

# **Guidelines for Travel & Tourism Excellence Awards 2019**

## **Section 2: Award Categories and Evaluation Parameters**



Knowledge provider:



Building a better  
working world  
Ernst & Young LLP

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## 1. Accommodation Facility

S. No.	Category of Award	Description of Award	Evaluation parameters	Maximum Marks
1	Best 3 Star to 5 Star Hotel	Hotels with three / four / five-star rating provided by central or state tourism department	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
2	Best Heritage Hotel	Hotels operated in buildings which have a significant historical importance & accorded suitable certification.	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20

			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Historical or some significant event confirming the Heritage Value of the property and the age of the property	Jury
			Conservation/ preservation initiatives for the property	Jury
			Initiatives taken to raise awareness about the historical significance of the property	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
3	Best differently abled friendly Hotel	Hotels which provides best facilities to disabled guests in terms of special attention & care, provisions of ramps and some other activities which would help disabled guests	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	

			Design based as per differently abled norms (like presence of ramps, lifts for seamless connectivity etc.)	Jury
			Details of especially designed rooms and spaces	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
4	Best Green Hotel	The hotel should be certified by green building rating systems like LEED, GRIHA etc. Hotels built of natural, recycled or alternative materials. The hotel actively uses alternative sources of energy, has energy efficient and systems.	<b>Stage I parameters</b>	
			Certification confirming rating from GRIHA, LEED, IGBC & BEE	20
			Annual revenue earned in last 3 financial years	20
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	20
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Sustainable measures taken	Jury
			Use of energy saving/ energy efficient appliances	Jury
			Green Infrastructure measures	Jury

			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
5	Best Business/MICE Hotel	Hotel which is best in business meetings, International Conference, Facilities of holding press meetings etc.	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Experience of handling business meets/ conferences etc. for the last 5 years for corporate clients	Jury
			Capacity and quality of the MICE rooms or halls	Jury
			Presence of business centre and facilities offered	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury

			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
6	Best Hill Resort	Resorts which are located in a mountainous region.	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Planning and Topography of the resort preserving the natures and its landscape	Jury
			Types of Recreational Activities offered	Jury
			Adoption of Eco-Friendly Practices	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
7			<b>Stage I parameters</b>	

	Best Apartment Hotel	A hotel with furnished suites of rooms including kitchen facilities available for long term or short-term rental.	Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Accessibility and location of the hotel w.r.t to business centre/ centres of the city	Jury
			Detail and size of kitchenette (equipment's available etc.)	Jury
			Recreational activities offered	Jury
			Presence of a business centre and facilities offered	Jury
			Average stay length of customers	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
8	Best Beach Resort	Resort which is located near a beach offering a	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30



		wide range of recreational activities and easy access to beach.	Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Location and concept of the resort	Jury
			Direct access/ proximity to beach front (i.e. private beach area)	Jury
			Eco-friendly practices	Jury
			Type of recreational/beach specific activities available	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
9	Best Wellness Resort	Resort which provides spa facilities or any other alternate treatments (like Ayurveda, Naturopathy etc.)	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20

			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Wellness Concept of the resort	Jury
			Location of the resort and the unique features	Jury
			Types of Food and Beverages served (healthy, organic food items etc.)	Jury
			Wellness Activities carried out, exercise area, meditation area and any other recreational activities	Jury
			Total Number and experience of Trained Wellness Experts	Jury
			Dedicated areas for different types of wellness activities	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
10	Best Debut Hotel	The hotel which has launched in last 2 years with minimum operations of 6 months.	<b>Stage I parameters</b>	
			Revenue earned in the last financial year	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average occupancy of the hotel	20

			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			The Concept and any unique feature/ features of the property	Jury
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury
			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
11	Best Bed & Breakfast Establishment/ Home stay Establishment (Silver and gold category)	Establishments where the owner along with family is physically residing in the same premises and part of it is let-out for visitors.	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	30
			Total Number of Rooms & Classification of Rooms (Standard, Superior, Deluxe and Suites)	30
			Average Occupancy rate and % increase in last 3 financial years	20
			Total Number of Guests Stayed in the last 3 financial years (Domestic & Foreign)	20
			<b>Stage II parameters</b>	
			Services and facilities	Jury
			Customer review and complaint response system	Jury
			Award/ Recognition/ Accreditation won/ received in last 5 years	Jury

