

Ministry of Tourism  
National Tourism Awards 2010-11  
**Guidelines for Best Heritage Walk 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 1<sup>st</sup> December 2011.

2) The applications would be judged by a Committee nominated for the purpose and the criteria for judging will be as follows with a 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

3) The applications should be sent alongwith 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.

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

5) 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.

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**Guidelines for Best Heritage City 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 1<sup>st</sup> December 2011. Cities can apply for the award through the Municipal/ Civic bodies with jurisdiction over the city.

2) 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      Maximum 25 marks
- Efforts made to promote awareness and tourism including provision of visitor facilities (toilets, signage and local cuisine refreshments)      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

3) 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.

4) 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.

5) 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

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