

Every year on the occasion of World Tourism Day, 27th September, State Tourism Awards are conferred in the following categories:

Award of Excellence:

01. Best Travel agency/ Tour Operator (Inbound)
02. Best Adventure Tour Operator (Inbound)
03. Best Tourist Guide
04. Best Trekking Guide
05. Best Hotel in Star Category
06. Best Eco Friendly Resort/ Homestay/ Hotel
07. Best Village Tourism Development Committee
08. Best Maintained Tourist Spot
09. Best Maintained Wayside Amenity
10. Best Tourist Taxi Driver
11. Best Performing Student, IHM
12. Best Performing Student, BTM, Sikkim Government College
13. Best Performing Student, Sikkim University
14. Best Performing Student, BTM, ICFAI
15. Best NGO for Clean Sikkim Campaign
16. Best Paragliding Pilot

Certificate of Appreciation:

Pioneering and Promotion in the following categories:

1. Traditional Sports
2. Local Cuisine
3. Local Handicrafts
4. Traditional Arts and Culture
5. Promoter of Ecotourism
6. Woman Paraglider
7. Woman Taxi Driver

Application forms duly filled in and enclosing all the documents required should reach the office of Joint Director/ I & P before 15th September, 2017. Incomplete applications and Applications submitted later than 15th September shall not be accepted.

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AWARDS OF EXCELLENCE

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|-----------|----------------------------|--------------------|
| A. | Best Tourist Guide | - one award |
| B. | Best Trekking Guide | - one award |

Criteria

Should be a bonafide Sikkim Subject Holder/ Certificate of Identification, registered with the Tourism & Civil Aviation Department, Government of Sikkim, educational background, technical qualification, number of years of experience, certificate of capacity building programme, significant achievement in the year 2016-17.

Nominations are to be submitted by the employers/ tour operators

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|-----------|------------------------------------|--------------------|
| C. | Best Hotel in Star Category | - one award |
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Criteria

1. Should be operational for the last 5 (five) years
2. Should be registered with the Tourism & Civil Aviation Department, Government of Sikkim
3. Total annual turnover during 2016-17, balance sheet, profit and loss account duly certified by Chartered Accountant
4. Number of rooms
5. Number of guests: Domestic : International:
6. Ambience
7. Decor
8. Service
9. Facilities for physically challenged
10. Service for foreign exchange
11. Other facilities
12. Local employment (in percentage)

APPLICATION FORMAT FOR STATE TOURISM AWARD FOR BEST HOTEL IN STAR CATEGORY FOR THE YEAR 2016-17

1. Name of the Hotel
2. Address/ location of the hotel with phone no./ fax/ email address
3. Full name of the Managing Director
4. Name and address of the contact person/ representative, if any, in Gangtok with telephone no./ fax no./ email address/ mobile no
5. Number of rooms in the hotel
6. Total turnover of the hotel during 2016-17
7. Number of tourists who stayed in the hotel during 2016-17 with percentage increase or decrease in 2016-17
8. Ambience, service, decor, facilities for physically challenged, eco-friendly pro-active practices and measures indicating pro-active socially responsible practice such as greening of surrounding, adoption of park, sponsoring of solar lighting etc.
9. Tourism publicity service in terms of
 - a) Availability of tourism publicity materials
 - b) Advice/ guidance relating to sightseeing tours and excursions, cultural programme
 - c) Facilitation desk/ ticket counter
10. Local staff employed (in percentage)
11. Promotion of local cuisine (details with photographs)
12. Brief note on efforts made by the hotel for promotion and preservation of culture and heritage including folk art craft etc.
13. Brief description of the hotel highlighting salient feature in around 300 words (This may be furnished with photographs of interior and exterior of the hotel)

Signature of the applicant

Place

Date

D. Best Eco Friendly Resort/ Homestay/ Hotel**- one award****Criteria**

1. Should be registered with the Tourism & Civil Aviation Department
2. Should have done at least one training of tourist service providers organised by the Department/ Details should be submitted
3. Should highlight the steps taken for promotion of local culture and cuisine (a brief note with photographs)
4. Steps taken for:
 - Energy conservation
 - Water conservation
 - Waste management

- Discouragement of use of plastics
 - Pollution control method for air, water, lights, sewer treatment plant, compliance of certain guidelines of the State Government on cigarettes and other tobacco products
5. Use of locally grown organic food/ flowers etc
 6. Sale of locally produced handicrafts, made of natural raw materials
 7. Local employment (in percentage)
 8. Enclose photographs of facilities in the homestay

E. Best NGO for Clean Sikkim Campaign - one award

Criteria

1. Should be legally registered
2. A brief note on steps taken for
 - Energy conservation
 - Water conservation
 - Waste management
 - Discouragement of use of plastics
 - Pollution control method for air, water, lights, sewer treatment plant, compliance of certain guidelines of the State Government on cigarettes and other tobacco products
 - Cleanliness drives/ awareness programmes conducted supported with photographs

