

**Ministry of Tourism
Government of India
(Events Division)**

**NATIONAL TOURISM AWARDS
2016-17**

GUIDELINES

GUIDELINES FOR NATIONAL TOURISM AWARDS 2016-17

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 undertaken during the period **April, 2016 to March 2017**.

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 31st August, 2018**
- Entries should be sent as hard copies and strictly in the formats where specified.
- The E-mail IDs are provided only for addressing enquiries and award entries may not be sent on these e-mail 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 minimum 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.
- Each entry should be sent in a sealed packet / envelope containing the entry must have the name and contact details of the organization submitting the entry along with the category for which the entry is being submitted. Entries may be forwarded to respective Divisions in the Ministry of Tourism.

IMPORTANT : It may be noted that any organization / agency / State Government / Union Territory which has won the award in a particular category for the last three consecutive years, would be given a “**Hall of Fame**” Award for the next three years and would be eligible for applying for the Award only after three years. *This would be applicable for all categories of Awards.*

CORRIGENDUM IF ANY, IN RESPECT OF THIS DOCUMENT WOULD BE UPLOADED ON THE WEBSITE OF THE MINISTRY OF TOURISM – www.tourism.gov.in

NATIONAL TOURISM AWARDS 2016-17- 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 I (2 awards)	Foreign Exchange Earnings of Rs.100 crore and above.	Assistant Director General (Travel Trade), Ministry of Tourism, Government of India, Room No. 23, C – 1 Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to telephone no: 011 – 2301 2805 or E-mail ID: neeraj.sharan@nic.in
	Category II (2 awards)	Foreign Exchange Earnings of Rs. 50 crore and above and less than Rs. 100 crore.	
	Category III (2 awards)	Foreign Exchange Earnings of Rs. 25 crore and above and less than Rs. 50 crore.	
	Category IV (2 awards)	Foreign Exchange Earnings of Rs. 10 crore and above and less than Rs. 25 crore.	
	Category V (2 awards)	Foreign Exchange Earnings of Rs. 5 crore and above and less than Rs. 10 crore.	
	Category VI (2 awards)	Foreign Exchange Earnings of Rs. 2.5 crore and above and less than Rs. 5.00 crore	
(ii)	Tourist Transport Operators		
	Category I (2 awards)	Turn over through tourist transport	---do---

	<p>Category II (2 awards)</p> <p>Category III (2 awards)</p>	<p>operation only, of Rs. 50 crore and above.</p> <p>Turn over through tourist transport operation only, of Rs. 10 crore & above and less than Rs. 50 crore</p> <p>Turn over through tourist transport operation only, of Rs. 1 crore and above and less than Rs 10 crore</p>	
(iii)	<p>Best Domestic Tour Operators : (a) Promoting and selling tourism products of the Rest of India</p> <p>Category I (1 Award)</p> <p>Category II (1 Award)</p> <p>Category III (1 Award)</p> <p>Category IV (1 Award)</p> <p>(b) Promoting and selling tourism products of North East Region,</p>	<p>Domestic tourists handled & total turn-over in INR.</p> <p>With domestic turn-over of Rs 25 crore and above</p> <p>With domestic turnover of above Rs. 10 crore but less than Rs.25 crore</p> <p>With domestic turnover of above Rs.5 crore but less than Rs.10 crore</p> <p>With domestic turnover of above Rs.2 crore but less than Rs.5 crore</p> <p>Domestic tourists handled for North East Region including Sikkim and total turn-</p>	<p>---do---</p>

	<p>including Sikkim – with turn-over of over Rs. 50.00 Lakh (1 award)</p> <p>(c) Promoting and selling tourism products of Jammu & Kashmir (1 award)</p>	<p>over in INR. – with turnover of over Rs. 50.00 Lakh</p> <p>Domestic tourists handled for Jammu and Kashmir State & total turn-over of over Rs. 50.00 Lakh.</p>	
(iv)	<p>Best Adventure Tour Operator</p> <p>Inbound (1 award)</p> <p>Best Adventure Tour Operator</p> <p>Domestic (1 Award)</p>	<p>Award based on highest turnover achieved through Foreign Exchange Earnings or Indian Rupees from handling Adventure tourism / sports related activities.</p> <p>Award based on highest turnover achieved through Indian Rupees from handling Adventure tourism / sports related activities.</p>	---do---
(v)	Best MICE Operator (1 award)	Award based on highest turnover achieved through Foreign Exchange Earnings for handling MICE business.	---do---
(vi)	Best Tourist Guide (1 Award)	Award based on experience, recommendation by IATO and a certificate by Regional Director concerned.	---do---
(vii)	Best Wildlife Guide (1 award)	Open to guides recognized/ approved by the respective State Forest Departments	---do---

Sl. No.	Category of Awards	Description	Where to Submit Application
B.	Classified Hotels / Incredible India Bed & Breakfast Establishments/Chefs/ Convention Centers		
(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.	Asstt. Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. Telefax: 011 – 23012810. E-mail: hraccdivision@gmail.com
(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) (1 award) Approved by State Governments / Union Territory Administrations (1 award)	Awards based on revenue earned and total number of guests stayed	---do---
(vi)	Best Chef of India (3 awards – 1 award for each category))	(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 (iii) Lady Chef	---do---
(vii)	Best Stand Alone Restaurant (1 Award)	Award for Best Stand Alone Restaurant	---do---
(viii)	Best Standalone Convention Centre (1 award)	Award for standalone Convention Centers providing required facilities & services of international standard.	---do---
(ix)	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 :	The awards for the Best State /UT will be decided	Asst. Dir. General (M&C), Ministry of

	<p>Comprehensive Development of Tourism</p> <p>(a) Jammu and Kashmir and North East including Sikkim (1 award)</p> <p>(b) Rest of India (3 awards)</p>	<p>by a Committee, based on various parameters as listed in the detailed guidelines.</p>	<p>Tourism, Transport Bhavan, 1 Parliament Street, New Delhi 110001, Tel. 011-23719608 E-mail: r-talwar@nic.in</p>
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Sl. No.	Category of Awards	Description	Where to Submit Application
D.	Tourism Promotion and Publicity		
(i)	<p>Excellence in Publishing</p> <p>-Excellence in Publishing in Hindi (1 award)</p> <p>-Excellence in Publishing in English (1 award)</p> <p>-Excellence in Publishing in Foreign language other than English (1 award)</p>	<p>Award for publications belonging 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, 2016 to March, 2017</p>	<p>Asst. Dir. General (Publicity & Events Division), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23711995 E-mail:- Susheela.tigga@gov.in</p>
(ii)	Tourism Film (1 award)	Award for Tourism Films produced by Indian producers during the period April 2016 to-March 2017.	---do---
(iii)	<p>Best Tourism Promotion Publicity Material</p> <p>(i) State Governments / UT Administrations (1 award)</p>	Separate awards for Promotional Publicity Material, including digital promotional material, produced by State / UT Departments of Tourism and approved stakeholders respectively	---do---

