

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

GUIDELINES FOR NATIONAL TOURISM AWARDS 2008– 09

The Ministry of Tourism, Government of India presents National Tourism Awards to various segments of the travel and tourism industry every year. These awards are presented to State Governments / Union Territories, classified hotels, heritage hotels, approved travel agents, tour operators and tourist transport operators, individuals and other private organizations in recognition of their performances in their respective fields and also to encourage healthy competition with an aim to promote tourism.

The selection of the awardees is made by Committees constituted for the purpose and the decision of the Ministry of Tourism is final and binding. Applications have to be made in proper forms, wherever specified. Unless otherwise mentioned, the entries for the award should have been published or the activities organized during the period **April, 2008 to March 2009**.

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

1. NATIONAL AWARDS

Sl. No.	Category of Awards	Description	Where to Submit Applications
A.	Travel Agents / Tour Operators / Tourist Transport Operators		
(i)	Best Travel Agents / Inbound Tour Operators –		Asst. Dir. General (Travel Trade), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tel.: 011 – 2301 2805. Fax : 011 – 2301 9476. E-mail : sanjay.singh1@nic.in
	Category 1 (3 awards)	Foreign Exchange Earnings of Rs.100 crore and above	
	Category II (3 awards)	Foreign Exchange Earnings of Rs. 50 crore and above and less than Rs.100 crore	
	Category III (3 awards)	Foreign Exchange Earnings of Rs. 25 crore and above	
	Category IV (3 awards)	Foreign Exchange Earnings of Rs. 10 crore and above and less than Rs. 25 crore	
	Category V (3 awards)	Foreign Exchange Earnings of Rs. 5 crore and above and less than Rs. 10 crore	
	Category VI (3 awards)	Foreign Exchange Earnings of Rs. 2.5 crore and above and less than Rs. 5 crore	

(ii)	Best Adventure Tour Operator (1 award)	Award based on Foreign Exchange Earnings for handling Adventure Tourism / Sports related activities	---do---
(iii)	Best MICE Operator (1 award)	Award based on Foreign Exchange Earnings for handling MICE business	---do---
(iv)	Best Domestic Tour Operators : (a) Promoting and selling the North East Region, including Sikkim (1 award) (b) Promoting and selling the Rest of India (3 awards)	Domestic tourists handled and total turn-over for North East Region including Sikkim Domestic tourists handled & total turn-over.	---do---
(v)	Most Innovative Tour Operator (1 award)	Award based on promotion of new markets, new circuits, North East region, lesser known destinations, etc.	---do---
(vi)	Tourist Transport Operators Category 1 (3 awards) Category II (3 awards) Category III (3 awards)	Turn over through tourist transport operation only of Rs.1.50 crore and above. Turn over through tourist transport operation only of Rs.50 lakh and above and less than Rs. 1.50 crore Turn over through tourist transport operation only of Rs.25 lakh and above and less than Rs. 50 lakh	---do---
B. Classified Hotels / Incredible India Bed & Breakfast Establishments			
(i)	Best Hotel – 1 star to 5 star deluxe category (6 awards – one in each category)	Award based on foreign exchange earned and foreign guests stayed.	Deputy Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23792504. E-mail : rustagi@nic.in
(ii)	Best Heritage Hotel – Basic, Classic and Grand categories (3 awards – one in each category)	Award based on foreign exchange earned and foreign guests stayed.	---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: Gold Category (1 award) Silver Category (1 award)	Award based on revenue earned and total number of guests stayed	---do---

2. AWARDS OF EXCELLENCE

Sl. No.	Category of Awards	Description	Where to Submit Application
C.	States and Union Territories		
(i)	Best State / Union Territory : Tourism Related Programmes (a) North East including Sikkim (one award) (b) Rest of India (1 award)	The award for the Best State /UT will be decided by a Committee, based on various parameters as listed in the detailed guidelines.	Asst. Dir. General (P&C), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23736894 Fax : 011 – 23710518 E-mail : kn.thakur@nic.in
(ii)	Best State /Union Territory : Development of Tourism Infrastructure (1 award)	Award to the Best State / UT for creation of infrastructure at tourist destinations.	---do---
D.	Tourism Promotion and Publicity		
(i)	Excellence in Publishing Excellence in Publishing in English (1 award) Excellence in Publishing in Hindi (1 award)	Award for publications belonging to one of the following categories: travel magazine/ periodical/ journal / guide and focusing on the theme of promotion of Indian Tourism.	Asst. Dir. General (Publicity, Events & IT), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23711995 Fax : 011 – 23710518 E-mail:- mmehta@nic.in
(ii)	Best Tourism Film (1 award)	Award for Tourism Films produced by Indian producers during the period April 2008 to- March 2009.	---do---
(iii)	Best Tourism Promotion Collateral Publicity Material (1 award)	Award for Collaterals / Publicity Material produced by State / UT Departments of Tourism.	---do---
(iv)	Most innovative use of Information Technology / Best Website / Portal (1 award)	Award for use of Information Technology for promotion of tourism by State / UT Departments of Tourism, Travel Trade, Hoteliers and other Websites promoting India Tourism.	---do---