			Any special initiative taken w.r.t. environment, community, training specialty restaurant/ cuisine	Jury
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## 2. Tour operator

S. No.	Category of Award	Description of Award	Evaluation parameters	Maximum Marks
1	Best Inbound Tour Operator	Agency who makes arrangements for transport, accommodation, sightseeing, entertainment and other tourism related services for international tourists visiting India.	<b>Stage I parameters</b>	
			Annual revenue earned for the last 3 years	40
			Volume of international tourists handled for the last 3 years (Groups & Individuals)	30
			Number of tours handled	30
			<b>Stage II parameters</b>	
			Steps taken to promote international tourist traffic	Jury
			Special programme/activities arranged	Jury
			Publicity material (English & Non-English)	Jury
			Services offered	Jury
Any award or recognition received in the last 5 years.	Jury			
2	Best Outbound Tour Operator	Agency who makes arrangements for transport, accommodation, sightseeing, entertainment and other tourism related services for domestic tourists visiting abroad	<b>Stage I parameters</b>	
			Annual revenue earned for the last 3 years	40
			Volume of tourists handled for the last 3 years (Groups & Individuals)	30
			Number of tours handled	30
			<b>Stage II parameters</b>	
			Steps taken to promote international tourist traffic	Jury
			Special programme / activities arranged	Jury
			Publicity material (English & Non-English)	Jury
			Services offered	Jury

			Any award or recognition received in the last 5 years.	Jury
3	Best Domestic Tour Operator	A domestic tour operator is one who makes arrangements for transport, accommodation, sight-seeing, entertainment and other tourism related services for domestic tourists	<b>Stage I parameters</b>	
			Annual revenue earned for the last 3 years	40
			Total number of tourists handled in the last 3 financial year (groups & individual & foreigner)	30
			Total number of domestic tours handled in last 3 years	30
			<b>Stage II parameters</b>	
			Steps taken to promote lesser known destinations	Jury
			Publicity material	Jury
			Any award or recognition received in the last 5 years.	Jury
4.	<b><u>New Category Added</u></b> Best Inbound Adventure Tour Operator	Operator who provides activities related to various adventure tourism like river rafting, trekking, mountaineering, camping etc. and specifically target foreign tourists.  Such Operator should be recognized by Ministry of Tourism, Govt. of India	<b>Stage I parameters</b>	
			Volume of international tourists handled for the last 3 years (Groups & Individuals)	40
			Total Number of Trained Adventure Professional employed with the operator	40
			Annual revenue earned for the last 3 years	20
			<b>Stage II parameters</b>	
			Steps taken to promote eco-friendly practises and empowerment of local community	Jury
			Types of Products/services offered	Jury
			Safety Precautions followed during adventure activities	Jury
			Steps taken to promote Indian Tourism at International Level	Jury
			Any award or recognition received in the last 5 years.	Jury
5.	<b><u>New Category Added</u></b>	Operator who provides activities related to various adventure tourism like	<b>Stage I Parameters</b>	
			Volume of domestic tourists handled for the last 3 years (Groups & Individuals)	40

	Best Domestic Adventure Tour Operator	river rafting, trekking, mountaineering, camping etc.  Such Operator should be recognized by Ministry of Tourism, Govt. of India or by any State Tourism Board.	Total Number of Trained Adventure Professional employed with the operator	40	
			Annual revenue earned for the last 3 years	20	
			<b>Stage II parameters</b>		
			Steps taken to promote eco-friendly practises and empowerment of local community	Jury	
			Types of Products/services offered	Jury	
			Safety Precautions followed during adventure activities	Jury	
			Any award or recognition received in the last 5 years.	Jury	

