b) A copy of the latest recognition granted should be enclosed.

(ix) The **Medical Tourism Facility:**

- (a) Having valid recognition either of JCI (Joint Commission International) or NABH (National Accreditation Board for Hospitals and Healthcare Providers) is eligible to apply.
- (b) A copy of the latest recognition granted should be enclosed.

- (x) All documents should also be self certified by its Managing Director / Managing Partner / Owner or Proprietor.

3. If the service provider is approved in more than one category (viz. Travel Agents or Inbound Tour Operator or Adventure Tour Operator or Tourist Transport Operator or Domestic Tour Operator), then separate application forms should be filled up and submitted along with the relevant documents as mentioned in **para 2 above**.

4. The complete applications should be **submitted to the office of Assistant Director General (Niche Tourism), Ministry of Tourism, Government of India, Room No. 5 - A, C – I Hutments, Dalhousie Road, New Delhi – 110 011**. Tel: 011 – 2301 9343 / Fax: 011 – 2301 2641.

All enquiries, however, must be directed to Email IDs: sanjay.singh1@nic.in & sandhya.haridas@nic.in.

5. Incomplete applications will not be entertained by the Committees constituted for the selection of awardees. Therefore, agencies applying for consideration of awards must ensure that applications are adequately filled up and required documents attached, suitably.

6. The application forms duly filled in along with the essential documents as indicated above should be submitted to Niche Tourism Division at the address mentioned above on or before the last date of submission of entries.

7. The application form can be downloaded from official website of the Ministry of Tourism titled www.tourism.gov.in. & www.incredibleindia.org

**Application form for National Tourism Awards pertaining to Niche Tourism
segment for the Assessment Year 2012 – 2013**

(Please write in capital letters).

(A) Name of the Company / Agency: _____

(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 / renewal / extension (please indicate exact date and attach a copy of letter): validity from _____ to _____

2. CATEGORIES FOR AWARD (Please tick mark (√) the relevant Category)

I. Most Innovative/Unique Tourism Project (One Award):

II. Best Responsible Tourism Project (One Award):

III. Best Tourism Friendly Golf Course (One Award):

Year	No. of events organized	No. of Inbound tourists who participated in the event or individually availed the facility of the Golf course	No. of Domestic tourists who participated in the event or individually availed the facility of the Golf course	Facilities for tourists viz. rental of Golf kit / preferential Tee Time for tourists / temporary membership / online booking of Tee Time
2011 - 12				
2012 - 13				
% change in 2012–13 over 2011 - 12				

IV. Best Wellness Center**(One Award):**

(Amount in lakh)

Year	No. of Inbound Wellness tourists handled	Foreign Exchange Earnings (FEEs) receipts (convertible in INR) (A)	Indian Rupees Earned (B)	Total Turnover (A + B)
2011 - 12				
2012 - 13				
% change in 2012-13 over 2011 - 12				

Total Foreign Exchange Earnings receipts (convertible in INR):

➤ For the year 2011 - 2012: _____.

➤ For the year 2012 – 2013: _____.

V. Best Medical Tourism Facility**(One Award):**

(Amount in lakh)

Year	No. of Inbound Medical tourists handled	Foreign Exchange Earnings (FEEs) receipts (convertible in INR) (A)	Indian Rupees Earned (B)	Total Turn over (A + B)
2011 - 12				
2012 - 13				
% change in 2012-13 over 2011 - 12				

Total Foreign Exchange Earnings accrued (convertible in INR):

➤ For the year 2011 - 2012: _____.

➤ For the year 2012 – 2013: _____.

