

## **STATE TOURISM AWARDS 2010-11**

### **Best Travel Agency/ Tour Operator**

**(Should be operational for the last 15 years)**

Category I one award - Turnover of Rs 10 lacs and above

Category II one award -. Turnover of Rs 5 to 10 lacs

### **Best Tour Operators**

a. Adventure Tour Operator - one award

b. Domestic/International Tour Operator - one award

### **Criteria for selection**

1. Annual turnover balancesheet, profit and loss Account 2010-11 duly signed by chartered accountant,
2. Growth rate achieved in revenue collection,
3. Registration with Department of Tourism
4. Number of foreign tourists –
5. Number of domestic tourists-
6. Ambience & décor of the office-
7. Details of office equipments-
8. Contribution to local employment – (in percentage) –
9. Promotional material – (copies to be enclosed)-
10. Website –

## **HOTEL**

### **a. Best hotel one Award**

#### **1. Should be operational for the last 5 years**

1. Total Annual turnover during 2010-11, balancesheet, profit and loss account duly certified by Chartered Accountant
2. No of rooms
3. No of guests: Domestic: International
4. Ambience
5. Décor
6. Service
7. Facilities for physically challenged
8. Service for foreign exchange
9. Other facilities
10. Local employment (In percentage)

### **b. Best eco friendly resort / hotel: - one award (should be operational for the last 5 years)**

1. Energy conservation
2. Water conservation
3. Waste management
4. Discouragement of use of plastics
5. Pollution control method for air, water, lights, sewer treatment

plant, compliance of cigarettes and other tobacco products  
(prohibition of advertisement, regulation of trade and commerce,  
production, supply and distribution

6. Use of locally grown organic food /flowers etc

7. Sale of locally produced handicrafts made of natural raw  
material

8. Local employment ( in percentage)

## **2. Awards of excellence**

For outstanding performances in various tourism segments by  
individual professionals

- |                               |             |
|-------------------------------|-------------|
| a. Best Chef                  | - one award |
| b. Best Guide                 | - one award |
| c. Best Trekking Guide        | - one award |
| d. Best tourist taxi operator | - one award |

**Criteria** – Should be a bonafide Sikkim Subject holder/ COI,  
educational background, technical qualification, no of years of  
experience, certificate of capacity building programme, significant  
achievement in the year 2010-2011

***Nominations are to be submitted by the employers/tour  
operators(in case of taxi operators)***

**Best Tourism Development Committee / Society:- one award**

### ***Criteria-***

1. Should be legally registered
2. Community participation for promotion of local cuisine, local

handicrafts agro products etc

3. Organization of tourist festival annually
4. Efforts made in preservation of nature ensuring its sustainable use for future.
5. Contribution in local employment generation
6. Significant achievement during 2010 – 2011

**Application Format for Tourism Awards for Travel  
Agency/Tour Operators  
For The Year 2010-11**

- 1 Name of the Travel Agency/Tour operators:-
- 2 Address/ Location of the Travel Agency/Tour Operator with fax and e-mail address:-
- 3 Name of the Company:-
- 4 Name of the Managing Director :-
- 5 Name & address of the contact person with telephone no:-
- 6 Total turnover during 2010-11
- 7 No .of promotional material printed –
  - a) CDs
  - b) Brochures
  - c) Flyers
  - d) Films
  - e) Magazine
  - f ) Others
8. Participation in tourism trade fair and exhibition within and outside country
9. Tours: No. of Groups: No. of tourists: No. of days:  
Total Revenue earned :

10. Conferences/MICE organized:

11. Total No. of Staff employed

a)Local staff employed

b)Others:-

Signature of the applicant

Place:

Date :

**APPLICATION FORMAT FOR STATE TOURISM AWARD  
FOR HOTEL/ ECO FRIENDLY RESORTS  
FOR THE YEAR 2010-11**

1 Name of the Hotel/ Resort:-

2 Address /Location of the hotels with phone No, fax, & e-mail address:-

3 Name of the company with Address:-

4 Full name of the Managing Director:-

5. Name and address of the contact person /representative if any in Gangtok with telephone no/ fax no. e-mail address mobile no:-

6. Approved category during 2010-11 :-

(Star /Heritage category to attach copy of the MOT classification /re-classification Letter)

7 No. of rooms in the hotel:-

8 a) Foreign Exchange earning of the Hotel during the years 2009-10

b) Foreign Exchange earned for the year 2010-11

d) Total turnover of the hotel during 2010-11

**Note:-**

The above statements marked a,b,c,d, may be duly certified by the statutory Auditors of the hotels. It should not Include foreign currency exchanged over the counter

9 a) No. of guests stayed in the hotel during 2010-11:-

b) Break up of Indian and foreign guest

c) Room Night sold- break up Indian & Foreign tourist.

10. a) Number of foreign tourist who stayed in the hotel during 2009-10 with percentage increase or decrease in 2010-11

b) Break up of Indian and foreign guest in 2010-11

c) Room nights sold -break up of Indian & foreign Tourist.

11. Ambience, service, décor, facilities for physical challenged eco friendly pro active practices and measure indicating pro active socially responsible practice such as greening of surrounding, adoption of park ,sponsoring of solar lighting etc:-

12. Tourist publicity service in term of :-

a) availability of tourism publicity material

b) advice /guidance relating to sight seeing tours and excursions cultural programmes

c) facilitation desk /tickets counter.

13. Local staff employed in percentage against non-local

14. Promotion of local cuisine (detail of the cuisine with photographs):-

15. Brief note on effort made by the hotel for promotion and preservation of culture & heritage including folk art craft etc:-

16 Brief descriptions of the hotel highlighting salient feature in around 30 words:-

(This may be furnished with photographs of interior and exterior of the hotel)

Signature of the applicant :

Place :

Date :

### **AWARDS OF APPRECIATION IN THE FOLLOWING CATEGORIES**

1. Best Tourist Guide – one award
2. Best Trekking Guide – one award
3. Best Hotel in Star category – one award
4. Best Eco-friendly resort – one award
5. Best Village resort – one award
6. Best International Tour Operator – one award
7. Best Adventure Tour Operator – one award
8. Best Village Tourism Committee – one award
9. Best Tourist Taxi driver – one award
10. Certificate of appreciation for pioneering and promotion in the tourism fields such as :
  1. Traditional Sports
  2. Local Cuisine
  3. Local handicrafts
  4. Revival and promotion of traditional arts and culture
  5. Best maintained tourist spot and wayside amenities