	(ii) Private Stakeholders (1 award)	during the period April 2016 to March 2017.	
(iv)	Most innovative use of Information Technology – Social media / Mobile App / website (1 award)	Entries from Departments of Tourism of States and Union Territories, Travel Trade, Hoteliers promoting Indian Tourism through innovative use of Information Technology will be eligible to be considered for the award	Deputy Director General (IT Division), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23311237 E-mail:- adit-tour@gov.in

Sl. No.	Category of Awards	Description	Where to Submit Application
E.	Overseas Awards		
(i)	‘Best Foreign Journalist / Travel Writer/ Blogger/ Photographer for India’ (2 award)	Overseas Journalist / Travel Writer / Blogger / photographer of original travel stories/ blogs / photographs etc.that feature India exclusively.	Asstt. DG (Overseas Marketing), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23717762 E-mail:- rangarajan@nic.in

Sl. No.	Category of Awards	Description	Where to Submit Application
F.	Niche Tourism Segment		
(i)	Most Innovative Tourism Product (1 award)	Award for Innovative tourism products 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, C – I Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. Tel: 011 – 2301 2641

			E-mail ID: niche-tour@gov.in
(ii)	Responsible Tourism Project / Initiative (1 award)	Award for Tourism Projects that are community based, implemented by a State Govt./UT, a State Govt./UT agency or private sector.	---do---
(iii)	Tourism Friendly Golf Course (1 award)	Golf Courses having facility to entertain tourists with temporary memberships.	---do---
(iv)	Wellness Centre (1 award)	Wellness centers accredited by respective organizations to be selected on basis of foreign exchange earnings.	---do---
(v)	Medical Tourism Facility (1 award)	Selection based on foreign exchange earnings on account of medical tourism. Recognition of JCI or NABH required.	---do---
(vi)	Rural / Agri / Plantation Tourism Project (1 award)	Award for Rural / Agri / Plantation 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.	---do---

(vii)	Best Film Promotion Friendly State/Union Territory (1 award)	Open to State Governments & Union Territory Administrations	---do---
(viii)	Best State for Adventure Tourism (1 award)	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 (3 awards- one in each category- A,B & C)	Entries from civic agencies recommended by State Govt./ UT Administration Tourism Departments.	Under Secretary (SBM) Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi- 11. Tel: 011 – 23012810 E-mail: pmusbm15-tour@nic.in
(ii)	Best Maintained and differently abled Friendly Monument (1 award)	Award for Monuments having best facilities for differently abled.	Asstt. DG (Adopt a Heritage), Ministry of Tourism, Transport Bhawan, 1, Parliament Street, New Delhi Tel. 011-23321380 / 23719608 e-mail:- adoptaheritage-tour@gov.in
(iii)	Tourist Friendly Railway Station (1 award)	Selection based on creation of tourist friendly infrastructure and other amenities.	Assistant Director General (Travel Trade), Ministry of Tourism, Government of India, Room No. 23, C – 1 Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011.

			All enquiries, however, may be directed to telephone no: 011 – 2301 2805 or E-mail ID: neeraj.sharan@nic.in
(iv)	<p>Airports</p> <p>(i) Airports in Class X Cities (Hyderabad, Delhi, Ahmedabad, Bengaluru, Greater Mumbai, Pune, Chennai & Kolkata)(1 award)</p> <p>(ii) Airports in other cities (1 award)</p>	Airports in India providing best facilities for the passengers and guests.	<p>Assistant Director General (Travel Trade), Ministry of Tourism, Government of India, Room No. 23, C – 1 Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011.</p> <p>All enquiries, however, may be directed to telephone no: 011 – 2301 2805 or E-mail ID: neeraj.sharan@nic.in</p>
(v)	Best Heritage Walk (1award)	<p>Entries from State Tourism Organizations, NGOs, etc. organizing Heritage Walks in operation at least for 1 year as on 31st December, 2015</p> <p>Only one entry shall be accepted per applicant.</p>	<p>Asst. Dir. General (M&C), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi 110001, Tel. 011-23719608</p> <p>E-mail: r-talwar@nic.in</p>
(vi)	Best Heritage City (1 award)	<p>Entries from Civic Bodies (Corporations/ Municipalities) of Cities that are at least 100 years old as on 31st December, 2015</p>	<p>Asst. Dir. General (M&C), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi 110001 Tel. 011-23719608</p> <p>E-mail: r-talwar@nic.in</p>

(vii)	Swachhta Award (1 Award)	Entries from State Governments / Union Territories	Under Secretary (SBM) Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi- 11. Tel: 011 - 23012810 E-mail: pmusbm15-tour@nic.in
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NATIONAL TOURISM AWARDS 2016-17
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 two 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 2015– March 2016 & April 2016– March 2017) 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. 50 crore and above.
Category – II	Rs. 10.00 crore and above but less than Rs. 50 crore.
Category – III	Rs. 1.00 crore and above but less than Rs. 10.00 crore.

There would be two 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 2015– March 2016 & April 2016– March 2017) 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 six 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.

Category I (1 award): With domestic turnover of Rs. 25 crore and above

Category II (1 award): With domestic turnover of above Rs. 10 crore but less than Rs.25 crore

Category III (1 award): With domestic turnover of above Rs.5 crore but less than Rs.10 crore

Category IV (1 award): With domestic turnover of above Rs. 2 crore but less than Rs. 5 crore

- (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) with turnover of over Rs. 50.00 Lakh**
- (iii) The Domestic Tour Operator who has given major emphasis in promoting and selling the tourism products of Jammu & Kashmir region - **(One award) with turnover of over Rs. 50.00 Lakh**

The selection would be made on the basis of domestic tourists handled during the last two financial years (April 2015– March 2016 & April 2016– March 2017) 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:

Best Adventure Tour Operator (INBOUND) (1 award): Award based on highest turnover achieved through Foreign Exchange Earnings from handling Adventure tourism / sports related activities.

Best Adventure Tour Operator (DOMESTIC) (1 award): Award based on highest turnover achieved through Indian Rupees from handling Adventure tourism / sports related activities.

The basis of selection for the two awards 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 2015– March 2016 & April 2016– March 2017) 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 2015– March 2016 & April 2016– March 2017) 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.

Application form for National Tourism Awards pertaining to Travel Trade segment for the Year 2016-17

(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_____

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 2015– March 2016 & April 2016– March 2017) 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 2016 – March 2017).
- (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 2015– March 2016 & April 2016– March 2017.
- (vii) Details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years April 2015– March 2016 & April 2016– March 2017.
- (viii) Promotional material such as photographs, CDs, brochures, folders and the details of Tourist Arrivals (Inbound & Domestic tourists) handled during the financial years April 2015– March 2016 & April 2016– March 2017 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, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to telephone no: 011-23012805 or email IDs: neeraj.sharan@nic.in

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

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

Category – V Rs5.00 cr. and above but less than Rs.10.00cr ().

