

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

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

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

The selection of the awardees is made by Committees constituted for the purpose and the decision of the Ministry of Tourism is final and binding. Applications have to be made in proper forms, wherever specified. Unless otherwise mentioned, the entries for the award should have been published or the activities organized during the period **April, 2010 to March 2011**.

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

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

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

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

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

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

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

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

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

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

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

- Heritage Grand
- Heritage Classic
- Heritage Basic

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

- i. *Annual Revenue earned per room based on total gross turn over earned (15 marks)*
- ii. *% increase in annual revenue per room over previous year (10 marks)*
- iii. *Foreign Guest stayed per room (15 marks)*
- iv. *% Increase in foreign guest per room and corresponding year (10 marks)*
- v. *International Awards & Certification based on the following awards, related to service quality, Security, Eco-friendly measures etc. (20 marks)*
  - *Travel + Leisure awards,*
  - *Condast 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)*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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**Annexure II**

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

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

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

Note:

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

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

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

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

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

NOTE:

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

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

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

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



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

NOTE:

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

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

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

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

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

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

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

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

Note:

- 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 th

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

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

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