F. Best Travel Agency/ Tour Operator (Inbound) - one award

Criteria

1. Should be operational for the last 10 years
2. Should be registered with Tourism & Civil Aviation Department, Government of Sikkim
3. Annual turnover Rs 8 – 10 lakhs

The following details should be enclosed

1. Annual turnover balance sheet, profit and loss account 2016-17 duly signed by the Chartered Accountant
2. Growth rate achieved in revenue collection
3. Number of foreign tourists
4. Number of domestic tourists
5. Ambience and decor of the office
6. Details of office equipment
7. Contribution to the local employment (in percentage)
8. Promotional materials (copies to be enclosed)
9. Website

APPLICATION FORMAT FOR STATE TOURISM AWARD FOR TRAVEL AGENCY/ TOUR OPERATOR FOR THE YEAR 2016-17

1. Name of the Tour Operator
2. Address/ location of the Tour Operator with telephone no., fax no., and email address
3. Name of the Managing Director
4. Name and address of the contact person with telephone no
5. Total annual turnover during 2016-17
6. Number of promotional materials printed

a) CD	b) Brochures	c) Flyers
d) Films	e) Magazines	f) Others
7. Participation in tourism trade fairs and exhibition within and outside the State
8. Details

Tours	No. of groups	No. of tourists	No. of days	Total Revenue Earned

9. Conference/ MICE organised
10. Total number of staff employed

- a) Local
- b) Non-local

Signature of the applicant

Place

Date

G. Best Adventure Tour Operator

- one award

Criteria

1. Should be operational for the last 10 years
2. Should be registered with Tourism & Civil Aviation Department, Government of Sikkim
3. Annual turnover Rs 8 – 10 lakhs
4. Number of promotional materials printed
 - b) CD
 - c) Flyers
 - e) Films
 - f) Others
5. Participation in tourism trade fairs and exhibition within and outside the State
6. Details

Tours	No. of groups	No. of tourists	No. of days	Total Revenue Earned

7. Conference/ MICE organised
8. Total number of staff employed
 - c) Local
 - d) Non-local
9. The following details should be enclosed
 1. Annual turnover balance sheet, profit and loss account 2016-17 duly signed by the Chartered Accountant
 2. Growth rate achieved in revenue collection\
 3. Number of foreign tourists
 4. Number of domestic tourists
 5. Ambience and decor of the office
 6. Details of office equipment
 7. Contribution to the local employment (in percentage)
 8. Promotional materials (copies to be enclosed)
 9. Initiative taken for rescue operation
 10. Any significant contribution made towards rescue of tourists
11. Website

H. Best Tourism Development Committee/ Cooperative Society - one award

Criteria

1. Should be legally registered
2. Community participation for promotion of local cuisine, local handicrafts, agro-products, etc
3. Organisation of tourist festival annually
4. Efforts made in preservation of nature ensuring its sustainable use for future
5. Contribution to local employment generation
6. Significant achievement during 2016-17

I. Best Performing Student/ Institute of Hotel Management

- one award

Criteria

1. Should be a student of 3 years Degree course
2. Should be in final year

3. Nomination should be submitted by the Head of Institution

J. Best Performing Student/ Tourism & Travel Management. Sikkim Government Degree College, Tadong - one award

K. Best Performing Student/ M.A. (Tourism), Sikkim University, Gangtok - one award

L. Best Performing Student, ICFAI Gangtok - one award

Criteria (for J, K and L)

1. Should be in final year
2. Nomination should be submitted by the Head of Institution

M. Best Maintained Tourist Spot - one award

Criteria

1. Brief note on steps taken for
 - Beautification
 - Waste management
 - Water conservation
 - Energy conservation
 - Discouragement of use of plastics
 - Pollution control method for air, water, lights, sewer treatment plant, compliance of certain guidelines of the State Government on cigarettes and other tobacco products
 - Any significant contribution made to facilitate tourists

N. Best Maintained Wayside Amenity - one award

Criteria

1. Brief note on steps taken for
 - o Beautification
 - o Waste management
 - o Water conservation
 - o Energy conservation
 - o Discouragement of use of plastics
 - o Pollution control method for air, water, lights, sewer treatment plant, compliance of certain guidelines of the State Government on cigarettes and other tobacco products
 - o Any significant contribution made to facilitate tourists

O. Best Tourist Taxi Driver - one award

To be recommended by Travel Agents Association

II CERTIFICATE OF EXCELLENCE

Pioneering and Promotion in New Tourism Fields - one award

Criteria

Brief note on any significant contribution with documentary proof