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)
2015 – 16				
2016-17				
% change in 2016-17 over 2015-16				

(b) FITs:

(Amount in lakh)

Year	No. of FITs	No. of nights stayed	Foreign Exchange Earnings (convertible in INR)
2015-16			
2016-17			
% change in 2016-17 over 2015-16			

(c) Conferences / MICE:

(Amount in lakh)

Year	No. of Conferences / MICE	No. of pax handled	Foreign Exchange Earnings (convertible in INR)
2015-16			
2016-17			
% change in 2016-17 over 2015-16			

(d) Adventure Tours:

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists	No. of nights stayed	Foreign Exchange Earnings (convertible in INR)
2015-16				
2016-17				
% change in 2016-17 over 2015-16				

(e) Charter Tours:

(Amount in lakh)

Year	No. of charter flights	No. of Foreign tourists	No. of nights stayed	Foreign Exchange Earnings (convertible in INR)
2015-16				
2016-17				
% change in 2016-17 over 2015-16				

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

➤ For the year 2015-16:_____.

➤ For the year 2016-17:_____.

2. Adventure Tour Operator:

(Amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign / Domestic tourists	No. of nights stayed	Foreign Exchange Earnings (convertible in INR)/ Turnover earned from Domestic Tourists
2015-16				
2016-17				
% change in 2016-17 over 2015-16				

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
2015-16			
2016-17			
% change in 2016-17 over 2015-16			

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

Category – I Rs. 50 cr. and above ().

Category –II Rs.10 cr and above but less than Rs. 50 cr ().

Category –III Rs.1 Cr and above but less than Rs.10 Cr ().

(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)
2015-16					
2016-17					
% change in 2016-17 over 2015-16					

5. Best Tourist Guide:

There would be only one award in this category. The criteria for selection are as follows:

- a) Minimum work experience - 15 years.
- b) Recommendation by IATO
- c) He/She should not have any disciplinary action instituted against him/her for last five years for which a certificate has to be given by the Regional Director concerned.

The 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, Dara Sikoh Road (Earlier Dalhousie Road), New Delhi

- 110 011. All enquiries, however, may be directed to telephone no: 011-23012805 or email IDs: neeraj.sharan@nic.in.

6. Best Wildlife Guide (One Award)-

There would be only 1 award in this category. Open to guides recognized/ approved by the respective State Forest Departments and selection based on following guidelines:

- i) Years of experience
- ii) Number of parks / reserves active in.
- iii) Knowledge in bird and animal species, their habitat etc.
- iv) Recommendations from guests.
- v) Recommendations by Wild Life Lodges.
- vi) Involvement in conservation exercises like census / studies etc.
- viii) Final decision by interview by expert technical committee.

The 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, Dara Sikoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to telephone no: 011-23012805 or email IDs: neeraj.sharan@nic.in

B. Hotels/ Convention Centres/ B& B Establishments/ Chefs/Stand Alone Restaurants/ 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 should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New

Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccddivision@gmail.com

MINISTRY OF TOURISM

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR
STAR CATEGORY HOTELS FOR THE YEAR – 2016-17**

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 2016-17. Category – 1 Star to 5 Star Deluxe. (Enclosing a copy of the MoT classification / re-classification order is mandatory)	
8	No. of rooms (2015-16) No. of rooms (2016-17) (as per approval letter of Ministry of Tourism)	
9	a) Gross turnover during the year 2015-16 b) Gross turnover during the year 2016-17 c) % increase in turnover in 2016-17 over the previous year	
10.	a) Number of Foreign Guests stayed during the year 2015-16 b) Number of Foreign Guests stayed during the year 2016-17 c) % Increase in foreign guest in 2016-17 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, Conde Nast 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.
2. In case information is not available for any of the above points then the same be shown as NIL / NA.
- 3. 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,
 - Conde Nast Traveller awards
 - Institutional Investor ratings (business hotels)
 - Business Traveller Award
- vi. Promotion of arts and crafts by the hotel **(10 marks)**
- vii. Number of local persons employed annually vis-à-vis the total manpower of the hotel **(10 marks)**
- viii. Contribution of the hotel in promoting and conducting “Hunar Se Rozgar Programme” **(10 marks** – 5 marks for heritage hotel achieving the target and addl. 5 marks for those heritage hotels who have exceeded their targets)

Entries should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccddivision@gmail.com

MINISTRY OF TOURISM

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR
HERITAGE CATEGORY HOTELS FOR THE YEAR – 2016-17**

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 2016-17 (Category – Heritage Basic/Heritage Classic/Heritage Grand). (Enclosing a copy of the MoT classification / re-classification order is mandatory)	
8.	No. of rooms (2015-16) No. of rooms (2016-17) (as per approval letter of Ministry of Tourism)	
9.	a) Gross turnover during the year 2015-16 b) Gross turnover during the year 2016-17 c) % Increase in turnover in 2016-17 over the previous year	
10.	a. Number of foreign guests stayed during the year 2015-16 b. Number of foreign guests stayed during the year 2016-17 c. % Increase in foreign guests in 2016-17 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) 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 should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

MINISTRY OF TOURISM

APPLICATION FORMAT FOR BEST ECO-FRIENDLY HOTEL- 2016-17

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 2016-17 (Category - One Star to 5 Star Deluxe/ Heritage/ Heritage Classic/ Heritage Grand). (Enclosing a copy of the MoT classification / re-classification order is mandatory)	
8.	No. of rooms (as per approval letter of Ministry of Tourism)	
9.	a) Total turnover of the Hotel during the years 2015-16 and 2016-17 b) Foreign Exchange earning of the Hotel during the years 2015-16 and 2016-17 also separately in INR equivalent c) (Note: Should not include money changing at the counter/service for Foreign Exchange) d) Increase/decrease in Foreign Exchange earnings in 2016-17 as compared to 2015-16	
Note: Information pertaining to point no. 9 (a, b and c) may be duly certified by the statutory auditors of the Hotel		
10.	Brief description of the Hotel highlighting the salient eco-friendly features in around 30 words (This may be furnished in block letters)	

11.	Transparency of the property and photographs (Exterior and Interior)	
12.	Information on the following may be furnished: 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.	Any awards/recognitions 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, 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 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 should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

MINISTRY OF TOURISM

**APPLICATION FORMAT FOR HOTEL PROVIDING BEST FACILITIES FOR THE
DIFFERENTLY ABLED GUESTS – 2016-17**

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 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 2016-17 (Category -One Star to 5 Star Deluxe/ Heritage/Heritage Classic/ Heritage Grand. (Enclosing a copy of the MoT classification / re-classification order is mandatory))	
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 2016-17. b) % increase in annual revenue per room over previous year (2015-16)	
10.	a) Foreign guests stayed per room during the year 2016-17. b) % increase in foreign guests per room over the year 2015-16.	
Note: Information pertaining to point No. 9a & 9b and 10a & 10b may be duly certified by the Statutory Auditor 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 2016-17
2. Total number of guests stayed during 2016-17
3. Efforts made for promotion of the Establishment would also be considered.

