



Abstract

Annual Tamil Nadu State Tourism Awards - Guidelines - Orders - Issued.

Tourism, Culture and Religious Endowments (T3-1) Department

G.O.(Ms)No.37

Dated:25.02.2022

திருவள்ளூர்வாராண்டு 2053,
பிலவ, மாசி-13

Read:

1. Announcement made by Hon'ble Minister for Tourism 2021-2022.
2. From the Director of Tourism, letter No.6902/PD2/2021, Dated:03.11.2021.

ORDER:

The Hon'ble Minister for Tourism, while moving the Demand for the Tourism Department for the year 2021-2022 has made the following announcement in the Legislative Assembly:-

"Awards will be conferred on various tourism stakeholders viz., Tour Operators, Domestic and International Airlines, Hoteliers, Inbound and Outbound Tour Operators, Forex Companies, Travel Agents and Restaurants for their contribution towards the development of Tourism sector"

2. The Director of Tourism in his letter second read above has furnished a proposal to Government and stated that the Department of Tourism, Government of Tamil Nadu shall present the Tamil Nadu State Tourism Awards to various tourism stakeholders annually as a part of the World Tourism Day celebrations. These awards will recognize various stakeholders in the tourism sector for their contributions. The awards will be presented to tour operators, airlines, accommodation units, restaurant, guides and other tourism enterprises contributing to the promotion of tourism in the state and also requested the Government to issue orders on the following:-

(P.T.O)

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a) The proposal for presenting Tamil Nadu State Tourism Awards to various stakeholders associated with tourism industry in Tamil Nadu may be approved and necessary orders may be issued.

b) The Tamil Nadu State Tourism Awards may be presented annually.

c) To sanction a sum of Rs.50.00 lakhs (Rupees fifty lakhs only) to the Director of Tourism to meet the expenditure with regards to the Tourism Awards.

4. The Government after careful examination have decided to accept the proposal of the Director of Tourism and order as follows:-

i) The Director of Tourism is permitted to present the "Tamil Nadu State Tourism Awards" annually to various stakeholders associated with the tourism industry in Tamil Nadu.

ii) Administrative sanction is accorded for a sum of Rs.47.50 lakhs (Rupees forty seven lakhs and fifty thousand only) to the Director of Tourism to meet the expenditure with regard to the Tamil Nadu State Tourism Awards ceremony, every year as a recurring expenditure, as follows:-

Sl. No	Details	Estimated Cost (Rs.in lakhs)
1.	Publicity Expenditure-TV Advertisement/ Social Media & Printing	10.00
2.	Function Expenditure (Venue, Backdrop, etc.,)	30.00
3.	Purchase of Trophies Expenditure (Rs.10000 x 45 Trophies =Rs. 4,50,000)	4.50
4.	Miscellaneous expenditure	3.00
Total		47.50

iii) The Guidelines for presenting the annual "Tamil Nadu State Tourism Awards" are **appended** to this order.

iv) The Director of Tourism shall prescribe the application format, procedure for submission of application and the supportive documents to be enclosed with the application.

v) The composition of the Jury for selecting winners for Tamil Nadu State Tourism Awards shall be as follows :-

a) The Jury shall consist of 6 (six) members.

b) The Jury shall consist of the following members:-

- i. The Principal Secretary to Government, Tourism, Culture and Religious Endowments Department as the Chairperson;
 - ii. The Director of Tourism, Department of Tourism, Government of Tamil Nadu as the Vice-chairperson;
 - iii. 4 (Four) eminent experts in the Tourism sector will be appointed every year as members to assess the applicants.
- c) The Director of Tourism shall send proposal for appointment of the four eminent experts to the Jury to Government, three months before the award function.
- d) The Jury shall decide on the awards by the last week of August, every year.
- e) The recommendations of the Jury shall be submitted to the Government for approval.
- f) The awards shall be conferred annually during the World Tourism Day celebrations on September 27.
- g) The awardees shall be invited to receive the awards in person at the designated venue as fixed by the Department of Tourism, Government of Tamil Nadu.

5. This order is issued with the concurrence of Finance Department vide U.O.No.2899/Fin(Edn-II)/2022, dated.31.01.2022.

(By order of the Governor)

CHANDRA MOHAN. B
Principal Secretary to Government

To

The Director of Tourism, Chennai-600 002.

✓ The Managing Director,

Tamil Nadu Tourism Development Corporation Ltd.,
Chennai-600 002.

The Pay Account Officer, Chennai-600 009.

(P.T.O)

The Resident Audit Officer, Chennai-600 009.

The Accountant General, Chennai-600 018.(With enclosure to all)

Copy to:-

The Hon'ble Chief Minister's Office, Chennai-9.