### 3. Transport and Travel Operator

S. No	Category of Award	Description of Award	Evaluation Parameters	Maximum Marks	
1	Best transport company	The company which provides logistics support to the tourists	<b>Stage I parameters</b>		
			Average Annual revenue earned in last 3 financial year through transportation business only	40	
			Total number of cars, buses, and coaches i.e. (Fleet Details) as on date	20	
			Total number of foreign & domestic tourist catered in the last 3 financial year	20	
			Presence across the country	20	
			<b>Stage II parameter</b>		
			Special initiative taken to promote tourism	Jury	
			Inclusion of any green vehicles	Jury	
			Capacity building of cab drivers	Jury	
			Awards won or recognition received in the last 5 years	Jury	
2	Best online travel agency	A Travel agency which provides travel and tourism related services to the customers on behalf	<b>Stage I parameter</b>		
			Average Annual revenue earned in last 3 financial year.	40	
			Brief Description of the Services offered, Total Number of Staff	20	

		of suppliers such as airline, hotel, cruise liners, railways, package tours etc.	Target Audience, Types of Tourism Packages offered	
			Social Media Presence of the company (Website & Mobile App)	20
			Total Number of customers catered in the last 3 financial year (Both Domestic & International)	20
			<b>Stage II parameter</b>	
			Any innovative steps taken to promote tourism at International Level	Jury
			Any new product developed or offered to the customers	Jury
			Awards won or recognition received in the last 5 years	Jury

#### 4. Connectivity

S. No.	Category of Award	Description of Award	Evaluation parameters	Maximum Marks
1	Best domestic airline	The domestic airline which has been originated in India and has operating base in India.	<b>Stage I parameters</b>	
			Current fleet size and average age of aircrafts.	30
			Total destination covered by the airline (Both Domestic & International)	20
			Total number of passengers carried in the last 3 financial years (Both Domestic & International)	20
			Summary of On Time Departure for the last 3 financial years.	15
			Number of cancellations for the last 3 financial years.	15
			<b>Stage II parameters</b>	
			Ranking of airline for the last 3 financial years as per leading airline survey.	Jury
			Customer complaints and reviews	Jury
2	Best international airline	The international airline which has been originated	<b>Stage I parameters</b>	
			Current fleet size and average age of aircrafts	30

		outside India but operates in India	Total destination covered by the airline in India.	20
			Total number of passengers carried in the last 3 financial years (Both Indian & Foreigner)	20
			Summary of on time departure for the last 3 financial years	15
			Number of cancellations for the last 3 financial years.	15
			<b>Stage II parameters</b>	
			Ranking of airline for the last 3 financial years as per leading airline survey.	Jury
			Customer complaints and reviews	Jury
3	Best Indian Domestic Airport	Domestic Airport providing unique tourist experience and facilities.	<b>Stage I parameters</b>	
			Accessibility to and from the airport i.e. Presence of Public Transport and average time taken to reach airport from city centre.	30
			Total Traffic handled in last 3 years and % increased	30
			Availability of following amenities: <ul style="list-style-type: none"> <li>• Total number of seats</li> <li>• Total number of toilets,</li> <li>• Total number of food kiosks,</li> <li>• Total number of signages,</li> <li>• Total number of shopping outlets</li> <li>• Total medical shops and ATMs, Emergency Rooms etc.)</li> </ul>	40
			<b>Stage II parameters</b>	
			Maintenance and Cleanliness of the airport	Jury
			Use of Sustainable practices like rain water harvesting, Solid Waste Management etc.	Jury
			Terminal Design and Overall Ambience	Jury
			Awards won or recognition received in the last 5 years	Jury
4			<b>Stage I parameters</b>	