E. Overseas Awards			
(i)	Best Overseas Tour Operator for India (6 awards – one from each region, i.e. Americas, Europe, UK, West Asia & Africa, East Asia and Australasia)	Award for Tour Operators from overseas promoting travel to India and positioning the uniqueness of India	Asst. Dir. General (Overseas Marketing), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23321379 Fax : 011 – 23710518 E-mail : sbhramara@nic.in
(ii)	Best Foreign Charter Operator for India (1 award)	Award for Foreign Charter Operators handling charters to India and promoting tourism destinations in India	---do---
(iii)	Best Foreign Journalist for India (1 award)	Overseas Journalist / Travel Writer of original travel stories that feature India exclusively.	---do---
(iv)	Best Foreign Photographer for India (1 award)	Award for Photographer who has taken exceptional photographs of the country covering tourism destinations, art, culture, heritage, etc.	---do---
F. Other Categories			
(i)	Best Rural Tourism Project (1 award)	Award for Rural Tourism Projects with the capability to strengthen rural livelihoods through the tourism process, based on traditional craft, culture and natural heritage with the rural poor as primary target beneficiaries.	Asst. Dir. General (Adventure & Rural Tourism), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23714718 Fax : 011 – 23710518 E-mail : dvenka@gmail.com
(ii)	Best NGO promoting / developing tourism (1 award)	Award to recognize NGO's working with local communities to create authentic tourism products directly benefiting the local community.	---do---
(iii)	Best Responsible Tourism Project (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---
(iv)	Most Innovative / Unique Tourism Project (1 award)	Award for New / Unique tourism projects or marketing effort implemented by a State Govt./UT, a State Govt./UT agency or private sector.	---do---
(v)	Best maintained Tourist Friendly Monument (1 award)	Award for Monuments maintained by ASI / State/UT Dept of Archaeology.	---do---

(vi)	Best maintained Tourist Friendly National Park / Wildlife Sanctuary (1 award)	All National Parks and Wildlife Sanctuaries are eligible. Applications to be submitted by the Forest Secretary/Tourism Secretary of the States/UTs.	---do---
(vii)	Most Innovative Adventure Activity (1 award)	Award for the most innovative adventure activity organized by a State Govt./UT, a State Govt./ UT Agency / Tour Operators / Private Sector, etc	---do---
(viii)	Best Tourism Friendly Port (1 award)	Award to recognize efforts made to facilitate Cruise Tourism	---do---
(ix)	Best Tourism Friendly Golf Course (1 award)	Award for Golf Courses with the facility to entertain tourists with temporary membership	---do---
(x)	Best Wellness Centre (1 award)	Award to recognize best wellness centre for promoting India as a leading wellness tourism destination	---do---
(xi)	Most Disabled Friendly Monument / Tourist Attraction (1 award)	Award to recognize efforts made for a barrier – free environment at the monument / tourist attraction.	Asst. Dir. General (P&C), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23736894 Fax : 011 – 23710518 E-mail : kn.thakur@nic.in
(xii)	Best Tourist Friendly Railway Station (1 award)	Tourist friendly infrastructure at Railway Stations.	---do---
(xiii)	Best Civic Management of a Tourist Destination in India (2 awards)	Award to encourage eco-friendly practices by various civic bodies in cities / towns / villages for the maintenance and upkeep of tourist sites / parks, etc.	---do---
(xiv)	Best Chef of India (3 award)	(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) 1 Best Chef award for Other Chefs not covered in (i) & (ii) categories above.	Deputy Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Tel.: 011 – 23792504. Fax : 011 – 23011518. E-mail : rustagi@nic.in
(xv)	Best Convention Centre (1 award)	Award for Convention Centres providing required facilities & services of international standard.	---do---

(xvi)	Pride of India / Atithi Devo Bhavah Award (1 award)	Award recognizing exemplary acts of service by individuals / groups in helping tourists caught in natural calamities / unforeseen incidents, preventing acts of violence against tourists and preventing garbage and graffiti	Asst. Dir. General (Publicity, Events & IT), Ministry of Tourism, Transport Bhavan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23711995 Fax : 011 – 23710518 E-mail: mmehta@nic.in
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ELIGIBILITY CRITERIA AND GUIDELINES FOR SUBMISSION OF AWARDS

1. NATIONAL AWARDS

A. Travel Agents / Tour Operators / Tourist Transport Operators

(i) Inbound Tour Operators/ Travel Agents (Total **Eighteen** Awards)

Category	Foreign Exchange Earnings
Category I	Over Rs.100.00 crore
Category II	Rs.50.00 crore – less than Rs.100.00 crore
Category III	Rs.25.00 crore – less than Rs.50.00 crore
Category IV	Rs.10.00 crore – less than Rs. 25.00 crore
Category V	Rs. 5.00 crore – less than Rs. 10.00 crore
Category VI	Rs.2.50 crore – less than Rs. 5.00 crore

There are three awards in each category. The selection of awards would be done on the basis of Foreign Exchange Earnings from handling inbound tours during the preceding financial year (April 2008 – March 2009) duly supported by Chartered Accountant's Certificate. 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) **Best Adventure Tour Operator** (One Award)

The basis for selection of award in this category would be highest Foreign Exchange Earnings for handling Adventure tourism / sports related activities during preceding financial year (April 2008 – March 2009) duly supported by Chartered Accountant's Certificate. Due weightage would be given for the growth rate achieved. The selection would be made from the recognized Adventure Tour Operators.

(iii) **Best MICE Operator** (One Award)

The basis for selection of award in this category would be highest Foreign Exchange Earnings for handling MICE business during preceding financial year (April 2008 – March 2009) duly supported by Chartered Accountant's Certificate. Due weightage would be given for the growth rate achieved. The selection would be made from the recognized Tour Operators handling MICE business.

(iv) **Best Domestic Tour Operators** (Total Four Awards)

In this segment there are **four** awards as follows:

- (i) The Domestic Tour Operators who have given major emphasis in promoting and selling **Rest of India** - (Three Awards)
- (ii) The Domestic Tour Operator who has given major emphasis in promoting and selling the **North-East region including Sikkim** (One award)

The selection would be made on the basis of domestic tourists handled during preceding financial year (April 2008 – March 2009) and the total turn-over achieved in Indian Rupees, duly supported by Chartered Accountant's Certificate. The selection would be made from the recognized Domestic Tour Operators.