VI. Tour Operator Promoting Niche segments other than Adventure and MICE (One Award):

(a) Golf tours:

(Amount in lakh)

Year	No. of events organized	No. of Inbound tourists who participated in the event or individually availed the facility of the Golf course	No. of Domestic tourists who participated in the event or individually availed the facility of the Golf course
2011 - 12			
2012 - 13			
% change in 2012–13 over 2011 - 12			

(c) Eco Tourism:

(Amount in lakh)

Year	No. of FITs & the No. of nights stayed at Eco Tourism Parks	No. of Groups & the No. of nights stayed at Eco Tourism Parks	Foreign Exchange Earnings receipts (convertible in INR)
2011 - 12			
2011 - 12			
% change in 2012–13 over 2011 - 12			

(c) Cruise Tourism:

(Amount in lakh)

Year	No. of international / inland cruises handled	No. of Inbound tourists handled	Foreign Exchange Earnings receipts (convertible in INR) (A)	Indian Rupees Earned (B)	Total turnover (A) + (B)
2011 - 12					
2012 - 13					
% change in 2012-13 over 2011 - 12					

(d) Medical Tours:

(Amount in lakh)

Year	No. of Inbound Medical tourists handled	Foreign Exchange Earnings Actual Receipts (convertible in INR) (A)	Indian Rupees Earned (B)	Total Turnover (A + B)
2011 - 12				
2012 - 13				
% change in 2012-13 over 2011 - 12				

(e) Wellness Tours:

(Amount in lakh)

Year	No. of Inbound Wellness tourists handled	Foreign Exchange Earnings receipts (convertible in INR) (A)	Indian Rupees Earned (B)	Total Turnover (A + B)
2011 - 12				
2012 - 13				
% change in 2012-13 over 2011 - 12				

Total Foreign Exchange Earnings (FEEs) receipts (convertible in INR) for (a) to (e) above:

➤ For the year 2011 - 2012: _____.

➤ For the year 2012 – 2013: _____.

VII. Best Film Promotion Friendly State

(One Award):

Year	Database of film production facility / Studios / Suppliers / Human Resources	Data base of emergency services (Ambulance, Air Ambulance/Air lifting)	Facility of Single Window Clearance
2011 - 12			
2012 - 13			
% change in 2012–13 over 2011 - 12			

3. It is **mandatory to indicate the following** (if applicable). The entry would be rejected outright if left unfilled.

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

2010 – 2011		
2011-2012		

(I) Signature of Statutory Auditor: (Official rubber stamp)

(II) Signature of Authorized Signatory: (Official rubber stamp)

Date:

Place:

G. OTHER CATEGORIES

(i) 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:

Sl. No.	Criteria	Maximum Marks
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
	Total Marks	70

Applicants have to make a presentation in the Ministry of Tourism regarding their case. 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. Any enquiries may be addressed to E-mail: kalyansg@nic.in

(ii) Best Maintained and Disabled Friendly Monuments (One Award)

Guidelines/parameters

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.	10
2.	Proper signage and guide services for the physically disabled persons	10
3.	Barrier free restaurant within the site	10
4.	Trained Staff for handling enquiries and providing assistance to the physically challenged visitors	10
5.	Any other innovative measures taken for promotion of accessible tourism	10
	Total	50

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. Any enquiries may be addressed to E-mail: kalyansg@nic.in

(iii) Tourist Friendly Railway Station (One Award)

Guidelines/parameters

Sl. No	Guidelines/parameters	Maximum Marks
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 ----- Total - 14
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 suomoto 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. Any enquiries may be addressed to E-mail: kalyansg@nic.in

(iv) Best Airport

There would be two categories of awards for Best Airport.

- One award for Class X cities Viz. Hyderabad, Delhi, Bengaluru, Greater Mumbai and Kolkata (Classification as per Min 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 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
	Total Marks	70

Besides the criteria/ guidelines mentioned above, Ministry can propose nominations on a suomoto 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 case.

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. Any enquiries may be addressed to E-mail: kalyansg@nic.in

(v) Heritage Walk (One Award)

Heritage Walks are Walking Tours (both guided and other wise) on a set route covering the heritage sites of a city/destination. The award will be given to the Heritage Walk. The applications are to be sent by organisers of Heritage Walks which could be State Tourism Organisations, NGOs or any other organization which conducts heritage walks. The Walk should have been in operation at least for one year as on 1st December 2012.