Entries should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR APPROVED INCREDIBLE INDIA BED & BREAKFAST ESTABLISHMENTS FOR THE YEAR 2016-17

(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 2016-17
 - (i) Earning in INR :
 - (ii) Earning in foreign currency (Converted to INR) :
7. A) Total No. of guests stayed during the year 2016-17
 - (i) No. of Indian guests :
 - (ii) No. of foreign guests :B) Total No. of room nights sold during the year 2016-17
 - (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 2016-17
- (A copy of the MoT approval / re-approval order to be enclosed)

Entries should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi - 110 011. All enquiries, however, may be directed to Telephone no.: 011 - 23012810 or E-mail: hraccdivision@gmail.com

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 and Heritage Basic categories. (One Award)
- Best Lady Chef (One Award)

The criteria for selection would be following:

- Technical/Vocational/Educational Qualification
- Years of professional experience
- National/International achievements
- Innovation/brand creation
- Books/articles authored
- Contribution to the society
- Other Noteworthy achievements during the career

Entries should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR
Best Chef of the Year Award – 2016-17**

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	
5.	Name of Hotel	
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 2016-17. 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.

vii) BEST STAND ALONE RESTAURANT

Selection of awardees in the Best Stand Alone Restaurant category would be made on the basis of following criteria with maximum of 60 marks.

1. The restaurant should have been in operation for at least two years.
2. Applicant restaurant should be approved either by the Ministry of Tourism, Government of India or the concerned State Tourism Department.
3. Details the Stand Alone Restaurant with seating capacity/covers: the Stand Alone Restaurant should have a main hall with seating capacity of minimum 50. (Maximum 5 marks @ one mark each for 50, 60, 70, 80, 90)
4. Ambience, Design interpretation and usage of local raw materials. (Maximum 5 marks).
5. Number of Cuisine served/ (Maximum 5 marks, One mark for each cuisine)
6. Revenue/ Turnover (Minimum Rs 50 lakh per month) (20 marks)
7. Facilities for the differently abled, parking service entries, warehousing, housekeeping (2 marks)
8. Security & Fire Safety (5 marks)
9. Cleanliness & Hygiene (5 marks)
10. Eco-friendly measures and waste management facilities (5 marks)
11. Impact created on local economy by way of local employment (5 marks)
12. Certifications the Stand Alone Restaurant has such ISO, Gold Leaf, etc & Certified professionals employed (3 marks)

Entries should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

MINISTRY OF TOURISM
APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR 2016-17
(Best Stand Alone Restaurant Category)

S.No.	Particulars	Information to be filled up by the applicant
1	Name of the Stand Alone Restaurant	
2	Location of the Stand Alone Restaurant Address Telephone number with STD code Fax Email	
3	Name and address of the contact person / representative in Delhi, if any, with telephone no., fax no., email id, mobile number	
4	Number of years the restaurant has been in operation (Minimum two years)	
5	(i) Whether the applicant restaurant is approved either by the Ministry of Tourism, Government of India or the concerned State Tourism Department. (ii) Status of Classification/Approval in 2016-17	
6	Area in Sq Ft./ Number of Halls Indoor Outdoor	
7	No of seating	
8	Total number of guests handled/covers in the following years: 2015-16 2016-17	
9	Revenue/ Turnover in the following years: 2015-16 2016-17	
10	Ambience, Design interpretation and usage of local raw materials. (Photographs & write-up of not more than 50 words, to be submitted)	
11	Number of Cuisine served/Theme	
12	Number of local persons employed	
13	Facilities for the differently abled, parking service entries, warehousing, housekeeping	

14	Security & Fire Safety	
15	Cleanliness & Hygiene	
16	Eco-friendly measures and waste management facilities	
17	Marketing spend by the Stand Alone Restaurant including benefits which may have accrued to the destination /region where the restaurant is located.	
18	Certifications the Stand Alone Restaurant has such ISO, Gold Leaf, certified professionals.	

NOTE:

1. Incomplete applications will not be considered.
2. Applications not submitted in the prescribed format will not be accepted.
3. In case the information is not available for any of the above points then the same will be shown as Nil/NA.

(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 2015-16 and 2016-17
- viii. **(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
- ix. Total number of delegates handled in a year **(2 marks)**
- x. 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 should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

MINISTRY OF TOURISM
APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR 2016-17
Best Stand Alone Convention Centre Award

S. No.	Particulars	Information to be filled up by applicant
1.	Name of the Convention Centre	
2.	Location of the Convention Centre i. Address ii. Telephone no. with STD code iii. Fax iv. Email	
3.	Name of General Manager (in block letters)	
4.	Name and address of the contact person/representative in Delhi if any with telephone no., fax no., email, mobile No.	
5.	Details of Plenary Hall (Name and area in sq.ft. with No. of seating)	
6.	No. of Convention halls (should have minimum 3 smaller halls with names and area in sq.ft and No. of seating to be indicated against each hall)	
7.	Facilities: i. Lobby / reception area indicating the No. of registration counters ii. Multi-lingual translation iii. Business centre (facilities/ details to be indicated) iv. Restaurant (No. of covers) v. Public restroom for the differently abled vi. Hotel accommodation if any with No. of rooms vii. Parking space (No. of vehicles-cars/buses)	
8.	Details of exhibition space -area/size in sq.ft. -covered or open space -combination of indoor and outdoor meeting venues availability.	
9.	Number of Conventions and Mega Events held during the year 2015-16 & 2016-17	

	i. Number of International events taken place at the venue ii. Number of National events taken place at the venue iii. Type and size of events	
10.	Total number of delegates handled in a year 2015-16 & 2016-17	
11.	Impact created by the venue on local economy	
12.	Marketing spend in promoting the region. - 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) as per approval letter of Min. of Tourism**
- vii. Number of Conventions and Mega Events held during the year 2015-16 and 2016-17 **(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 to 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 should be submitted to the office of Asstt. DG(H &R), Ministry of Tourism, C-1 Hutments, Dara Shukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. All enquiries, however, may be directed to Telephone no.: 011 – 23012810 or E-mail: hraccdivision@gmail.com

MINISTRY OF TOURISM
APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR 2016-17
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 2015-16 & 2016-17</p> <ul style="list-style-type: none"> i. Number of International events taken place at the venue ii. Number of National events taken place at the venue iii. Type and size of events 	
10	Total number of delegates handled in a year 2015-16 & 2016-17	
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 to the centre has such as ISO, Gold leaf, CMP certified professionals associated with the hotel/convention centre etc.	
16	Hotel based centers should be minimum 4 star category. Status of classification (category) during 2016-17. (Enclosing a copy of the MoT classification / re-classification order is mandatory)	
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	
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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)**

Criteria/Parameters		
Sl. No.	Criteria/Parameters	Maximum Marks
1.	i) Whether a State level Monitoring Committee for monitoring of projects has been constituted. ii) If so, the constitution of the committee may be specified. iii) Number of SLMC meetings held during the assessment period.	i) 2 ii) 2 iii) 2 ----- Total 6
2.	i) Whether the State/UT has a tourism policy in place? ii) If yes, a copy of the same may be provided. Whether the same has been revised during last 5 years. iii) If yes, there are any plans of regarding implementation of the same.	i) 2 ii) 2 iii) 1 ----- Total 5
3.	Tourism Investment facilitation measures: i) The clearance mechanism for tourism projects – single window clearance or others. (Please specify) ii) Tax incentives offered for tourism projects (please specify) iii) Other incentives in training (details may be provided)	i) 2 ii) 2 iii) 2 ----- Total 6
4.	i) Number of tourism projects funded by State resources completed during the assessment period	i) 2 ii) 2