(v) Most Innovative Tour Operator (One Award)

The Travel Agents / Tour Operators should furnish details like (i) promoting new markets; (ii) new products; (iii) new circuits; (iv) North-East region; (v) Lesser known destinations etc., during the preceding year (April 2008 – March 2009). A duly constituted Committee would look into the details for selection of Awardees. The selection would be made from the recognized Tour Operators.

(vi) Tourist Transport Operators (Nine Awards)

Category 1 (3 awards) Turn over through tourist transport operation only of Rs.1.50 crore and above

Category II (3 awards) Turn over through tourist transport operation only of Rs.50 lakh and above and less than Rs. 1.50 crore

Category III (3 awards) Turn over through tourist transport operation only of Rs.25 lakh and above and less than Rs. 50 lakh

There are nine awards in this category. The criteria for selection would be the turn over through tourist transport operation during preceding financial year (April 2008 – March 2009) duly supported by Chartered Accountant's Certificate. Due weightage would be given for growth in foreign exchange earnings. The selection would be made from the recognized Tourist Transport Operators.

The following documents are required for consideration of awards in the above categories:-

- a) A copy of Audited Balance Sheet and Profit and Loss account for the preceding financial year (April 2008 – March 2009) duly signed and stamped by Chartered Accountant.
- b) A copy of acknowledgement of Income Tax Returns for the latest assessment year (April 2009 – March 2010).
- c) Chartered Accountant's Certificates in original clearly stating the Foreign Exchange Earnings from Inbound Tour Operations, Adventure Tour Operations, MICE Business and in INR in case of Domestic Tour Operations & Tourist Transport Operations, during the last two financial years i.e., April 2007 – March 2008 & April 2008 – March 2009.
- d) The agencies having valid recognition of this Ministry as approved Inbound Tour Operator/Travel Agent / Adventure Tour Operator/Domestic Tour Operator/Tourist Transport Operator are eligible to apply. A copy of the last recognition granted should be enclosed.

Entries for categories A (i) to (vi) above may be forwarded to the Asst. Dir. General (Travel Trade), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011.

Tel.: 011 – 23012805. Fax : 011 – 2301 9476. E-mail : sanjay.singh1@nic.in

B. Classified Hotels / Incredible India Bed & Breakfast Establishments

- (i) Best Hotels (Total Six Awards)**
- 5 Star Deluxe
 - 5 Star

- 4 Star
- 3 Star
- 2 Star
- 1 Star

(ii) Best Heritage Hotels (Three Awards)

- Heritage Grand
- Heritage Classic
- Heritage Basic

Selection of awardees in the above categories (B (i) & (ii) would be on the basis of:

1. Foreign exchange earned per room during 2008-09
2. Increase in foreign exchange earning during the last year
3. Foreign guests stayed per room during 2008-09
4. Increase/decrease in no. of foreign guests during 2008-09

(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

(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

(v) Best Incredible India Bed & Breakfast Establishments (Total Two Awards)

- Gold Category (One Award)
- Silver Category (One Award)

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

1. Revenue earned during 2008-09
2. Total number of guests stayed during 2008-09
3. Efforts made for promotion of the Establishment would also be considered.

Entries for categories B(i) to (v) above may be forwarded to the Deputy Director General (Hotels), Ministry of Tourism, C-1, Hutments, Dalhousie Road, New Delhi – 110 011. Tele-fax: 011-23792504. E-mail : rustagi@nic.in. Formats for submitting entries in these categories are enclosed with this document.

2. AWARDS OF EXCELLENCE

C. Best States and Union Territories

(i) **Best State / Union Territory : Tourism Related Programmes (Total Two Awards)**

- North East including Sikkim (One Award)
- Rest of India (One Award)

The award for the Best State / Union Territory, in the above categories will be decided by a Committee, based on the following parameters:

- Investment facilitation efforts of the State Governments / UTs including investment friendly policies on tourism, provision of incentives, identification of investment projects, project clearance mechanisms, sound taxation policies, joint ventures with private sector etc.
- Number of centrally assisted infrastructure projects completed during the period of assessment.
- Existing state / UT owned tourist complexes (number of units and number of rooms) and their financial performance in terms of average gross profit per unit.
- State / UT plan allocation for tourism sector during the previous year and its share in the total plan allocation of the State/ UT and the details of innovative schemes and projects taken up.
- Magnitude of international and domestic tourist visits registered in the State/UT during the previous year and the percentage change.
- Efforts of the State Government/UT in human resource development in terms of number of State / UT owned training institutes and their intake, guide training and other training course conducted along with number of trainees and other achievements.
- Promotional and marketing efforts in terms of promotional literature, films, audio-visual and materials produced in the previous year, use of computers and multi-media technologies in tourism promotion and participation in tourism trade fairs and exhibitions both within the country and abroad.
- Efforts of the State Government / UT in ensuring sustainability in tourism development in terms of protection of ecology and environment and enhancing the attractiveness of heritage sites and their surroundings and educating the local community about the significance of our cultural heritage and environment.
- Performance of the State Government / UT in preventing touting and atrocities against tourists.

(ii) **Best State / Union Territory : Development of Tourism Infrastructure (One Award)**

The award for the Best State/Union Territory in this category will be based on the following parameters:

- Creation of Infrastructure at Tourist Destinations
- Maintenance and upkeep of assets created with CFA and State / UT funds
- Performance of State / UT Tourism Development Corporations
- Efforts made by State / UT for improving connectivity to tourist sites including road, rail and air connectivity and introduction of luxury trains
- Facilitating hotel accommodation, including budget category
- Facilitating niche tourism product infrastructure like MICE, Adventure and Eco-Tourism, Medical Tourism, etc.

