

Awards on World Tourism Day, 27th September, 2017

OBJECTIVE OF THE AWARD:

The theme of World Tourism Day this year is "**Sustainable Tourism - Its Development**" hence on the occasion of WTD the Awards to the stakeholders of Tourism will recognize those organisations which have developed responsible and unique tourism products or are engaged in implementing sustainable tourism-related initiatives which embrace sustainable tourism concepts and core values. These initiatives should also help to enhance the state's tourism product offerings and advance sustainable and responsible tourism in the state.

AWARD CATEGORIES

1. Destination Stewardship Award.
2. Sustainable Accommodation Award
3. Biodiversity Conservation Award

1. DESTINATION STEWARDSHIP AWARD

This Award is open to stakeholders involved in the tourism industry of Assam that is making solid strides towards sustainable tourism management at the destination-level through on-going and integrated initiatives and programs designed to improve sustainable tourism planning and promote widespread adoption of good practices, ensure multi-stakeholder engagement, address social and community issues, foster economic linkages, preserve cultural heritage and protect the environment. Applicants may include, NGOs, or trade associations on behalf of the destination. Contenders in this category must demonstrate sustainable tourism policies and strategies that cover five of the areas below:

- ❖ Improve long-term competitiveness of tourism businesses and destinations
- ❖ Enhance well-being of communities as healthy places to visit, live, and invest
- ❖ Preserve and conserve cultural, historical and natural heritage.
- ❖ Promote a sense of place and authenticity
- ❖ Communicate and promote sustainable tourism good practices to other tourism stakeholders

2. SUSTAINABLE ACCOMMODATION AWARD

This award is open to tourist accommodation facilities (hotels, eco lodges, guesthouses, B&B's, camp sites, home stay facilities, or other). Applicants must demonstrate how they have successfully achieved five of the following results:

- ❖ positive impact on local communities
- ❖ minimizing environmental impact through environmentally sensitive architecture, operations and management (e.g. proper solid waste management, recycling, waste water treatment, energy and water conservation)

- ❖ support for cultural and natural heritage preservation in local communities.
- ❖ collaboration with other private, public or non-government stakeholders to achieve sustainability good practices.
- ❖ use of sustainable transport e.g. use of bicycles, bio fuels in vehicles.

3. BIODIVERSITY CONSERVATION AWARD

This Award is open to stakeholders in the tourism sector working towards the protection of wildlife or expanding/restoring their local habitat or supporting biodiversity conservation e.g. a national park, biosphere or wildlife sanctuary. Applicants in this category must be able to demonstrate five of the following types of initiatives:

- ❖ that your tourism initiative has made a tangible contribution to the conservation/protection of nature in the destination.
- ❖ Development and successful implementation of specific policies and activities towards nature conservation.
- ❖ How your nature conservation efforts have directly benefited the socio-economic well-being of local people
- ❖ Efforts to educate visitors about local conservation initiatives.
- ❖ Community Development.

JUDGING

The Awards will be judged by an **Award Selection Committee** comprising of Tourism officials. This Committee will shortlist and select one winner in each award category based on the applications received and merit in accordance with the established criteria. Special mentions may also be made at the judges' discretion.

For the Award Categories, the Committee will allocate a maximum of 50 points based on how well the nomination contributes to tourism sustainability. The criteria listed for these Award categories are meant to guide both the application completion and judging process.

ENTRY RULES

- Applications should be submitted to the Director of Tourism, Station Road ,Panbazar, Guwahati - 781001 or by mail at **directortourism1@gmail.com** and submitted on or before 21st at 4:00 p.m.
- For Awards, the applicants may kindly fill in the above criteria with the details of the organisation. Should you wish to enter more than one category, separate applications must be submitted addressing the specific criteria.
- A maximum of four photographs (4 MB max. each), a website link and a 2 minute video may also be submitted as supporting material.
- All submitted material must be available for publication and will not be returned. The materials become the exclusive property of Assam Tourism, which reserves the right to publish or reproduce them, with appropriate credit to the owner and/or the manager of the product.

- Only stakeholders in the tourism industry who have not received any awards previously on the occasion of World Tourism Day may apply.
- Queries should be directed to: directortourism1@gmail.com