	<ul style="list-style-type: none"> ii) Number of centrally funded tourism projects initiated during the assessment period iii) Number of centrally funded tourism projects completed during the assessment period iv) Number of Public Private Partnership projects initiated during the assessment period v) Number of Public Private Partnership projects completed during the assessment period. vi) Number of Private Investors, shown interest or have invested in the destination directly 	<ul style="list-style-type: none"> iii) 2 iv) 1.5 v) 1.5 vi) 1 <hr style="width: 20%; margin-left: auto; margin-right: 0;"/> <p style="text-align: right;">Total 10</p>
5.	Mechanism for operation and maintenance of projects completed with Central Financial Assistance. Whether agreement/MOU entered into with any agency? If so, a copy of each agreement/MOU may be provided.	4
6.	<ul style="list-style-type: none"> i) Turnover and profit/loss of the State/UT Tourism Corporation during the assessment period. ii) Number of hotels by the State Tourism Corporation and hotels being run by the corporation itself. iii) Number of buses/coaches being owned/operated by the State Tourism Corporation. 	<ul style="list-style-type: none"> i) 2 ii) 4 iii) 4 <hr style="width: 20%; margin-left: auto; margin-right: 0;"/> <p style="text-align: right;">Total 10</p>
7.	Number of tourist destination where last mile connectivity has been created by the State/UT Government during the assessment period (last mile connectivity would include road stretches and vehicular connectivity including road connectivity, air connectivity and water ways.	2.5
8.	Whether any tourist luxury trains have been introduced during the assessment period.	2.5
9.	Steps taken for cleanliness & hygienic conditions around the tourist destinations. Whether any MOUs have been ensured with any agency. Please give details.	3

10.	<p>Details of measures taken for safety & security in and around tourist sites & monuments:-</p> <p>i) Deployment of tourist police</p> <p>ii) Number of monuments around which CCTV Cameras installed.</p> <p>iii) Whether emergency tourist helpline available.</p> <p>iv) Other steps taken to prevent touting and atrocities against tourists</p>	<p>i) 2</p> <p>ii) 2</p> <p>iii) 2</p> <p>iv) 2</p> <p>-----</p> <p>Total 8</p>
11.	No. of approved/trained tourist guides available at the tourist destinations/monuments along with the training courses conducted.	3
12.	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
13.	Provision and facilities for differently abled tourists with photos	3
14.	<p>Facilitating niche tourism product infrastructure No. of facilities created for</p> <p>(i). MICE</p> <p>(ii). Adventure</p> <p>(iii). Eco-Tourism</p> <p>(iv). Medical Tourism</p> <p>Any other facility; if any.</p>	3
15.	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.	4
16.	Number of international and domestic tourist visits registered in the State during the previous year and the percentage change.	4
17.	<p>Efforts of the State Government in human resource development:-</p> <p>i) Number of State owned training institutes and their intake,</p> <p>ii) Training for various tourism service providers and training course conducted along with number of trainees and other achievements.</p>	<p>i) 3</p> <p>ii) 2</p> <p>-----</p> <p>Total 5</p>

18.	Promotional and marketing efforts taken by the State/UT:- i) Number of promotional literature, films, audiovisual and materials produced in the previous year. ii) Number/details of tourism trade fairs and exhibitions participated both within the country and abroad.	i) 2 ii) 2 ----- Total 4
19.	Efforts/initiatives of the State Government in ensuring sustainability in tourism development:- i) The number of projects undertaken to protect ecology and environment of the tourist sites. ii) Training programme/educating local community about the importance and significance of protection of the environment. iii) Steps taken to ensure Responsible Tourism in the tourist sites like training to unemployed youth from under privileged sections, self help group, SCs/STs. iv) Introduction of green vehicles in the tourist areas/wild life parks etc. v) Solid waste management system. vi) Sewer management system including recycling of sewer water. vii) Steps taken for protection of heritage sites/monuments.	4
20.	How many tourist sites/monuments have been provided with the following facilities: i) Drinking water facility ii) Proper display of signage iii) Availability of food outlets/cafeteria/toilets/washrooms, etc. iv) The availability of eco-friendly transportation system in and around tourist monuments/sites	i) 2 ii) 2 iii) 2 iv) 2 ----- Total 8
	Total Marks	100

Entries may be sent to the Asst Director General (Monitoring & Co-ordination), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi-110001, Tel: 011-23719608 Email: r-talwar@nic.in.

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

D. Tourism Promotion and Publicity

(I) Excellence in Publishing (Total Three Awards)

- Excellence in Publishing in Hindi (**One Award**)
- Excellence in Publishing in English (**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 2016 to March 2017**.
- 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 with documentary evidence of the same.
- 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 Division), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23711995. Fax: 23710518. Any enquiries may be addressed to E-mail: susheela.tigga@gov.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 2016 to March 2017.
- 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, with documentary evidence of the same.
- 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), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011-23711995. Fax: 2371 0518. Any enquiries may be addressed to E-mail: susheela.tigga@gov.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.
- Digital Promotional Material would also be considered under the category.
- The Promotional Material should have been produced / printed during the period April 2016 to March 2017.
- 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, with documentary evidence of the same.
- 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. In the case of Digital entries, the same may be provided in CD / Pen Drive.
- 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 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: susheela.tigga@gov.in

(IV) Most Innovative use of Information Technology – Social Media/Mobile App/ website (One Award)

(i) Eligibility:

Entries from Departments of Tourism of States and Union Territories, Travel Trade, Hoteliers promoting Indian Tourism through innovative use of Information Technology will be eligible to be considered for the award

- a) The project should have been launched during the period April 2016 to March 2017.
- b) Only **1 entry** would be permissible from each State / Union Territory / Travel Trade / Hotelier, etc.
- c) The entries could include effective use of Information Technology in the area of Social Media, Mobile app and website

(ii) The entries received will be judged on 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.
- Reach/Followers/Downloads.

(iii) 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, and contact details of the organization, submitting the entry.
- Details of the work done in the use of Information Technology for promotion of tourism products of India.
- Date of launch of the project. (Self-Certification Required)
- 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 Social Media home page / Mobile App any other defining image submitted as the entry. Link of the

Social Media page/Mobile app may also be submitted along with the documents.

The sealed packet / envelope containing the entry must have the name and contact details of the organization submitting the entry along with the category for which the entry is being submitted. Entries may be forwarded to The Deputy Director General, IT Division, Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23311237. Any enquiries may be addressed to E-mail: adit-tour@gov.in

E. OVERSEAS AWARDS

Best Foreign Journalist / Travel Writer/ Blogger / Photographer for India (Two Awards)

This award is constituted to recognize a travel writer / journalist / bloggers / photographer of original travel stories / travel guides / travel book exceptional photographs that feature India exclusively. Stories / guide / book / photo set etc. that feature India only in part do not qualify.