Entries for categories C (i) and (ii) may be forwarded to the Asst. Director General (P&C), Ministry of Tourism, Transport Bhavan, 1 Parliament Street New Delhi. Tel: 011-23736894. Fax: 2371 0518. E-mail: kn.thakur@nic.in

D. Tourism Promotion and Publicity

- (i) **Excellence in Publishing** (Total Two Awards)
- Excellence in Publishing in English (One Award)
 - Excellence in Publishing in Hindi (One Award)
 - The Publication should belong to one of the following categories: travel magazine / periodical/ journal/ guide
 - The Publication should be published during the period April 2008-March 2009.
 - Maximum of **1 entry** per person is allowed in either English or in Hindi.
 - 4 copies each of the publication (travel magazine/periodical/journal/ guide) being entered will have to be submitted.
 - Any publication focusing on the theme of promotion of Indian Tourism would be eligible to be considered under this category.
 - Weightage would be given to originality, novelty, focus on new destinations; quality of paper, pictures/transparencies used, design & lay-out, circulation etc.
 - The publisher/writer while submitting his entry should give a declaration 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 offices of the Ministry of Tourism are at liberty to nominate any publication as an entry for the award.
- (ii) **Best Tourism Film** (One Award)
- Only entries from Indian producers will be considered.
 - The film should have been produced during the period April, 2008 to March, 2009.
 - A declaration to the effect that the film has been produced or owned by the producer should be submitted along with the entry.
 - A declaration may also be furnished that there would not be any objection for using a part/whole of the film by the Ministry of Tourism, Government of India for promotional purposes.
 - Films produced for or commissioned by the Ministry of Tourism, Government of India will not be considered for the award.
- (iii) **Best Tourism Promotion Collateral Publicity Materials** (One Award)
- Entries from Departments of Tourism of States and Union Territories will be eligible to be considered for the award
 - Collateral/Publicity materials produced by the State/UT Department of Tourism during April, 2008 March 2009 will be eligible for awards.
 - 1 entry for each State/UT would be considered for the award.
 - The entries will be judged based on visual impact, quality of production, marketing appeal, lay out, copy etc.
- (iv) **Most Innovative use of Information Technology/Best Tourism Website/Portal Promoting India** (One Award)
- Entries from Departments of Tourism of States / Union Territories, Travel Trade, Hoteliers and other websites promoting India Tourism.
 - The application for this category should indicate in detail the work done in the use of Information Technology for promotion of tourism.
 - Dissemination of Information (through website - including foreign languages, CD ROM, information kiosks, use of data base etc.)
 - Visitor facilitation (through multi-media etc.)
 - Management Information System(MIS) including methods adopted for improving the work efficiency in the offices and tourist centres.
 - Communication Systems (like IVRS, Fax on Demand, Internet etc.)
 - Online Marketing Campaign in the World Wide Web.

Entries for the above categories D (i) to (iv) may be forwarded to the Asst. Director General (Publicity, Event & IT), Ministry of Tourism, Transport Bhavan (Ground Floor), 1 Parliament Street, New Delhi. Tel: 011-2371 1995. Fax: 2371 0518. Email: mmehta@nic.in

E. Overseas Awards

(i) Best Overseas Tour Operator for India from each Region (Total Six Awards)

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

The following parameters will be considered :

- The number of tourists the country has sent to India vis-à-vis the applicant tour operator during the period April 2008 to March 2009.
- The rate of growth of tourist traffic to India and the marketing efforts made.
- Number of years of continued operation to India to assess the long term commitment.
- Variety of tour packages.
- Focus on India vis-à-vis other destinations promoted.

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

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

The following parameters will be considered :

- Should have handled at least 10 charters to India during the year.
- Number of charter flights operated to India during the year and the total number of tourists sent on these charters.
- Efforts made in marketing the destination and the potential to increase tourist traffic to India.
- Variety of tour programs offered.
- Quality of tourist traffic sent to India.

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

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

The following parameters will be considered :

- The story must feature India as a tourism destination for promoting tourism products and services.
- Entries will be judged solely on the merit of their written content, style, subject treatment and motivational impact.
- The journalist should have visited India,
- There should be sufficient circulation of the publication.

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

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

The following parameters will be considered :

- The photographs taken must help project India as a tourism destination thereby promoting tourist products and services.

- Entries will be judged solely on the merit of the photograph, subject treatment and motivational impact.
- The photographer should have visited India.
- There should be sufficient circulation of the publication featuring the photographs on India.

Entries for above categories E (i) to (iv) may be forwarded to Asst. Director General (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi. Tel: 011- 23321379. Fax: 2371 0518. E-mail: sbhramara@nic.in

F. Other Categories

(i) **Best Rural Tourism Project** **(One Award)**

Rural Tourism has high potential for supporting rural livelihoods through local art and craft heritage and natural environment assets of rural communities. The visitor can thus be provided a unique interactive experience in rural, low-impact settings. Local communities dwelling close to tourist centres can thereby share the benefits of tourist expenditure with active participation in maintaining their assets on which tourism depends. This includes awareness of oral traditions, local archaeological and biodiversity wealth. This presents an opportunity since India still lives significantly in its villages. Where traditional farm based employment is becoming saturated, and rural living conditions need improvement, the strengthening of pride for women, youth, ethnic minorities and the disadvantaged can progress through rural tourism.

- Applications are invited from the Tourism Secretary/DM of the States/UTs.
- Applicants for the National Rural Tourism Award must demonstrate:
 - a) Capability to strengthen rural livelihoods through the tourism process, based on traditional craft, culture and natural heritage with the rural poor as primary target beneficiaries.
 - b) Employment focus on women and youth.
 - c) Preservation of nature in all its forms, thereby ensuring its sustainable use for future generations; preservation and propagation of art & crafts and any other form of culture intrinsic to their community of their locality.
 - d) Support to existing panchayat infrastructure through convergence with local skills, material and vernacular idiom.
 - e) Training and capacity building in hospitality-related professions such as lodging, cuisine and guiding to enable local community participation in planning and executing their work plans.
 - f) Coordination with NGO/Implementing Partner, Focal Point (District Collector) and other stakeholders.
 - g) Convergence of support to existing Panchayat infrastructure with training and Capacity building.
 - h) Gurukul concept for both domestic and international tourists, enabling them to understand And learn the tradition of rural art and craft; Development of home stay facilities.
 - i) Strong community-private partnerships.
 - j) Marketing convergence with the travel trade, taking advantage of the global Incredible India campaign.

