

GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(Overseas Marketing Division)

Transport Bhawan, 1, Parliament Street, New Delhi – 110 001.

GUIDELINES FOR NATIONAL TOURISM AWARDS 2018-19

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 performance in their respective fields and also to encourage healthy competition with an aim to promoting 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 undertaken during the period April, 2018 to March 2019. The Ministry of Tourism, Government of India reserves the right to change the criteria, the parameters for consideration and all other relevant provisions for selection of Awards from time to time. The decision taken shall be at the sole discretion of the Secretary (Tourism), Government of India and will be treated as final.

2. Important Instructions: - Last date for receipt of entries in the respective divisions is **10th August 2021 (1600 Hrs.)** - Entries should be sent as hard copies and strictly in the formats where specified. - The E-mail IDs are provided only for addressing enquiries and award entries may not be sent on these e-mail IDs. Hard copies of the entries/ applications duly signed in Ink by the applicant would be accepted.

Each entry should be accompanied by a 100 word write up on the entry, a high-resolution photograph of the award winner or award-winning entry of minimum 100 dpi for

inclusion in the award brochure, if the entry wins an award. The material should be sent in digital format on CD/USB Drive. - Each entry should be sent in a sealed packet / envelope containing the entry must have the name and contact details of the organization submitting the entry along with the category for which the entry is being submitted. Entries may be forwarded to respective Divisions in the Ministry of Tourism.

3. Details of Awards under the Overseas Awards Category, Parameters for selection, Guidelines for submission of entries are as follow:

Sl. No.	Category of Awards	Description	Where to Submit Application
E.	Overseas Awards		
(i)	(i).Best Foreign Journalist / Travel Writer/ Blogger/ for India' (1 award)	This award is constituted to recognize a travel writer / journalist / blogger / Photographer of original travel stories / travel guides / travel book / exceptional photographs that feature India exclusively. Stories / Guide/ Book/ photo set etc. that feature India only in part do not qualify.	Asstt. DG (Overseas Marketing), Ministry of Tourism, Transport Bhawan, 1 Parliament Street, New Delhi – 110 001. Tel : 011 – 23717762 E-mail:- rangarajan@nic.in
	(ii). Best Foreign Photographer for India (1 award)		

❖ **The following parameters will be considered for foreign journalist / travel writer / blogger / photographer:**

- The story / article / guide / book / blog / photographer must feature India as a tourism destination for promoting tourism products and services.
- Entries will be judged solely on the merit of their written content, style, subject treatment and motivational impact as applicable.
- The writer / journalist / blogger / photographer should have visited India.
- There should be sufficient circulation of the publication / followers for bloggers. In the case of photographer there should be sufficient exposure of the

photographs in leading publications / web portals, where the photographs on India submitted as entry for award have been featured.

- The article / book / travel story / feature / blogs should have been published during the year April **2018** to March **2019**.

❖ **Submission of Entries**

The application should clearly indicate the category for which the entry is submitted i.e. for Foreign Journalist or Travel Writer or Blogger or Photographer.

Applicant must submit following information along with 1 (one) hard copy of the Travel Story / Article / Guide / Book / Feature/Photograph, etc.

a) **Foreign Journalist / Travel Writer**

1.	Name of the Journalist / Travel Writer	
2.	Country	
3.	Name of the Journal / Magazine / Newspaper / publication / Blog site / in which the travel story / article appeared / published.	
4.	Circulation of the Journal / Magazine / Newspaper / Publication or the Book published, as the case may be.	
5.	Readership of the Journal / Magazine / Newspaper / Publication or the Book published, as the case may be	
6.	Whether the story / article has also been featured on any online medium during April 2018 to March 2019 If yes, the name of the medium with number of page views	
7.	In case of Travel Book / Guide, name of the publisher and channels of distribution	
8.	No. of copies sold / distributed	
9.	Date of publication of the story / article / book / feature etc.	

b) Blogger

Blogger submitting entry must submit the following information along with link to at least one blog on tourism destination (s) / Products, etc. of India written during the period April, **2018** to March, **2019**

1.	Name of the Blogger	
2.	Country	
3.	Profile of the blogger	
4.	Number of Unique visitors per month during the period April, 2018 to March, 2019	
5.	Number of articles on India (articles more than 3 months old and which still bring in at least 100 visitors per month)	
6.	Reach of the blog (country, region, worldwide)	

c) Photographer

Photographer submitting entry must submit information as shown in the table below along with one (1) hard copy and one (1) soft copy (in CD / DVD / Pen drive) of photographs and in case of published photographs one (1) hard copy of the publication / screen shot of the web portal/s in which the photographs appeared (in original).

1.	Name of the Photographer	
2.	Country	
3.	Description of the photographs sent	
4.	In case of published photographers, name of the Journal / Magazine / web portal in which the photographs were published / featured and its circulation.	
5.	Certification that the photograph/s have been taken during the period April, 2018 – March, 2019 along with the date and year when the photograph/s were taken	

[Very important](#)

All entries must be submitted to the concerned India Tourism offices overseas, who will in turn forward the entries after checking completeness of the application, to The Assistant Director General (Overseas Marketing), Ministry of Tourism, Government of India, Transport Bhawan, 1, Parliament Street, New Delhi – 110001. Tel. 011-23717762

Applications sent by the applicant directly to the Ministry of Tourism, will not be entertained.

Any enquiries may be addressed to E-mail: rangarajan@nic.in