The applications would be judged by a Committee nominated for the purpose and the criteria for judging will be as follows with maximum possible marks of 100:

- Length/ duration of the walk	Maximum 15 marks
- Contents of the walk	Maximum 20 marks
- Availability of trained guides	Maximum 20 marks
- Number of tourists availing the facility in a year	Maximum 20 marks
- Efforts made to promote/ publicise the walk	Maximum 15 marks
- Capacity building efforts amongst guides/ stakeholders	Maximum 10 marks

The applications should be sent along with details of the walks including sketch maps, photographs, videos, user comments and other details conforming to the judging criteria as specified above. A presentation of maximum 15 minutes would have to be made before the judging committee.

The entries should include a 100 word description of the Walk along with a 300dpi image (both as soft copies) for inclusion in the award brochure if the entry is declared a winner.

Entries may be sent to the Asst Director General (P&C), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi-11 Tel/Fax: 011-23012637 Email: kalyansg@nic.in

(vi) Heritage City (One Award)

India's Cities are repositories of the Heritage and Culture of the country and the monuments and other cultural manifestations of the City contribute to the promotion of that city as a tourist destination. The Heritage City award is open to cities/ urban areas that are at least a hundred years old as of 1st December 2012. Cities can apply for the award through the Municipal/ Civic bodies with jurisdiction over the city.

The criteria for judging and maximum marks (out of a total of 100) to be awarded for each criterion is as follows:

Façade Control of Heritage Areas and Cleanliness	Maximum 10 marks
Efforts for preservation of Heritage with local participation Efforts made to promote awareness and tourism including Provision of visitor facilities (toilets, signage and local cuisine refreshments)	Maximum 25 marks Maximum 25 marks
Capacity building including training of guides/ staff members and other stakeholders	Maximum 25 marks
Existence of Tourism Police and other facilities for safety and security of tourists and visitors	Maximum 15 marks

The applications should be sent along with details of conservation efforts, photographs, videos and other details conforming to the judging criteria as specified above. A presentation of maximum 15 minutes would have to be made before the judging committee.

The entries should include a 100 word description of the city along with a 300dpi image (both as soft copies) for inclusion in the award brochure if the entry is declared a winner.

Entries may be sent to the Asst Director General (P&C), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi-11, Tel/Fax: 011-23012637 Email: kalyansg@nic.in

(vii) Atithi devo Bhava Award (One Award)

Tourism in the country has been growing manifold and the number of visitors has 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 recognize 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: -

- i. State Governments/Union Territory Administration
- ii. Private (Corporate) Organizations/NGOs
- iii. 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 **January 2013 to December 2013**: -

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 State Govt. / UT / Private (Corporate) Organisation / NGO / Educational Institution 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 & IT Division), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: r-talwar@nic.in

(viii) RURAL TOURISM PROJECT (ONE AWARD)

Application for the National Tourism Awards must demonstrate the following as criteria:

- 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.
- Employment focus on women and youth.
- Preservation of nature in all its forms, thereby ensuring its suitable use for future generation; preservation and propagation of art & crafts and any other form of culture intrinsic to their community of their locality.
- 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.
- Coordination with NGO/Implementing Partner, Focal Point (Managing Director, State Tourism Development Corporation) and other stakeholders.
- Support to existing Panchayat infrastructure through convergence with local skills, material and vernacular idiom, training and capacity building.
- Gurukul concept for both domestic and international tourists, enabling them to understand and learn the tradition of rural art and craft.
- Development of home stay facilities.
- Strong community-private partnerships.
- Marketing convergence with the travel trade.
- Implementation of proper solid waste management practices.
- Details of tourists visitations to the site.

Desirable criteria:

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

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. Any enquiries may be addressed to E-mail: kalyansg@nic.in