(ii) **Best NGO Promoting/Developing Tourism** **(One Award)**

The award is to recognize NGO's working with local communities to create authentic tourism products directly benefiting the local community.

The criteria for selection would include the following:

- (a) Legal Status: The NGO should be a legally registered Organization, including:
- Organization registered under the Societies Registration Act of 1860,

- Charitable companies registered under the Charitable and Religion Act 1920;
- Public Trusts registered under the Indian Trust Act, 1982;
- Cooperatives, professional bodies such as IIPA, IMA
- The NGO should be registered for period of minimum three years.

(b) Infrastructure: The basic infrastructure of the NGO should be in place - premises, basic office equipment, etc.

(c) Organizational Structure: This will include staff structure/number, name/roles & responsibilities of the staff involved in the project, organization's capabilities, staff experience and expertise in context of program/project, geographical area covered by the organization, other projects undertaken by the Organization.

(d) Functional Areas

- Track record in tourism related sectors
- Active involvement in mobilizing the community for reaping the benefits of tourism development in the area
- Initiating projects at the local level which are commercially available for tourists and bring revenue to the local community
- Creation of products like handicrafts, organizing tours and programs with close links to the community etc.
- Awareness building programmes like workshops and seminars on tourism.
- Entries have to be submitted by NGO's through the State Departments of Tourism. The State Ministry should certify that the claims of the organization have been verified and found correct. There should also be a certificate to the effect that the NGO has a clean track record, and has not been blacklisted by any authorized body.

(iii) Best Responsible Tourism Project

(One Award)

The criteria for selection for this award would include the following:

- The project should be related to tourism focusing on Indian culture and heritage and should be community based
- The project could have been implemented by the State Govt./ UT or State Govt./UT Agency or private sector with the date of inception.
- The project needs to have a responsibility for the benefit of local community
- While implementing the project special care has been taken for Eco tourism, Waste Management, Community Participation etc.

(iv) Most Innovative/Unique Tourism Project

(One Award)

The guidelines for this category of award are :

- The project should be related to tourism.
- The Project could have been implemented by the State Govt./UT or State Govt. / UT Agency or Private sector.
- It may include new tourism projects or a unique marketing effort.
- The project should not have been selected for the award previously.
- Procedure for application: After notification by the Ministry of Tourism calling for applications for awards, the interested parties should apply within the prescribed period.
 - a) The applicant could be an individual, a private organization, a Governmental Agency or an NGO.
 - b) The State Govts. / UTs, Field offices of India Tourism, associations connected with tourism may also recommend the projects, which are in the private or Non Governmental sector. But in such cases the complete details should be furnished by the recommending agency.
 - c) The application should include a narration about the project and its uniqueness.
 - d) The project should have been in existence for at least one year.
 - e) Pictures, brochures or other relevant material to be enclosed.

- f) A brief description about the success of the project should be enclosed, quantifying the benefits to the tourists, and benefits to the local economy.
- g) The e-mail address should be furnished invariably for seeking further clarifications.
- h) Copies of paper clippings or other publications about the project to be enclosed.

(v) Best Maintained Tourist Friendly Monument (One Award)

- The entries for the award for the Most Tourist Friendly Monument will be considered for selection from the monuments maintained by ASI / maintained by State/UT Dept of Archaeology.
- The Monument should be under the possession of ASI (Govt. of India)/State Government/Union Territories.
- The applications to be invited from ASI (Govt. of India)/State Govts/Union Territories.
- Tourism related associations can also recommend monuments for this award, but the monument has to be under the control of the Central/State/UT.
- The following details should be furnished along with application:-
 - (a) Description of monument
 - (b) Five pictures from different angles
 - (c) Details of civic amenities, drinking water, toilets etc.
 - (d) Details of landscaped area around the monument
 - (e) Details of signage
 - (f) Details of facilities for physically challenged
 - (g) Number of visitors in the last three years
 - (h) Any special article about the monument in the press to be enclosed
 - (i) Any special effort made to make the monument more attractive or tourist friendly, should be described
- The Monuments should not have been selected for the award in the last Five years.

(vi) Best Maintained Tourist Friendly National Park / Wild Life Sanctuary (One Award)

- All National Parks and Wildlife Sanctuaries are eligible to participate. Applications to be invited from the Forest Secretary/Tourism Secretary of the States/UTs.
- The Park/Sanctuaries should not have been selected for this award in the last three years.
- Tourism related associations can also recommend National Park/Wildlife Sanctuary for this award, but the National Park/Wildlife Sanctuary has to be under the control of the Central/State/UT.
- The application should include the following:-
 - (a) Description of the Park, its size and uniqueness
 - (b) Details of facilities available for tourists at the park
 - (c) Number of tourists in the last three year (Domestic and Foreign)
 - (d) Five pictures of the flora and fauna available in the park
 - (e) Details of any unique action taken up like involvement of community, eco-friendly practices
 - (f) Details of availability of trained guides
 - (g) Details of eco-friendly activities undertaken in the park
 - (h) Any special write up which appeared in the press
 - (i) Details of major initiatives taken in the last three years
 - (j) Details of accessibility
 - (k) Description of any tourist friendly measures adopted
- The park should not have been selected for award in the last three years

(vii) Most Innovative Adventure Activity (One Award)

The criteria for selection would include the following:

- The most innovative adventure activity organized by the State Govt./ UT or State Govt. / UT Agency or Tour Operators/Private Sector etc.
- The number of foreign and domestic tourists who have participated in the activity
- Unique marketing effort
- The activity was organized in the year April 2008 to March 2009
- Previously not selected for the award