The following parameters will be considered for foreign journalist / travel writer / blogger / photographer :

- The story / article / guide / book / blog / photographer 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 as applicable.
- The writer / journalist / blogger / photographer should have visited India.
- There should be sufficient circulation of the publication / followers for bloggers. In the case of photographer there should be sufficient exposure of the photographs in leading publications / web portals, where the photographs on India submitted as entry for award have been featured.
- The article / book / travel story / feature / blogs should have been published during the year April 2016 to March 2017.

Applicant must submit following information along with 1 (one) hard copy of the Travel Story / Article / Guide / Book / Feature etc.

1.	Name of the Journalist / Writer	
2.	Country	
3.	Name of the Journal / Magazine / Newspaper / publication / in which the travel story / article appeared	
4.	Circulation of the Journal / Magazine / Newspaper / Publication or the Book published, as the case may be	
5.	Readership of the Journal / Magazine / Newspaper / Publication or the Book published, as the case may be	

6.	Whether the story / article has also been featured on any online medium during April 2016 to March 2017 If yes, the name of the medium with number of page views and	
7.	In case of Travel Book / Guide, name of the publisher and channels of distribution	
8.	No. of copies sold / distributed	
9.	Date of publication of the story / article / book / feature etc.	

Blogger must submit the following information along with link to at least one blog on India written during the period April, 2016 to March, 2017

1	Name of the Blogger	
2.	Country	
3.	Profile of the blogger	
4.	Number of Unique visitors per month during the period April, 2016 to March, 2017	
5.	Number of pillar articles on India (articles more than 3 months old and which still bring in at least 100 visitors per month)	
6.	Reach of the blog (country, region, world wide)	

Applicant must submit following information along with 1 (one) hard copy and 1 (one) soft copy (in CD / DVD) of photographs and in case of published photographs 1 (one) hard copy of the publication / screen shot of the web portal/s 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 photographers, name of the Journal / Magazine / web portal in which the photographs were published / featured and its circulation.	

5.	Certification that the photograph/s have been taken during the period April 2016 – March 2017 along with the date and year when the photograph/s were taken	
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All entries must be checked by the concerned India Tourism office overseas and forwarded to the Ministry along with their recommendation/s.

All entries must be routed through the concerned India Tourism office overseas and forwarded to The Assistant Director General (Overseas Marketing), Ministry of Tourism, Government of India, Transport Bhawan, 1, Parliament Street, New Delhi – 110001. Tel. 011-23717762

Applications sent by the applicant directly to the Ministry of Tourism, will not be entertained. Any enquiries may be addressed to E-mail: rangarajan@nic.in

F. NICHE TOURISM SEGMENT

I. Most Innovative Tourism Product (One Award):

- 1) The product should be related to tourism.
- 2) The product could have been implemented by the State Government / UT or State Government / UT Agency or Private Sector.
- 3) It may include new tourism products or a unique marketing effort.
- 4) The product should bring out Creativity/originality/uniqueness of the innovation.
- 5) The product 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 product 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.

1. The applicant could be an individual, a private organization, a Governmental Agency or an NGO.
2. 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.
3. The application should include a narration about the project and its uniqueness.
4. The product should have been in existence for at least one year.
5. Pictures, brochures or other relevant material to be enclosed.
6. A brief description about the success of the product should be enclosed, quantifying the benefits to the tourists, and benefits to the local economy.
7. The e-mail address should be furnished invariably for seeking further clarifications.
8. Copies of paper clippings or other publications about the project to be enclosed.

II. Most Responsible Tourism Project/Initiative (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. Most 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 2016 to March 2017.**
- 8) Number of tourists with nationality who participated in their events or individually availed the facilities at Golf Course during the year **April 2016 – March 2017.**

- 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 shortlisted entries.

IV. Best Wellness Center (One Award):

Highest Foreign Exchange Earnings (FEEs) receipts on account of Wellness Tourism during the preceding financial year (**April 2016 – March 2017**), duly supported by Chartered Accountant's 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 2016 – March 2017**), 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. Best Film Promotion Friendly State/ Union Territory (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.

(VII) Best State for Adventure Tourism (One Award):

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

- (i) Number of adventure activities / wildlife parks in operation
- (ii) Vision document for promotion of adventure sports.
- (iii) Incentives being offered for adventure tourism.
- (iv) Adherence to Minimum Standards and licensing process.
- (v) Number of adventure guide training courses held.
- (vi) Adventure circuits promoted.

(VIII) Best Rural/ Agri / Plantation Tourism Project:

The Criteria for selection of the Award for Best Rural / Agri / Plantation Tourism Project includes amongst others, Rural Livelihood opportunities, Number of men and women benefitting from the project, Capacity Building measures, Local material and local skills, domestic and international tourists, Homestays facility Community partnership, Waste management, etc.

2. **Annexed is a copy of the application form pertaining to Niche Tourism segment** for the **assessment year 2016-17**, which the agencies/organizations 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 2017.
- (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 2016 – March 2017)

- 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 2016 – March 2017).
 - (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 2015 – March 2016 & April 2016 – March 2017.
 - (vii) Promotional material such as photographs, CDs, brochures, folders and the details of Tourist Arrivals (Inbound & Domestic tourists) handled during the last two financial years i.e., **April 2015 – March 2016 & April 2016 – March 2017** in respect of entries being submitted for consideration of award for the category of **Most Innovative Tourism Product**.
 - (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 letter indicating 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 letter indicating 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. 14, C – I Hutments, Dara Shikoh Road (Earlier Dalhousie Road), New Delhi – 110 011**. Tel: 011 – 2301 2641.

All enquiries, however, must be directed to Email IDs: **niche-tour@gov.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.

**Application form for National Tourism Awards pertaining to Niche
Tourism segment for the Assessment Year 2016-17**

(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 Tourism Product (One Award):**
- II. Most Responsible Tourism Project (One Award):**
- III. Most 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
2015 - 16				
2016-17				
% change in 2016-17 over 2015-16				

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)
2015 - 16				
2016-17				
% change in 2016-17 over 2015-16				

Total Foreign Exchange Earnings receipts (convertible in INR):

- For the year 2015-16:_____.
- For the year 2016-17:_____.

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)
2015 - 16				
2016-17				
% change in 2016-17 over 2015-16				

Total Foreign Exchange Earnings accrued (convertible in INR):

- For the year 2015-16:_____.
- For the year 2016-17:_____.