The Special Personal Assistant to Hon'ble Minister for Finance & HRM, Chennai-600 009.

The Special Personal Assistant to Hon'ble Minister for Tourism, Chennai-600 009.

The Principal Private Secretary to Chief Secretary to Government, Chennai-600 009.

The Principal Private Secretary to Additional Chief Secretary to Government, Finance Department, Chennai-600 009.

The Principal Private Secretary to Principal Secretary to Government, Tourism, Culture and Religious Endowments Department, Chennai-600 009.

Finance (Edn-II) Department, Chennai-600 009.

The Special Programme and Initiatives Department, Chennai-600 009. (For updating in the Online Announcement Monitoring System).

The Tourism, Culture and Religious Endowments (Tourism1/Tourism2/General) Department, Chennai - 600 009. (with enclosure to all)
Stock File /Spare Copy.

/ Forwarded by Order /


Section Officer 25/2/2022
26/2/2022

[P.T.O. for Guidelines]

[Appendix to G.O.Ms.No.37, Tourism, Culture and Religious Endowments (T3-1) Department, Dated.25.02.2022]

**GUIDELINES FOR TAMIL NADU
STATE TOURISM AWARDS – 2022**

I. Introduction

Tourism plays a vital role in the socio-economic development of every country. Tourists seek a holistic experience and activities related to entertainment, sports, dance, music, festivals, adventure, cuisine, education, wellness, and business to enhance their experiences. With advancements in transport, communication, and improvement in general economic well-being, the demand for tourism has increased significantly.

The Department of Tourism, Government of Tamil Nadu shall present the Tamil Nadu State Tourism Awards to various tourism stakeholders annually as a part of the World Tourism Day celebrations.

II. Rationale

The awards are intended to encourage various tourism stakeholders through recognition and appreciation of their exceptional contribution to the promotion of tourism in Tamil Nadu. The awards seek to encourage tourism entrepreneurs and encourage healthy competition among various tourism stakeholders with an aim to promote tourism in the state.

III. Categories

Sl. No.	Category of Awards	No. of Awards
1	Best Inbound Tour Operator 1. Gold 2. Silver 3. Rising Star Award	3
2	Best Domestic Tour Operator 1. Gold 2. Silver 3. Rising Star Award	3

3	Best Travel Partner	1
4	Best Airline Partner	1
5	Best Accommodation 1. Best Classified Hotel (5 Star category) 2. Best Classified Hotel (4 Star category) 3. Best Classified Hotel (3 Star category) 4. Best Heritage Hotel 5. Best Theme Hotel/ Resort 6. Best Beach Resort 7. Best Plantation Resort 8. Best Budget Hotel 9. Best Home stay - 5 Awards to be conferred	13
6	Best Restaurant 1. Best Theme Restaurant 2. Best Traditional cuisine Restaurant 3. Best Multicuisine Restaurant 4. Best Continental Restaurant 5. Best Pan Asian Restaurant	5
7	Tamil Nadu Tourism Development Corporation Star Performer 1. Best Hotel Tamil Nadu (Premium Category) 2. Hotel Tamil Nadu (Budget Category) 3. Best TTDC Boat house	3
8	Tourism Promotion Award (Best District)	1
9	Cleanest Tourism Destination	1
10	Best Niche Tourism Operator	1
11	Best Adventure Tourism and Camping site Operator	1
12	Best Meetings Incentives Conference and Exhibition (MICE) Organizer	1
13	Best Social Media Influencer	1
14	Best Tourist Guide	5
15	Best Advertisement on Tamil Nadu	1

16	Best Tourism Promotion Publicity Material- 3 Awards, one each for English, Tamil and any language other than English & Tamil	3
17	Best Educational Institution for Tourism and Hospitality	1

IV. Evaluation Criteria

The Tamil Nadu State Tourism Awards shall be awarded to individuals/organizations in recognition of their excellent service and dedication towards strengthening the tourism industry in the state.

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

1. Best Inbound Tour Operator (3 Awards)

A total of three awards shall be given to tourism enterprises dealing with arrangements for accommodation, transportation, sightseeing, entertainment and other tourism-related activities in the below-mentioned categories:

- **Gold:** The selection of award for the Gold category would be done on the basis of Foreign Exchange Earnings (FEE) from handling inbound tours during the last financial year, annual growth rate, number of inbound tours handled and number of foreign tourists handled.
The award shall be given to tourism companies with a turnover of Rs. 1 crore and above.
- **Silver:** The selection of award for the Silver category would be done on the basis of Foreign Exchange Earnings (FEE) from handling inbound tours during the last financial year, annual growth rate, number of inbound tours handled and number of foreign tourists handled.
The award shall be given to tourism companies with a turnover of upto Rs. 1 crore.
- **Rising Star Award:** The selection of award for this category would be done on the basis of exceptional financial performance displayed by an inbound travel start up in the last financial year.

