

# ANDHRA PRADESH TOURISM AWARDS FOR EXCELLENCE



**Department of Tourism**  
Government of Andhra Pradesh

Tank Bund Road, Hyderabad-500 063, A.P. India  
Tel: 040 2345 3110 / 2345 1908 / 2345 4550, Fax: +91 40 2345 0310  
[www.aptourism.in](http://www.aptourism.in)

## **GUIDELINES FOR SUBMISSION OF PROJECT REPORTS FOR STATE TOURISM AWARDS**

The Department of Tourism presents Tourism Awards and Awards of Excellence for various segments of Travel and Tourism Industry from 2001 onwards. The State Tourism Awards are presented to classified hotels including Heritage Hotels, approved travel agents, tour operators in recognition of their performance in their respective fields and also to encourage healthy competition in order to promote tourism. The entries for the award should have been published or the activities organized during the period from April, 2010 to March, 2011.

Awards of Excellence are being introduced from 2001 and are presented to various other segments of Travel and Tourism Industry.

### **A.P.STATE TOURISM AWARDS & CRITERIA FOR SELECTION**

A.P. State Tourism Awards are given to all the segments of travel industry recognized either by the central Government or State Government, Travel agents, Tour Operators, classified Hotels including Heritage Hotels, Restaurant and independent hotels. The criteria for selection of the awards under these categories are as follows:

#### **1. MOST ECO- FRIENDLY TOURISM PROJECT: (one award)**

The development of tourism has to be consistent with eco-culture environment to make it sustainable. The Department of Tourism is giving considerably attention to this aspect of tourism development. The recognition by way of an award would help in generating adequate interest for practicing eco-friendly systems for tourism development. The choice of the best eco-friendly project would be based on the following criteria.

- Adherence to policies and guidelines of the Government for sustainable development of Tourism.
- Projects implemented by the organization of Department the specific measures taken for ensuring preservation of ecology and environment in the implementation of the project.
- Energy Conservation, water conservation, water management, discouragement for use of plastic, pollution control methods for air, water and light, sewer treatment plan, non CFC., refrigeration and air conditioning, compliance of “the cigarette and tobaccos product (prohibition of advertisement and regulation of trade & commerce, production, supply & distribution ) Act, 2003”
- The training courses/workshops organized for sustainable development of tourism.
- Awareness creating activities among all segments of the tourism population
- Any other activity relevant to sustainable development of tourism.

## **2. EXCELLENCE IN WRITING / PUBLICATION: (Three awards)**

Under this category there will be three awards – one for writer / publication in **English** language, the other for writer /publication in **Telugu** language and the other for writer/publication in **Urdu** language for the year 2010-11 (April – March). In case of articles forwarded as entries these should have been published in the year 2010-11 (April, 2010 – March, 2011) in a reputed journal/ newspaper/ magazine.

- Maximum of 3 entries per person is allowed either in English or Telugu or Urdu Language.
- Further 4 copies each of the articles being entered will have to be submitted.
- Any publication focusing on the theme of Andhra Pradesh Tourism would be eligible to be considered under this category
- The Department of Tourism will have the right to make use of the articles so selected fully or in part for its promotional purposes.
- Emphasis amongst other things would be on the content and language. The article should be for promotion of a tourist circuit/tourist destination /tourism product etc. in A.P.
- Due weightage would be given to originality, novelty and focus on new destinations. The quality of language and ability to communicate effectively would also be judged. If the entry forwarded is travel book, the same should have been published in India in English, Telugu or Urdu language or any book published overseas in English with the theme of promotion of AP Tourism would be eligible.
- The publisher/ writer while submitting his entry should give a declaration that there would be no objection for using a part/extracts from the book by Government for promotional purposes.
- Amongst other things, the emphasis would be on content, language, quality of paper, quality of cover page, pictures/transparencies used, design and layout, circulation etc. which are only illustrative in nature.

## **3. BEST FILM ON AP TOURISM: (one award)**

There will be one award, in this category for the year 2010-11 (April - March). Selection of the award would be done on the basis of:

- Entries from India producers will only be considered.
- The film should have been produced during the period April, 2010 to March, 2011.
- 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 Dept. of Tourism, Government of AP for promotional purposes.
- Films produced or commissioned by the Department of Tourism, Government of Andhra Pradesh will not be considered.

#### **4. a) TRAVEL AGENTS / TOUR OPERATORS:(three awards)**

A total of three awards are given to Travel Agents and Tour operators on the basis of their annual earnings categorized as here under.

##### **CATEGORY**

Category I : 25 lakhs above  
Category II : 15 lakhs to 25 lakhs  
Category III : 10 lakhs to 15 lakhs

Annual financial state would be considered on financial year basis:

Selection of Awards would be considered on the basis of foreign exchange earnings from handling inbound tours duly supported by certificates from chartered Accountant and copy of the acknowledgement of IT returns for the assessment year 2009-10.