VI. 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
2015 - 16			
2016-17			
% change in 2016-17 over 2015-16			

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)
2012 - 2013		
2013 - 2014		
2014 - 2015		
2015-2016		
2016-2017		

(I) Signature of Statutory Auditor:**(Official rubber stamp)****(II) Signature of Authorized Signatory:****(Official rubber stamp)****Date:****Place:**

VII. Rural / Agri / Plantation Tourism Project (One Award)

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

Sl. No.	Criteria/Parameters	Maximum Marks
1.	Capability to strengthen rural livelihoods through the tourism process, based on traditional craft, culture and natural heritage with the rural poor as primary target beneficiaries.	5
2.	Employment focus on women and youth: i) Number of women trained and employed ii) Number of youths trained and employed	i) 5 ii) 5 ----- Total 10
3.	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.	5
4.	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.	5
5.	Support to existing Panchayat infrastructure through convergence with local skills, material and vernacular idiom, training and capacity building.	5
6.	Gurukul concept for both domestic and international tourists, enabling them to understand and learn the tradition of rural art and craft.	5
7.	Development of home stay facilities: i) Number of home stay facility developed ii) Number of tourists used during the assessment year	i) 3 ii) 2 ----- Total 5
8.	Strong community-private partnerships.	5
9.	Marketing convergence with the travel trade.	5
10.	Implementation of proper solid waste management practices.	5
11.	Details of tourists visitations to the site, both domestic and international	5
	Grand Total	60

Desirable criteria:

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

Entries may be sent to the Asst Director General (Niche Tourism Division), Ministry of Tourism, C 1 Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011, Tel : - 2301-2641. **E-mail:- niche-tour@gov.in**

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form along with supporting documents/testimonials/ pictures.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

VIII. Best State for Adventure Tourism (One Award)

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

- i) Number of adventure activities / wildlife parks in operation
- ii) Vision document for promotion of adventure sports.
- iii) Incentives being offered for adventure tourism.
- iv) Adherence to Minimum Standards and licensing process.
- v) Number of adventure guide training courses held.
- vi) Adventure circuits promoted.

(The information requested above should be submitted providing all the relevant details)

Entries may be sent to the Asst Director General (Niche Tourism), Ministry of Tourism, C1 Hutments, Dara Shukoh Road, New Delhi-110011, Tel: 011-23012641 Email: **niche-tour@gov.in**

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted with detailed information against each criteria/parameters indicated in a tabular form along with supporting document/pictures.

IV. 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/Parameters	Maximum Marks
1.	Overall cleanliness of the tourist destination:- i) Number of Washrooms available for use of tourists/visitors ii) Number of dustbins available and the arrangements of maintenance iii) Number of drinking water facility and the system of maintenance iv) Number of Bio-Toilets installed v) Preservation of heritage properties vi) Steps taken to sensitize local communities and private enterprises regarding Swachh Bharat movement	i) 3 ii) 3 iii) 3 iv) 3 v) 3 vi) 5 ----- Total 20
2.	Use of best waste management practices	10
3.	Details of system installed for recycling and re-use of papers etc.	10
4.	Efficient traffic management	10
5.	Care for environment and green practices	10
6.	Improvement of security: i) Availability of CCTV Cameras with number ii) Number of Security Guards	i) 4 ii) 3 iii) 3

	iii) System of incident management and prediction	----- Total 10
	Grand Total	70

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 sent to the **Under Secretary (Swachh Bharat Mission), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi-110001**, Tel: 011-23012810 Email: pmusbm15-tour@nic.in.

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

(ii) Best Maintained and Differently Abled Friendly Monuments
(One Award)

Guidelines/parameters

Sl. No.	Criteria/Parameters	Maximum Marks
1.	Barrier Free environment of the monument/tourist attraction including: i) access ramps ii) availability of wheel chairs iii) barrier free ticket counters iv) barrier free toilets and parking etc.	i. 2 ii. 3 iii. 2 iv. 3 ----- Total 10
2.	Proper signage and guide services for the differently abled persons	8
3.	Barrier free restaurant within the tourist site	8
4.	Availability of Braille script in various automated entry or other facilities	8
5.	Trained Staff for handling enquiries and providing assistance to the differently abled visitors	8
6.	Any other innovative measures taken for promotion of accessible	8
	Total	50

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

Entries may be sent to the Asst Director General (Adopt a Heritage), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi-110001, Tel: 011-23321380, 23719608 Email: adoptaheritage-tour@gov.in.

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

(iii) Best Tourist Friendly Railway Station**(One Award)****Guidelines/parameters**

Sl. No	Criteria/Parameters	Maximum Marks
1.	Availability of tourist friendly infrastructure such as:- (a) Seating facilities ➤ No of Benches on each 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: i) Number of mechanized cleaning equipment for platforms ii) Number of dustbins available on various platforms iii) Regular upkeep and maintenance of railway tracks on the platform	i) 3 ii) 3 iii) 3 ----- Total 9
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:- i) Number of bio toilets available ii) Solid waste management system iii) Installation of energy of saving system	i) 3 ii) 3 iii) 3 ----- Total 9
7.	Facilities for Persons with Disabilities (PWDs), particularly at the point of boarding.	5
8.	Availability of hotel accommodation and other facilities in the vicinity of railway station.	6
9.	No of signages displayed at important locations.	5
	Grand Total	60

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

Suo Moto nominations will be based on the tour Reports of the Ministry of Tourism officers not below the rank of Deputy Secretary/ DDG during their visit to different States/ regions in the country. The officers will mention any such noticeable activity which they feel is worthy of nominations for a National Tourism Award under this category.

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

Entries may be sent to the Asst Director General (Travel Trade), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi-110001, Tel: 011-23012805 Email: neeraj.sharan@nic.in.

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

(iv) Best Airport**(Two Awards)****There would be two categories of awards for Best Airport.**

One would be for Class X cities Viz. (Hyderabad, Delhi, Ahmedabad, Bengaluru, Greater Mumbai, Pune, Chennai & Kolkata as per MOF's OM no. 2/5/2014-6-II (B) dated 21st July, 2015). The other award is for Rest of India.

The criteria for selection for national tourism award would include the following:		
Sl. No.	Criteria/Parameters	Maximum Marks
1.	Creation of tourist friendly infrastructure such as:- i) Number of seating facilities ii) Number of toilets iii) Number of eating outlets, Quick Services Restaurant & Fine Dining including availability of separate food court at the Airports. iv) Airport Emergency Plan	i) 3 ii) 3 iii) 2 iv) 2 ----- Total 10
2.	Maintenance and upkeep of the Airport: i) 24x7 dedicated maintenance and management system of airport facilities including 1-800 number. ii) A dedicated IT service delivery system iii) Water recycling system iv) 24x7 cleaning and monitoring of garage system	i) 3 ii) 3 iii) 2 iv) 2 ----- Total 10
3.	Adaptation of Eco-friendly practices: i) Availability of sewage recycling, water recycling & rain water harvesting system ii) Solid waste management system iii) Installation of energy saving system	i) 4 ii) 3 iii) 3 ----- Total 10
4.	i) Availability of transport facility from airport to nearest city center. ii) The Type of Traffic Management System in place at the Airport	i) 5 ii) 5 ----- Total 10

5.	Number of signages installed with details of location	10
6.	Facilities for the Persons with Disabilities (PWD), 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 suo moto basis in the addition to applications received in response to Ministry's advertisements.

Suo Moto nominations will be based on the tour Reports of the Ministry of Tourism officers not below the rank of Deputy Secretary/ DDG during their visit to different States/ regions in the country. The officers will mention any such noticeable activity which they feel is worthy of nominations for a National Tourism Award under this category.

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

Entries may be sent to the Asst Director General (Travel Trade), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi-110001, Tel: 011-2301 2805 Email: neeraj.sharan@nic.in

The soft copy of the entry should be

sent in the MS-Word form to the e-mail indicated above.

Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

(v) Guidelines for Best Heritage Walk Award

(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 **31st December, 2015. Only one entry shall be accepted per applicant.**

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:

Sl. No.	Criteria/Parameters	Maximum Marks
1.	Length/ duration of the walk	10
2.	Contents of the walk	20
3.	Availability of number of trained guides	20
4.	Number of tourists availing the facility in a year	30
5.	Efforts made to promote/publicise the walk	10
6.	Capacity building efforts amongst guides/stakeholders	10
	Total	100

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 (Monitoring & Co-ordination), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi-110001, Tel: 011-23719608 Email: r-talwar@nic.in.

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

6) Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

(vi) Heritage City

(One Award)

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 **31st December, 2015**. 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:

Sl. No.	Criteria/Parameters	Maximum Marks
1.	Façade Control of Heritage Areas and Cleanliness	10
2.	Efforts for preservation of Heritage with local participation	25
3.	Efforts made to promote awareness and tourism including provision of visitor facilities (toilets, signage and local cuisine refreshments)	25
4.	Capacity building including training of guides/staff members and other stakeholders	25
5.	Existence of Tourism Police and other facilities for safety and security of tourists and visitors	15
	Total	100

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 (Monitoring & Co-ordination), Ministry of Tourism, Transport Bhawan, Sansad Marg, New Delhi-110001, Tel: 011-23719608 Email: r-talwar@nic.in.

The soft copy of the entry should be sent in the MS-Word form to the e-mail indicated above.

6) **Applicants may be required to make a presentation in the Ministry of Tourism regarding their case.**

N.B. All entries are required to be submitted in the prescribed format with detailed information against each criteria/parameters indicated in a tabular form.

Entries which are not in the prescribed format will be summarily rejected without assigning any reason.

(vii) Swachhta Award

In accordance with the directives of the Govt. of India, and the guidelines issued by the Ministry of Drinking Water & Sanitation, Ministry of Tourism is striving to achieve the goal of maintaining the tourist places in India, neat and clean and in a presentable condition, so that the tourist places attract large number of domestic and foreign tourists. By adopting the way shown by the Hon'ble P.M, many State and UT Govt's have led their way towards the maintenance of clean environment at the tourist destinations in their States/UTs by improving the infrastructure facilities and thus they have become a proud partner of the Swachh Bharat Abhiyan. Their works are continuing in this direction.

In order to motivate, recognize and appreciate the efforts and achievements made by the participating Govt's, the MoT has instituted a National Swachhta Award, which will be presented to the winning State/UTs Govt.

Format for furnishing entries

Block-I: Basic Details

Sl.No.	Particulars	Details	
1	State		
2	District		
3	City/Town		
4	Annual flow of number of Tourists	Domestic	Foreign

5	Types of Places visited by tourists	A. Tourist Destination (with names) B. Market place (with names) / Railway station etc.
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Block-II: Status on Major Parameters

[Put a tick mark in the appropriate Box]

1. Sewer / Drainage

Weightage:- 15%

Q.No.	Questions	Nil	Below	5 to 10	10 to 15	15 to 25	Above 25
1	No. of complaints registered in respect of drainage water overflowing in open.						
2	No. of complaints registered in respect of tourist places getting water logged due to rains.						
3	No. of complaints registered in respect of tourist places getting water logged even without rains.						

2. Water Facility

Weightage:- 10%

Q.No.	Questions	Nil	Below	5 to 10	10 to 15	15 to 25	Above 25
4	No. of complaints registered in respect of unclean / dirty drinking water in the drinking water units at tourist						

	destinations in the place.						
5	No. of complaints registered in respect of the spillage and stagnation of water around the drinking water units at tourist destinations in the place.						

3. Eateries Facility

Weightage:- 5%

Q.No.	Questions	Nil	Below	5 to 10	10 to 15	15 to 25	Above 25
6	No. of complaints registered in respect of poor standards of hygiene in the eateries of the place.						

4. Garbage Disposal

Weightage:- 10%

Q.No.	Questions	Nil	Below	5 to 10	10 to 15	15 to 25	Above 25
7	No. of complaints registered in respect of piling of Garbage at tourist destinations.						
8	No. of complaints registered in respect of garbage not removed from tourist destinations.						

5. Toilet Facilities

Weightage:-30%

Q.No.	Questions	Nil	Below	5 to 10	10 to 15	15 to 25	Above 25
9	No. of complaints registered in respect of lack of water in toilets.						

10	No. of complaints registered in respect of unclean toilets.						
11	No. of complaints registered in respect of choked sewerage system in toilets.						
12	No. of times cleanliness in toilets / urinals undertaken every month.						
13	No. of complaints registered in respect of non-functional flush in toilets.						
14	No. of complaints registered in respect of non-availability of hand wash facilities in the toilets.						

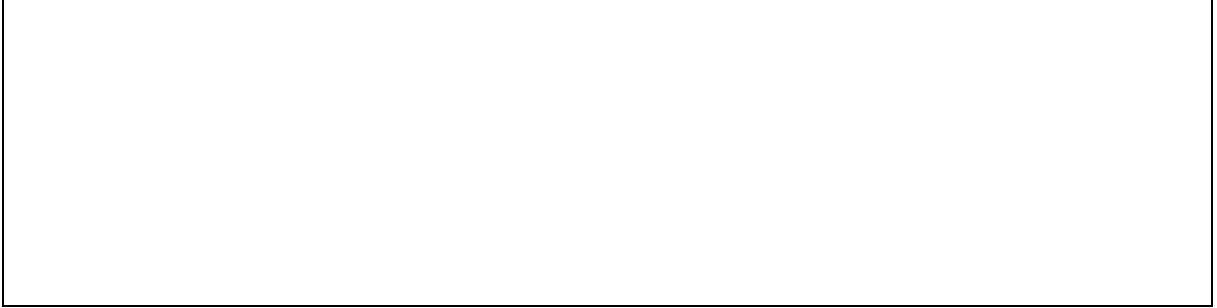
6. Overall Ambience Related

Weightage:-10%

Q.No.	Questions	Nil	Below	5 to 10	10 to 15	15 to 25	Above 25
15	No. of complaints registered in respect of unclean signages / visitors benches / pavements at tourist destinations.						
16	No. of complaints registered in respect of street vendors / beggars occupying the open space near the tourist destinations.						

7. Innovative initiatives for promoting cleanliness / proven case studies, published materials with adequate justification / documentary proof to be made available.

(Weightage:- 20%)



Entry submitted by:
(Name & Designation with stamp)

General Instructions

1. Entries should pertain to popular places where annual tourist flow is high.
2. State Govt./ UTs are eligible for submitting their entries for Swachhta Award.
3. Award under this category shall be received by the Secretary or Director (Tourism) of the award winning State / UT.

Entries may be forwarded to The Under Secretary (PMU – Swacch Bharat Mision Division), Ministry of Tourism, Government of India, C – I Hutments, Dara Sukoh Road (Earlier Dalhousie Road), New Delhi – 110 011. Tel: 011 – 23012810.

Any enquiries may be addressed to E-mail: pmusbm15-tour@nic.in