2. Best Domestic Tour Operator

A total of three awards shall be given to tourism enterprises dealing with arrangements for accommodation, transportation, sightseeing, entertainment and other tourism-related activities in the below-mentioned categories:

- **Gold:** The selection of award for the Gold category would be done on the basis of revenue earned from handling domestic tours during the last financial year, annual growth rate, number of domestic tours handled and number of domestic tourists handled. The award shall be given to tourism companies with a turnover of Rs. 50 Lakhs and above.
- **Silver:** The selection of award for the Silver category would be done on the basis of revenue earned from handling domestic tours during the last financial year, annual growth rate, number of domestic tours handled and number of domestic tourists handled.

The award shall be given to tourism companies with a turnover of upto Rs. 50 Lakhs.

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- **Rising Star Award:** The selection of award for this category would be done on the basis of exceptional financial performance displayed by a domestic travel start up in the last financial year.

3. Best Travel Partner

This award shall be conferred to the best tourist transport operator for exceptional service and customer handling. The basis of selection for this award would be the financial performance of a tourist transport operator earned through provision of transportation facilities for domestic and foreign tourists visiting the state of Tamil Nadu in the last financial year.

4. Best Airline Partner

This award shall be conferred to the best airline company contributing to the highest number of travellers to the state. The basis of selection for this award would be the volume of domestic and foreign travellers flown to the state of Tamil Nadu in the last financial year.

5. Best Accommodation

Selection of awardees in the accommodation category would be evaluated on the basis of annual revenue earned, average occupancy rate, growth rate, volume of foreign and domestic tourists handled,

excellent service quality, commitment to customer welfare and provision of world-class amenities.

A total of thirteen awards shall be given in the below-mentioned categories:

- i. **Best Classified Hotel (5 Star):** Award for the best hotel in Tamil Nadu classified (under 5 Star category) by the Ministry of Tourism, Government of India.
- ii. **Best Classified Hotel (4 Star):** Award for the best hotel in Tamil Nadu classified (under 4 Star category) by the Ministry of Tourism, Government of India.
- iii. **Best Classified Hotel (3 Star):** Award for the best hotel in Tamil Nadu classified (under 3 Star category) by the Ministry of Tourism, Government of India.
- iv. **Best Heritage Hotel:** The award will be given to hotels/ accommodation units in recognition of noteworthy initiatives taken for promoting local architecture, arts and crafts and culture of the region, in addition to the general criteria specified for the accommodation category.
- v. **Best Theme Hotel/Resort:** Selection of awardees will be evaluated on the basis of most effective incorporation of a unique theme in the design, decoration, services and amenities available at the hotel or resort, in addition to the general criteria specified for the accommodation category.
- vi. **Best Beach Resort:** Selection of awardees for the best resort accommodation in the state will be evaluated on the basis of provision of excellent services promoting the coastal destinations of Tamil Nadu, in addition to the general criteria specified for the accommodation category.
- vii. **Best Plantation Resort:** Selection of awardees for the best plantation stay in the state will be evaluated on the basis of provision of excellent services, in addition to the general criteria specified for the accommodation category.
- viii. **Best Budget Hotel:** Selection of awardees will be evaluated on the basis of the provision of best budget-friendly amenities and services at the hotel catering to budget tourists, solo travellers and student groups, in addition to the general criteria specified for the accommodation category.

- ix. **Best Home stay:** Selection of awardees will be evaluated on the basis of number of tourists hosted, efforts taken to conserve and promote local heritage and culture through the provision of mutually enriching tourism experiences. A total of 5 awards shall be given for this category.

6. Best Restaurant

A total of five awards shall be given in the below-mentioned categories:

- i. **Best Theme Restaurant:** Selection of awardees in this category would be made on the basis of the most innovative theme incorporated in the restaurant architecture, ambience and operations, in addition to the revenue earned in the last financial year, variety of cuisines served, cleanliness and hygiene, facilities available for the differently-abled, boosting of the local economy through the creation of local employment opportunities.
- ii. **Best Traditional Cuisine Restaurant:** Selection of awardees in this category would be made on the basis of the provision of the most authentic culinary experiences highlighting the traditional cuisine of Tamil Nadu, in addition to the revenue earned in the last financial year, variety of cuisines served, cleanliness and hygiene, facilities available for the differently-abled, boosting of the local economy through the creation of local employment opportunities.
- iii. **Best Multi cuisine Restaurant:** Selection of awardees in this category would be made on the basis of the provision of best multi cuisine delicacies at the restaurant, in addition to the revenue earned in the last financial year, variety of cuisines served, cleanliness and hygiene, facilities available for the differently-abled, boosting of the local economy through the creation of local employment opportunities.
- iv. **Best Continental Restaurant:** Selection of awardees in this category would be made on the basis of the provision of exclusive continental cuisine at the restaurant, in addition to the revenue earned in the last financial year, variety of cuisines served, cleanliness and hygiene, facilities available for the differently-abled, boosting of the local economy through the creation of local employment opportunities.
- v. **Best Pan Asian Restaurant:** Selection of awardees in this category would be made on the basis of the provision of exclusive Pan Asian cuisine at the restaurant, in addition to the revenue earned in the last financial year, variety of cuisines served, cleanliness and hygiene, facilities available for the differently-abled, boosting of the local economy through the creation of local employment opportunities.

7. Tamil Nadu Tourism Development Corporation Star Performer

A total of two awards shall be conferred to the top-performing Hotel Tamil Nadu property of Tamil Nadu Tourism Development Corporation (TTDC) in the premium and budget category based on turnover, profitability and occupancy percentage.

One award shall also be given to the top-performing boat house of TTDC based on the financial criteria as fixed by the TTDC Head Office in addition to the annual growth rate of the business unit.

8. Tourism Promotion Award for the Best District

This award shall be conferred to the best district for comprehensive development of tourism, tourism promotion, destination management and volume of domestic and foreign tourists handled in the last calendar year.

9. Cleanest Tourism Destination

This award shall be conferred to the best tourism destination exhibiting the highest standards of cleanliness and hygiene at various tourist attractions of the state. Criteria of evaluation would include maintenance of clean environment at the tourist spots, campaigns to create awareness about cleanliness, provision of adequate bins for garbage disposal, efficient solid and liquid waste management.

10. Best Niche Tourism Operator

This award shall be conferred to the best tourism enterprise for exceptional performance in niche tourism categories like Eco tourism, Wellness Tourism, Beach Tourism, Wildlife Tourism, Rural Tourism, Plantation Tourism, Pilgrim Tourism, Medical Tourism etc. Evaluation would be done on the basis of revenue earned from handling domestic and inbound tours in Tamil Nadu during the last financial year, annual growth rate, number of domestic tours handled and number of domestic tourists handled.

11. Best Adventure tourism and camping site Operator

This award shall be conferred to the best adventure tourism operator providing camping and other adventure based activities at tourist destinations in Tamil Nadu. Criteria of evaluation would include effective management of destination, number of domestic and foreign tourists handles, initiatives taken to promote adventure tourism in the state and turnover achieved from operating adventure tourism activities.

12. Best Meetings, Incentives, Conference and Exhibition (MICE) Organizer

This award shall be conferred to the best tourism enterprise delivering impressive services and facilities to strengthen the MICE industry in the state. Financial performance in the last financial year, annual turnover and number of events handled shall be the top evaluation criteria for this category.

13. Best Social Media Influencer

This award shall be conferred to the best social media influencer including bloggers/vloggers, photographers, travel content creators, lifestyle bloggers, food bloggers etc.

14. Best Tourist Guide

Under this category, there will be one award for the best tourist guide from each of the five regions of the state delivering distinctive and compelling customer experiences.

15. Best Advertisement on Tamil Nadu

Under this category, there will be one award for the best advertisement promoting the varied tourism offerings of the state. Evaluation would be based on the uniqueness of the content, creativity, innovation, impact and reach on social media and other digital media platforms.

16. Best Tourism Promotion Publicity Material

Under this category, there shall be one award each for tourism promotion publicity material published in English, Tamil and languages other than English and Tamil respectively, highlighting the tourism assets of the state. Brochures, Maps, Folders, Display Units, Calendars, any other digital promotional material etc would be considered under this category for evaluation. The tourism promotion material should have been produced/ printed in the last calendar year.

17. Best Educational Institution for Tourism and Hospitality

The criteria for selection of award for the best educational institution offering tourism and hospitality courses would be based on placement records, contribution to tourism research and innovation and provision of quality education and services to students.

V. Jury for selecting awards

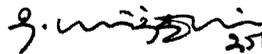
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- b. The Jury shall consist of the following members:-

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 - ii. The Director of Tourism, Department of Tourism, Government of Tamil Nadu as the Vice-chairperson;
 - iii. 4 (Four) eminent experts in the Tourism sector will be appointed every year as members to assess the applicants.
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CHANDRA MOHAN. B
Principal Secretary to Government

//True Copy//


25/12/2022
Section Officer
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