(viii) Best Tourism Friendly Port (One Award)

The criteria for selection would include the following:

- The number of cruise tourists handled by the Port
- Innovated events organized by the Port, related to tourism
- Existing facilities available for Cruise Tourism and
- Any efforts made to facilitate Cruise Tourism like dedicated Cruise Terminal or others

(ix) Best Tourism Friendly Golf Course (One Award)

The criteria for selection would include the following:

- Only Golf Courses having the facilities to entertain tourists with temporary membership may apply under this category
- Structure and facilities
- Facilities available for tourists at the Golf Course
- Number of events organized during the year April 2008 to March 2009
- Number of tourists with nationality who participated in their events or individually availed the facilities at Golf Course during the year April 2008 – March 2009

(x) Best Wellness Centre (One Award)

- The basis for selection of award in this category would be highest foreign exchange earning on account of Wellness Tourism during the preceding financial year (April 2008 – March 2009), duly supported by Chartered Accountant Certificate.
- The selection would be made from the wellness centres recognized / accredited by the Department of AYUSH, Ministry of Health & Family Welfare or by the State Governments / UT Administrations.

The following documents are required for consideration of awards in the above category :

- (a) A copy of Audited Balance Sheet and Profit and Loss Account for the preceding financial year (April 2008- March 2009) duly signed and stamped by Chartered Accountant.
- (b) A copy of Acknowledgement of Income Tax Returns for the latest assessment year (April 2009 – March 2010).
- (c) Chartered Accountant's Certificates in original clearly stating the Foreign Exchange Earnings in US\$ from Inbound wellness tourists and in INR in case of Domestic wellness tourists during the last two financial years, i.e. April 2007 – March 2008 and April 2008 – March 2009.
- (d) The Wellness centres having valid recognition either of Department of AYUSH, Ministry of Health & Family Welfare or by the State Governments / UT Administrations are eligible to apply. A copy of the latest recognition granted should be enclosed.

Entries for the categories F (i) to (x) may be forwarded to the Asst. Director General (A&RT), Ministry of Tourism, Facilitation Counter, Ground Floor, Transport Bhawan, 1, Parliament Street, New Delhi-110 001. Tel: 011-23714718. Fax: 23710518.

E-mail : dhiraj@nic.in

(x) Most Disabled Friendly Monument / Tourist Attraction (One Award)

The criteria for selection would include the following:

- 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.
- Proper signage and guide services for the physically disabled persons
- Barrier free restaurant within the site
- Trained staff for handling enquiries and providing assistance to the physically challenged visitors
- Any other innovative measures taken for promotion of accessible tourism

(xi) Best Tourist Friendly railway Station (One Award)

The criteria for selection would include the following:

- Creation of tourist friendly infrastructure at the Railway Station
- Maintenance and upkeep of the Railway Station
- Presence of Eco-friendly characteristics
- Availability of hotel accommodation and other facilities in the vicinity of the Railway Station

(xii) Best Civic Management of a Tourist Destination in India (Two Awards)

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). Two winners will be decided and in addition to conferring the award, the Ministry of Tourism will also send the winners on a trip to Singapore / Malaysia to see the best practices being followed internationally so as to enable them to replicate the same in their States.

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

- Use of best waste management practices
- Encouragement of re-use and recycling
- Efficient traffic management
- Encouragement to local communities and private enterprises to take pride in their surroundings
- Care for environment and green practices
- Improvement of security

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 for categories F (x) to (xii) above may be forwarded to the Asst. Director General (P&C), Ministry of Tourism, Transport Bhawan, 1, Parliament Street, New Delhi-110 001. Tel: 011-23736894. Fax: 23710518. E-mail : kn.thakur@nic.in

(xiii) Best Chef of India (Three Awards)

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

- 1 Best Chef award for 4 star, 5 star, 5 star Deluxe, Heritage Classic & Heritage Grand category
- 1 Best Chef award for 1 star, 2 star, 3 star & Heritage Basic category
- 1 Best Chef award for Other Chefs not covered in (i) & (ii) categories above.

The criteria for selection would be following:

- Years of professional experience

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

(xiv) Best Convention Centre

(One Award)

The criteria for selection would be following:

- Seating Capacity : The plenary Hall should have a capacity for 500 pax or above in metropolitan cities and capacity for 300 pax or above in other cities)
- Details of the Convention Centre (Minimum 3 smaller halls)
- Adequate Exhibition space
- Restaurants
- Miscellaneous / Number of Conventions held during the year 2008-09

Marks will be awarded on the facilities and services provided for a Convention Centre.

Entries for categories F (xiii) and (xiv) above may be forwarded to Deputy Director General (Hotels), Ministry of Tourism, C-1 Hutments, Dalhousie Road, New Delhi – 110 011. Telefax: 011 – 23792504. E-mail : rustaqi@nic.in

(xv) Pride of India / Atithi Devo Bhavah Award

(One Award)

The tourism activity in the country has been growing manifold and the number of visitors have also been increasing. There are various instances when the service providers, individual citizens in India have gone beyond their call of duty in servicing their clients viz. the travelers effected by the natural calamities like flood, fire, earthquake and other incidents like terrorist attack, theft etc. With an objective to recognize this extra ordinary spirit of service shown by the individuals/group of individuals or organization, a new category of award titled "Pride of India / Atithi Devo Bhavah" award is instituted. The nominations for the said category can be sent by the following: -

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

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

The awards will be considered for following exemplary act of service: -

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

Entries for the above category F (XV) may be forwarded to the Asst. Director General (Publicity, Event & IT), Ministry of Tourism, Transport Bhavan (Ground Floor), 1, Parliament Street, New Delhi. Tel: 011-2371 1995. Fax: 2371 0518. Email: mmehta@nic.in

In the event of sufficient entries of merit not being received in the above mentioned category, Ministry of Tourism reserves the right to finalize the awardee/s, based on available information.

