

**GUIDELINES FOR SUBMISSION OF PROPOSALS  
FOR TELANGANA STATE TOURISM AWARDS – 2022**

It has been decided to present Telangana State Tourism Awards in various categories, as indicated below in order to promote tourism in the State on the eve of World Tourism Day celebrations on 27<sup>th</sup> September, 2022.

**TELANGANA STATE TOURISM AWARDS & CRITERIA FOR SELECTION**

Telangana 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, Restaurants and independent hotels etc.

The criteria for selection of the awards under these categories are as follows:

**1. EXCELLENCE IN WRITING / PUBLICATION: (Two awards)**

Under this category, there will be one award each for writer / publication in English & Telugu languages respectively. In case of articles forwarded as entries these should have been published in a reputed journal/ newspaper/ magazine.

- 4 copies each of the articles being entered will have to be submitted.
- Any publication focusing on the theme of Telangana Tourism would be eligible to be considered under this category
- 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 Telangana state
- 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.

**2. BEST FILM ON TELANGANA TOURISM / HERITAGE: (One award)**

Selection of the award would be done on the entries received from India producers only.

- 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 Telangana for promotional purposes.

**3. TRAVEL AGENTS / TOUR OPERATORS:(Two awards)**

A total of two awards are given to Travel Agents and Tour operators, one for each on the basis of their annual earnings Annual financial status 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 last two years.

**4. a) CLASSIFIED HOTELS: (Eleven awards)**

Eleven awards are presented to the classified hotels as per the following classification.

<b>Classification</b>	<b>With in Hyderabad</b>	<b>Other than Hyderabad (in districts)</b>
5 Star & above	One Award	-----
4 Star	One Award	Two Awards
3 Star	One Award	Two Awards
2 Star	One Award	One Award
1 Star	One Award	One Award

The hotel should be classified (under any category) by the Ministry of Tourism, Government of India. The award will be given based on the ambience, services, facilities, tourists handled & foreign exchange earned which should be certified by the Chartered Accountant and basing on the performance.

**b) BEST WAYSIDE AMENITIES : (Two awards)**

The criteria for selection of award will be considered on the performance, ambience, hygiene, services, cleanliness, maintenance etc. and turnover.

**c) BEST HARITHA HOTEL: (One award)**

This award is for the Haritha Hotels operated by Telangana State Tourism Development Corporation within the Telangana state. The criteria for selection of award will be considered on the performance, ambience, hygiene, services, cleanliness, maintenance etc. and turnover.

**d) BEST THEME BASED RESORT: (Three awards)**

Under this category, there will be one Award within Hyderabad and two for other than Hyderabad (in districts). The award will be given based on the performance, ambience, cuisine, hygiene services, cleanliness, maintenance etc., turnover & foreign exchange earned which should be certified by the Chartered Accountant and with the following criteria.

- Eco-friendly practices.
- Facilities provided for differently abled guests.
- Facilities & Services.
- The resort should be free from all encumbrances & without any court cases.
- Awards & Certifications related to Service, Quality, Security, Eco-friendly measures.
- Special events if any organized.

## **5. BEST RESTAURANT: (Three awards)**

Under this category, there will be one Award within Hyderabad and two for other than Hyderabad (in districts). Weightage would be given to the ambience, cuisine, services, cleanliness, hygiene, staff, crockery, cutlery, turnover etc. and based on the performance. **Standalone Restaurants are only considered for the award** and wherein new concepts have also been introduced viz.,

1. Use of renewable energy resources
2. Promotion of eco-friendly & sustainable practices
3. Empathy towards differently abled persons
4. Submission of certificates by the competent authorities for implementation of the above measures.
5. Promotion of organic food

## **6. BEST TOURISM GUIDE: (One award)**

The criteria for selection of award would be on the following:

- Knowledge on the subject of Tourism
- Communication skills & Languages known
- Educational qualifications not less than Graduation and name of the Institution to which the Guides Training Course completed with necessary certificates
- The selection would be made on the basis of merit / skills on the assignments attended.