#### **b) Best Adventure Tour Operator: (one award)**

Selection of awards would be considered on the basis of foreign exchange earnings from handling inbound adventure tours duly supported by the certified copy of a Chartered Accountant.

#### **c) Most innovative Tour Operator: (one award)**

Selection in this category would be done on the basis of details furnished by the agency like promotional of new markets, new products, new circuits etc.

#### **5. CLASSIFIED HOTELS: (twenty one awards)**

6 State awards and 15 Regional awards are presented to the classified hotels as per the following classification.

5 Star Deluxe:	One State Award		
5 Star :	One State Award	+	3 Regional Awards
4 Star :	One State Award	+	3 Regional Awards
3 Star :	One State Award	+	3 Regional Awards
2 Star :	One State Award	+	3 Regional Awards
1 Star :	One State Award	+	3 Regional Awards

The three regions are:

Region – I	Srikakulam, Vizianagaram, Visakhapatnam, East Godavari, West Godavari, Krishna, Guntur
Region – II	Khammam, Adilabad, Warangal, Karimnagar, Nizamabad, Nalgonda, Medak, Ranga Reddy, Hyderabad
Region – III	Chittoor, Kadapa, Kurnool, Nellore, Ananthapur, Prakasam, Mahabubnagar

The basis for State Tourism Awards for Hotels on the approved list of the Ministry of Tourism would be their earnings and tourists handled. The star category classification are based on the ambience, services, facilities & foreign exchange earned duly supported by the certified copy of the Chartered Accountant.

The awards will be based on the performance during the year 2010-11 (April, 2010 to March, 2011).

#### **6. BEST THEME BASED RESORT: (one award)**

The award will be given based on the performance, ambience, cuisine, hygiene services, cleanliness, maintenance etc., turnover & foreign exchange earned which is certified by the Chartered Accountant, The award will be purely based on the performance during the year 2010-11 (April - March).

#### **7. BEST RESTAURANT: (four awards)**

Under this category there will be one State Award and three Regional Awards. Only restaurants approved by the Ministry of tourism, Government of India will be eligible.

Weightage would be given to the ambience cuisine, services, cleanliness, hygiene, staff, crockery, cutlery, turnover, foreign exchange earned supported by the certified copy of the Chartered Accountant, etc. The award will be based on the performance during the year 2010-11 (April - March).

#### **8. BEST TOURISM EDUCATIONAL INSTITUTE: (one award)**

There would be one award in this category. The Award would be for the year 2010-11 (April - March)

The Criteria for selection would include the following.

- The institute should be imparting education in one of the Tourism discipline.
- Assessment will be made on the basis of the qualitative and quantitative data to be provided by the institute which would cover areas like courses offered, facilities for training, performance of the trainees, placement and campus recruitment, research and development, achievements of students/faculty etc.

#### **9. BEST TOURISM PROMOTION COLLATERAL PUBLICITY MATERIAL: (one award)**

The award in this category would be for the year 2010-11 (April-March)

The selection would include the following criteria.

- The publicity material would promote tourism.
- Due weightage would be given to the originality of publicity material.
- The publicity material should be brought out during the period April, 2010 to March, 2011.
- The applicant may give a declaration that there would be no objection for using same publicity material by Government for Tourism Promotional activities.
- Amongst other things the emphasis would be on visual impact, design, content, quality of production, pictures, transparencies, layout, Marketing appeal etc.

**10. BEST JOURNALIST AWARD: ( Three awards):(English, Hindi, Telugu)**

- Minimum of 3 publications in 3 reputed - Journal / News paper / Magazines
- Should be an accredited journalist with D I & PR.
- The articles written must promote Andhra Pradesh as a Tourism destination.
- The articles written should contribute to the promotion of AAM AADMI Tourism.

The articles should be published in the year 2010-11 (April, 2010 – March, 2011).

**11. BEST TOURISM GUIDE: (One award)**

The criteria for selection would include the following

- Knowledge on the subject of Tourism
- Communication skills
- Languages known
- Previous experience in the relevant field
- Educational qualifications not less than Graduation and name of the Institution to which the Guides Training Course completed with necessary certificates
- The Guides who were already employed in Government sector are not eligible
- The selection would be made on the basis of merit / skills on the assignments attended during the year 2010-2011

**NOTE: In the event of the applicant having being given the award in the same category in last three years then they shall not be eligible to apply for next three years from the year on which it was conferred to them.**

Department of Tourism, Govt. of A.P. 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 selection of the awardees will be made by the committees constituted for the purpose. Final selection would be made on the basis of the site inspection made by the committee wherever necessary the decision taken shall be at the sole discretion of the Commissioner of Tourism and shall be final.

**Last date for submission of applications along with Project Reports 20<sup>th</sup> August, 2011.**

Sd/-Sabyasachi Ghosh,  
COMMISSSIONER.