NOTE : The last date for receipt of entries in the respective offices/divisions of the Ministry of Tourism, Govt. of India, has been extended till 1500 hrs. on **18th January 2010**

In the event of non-receipt of adequate entries of merit under various categories / sub-categories, Ministry of Tourism may decide not to confer the award in such an eventuality.

NEW CATEGORIES OF AWARDS HAVE BEEN INDICATED IN RED

SCROLL DOWN FOR APPLICATION FORMATS / PROFORMAS

MINISTRY OF TOURISM

**APPLICATION FORMAT FOR NATIONAL TOURISM AWARDS FOR STAR CATEGORY/
HERITAGE CATEGORY HOTELS FOR THE YEAR - 2008-09**

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 2008-2009 (Category -One star to 5 star deluxe/ Heritage/Heritage Classic/ Heritage Grand). A copy of the DOT classification / re-classification order may be enclosed	
8.	No. of rooms	
9.	a) Total turn over of the Hotel during the year 2008-2009 b) Foreign Exchange earning of the Hotel during the years 2008-09 and 2007-08- separately in INR equivalent (Note: Should not include money changing at the counter/service for Foreign Exchange) c) Increase/decrease in Foreign Exchange earning in 2008-2009 as compared to 2007-08	
10.	a) No. of foreign guests stayed during 2008-09 and 2007-08- separately b) Increase/decrease in No. of foreign guests stayed during 2008-09 as compared to 2007-08 c) Break up of Indian and foreign guests during the year 2008-09 Note: (8 a, b & c; 9 a, b & c may be duly certified by the statutory auditors of the Hotel)	
Note: (9 a, b & c; and 10 a, b & c 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) (images may be forwarded by email)	
13.	Has the hotel received an award earlier under this category and if so, the year/s may be indicated	
14.	Any other relevant information	

Note:

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

MINISTRY OF TOURISM

APPLICATION FORMAT FOR BEST ECO-FRIENDLY HOTEL - 2008-09

S. No.	Particulars	Information to be filled up by applicant
1.	Name of the Hotel	
2.	Star category	
3.	Location of the hotel (Address, Telephone no. with code, Fax and E-mail)	
4.	Name of the company with Address	
5.	Name of the General Manager (in block letters)	
6.	Name and address of the contact person/ representative in Delhi if any with : telephone, fax, e-mail, mobile	
7.	Status of classification (category) during 2008-2009 (Category -One star to 5 star deluxe/ Heritage/ Heritage Classic/ Heritage Grand). A copy of the DOT classification/ re-classification order may be enclosed)	
8.	No. of rooms	
9.	a) Total turn over of the Hotel during the year 2008-2009 b) Foreign Exchange earning of the Hotel during the years 2008-09 and 2007-08- separately in INR equivalent (Note: Should not include money changing at the counter/service for Foreign Exchange) c) Increase/decrease in Foreign Exchange earning in 2008-2009 as compared to 2007-08	
10.	a) No. of foreign guests stayed during 2008-09 and 2007-08- separately b) Increase/decrease in No. of foreign guests stayed during 2008-09 as compared to 2007-08 c) Break up of Indian and foreign guests during the year 2008-09	
Note: (9 a, b & c; and 10 a, b & c may be duly certified by the statutory auditors of the Hotel)		

11.	Brief description of the Hotel highlighting the salient eco-friendly features in around 30 words (This may be furnished in block letters)	
12.	Transparency of the property and photographs (Exterior and Interior)	
13.	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 vii) Measures for water conservation viii) Waste management ix) Pollution control for air, water and light x) Sewage treatment plant (STP) xi) Non CFC refrigeration and air conditioning xii) Measures for non-usage of plastic xiii) Recycling of materials/waste/refuse etc. xiv) Non smoking policy etc. xv) Use of solar energy xvi) Social responsibilities for the local communities	
14.	Any awards /recognitions received by the hotel for eco-friendly policy	
15.	Has the hotel received a National Tourism Award earlier under this category and if so, the year/s may be indicated	

16.	Any other relevant information	
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Note:

1. Hotel is required to apply separately for each category of National Tourism Award.
2. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the same be shown as Nil / NA.
1. 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.

MINISTRY OF TOURISM
APPLICATION FORMAT FOR HOTEL PROVIDING BEST FACILITIES FOR THE
DIFFERENTLY ABLED GUESTS - 2008-09

S. No.	Particulars	Information to be filled up by applicant
1.	Name of the Hotel	
2.	Star category	
3.	Location of the hotel (Address, Telephone no. with code, Fax and E-mail)	
4.	Name of the company with Address	
5.	Name of the General Manager (in block letters)	
6.	Name and address of the contact person/ representative in Delhi if any with : telephone, fax, e-mail and mobile	
7.	Status of classification (category) during 2008-2009 (Category -One star to 5 star deluxe/ Heritage/ Heritage Classic/ Heritage Grand). A copy of the DOT classification/ re-classification order may be enclosed)	
8.	No. of rooms dedicated for the differently abled	
9.	a) Total turn over of the Hotel during the year 2008-2009 b) Foreign Exchange earning of the Hotel during the years 2008-09 and 2007-08- separately in INR equivalent (Note: Should not include money changing at the counter/service for Foreign Exchange) c) Increase/decrease in Foreign Exchange earning in 2008-2009 as compared to 2007-08	
10.	a) No. of foreign guests stayed during 2008-09 and 2007-08- separately b) Increase/decrease in No. of foreign guests stayed during 2008-09 as compared to 2007-08 c) Break up of Indian and foreign guests during the year 2008-09	
Note: (9 a, b & c; and 10 a, b & c may be duly certified by the statutory auditors of the Hotel)		

11.	<p>Information on the following may be provided:</p> <p>(i) Features for the differently abled guests in the hotel/ room</p> <p>(ii) No. of differently abled staff employed and facilities provided for them</p> <p>(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.</p> <p>(iii) Facilities for aurally/visually handicapped (signage in Braille)</p>	
12.	<p>Brief description highlighting salient features for differently abled persons in 30 words (This may be furnished in block letters)</p>	
13.	<p>High resolution photo/image of the hotel (exterior and interior) and of the facilities for the differently abled (images may be forwarded by email)</p>	
14.	<p>Has the hotel received an award earlier under this category and if so, the year/s may be indicated</p>	
15.	<p>Any other relevant information</p>	

Note:

1. Hotel is required to apply separately for each category of National Tourism Award.
2. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the same be shown as Nil / NA.
2. 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.