## **7. BEST CIVIC MANAGEMENT OF A TOURIST DESTINATION: (Two awards)**

Under this category, Award is for Urban areas and Rural areas i.e. Gram Panchayats. 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 the tourist sites/parks etc. and to get their commitment towards the clean, hygienic and attractive surrounding and thereby enhance visitor experience.

The criteria for selection would include the following

- Overall cleanliness of the tourist destination. Use of best waste management practices.
- Encouragement to local communities and private enterprises to take pride in their surroundings.
- Care for environment and green practices. Encouragement of reuse and recycling.

Department of Tourism, Govt. of Telangana 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 and the decision taken shall be at the sole discretion of the Commissioner of Tourism and shall be final.

#### **8. BEST RURAL TOURISM PROJECT: (One award)**

The criteria for selection of award would be on the following:

- 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.
- Employment focus on women and youth:
  - Number of women trained and employed
  - Number of youths trained and employed
- Preservation and propagation of art & crafts and any other form of culture intrinsic to their community of their locality.
- Training and capacity building in hospitality- related professions such as lodging, cuisine, guiding etc. to enable local community participation in planning and executing their work plans.
- Support to existing Panchayat infrastructure through convergence with local skills, material and vernacular idiom, training and capacity building.
- Marketing convergence with the travel trade.
- Implementation of proper solid waste management practices.
- Efforts made for promoting the Rural Tourism site.

#### **9. BEST STANDALONE CONVENTION CENTRE: (Three awards)**

Under this category, there will be one Award within Hyderabad and two for other than Hyderabad (in districts).

The criteria for selection of award would be on the following:

- Details of the Convention Centre with Seating Capacity: The Convention Center should have a Plenary Hall with 300 capacity. It should also have a minimum of 3 smaller halls as well
- Adequate Exhibition space
  - Covered or open space
  - Combination of indoor and outdoor meeting venues availability
- Number of plenary venues and breakaway rooms
- Facilities for differently abled, parking, service entries, warehousing and services like fire, electrics, water, waste disposal, housekeeping
- Event Management facilities
- Restaurants
- Number of Conventions and Mega Events held during the past 2 years
- Number of International events taken place at the venue
- Number of National events taken place at the venue
- Type and size of events
- Total number of delegates handled in a year
- Impact created by the venue on local economy
- Security measures

## **10.BEST HOMESTAY ESTABLISHMENT : (One award)**

The criteria for selection of award would be on the following activities organized:

- The Homestay establishment unit should be registered either by the Government of India or Government of Telangana.
- Maintenance of Homestay unit.
- No. of tourists / visitors both domestic & foreign stayed in their respective unit.
- Facilities available
- Feedback from the tourists/visitors.

## **11.BEST EDUCATIONAL INSTITUTE IN TOURISM SECTOR : (One award)**

The criteria for selection of award would be on the following activities organized:

- 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.
- Number of candidates trained under Hunar-Se-Rozgar scheme and in any other scheme.

**The applications along with proposals should be submitted to the following address by 30<sup>th</sup> August, 2022:**

**Commissioner,  
Department of Tourism,  
Government of Telangana,  
3-5-891, Tourism House, Himayathnagar, Hyderabad.  
Mobile: 9440816065 & 9440816068**

**GOVERNMENT OF TELANGANA**  
**TOURISM DEPARTMENT**  
Tourism House, Himayathnagar, Hyderabad  
**Application for “Tourism Excellence Awards – 2022”**

Name of the applicant : .....

Applied in the category of : .....

Region : .....

Address : .....

Contact Person : .....

Contact Phone No's : .....

Mobile No's : .....

Email ID : .....

Documents enclosed : .....

(Photographs) .....

as per Guidelines / parameters .....

Place:  
Date:

SIGNATURE