	Best railway station	Railway station providing unique tourist experience and facilities.	Accessibility to and from the railway station i.e. Presence of Public Transport and average time taken to reach the railway station from city centre.	20
			Total Number of Platforms	30
			Availability of following amenities: <ul style="list-style-type: none"> <li>Total Number and condition of Waiting Room and Cloak Room</li> <li>Total Number of Toilets</li> <li>Total Number of Food Kiosks</li> <li>Medical shop and ATM</li> <li>Disabled Friendly Design</li> <li>Presence of TIC or TFC</li> <li>WIFI and Drinking Water Facility</li> <li>Condition and total number of display board and signages</li> </ul>	50
			<b>Stage II parameters</b>	
			Initiative taken for cleanliness and upgradation of main terminal building	Jury
			Use of Sustainable practices like rain water harvesting, Solid Waste Management, solar lights etc.	Jury
			Any other innovative step taken for upkeep of railway station.	Jury
			Awards won or recognition received in the last 5 years	Jury
6	Best luxury train in India	Trains which runs on special designated routes and covers the places of historical importance and provide a luxurious experience to the tourists	<b>Stage I parameters</b>	
			Annual Revenue earned in the last 3 financial years.	30
			Total Number of passengers carried in last 3 financial years (Both Domestic & Foreigner)	30
			Types of coaches and classifications	20
			Types of recreational activities available on-board.	20
			<b>Stage II parameters</b>	
			Circuit details and destinations covered	Jury
			Employment generation both direct and indirect	Jury

			Special Initiative taken to promote luxury train tourism	Jury
			Award or any recognition received in last 5 years	Jury

## 5. Infrastructure

S. No.	Category of Award	Description of Award	Evaluation parameters	Maximum Marks
1	Best Theme Park	The theme park which focuses on various attractions may consists of water park, amusement park rides and recreational activities for all age.	<b>Stage I parameters</b>	
			Annual Average Revenue earned during last 3 financial years.	30
			Total Number of Visitors during last 3 financial years (Both domestic and international)	30
			Total number of rides and activities available in these zones	20
			Total park area and capacity of the park	20
			<b>Stage II parameters</b>	
			Types of zones created (e.g. theme based, amusement park, water park etc.)	Jury
			Mechanism used for water recycling and any other sustainable practise	Jury
			Employment generation details (both direct & indirect)	Jury
Any award or recognition received in the last 5 years	Jury			
2	Best Way Side Amenity	Amenities along Highways for the convenience and safety of the highway travelers (passenger, freight carrying etc.)	<b>Stage I parameters</b>	
			Annual revenue earned in last 3 financial years	20
			Total slots of parking (Both car and buses)	20
			Total number of restaurants (seating capacity) and food kiosks	20
			Daily foot fall of visitors (Peak and Off Season)	10
			Presence of facilities (Petrol Pump, Medical Room, ATM, Vehicle Repair Shop, Souvenir Shops, Guest Rooms, Toilet etc.)	30

			<b>Stage II parameters</b>	
			Use of Sustainable practices like rain water harvesting, local building materials, solid waste Management, solar lights etc.	Jury
			Location of WSA w.r.t tourism perspective of circuit	Jury
			Initiative taken for cleanliness and maintenance of the premises.	Jury
3	Best Standalone Convention Center	The convention center which is not a part of any hotel or any other sort of property.	<b>Stage I parameters</b>	
			Average annual revenue earned in last 3 financial years	30
			Total Number of events done in the last 3 financial years.	30
			Total number of parking (both cars and buses)	20
			Total number of halls and respective seating capacity.	20
			<b>Stage II parameters</b>	
			Location of Convention Centre w.r.t city centre, Airport, Bus Station or some other important node of the city	Jury
			Presence of business centre and services offered	Jury
			Use of Sustainable practices like rain water harvesting etc.	Jury
			Any award won in last 5 years	Jury
			Employment generation both direct and indirect	Jury

## 6. Skills

S. No.	Category of Award	Description of Award	Evaluation parameters	Maximum Marks
1	Best chef (Male & Female)	A skilled and trained cook who works (or owns) in a hotel, restaurant, typically as chief cook or in	<b>Stage I parameters</b>	
			Qualification in cooking and similar courses	30
			Years of total professional experience (Both National & International)	30

		any culinary / travel show.	No. of national and international achievements/ recognitions	20
			Books/Articles authored	20
			<b>Stage II parameters</b>	
			Innovation/Brand Creation	Jury
			Other Noteworthy achievements during the career and CSR	Jury
			Contribution to society	Jury
			Types of cuisines offered	Jury
2	Best tour guide	A person who is trained to provide information to people about places of interest with a focus on its history, features etc.	<b>Stage I parameters</b>	
			Details of Technical/ Educational Qualifications	30
			Certification by Ministry of Tourism or any State Tourism Department	20
			Languages Spoken	10
			Any book/articles authored	10
			Total number of destinations/ monuments covered	20
			<b>Stage II parameters</b>	
			Unique method of interpretation or some other innovative ideas	Jury
			Any award or recognition received in last 5 years	Jury
			Any contribution to the society i.e. some teaching or lectures given on history or culture of India	Jury
3	Best photographer (Tourism)	A photographer who has captured art, culture, monuments or any other element related to tourism through photographs	<b>Stage I parameters</b>	
			Number of Journals, magazines, web portals featured	30
			Social media presence	30
			Total number of followers and total picture downloads	20
			Any professional course or certificate obtained	20
			<b>Stage II parameters</b>	
			Photographs in high resolution for evaluation (10 nos.)	Jury

			Motivational impact of photographs	Jury
			Award or recognition received in last 5 years	Jury
4	Best blogger (Tourism)	The person who regularly writes on Indian Art, Culture and Tourism and utilizes online blog site as a platform to publish the same.	<b>Stage I parameters</b>	
			Articles/blogs showcasing Indian Tourism at International Platform.	50
			Metrics like total shares, comments and social media engagement and total number of followers	30
			Total number of destinations covered in blog.	20
			<b>Stage II parameters</b>	
			Quality of writing, unique content, quality of visuals & design. (Should related to Indian Art, Culture and Tourism only)	Jury
			Practicality of tips and advice given to followers.	Jury
5	Best Travel & Tourism institute	Best Travel & Tourism institute is one which offers comprehensive courses on hospitality, travel & tourism and has been successful in rendering excellent standards of pedagogy.	<b>Stage I parameters</b>	
			Number of courses offered	30
			Number of seats occupied	30
			Years of operation since establishment	20
			Student-faculty ratio	20
			<b>Stage II parameters</b>	
			List of awards/recognition/ranking	Jury
			No of branches/centres	Jury
Placement ratio over last 3 years	Jury			

## 7. Technology

S. No.	Category of Award	Description of Award	Evaluation parameters	Maximum Marks
1	Best tourism related website (Private & Government)	The tourism related website owned by either government or private body.	<b>Stage I parameters</b>	
			Number of Visitors (& returning visitors) for the last 3 financial year	30
			Number of followers on Instagram, Facebook	30

			How long ago the website was established	20
			Size and content	20
			<b>Stage II parameters</b>	
			Development strategy	Jury
			Design (concept, rationale, customer satisfaction, user experience)	Jury
			Innovation (Creation, integration, benefits)	Jury
			Results (visitors, repeat visitors, leads, ROI)	Jury
			Submission quality and materials provided	Jury
2	Best tourism mobile app	Best mobile application which aids the tourism scenario of the state	<b>Stage I parameters</b>	
			Number of users/downloads	30
			Rating on app store	20
			Number of platforms	30
			Size and content	20
			<b>Stage II parameters</b>	
			Overall Experience	Jury
			Content	Jury
			Creativity and Innovation	Jury
			Structure and navigation	Jury
			Functionality	Jury
			Interactivity	Jury
			Positive impact on the tourism industry as a whole	Jury
3	Best B2B travel technology provider	Best B2B travel technology provider is one which builds a framework with integrated products and services for travel agencies, destination management companies, travel companies etc.	<b>Stage I parameters</b>	
			Revenue generated through various travel products	40
			Number of users and returning users for the last 3 financial year	30
			Number of service lines integrated on the portal	30
			<b>Stage II parameters</b>	
Innovative content	Jury			

			Design, structure and navigation	Jury
			Functionality	Jury

## 8. Leading State Tourism Initiative

S. No	Category of Award	Description of Award	Evaluation Parameter	Maximum Marks
1	Best state tourism marketing campaign	Best tourism marketing campaign is one which has the most authentic and innovative content able to drive the brand awareness and has an effective outreach.	<b>Stage I parameters</b>	
			Number of tourism products advertised	30
			Use of information technology i.e. social media, mobile app and website.	30
			Any innovative means used for promotions.	20
			Number of tourism destinations advertised	20
			<b>Stage II parameters</b>	
			Overall design and layout of the campaign.	Jury
			Originality, novelty, innovative ideas and focus on new tourism products and destinations.	Jury
			Effectiveness/ impact on promotion of Indian Tourism	Jury
2	Best state tourism policy	Best tourism policy is one which has a comprehensive development and implementation plan and highlights adequate measures taken to promote tourism in the state.	<b>Stage I parameters</b>	
			Steps taken to promote local art and culture	30
			Database of tourist destinations	30
			Institutional integration	20
			Emphasis on digitisation	20
			<b>Stage II parameters</b>	
			Presence of Development Strategies (Supply & Demand)	Jury
			Tourism investment facilitation measures	Jury
			Implementation plan of the policy	Jury
			Comprehensive plan for development of tourism	Jury
Initiatives taken to promote niche tourism products	Jury			

			Initiatives for marketing and promotion of tourist destination	Jury
3	Best eco-tourism initiative	Best eco-tourism initiative is one which has a unique project designed to promote sustainable practices in tourism emphasizing on creating awareness among tourists and utilization of resources in a sustainable manner.	<b>Stage I parameters</b>	
			Initiative taken to influence/raise awareness among tourists to use resources sustainably	30
			Measures taken to mitigate negative impacts	30
			Number of products offered	20
			Steps taken to integrate the project with the local community	20
			<b>Stage II parameters</b>	
			Level of sensitivity of the of the project and the measures of handling the sensitivity	Jury
			Initiative with special focus on sustainable practices	Jury
Design of the project	Jury			
Originality, novelty, innovative ideas and focus on new & unique tourism product.	Jury			
4	Best Cultural & Heritage Destination	Leading cultural and heritage destination is one which highlights the cultural & heritage value of a place and promotes a unique tourism experience.	<b>Stage I parameters</b>	
			Total Footfall in the last 3 years	30
			Identified/operational walks, trails, guided tours etc.	20
			Availability of following amenities: <ul style="list-style-type: none"> <li>• Total Number of Toilets</li> <li>• Seating, Drinking water kiosks, waste collection bins etc.</li> <li>• Parking Facility</li> <li>• Food Kiosks/joints</li> <li>• Operational TIC or TFC</li> <li>• Total number of trained guides</li> <li>• Availability of signages at important locations.</li> </ul>	50
			<b>Stage II parameters</b>	
			Employment generation details both direct and indirect.	Jury
Initiative taken to do conserve/preserve the heritage areas	Jury			



			Interpretation methods or technique used for imparting Heritage and Cultural Value of the site	Jury
			Marketing and promotion	Jury
			Innovative ideas to develop a unique tourism experience	Jury
			Any award or recognition received in the last 5 years	Jury
5	Best Adventure Tourism Destination	Leading adventure tourism destination is one which has been successful in promoting a unique adventure tourism experience with adequate infrastructure product	<b>Stage I parameters</b>	
			Total Footfall for the last 3 years	30
			Number of adventure activities in operation.	20
			Availability of following amenities: <ul style="list-style-type: none"> <li>Total Number of Toilets</li> <li>Parking Facility</li> <li>Food Kiosks/joints</li> <li>Operational TIC or TFC</li> <li>Total number of trained professionals</li> <li>Emergency services</li> <li>Availability of signages at important locations.</li> </ul>	50
			<b>Stage II parameters</b>	
			Employment generation details both direct and indirect.	Jury
			Overall design and management of the destination	Jury
			Marketing and promotion.	Jury
			Initiatives taken to develop a unique adventure tourism product	Jury
Any award or recognition received in last 5 years	Jury			
6	Best Wildlife Destination	Leading wildlife destination is one which has been successful in promoting a unique and responsible wildlife tourism experience	<b>Stage I parameters</b>	
			Total Footfall for the last 3 years	30
			Identified/operational trails, safari etc.	20
			Availability of following amenities: <ul style="list-style-type: none"> <li>Total number of Toilets</li> <li>Accommodation</li> <li>Operational TIC/TFC</li> <li>Food Kiosks/joints</li> <li>Total number of trained guides</li> </ul>	50

			<ul style="list-style-type: none"> <li>Availability of signages at important locations.</li> </ul>	
			<b>Stage II parameters</b>	
			Employment generation details both direct and indirect.	Jury
			Marketing and promotion	Jury
			Initiatives taken to develop a unique wildlife tourism product	Jury
			Any award or recognition received in last 5 years	Jury
7	Best Beach Destination	Leading beach destination is one which has been successful in promoting beach tourism in a unique and responsible manner.	<b>Stage I parameters</b>	
			Total footfall for the last 3 years	30
			Water sports activities	20
			Availability of following amenities: <ul style="list-style-type: none"> <li>Total Number of Toilets and Changing Room, Bathing area</li> <li>Parking Facility</li> <li>Food Kiosks/joints</li> <li>Availability of beach amenities</li> <li>Availability of security equipment and Lifeguard.</li> <li>Availability of signages at important locations.</li> </ul>	50
			<b>Stage II parameters</b>	
			Employment generation details both direct and indirect.	Jury
			Marketing and promotion	
Cleanliness of the beach				
Initiatives taken to develop unique beach tourism product				
Any award or recognition received in last 5 years				
8	Best Fair & Festival	Best Fair & Festival is an event organized at a grand scale and promotes the unique cultural or heritage	<b>Stage I parameters</b>	
			Total footfall received in last 3 years	40
			Availability of following amenities: <ul style="list-style-type: none"> <li>Total Number of Toilets</li> <li>Seating, Drinking water kiosks, waste collection bins etc.</li> <li>Parking Facility</li> <li>Food Kiosks/joints</li> </ul>	40

		significance of the state.	<ul style="list-style-type: none"> <li>• Availability of security infrastructure.</li> <li>• Availability of signages at important locations</li> <li>• Emergency services</li> </ul>	
			Overall design and steps taken for crown management	20
			<b>Stage II parameters</b>	
			Marketing & promotion	Jury
			Any award/recognition received in last 5 years	Jury

## 9. Innovative Initiatives

S. No	Category of Award	Description of Award	Evaluation Parameter	Maximum Marks
1	Best Travel Startup	This award focusses on new business idea which focuses tourism industry.	<b>Stage I Parameters</b>	
			Total revenue earned & Funding received in the last one year	50
			Total customers or tourists handled in the last one year.	50
			<b>Stage II Parameters</b>	
			Brief Profile and Operating Model of the company	Jury
			Market presence and product developed (related to any stream of tourism in India)	Jury
			Any recognition or achievements received	Jury
2	Best Heritage and Cultural Walk	The walk which are conducted by experts and focusses about the interpretation of heritage and cultural importance of any site.	<b>Stage I Parameters</b>	
			Annual revenue earned in last 3 financial year	30
			Total number of tourists catered in last 3 financial year (Both Domestic & International)	30
			Types of walk and content	20
			Total number of trained experts	20
			<b>Stage II Parameters</b>	
			Impact of walk on tourists, tourist review and feedback	Jury

			Employment generation details out of heritage and cultural walks both direct and indirect.	Jury
			Awards or recognition received in the last 5 years	Jury
3	Best Travel Insurance Provider	The company which offers insurance related to travel & tourism	<b>Stage I Parameters</b>	
			Average annual revenue earned in last 3 financial year (only from travel insurance, revenue from no other insurance shall be included)	30
			Total insurance sold in last 3 financial year (Both National & International)	30
			Details of different type of travel insurance and coverage offered.	20
			Average processing time of claim	20
			<b>Stage II Parameters</b>	
			Customer Review	Jury
			Ranking of company or any award of excellence received in last 5 years	Jury
4	Special Contribution to Travel & Tourism Industry	Any special contribution made to the industry either by an individual or by an organization	<ul style="list-style-type: none"> <li>Describe in 500 words any special contribution made to travel &amp; tourism industry covering any segment and aspects of the industry.</li> <li>Impact on Tourism Sector and Society</li> </ul>	Jury

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