MINISTRY OF TOURISM

Best Chef of the Year Award - 2008-09

S. No.	Particulars	Information to be filled up by applicant
1.	Name	
2.	Date of birth and age	
3.	Present designation	
4.	Employed by hotel / Stand alone Restaurant*	
5.	Name of Hotel / Stand alone Restaurant	
6.	Technical/ vocational/educational qualifications	
7.	No. of years of professional experience	
8.	No. of years in current position	
9.	Area of speciality -Indian cuisine/ Western cuisine/ specific cuisine etc.	
10.	Past experience / departments worked in	
11.	Significant achievements national/ international) in the year 2008-2009. Details of initiatives, creativity, food shows etc. that have been organized nationally/internationally (This should be supported by documents/ press cuttings /photos etc.)	
12.	Innovation / brand creation if any	
13.	Books and articles authored	
14.	Contribution to society if any	
15.	Other noteworthy achievements during the career	

Note:

1. Incomplete applications and applications not in the prescribed format will not be accepted. Applications may adhere to the prescribed format and in case no information is available, then the same be shown as Nil / NA.
2. Chefs who have received a National Tourism Award earlier will not be considered.

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

MINISTRY OF TOURISM

Best Convention Centre Award - 2008-09

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.)	
9.	Conventions held during 2008-09	
10.	Mega event / events hosted	
11.	Any other facilities	

NOTE:

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

NATIONAL TOURISM AWARDS

APPLICATION FOR APPROVED INCREDIBLE INDIA BED & BREAKFAST ESTABLISHMENTS

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

1. Name of the Bed and Breakfast unit :
2. Category – Silver / Gold :
3. No. of Rooms offered by the Bed & Breakfast establishment :
4. Address/location with Phone No. STD Code, Fax No., E-mail, Address & Website :
 - (i) Address :
 - (ii) Telephone with STD Code :
 - (iii) Fax No. :
 - (iv) E-mail Address :
 - (v) Website :
5. Name & address of contact person/representative :
 - (i) Address :
 - (ii) Telephone with STD Code :
 - (iii) Fax No. :
 - (iv) E-mail Address :
 - (v) Website :
6. Revenue earned during the year 2008-2009
 - (i) Earning in INR :
 - (ii) Earning in foreign currency (Converted to INR) :
7. A) Total No. of guests stayed during the year 2008-2009
 - (i) No. of Indian guests :
 - (ii) No. of foreign guests :

B) Total No. of room nights sold

 - (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.)

Note: Incomplete Applications will not be accepted.

Proforma for National Tourism Awards pertaining to Travel Trade segment for the assessment year 2008 – 2009

(Make all entries in capital letters and tick mark the category being applied for).

(A) **Company's Name:** _____

(B) **Address:** _____

(C) **Validity of approval of recognition:** _____

1. Best Inbound Tour Operator / Travel Agent:

Category of Award applied in this segment (e.g. write **category I to VI** as applicable): _____.

(a) Group tours:

(Enter amount in lakh)

Year	No. of Groups	No. of Tourists	No. of nights stayed	Foreign Exchange Earned
2007 - 08				
2008 - 09				

(b) FITs:

(Enter amount in lakh)

Year	No. of FITs	No. of nights stayed	Foreign Exchange Earned
2007 - 08			
2008 - 09			

(c) Conferences / MICE:

(Enter amount in lakh)

Year	No. of Conferences / MICE	No. of pax handled	Foreign Exchange Earned
2007 - 08			
2008 - 09			

(d) Adventure Tours:

(Enter amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists	No. of nights	Foreign Exchange Earned
2007 - 08				
2008 - 09				

Contd.... 2/-

(e) Charter Tours:

(Enter amount in lakh)

Year	No. of charter flights	No. of Foreign tourists	No. of nights	Foreign Exchange Earned
2007 - 08				
2008 - 09				

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

- For the year 2007 - 2008: _____.
- For the year 2008 - 2009: _____.

2. Adventure Tour Operator:

(Enter amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists & No. of nights	No. of Domestic tourists & No. of nights	Foreign Exchange Earned	Indian Rupees Earned	Total Turn over
2007 - 08						
2008 - 09						

3. Best Domestic Tour Operator:

Category of Award applied in this segment (e.g. write **Rest of India or North-East region including Sikkim** as applicable): _____.

(Enter amount in lakh)

Year	No. of Domestic tourists	No. of nights stayed	Turnover in Rupees
2007 - 08			
2008 - 09			

4. Best Tourist Transport Operator:

Category of Award applied in this segment (e.g. write **category I to III** as applicable): _____.

(Enter amount in lakh)

Year	Domestic tourists handled	Foreign tourists handled	Turnover in Rupees
2007 - 08			
2008 - 09			

Contd....3/-

5. **Most Innovative Tour Operator:**

(Enter amount in lakh)

Year	No. of adventure groups / FITs	No. of Foreign tourists & No. of nights	No. of Domestic tourists & No. of nights	Foreign Exchange Earned	Indian Rupees Earned	Total Turn over
2007 - 08						
2008 - 09						

Date:

Authorized Signatory with stamp

Place:
