



**SRI LANKA TOURISM DEVELOPMENT AUTHORITY
MINISTRY OF TOURISM DEVELOPMENT & CHRISTIAN RELIGIOUS AFFAIRS**



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1. INTRODUCTION

Sri Lanka's travel and tourism industry formally began with the establishment of the Ceylon Tourist Board by the enactment of the Ceylon Tourist Board Act No: 10 of 1966.

The travel and tourism industry witnessed a steady growth until 1983, when momentum was lost and industry growth hampered due to a protracted civil war lasting three decades.

No scheme was in place to recognize and reward excellence in the Travel and Tourism industry similar to other sectors which has seen accolades and awards presented annually.

The first ever Travel & Tourism Award was held in 2008 under the patronage of the then Prime Minister, Hon. Rathnasiri Wickramanayake. Since then, this annual event has been gathering momentum with more participation and recognition of new products and services. It is in this context that Sri Lanka Tourism proudly presents **Sri Lanka Tourism Awards 2018**.

The Sri Lanka Tourism Awards 2018 will recognize and reward excellence in Sri Lankan Tourism industry. It represents the highest possible honours for Sri Lanka Tourism Operators and provides an opportunity to celebrate distinction and encourage improvement in an ever-changing business environment.

2. OBJECTIVE

To recognize and reward excellence in the travel and tourism industry, thus promoting and enhancing the delivery of service standards.



3. BENCHMARKING OF QUALITY

Sri Lanka Tourism's Quality Assurance Program is aimed at benchmarking products and services and the enforcement of regulations in order to maintain quality and consistency of services provided to tourists.

Quality Assurance is a vital industry tool designed to establish, improve and sustain industry standards for conducting tourism business. It is achieved by the development of professional management systems that will lead to reliability, consistency and predictability in the operation of the business. This in turn will result in improved customer service and satisfaction based on the following:

- Adherence to industry standards and code of practice
- Compliance with business and industry regulations

Quality Assurance provides consumers and the industry with an assurance that we are committed to professionalism both in our business operations and delivery of service. Currently many organizations engaging in tourism countrywide are involved in the quality assurance program. The program is committed to ensure that every tourism entity participates in delivering these standards.



4. REWARDS FOR RECIPIENTS

a) Accolades

Each category is entitled to an award except for the Tourism Legend and Tourism Entrepreneur Category .

b) Certificates

All award winners will also receive a certificate recognizing their achievement in the Travel & Tourism industry.

c) Logo

All Awardees will receive the Sri Lanka Tourism Awards 2018 electronic logo.

Winners will also be provided with an Awards logo representing their accolade. This will be made available in several formats for use in advertising, media releases, web sites, stationery and other applicable business uses .

c) Media Attention

Media coverage for winners will follow the announcement at the Awards Ceremony. They will be recognized in national media releases, industry newsletters, television, radio and press reports and on the Travel & Tourism Website. The winners list is often sought after by media companies when looking for products to feature. Winners are also encouraged to be proactive and seek their own media opportunities using their success in the Tourism Awards as a catalyst.



5. BENEFITS

- To stand out among peers.
- To be able to raise organizational profile with the media.
- A cause for celebration.
- To reward your team and boost morale.



6. AWARD CATEGORIES WITH AMOUNT

AWARD CATEGORIES	ENTRY FEE (LKR)
1) General Awards	
A) Tourism Legends	Free
B) Tourism Entrepreneur	Free
2) Tourist Accommodation	
A) Tourist Hotels (Classified)	
A) Five Star (City)	25,000
B) Five Star (Resort)	25,000
C) Four Star (City)	15,000
D) Four Star (Resort)	15,000
E) Three Star (City)	10,000
F) Three Star (Resort)	10,000
B) Supplementary Tourist Accommodation	
B-1) Unique Accommodation	
b-1-1) Boutique Hotels	20,000
b-1-2) Boutique Villas	20,000
B-2) Home Stay Category	
b-2-1) Home Stay Unit	3,000
b-2-2) Bungalow	5,000
B-3) Nature, Eco & Wildlife	
b-3-1) Large Accommodation Unit	10,000
b-3-2) Small Accommodation Unit (Eco Lodges, Camps, Tents)	10,000
C) Specified Tourist Services	
c-1) Best Ayurveda Tourism Centre	10,000
c-2) Best Spa & Wellness Center	10,000
b-3) Best Water Sport Center / Service Provider	10,000
b-4) Best Sustainable and Green Practices	10,000
b-5) Model Community Based Tourism Project	10,000
D) Adventure Tourism	
d-1) Adventure Service Provider	10,000
d-2) Emerging Tourism Service	10,000
3) Tourist Restaurants	
A) Best Themed Cuisine Restaurant	10,000
4) Travel & Tourism Operator	
A) Travel Agent - Inbound	
a-1) Large Category	20,000
a-2) Medium Category	15,000
a-3) Small Category	10,000



B) Destination Loyal Partner (Foreign Tour Operator)	20,000
5) Airlines - Contribution to Tourism	
A) Charter Airline operator of the Year	20,000
6) MICE Tourism	
A) Professional MICE Organizer	10,000
B) Mice Venue – Meeting , Conference Exhibition	10,000
7) Marketing Communications	
A) Best Tourism Promotional Campaign	Free
B) Electronic Media Program on Travel & Tourism - Tv	Free
C) Print Media Publication on Travel & Tourism	Free
D) Foreign Journalist Promoting Sri Lanka Tourism	Free
E) Best Tourism Website	5,000
8) Provincial Tourism Project	
A) Provincial Destination Development Project	5,000
09) Tourism Education & Training	
A) Large Category	10,000
B) Small Category	7,500
10) Tourism Attractions & Events	
A) Main Tourist Attraction	10,000
B) Major Tourist Event	10,000
11) Excellence In Service	
A) National Tourist Guide Lecturer	3,000
B) Chauffeur Tourist Guide Lecturer	3,000
C) Outstanding Culinary Contribution	5,000
D) Best Conservationist Naturalist	5,000

CATEGORIES ENTRY FEE REMARKS

All entries must be accompanied with the following:

1. General application
2. Sector specific application
3. Statutory Declaration
4. Relevant entry fees



7. ENTRY PROCEDURE

Please note the following instructions:

Applications/Nominations will be opened **from 26th August 2018 and will be closed on 26th September 2018.**

It is mandatory for all entrants to be registered and licensed with the Sri Lanka Tourism Development Authority to be considered for any of the awards excluding following categories.

General Awards, Nature, Eco & Wildlife , Model Community Based Tourism Project, Adventure Tourism, Destination Loyal Partner (Foreign Tour Operator), MICE Tourism, Marketing Communication , Provincial Tourism Project, Tourism Education & Training , Tourism Attractions & Events Excellence in Service and Air Line of the Year.

- Choose the categories you wish to enter.
- Download the application forms from the website www.tourismawards.lk or collect from the office of Director/Standards & Quality Assurance, Sri Lanka Tourism Development Authority, No 80, Galle Road, Colombo 03.
- Read the instructions provided submission of application .
- Submit the Applications (General / Sector Specific) with Entry fees.
- **Entry fees should be hand over by cash or cheque.** (Cheque should drawn in favour of Chairman, Sri Lanka Tourism Development Authority)
- The completed submission should not exceed 30 pages.

Please note: The cover enveloped / page of the submission must be clearly marked as per the specification given bellow:

1. Sri Lanka Tourism Awards - 2018
2. The category name and the number (Sub category name and the number, if applicable)
3. Name of the entry
4. SLTDA Registration No (If applicable) :
5. An image representing the product / Service (If applicable)



SRI LANKA TOURISM AWARDS - 2018	
Category Name :	
Category Number :	
Sub Category Name: (If applicable)	Number
Name of the Entry / Organization	
SLTDA Registration No: (If applicable)	
Address	
DETAILS OF PERSON SUBMITTING THE ENTRY	
Name:	
Position	
Telephone	Mobile
E:Mail	Fax:
Signature	

The following documents should also be submitted:

- The submission form and checklist.
- The statutory declaration form signed by an appropriate third party to confirm that the financial statements and other business claims made within the submission are accurate.
- A CD with 10 digital images (JPEG preferred) illustrating the entrant's operation and a 100 Word description of the entry/entrant. This CD will be used by media, for announcements at the presentations, in promotional material, website listings and in official advertising and publications.
- Please label the CD with entrant's Name, Category Name and number and CD (2 copies) per category if entering more than one.
- There will be no entry fees for Category 1- A, B, and Category 7 – A,B,C,D,E (Please refer the category list with fees)
- The Submission must be formatted as follows: Page Size: A4 (297 x 210 Mm).
- **Font:** All fonts (questions, answers, captions, tables) must be no smaller



than 12 point Times New Roman, Arial or Calibri. No variation such as narrow or condensed font styles is acceptable.

Text contained within a multi-column table may be single line spaced as long as tables do not represent more than 8 pages of the total submission.

Question text and captions may be one and half lines spaced.

- All pages should be numbered
- Layout

The question and answer Pages:

The submission of the application must have no more than 30 printed pages (single sided) or 15 pages (double sided) including text, graphs and images (note this does not include the cover page). Any relevant supporting material should be forwarded separately.

Dividers: Are optional, if used these must be blank i.e. these must not carry images, logos, watermarks or text. These pages may however be numbered for example "Question 1".

Binding: The submission must be bound. For example in an A4 ring binder, wire/plastic spine binding or book style staple binding.



8. ENTRY RULES – 2018

- Applicants are required to enter the category that best reflects their core business. Should you intend applying for more than one category, a separate and complete entry form must be submitted for each category.

Achievements or activities referred to in the entry must relate to the qualifying period i.e. Financial year 2017 (1 January 2017 to 31 December 2017 or 01 April 2017 to 31 March 2018).

Note: Net Capital is the total of Share Capital, Reserves and Non-Current Liabilities. (Non-Current Liabilities include Debentures and other Long Term Loans). Net Capital excludes Bank Overdrafts and other Short Term Loans.

- Entrants must have been in business during the entirety as mentioned above in which the activity forwarded for consideration has occurred.
- Each category has specific entry requirements, which are articulated within the category descriptor. Eligibility must be clearly demonstrated as part of your response to questions. Failure to demonstrate such eligibility will result in the submission being rejected.
- All questions must be answered under the headings provided. Unanswered questions will result in zero points. Should you need further clarification on any other queries, you may seek clarification from the Executive Committee.
- An entry submitted cannot be shifted into another category after the closing date of submissions.
- If any submission goes into administration, voluntary receivership, liquidation or bankruptcy, the entrant is required to advise the Sri Lanka Tourism Development Authority and note that the submission will no longer be eligible for an award.



9. COMPLIANCE

To ensure consistency and fairness in evaluating , the Entry Rules must be strictly met. Application should be adhere and complete with rules for submission of application.

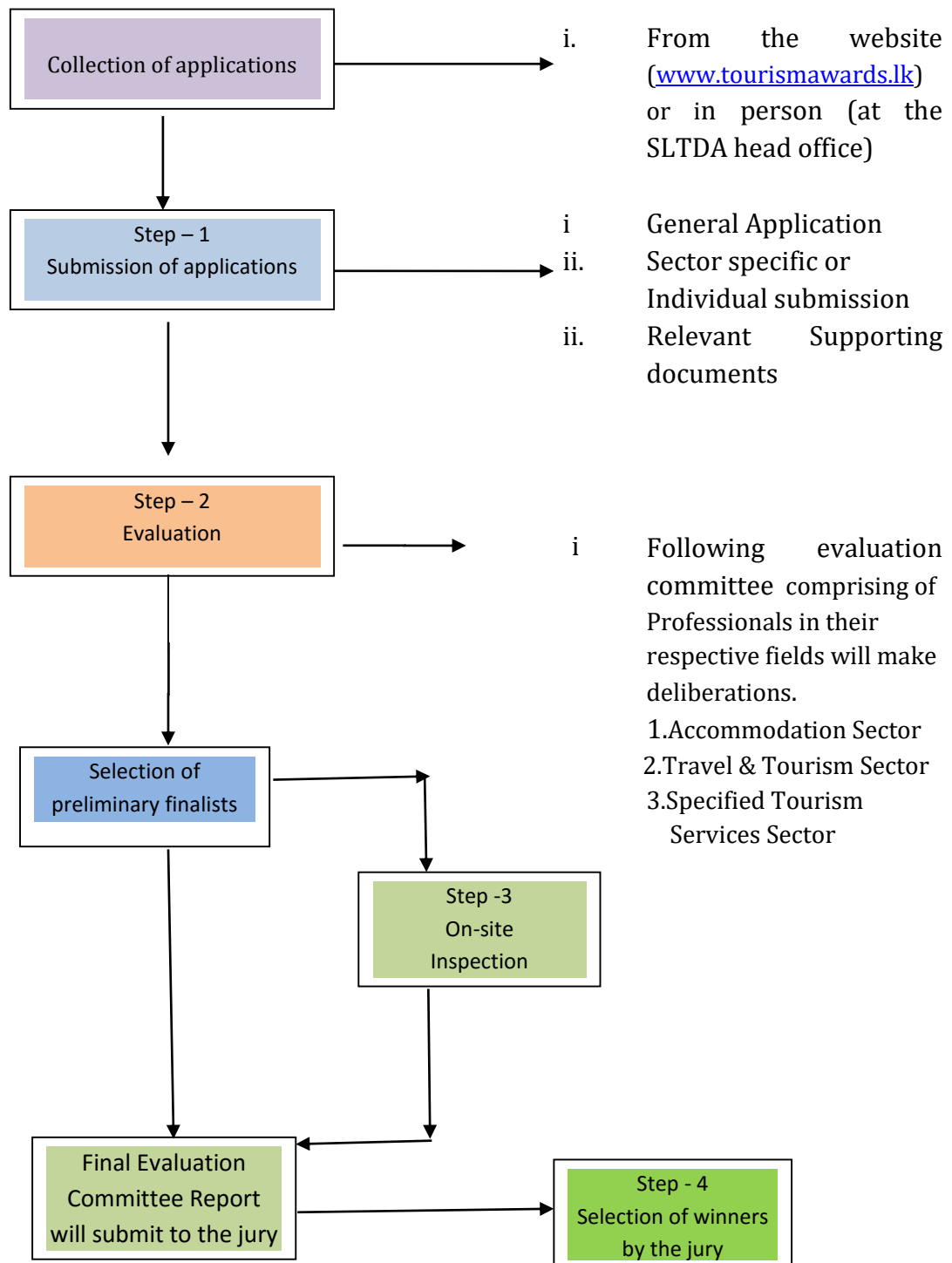
10. PENALTY POINTS

To ensure consistency in judging, the rules for entry must be strictly met. Failure to comply with the rules of entry will result in a deduction of up to 15 points as given bellow.

- Failure to comply with size of document A4 – results in 2 penalty points
- Font that is less than 12 points – results in 3 penalty points
- More than 30 pages – results in 4 penalty point per page
- Failure to format to 1 1/2 line spacing – results in 3 penalty points
- Use of more than 8 pages of tables – results in 3 penalty points

The competition in all categories is usually very close and the deduction of any points could affect your final placement

11. EVALUATION PROCEDURE





➤ **Step One – Submission of Applications**

Applications should be submitted to *Director/Standards & Quality Assurance* , Sri Lanka Tourism Development Authority on or before the closing date.

They will be scrutinized by an evaluation committee to ensure that they are duly completed and comply with application rules and regulations.

➤ **Step Two – Evaluation**

The Evaluation Committee is divided into three panels namely Accommodation Sector, Travel & Tourism Sector and other categories with each panel evaluating one or more category of awards. Selection of preliminary finalists will be made for each category by using a score sheet based on the criteria.

➤ **Step Three**

On-Site Inspection

Site inspections will be carried by an expert panel on the three preliminary finalists of accommodation sector focused on verifying the information presented by each finalist in their application is true in practice. Tourists and guests of the finalist will also be interviewed to gain further insights into tourism efforts, practices and the quality of guest experience. This information is compiled into a confidential finalist evaluation report, which is submitted as part of the selection process.

➤ **Step Four**

Selection of Winners by the Jury

The shortlisted finalists move into the final stage of the judging process . A five member jury makes deliberation on the final submission and recommendation of the evaluation committee of each category.

The jury may also request additional information from the finalist in writing or by person in order to ascertain further suitability of submission made .

Selecting a winner will be based on the consensus of the Grand Jury and will be final and conclusive.



➤ **Our Assurance**

All information submitted is strictly confidential. All persons, for example Tourism Awards Executive Committee and Judges, who may come in contact with the entries, are required to sign a confidentiality agreement.

a) Correspondence & Enquiries

Contact Persons:

For Nominations, Entries and Judging Process Tourism Awards

Mr. Chandana Wijeratne
Director / Standards & Quality Assurance
Phone: Chandana - 0777 459 901
Email: chandana@srilanka.travel, tourismawards@srilanka.travel

For Event Coordination

Ms. Sugandhi Dodanwatte
Junior Manager / Standards & Quality Assurance
Phone: 071 4424352
Email: tourismawards@srilanka.travel
Web: www.tourismawards.lk

b) Delivery

Sri Lanka Travel & Tourism Awards 2018
C/O Director/Standards & Quality Assurance
Sri Lanka Tourism Development Authority,
No: 80, Galle Road, Colombo 3.

12. AWARD CEREMONY

Awards Ceremony (Date and the venue will be announced in due cause)



13. GENERAL APPLICATION FORM

CORPORATE INFORMATION - PART A		
Please specify the sector		
Reference Code No:		
1. Name of Organization/ Company		
2. Address		
3. Contact		Tel: Fax: E:Mail: Web
4. Date of Business Registration & Number		
A- Year of Incorporation, if necessary		
A- Date of Registration with SLTDA Registration Code / Number		
A- Year of commencement of Business		
5. Legal status of the Company (Pls. tick)		<input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Private Limited Company <input type="checkbox"/> Public Limited Company <input type="checkbox"/> Other
6. Your Company is a		<input type="checkbox"/> Holding Company <input type="checkbox"/> Subsidiary <input type="checkbox"/> Associate <input type="checkbox"/> Branch <input type="checkbox"/> other
7. Does Your Company have		Foreign Collaboration Yes <input type="checkbox"/> No <input type="checkbox"/>
8. Do you have any other subsidiary company within the Group applied for any awards? If yes, pls. specify		<input type="checkbox"/> Yes <input type="checkbox"/> No
A- Name of Chief Executive Officer / Managing Director		
09. Limited Liability Companies	Finance Year Ended (2017/2018)	Value (RS)
Authorized Capital		
Shareholder Funds as at the last financial year		
Issued Capital as at last Financial year		
Non -Current Liabilities as at last financial		

	year		
	Net Profit of the Organization as at last Financial year		
10	Proprietorship / Partnerships	Financial Year Ended (2017 / 2018)	Value
	a) Capital Employed		
	b) Capital & Current Accounts balances as at Last financial year		
	c) Non Current Liabilities as at last financial Year		
	d) Net Profit of the Organization as at last financial year.		
	e) Please furnish the names of your Bank(s) And branch(es)		
11	a) Brief description of your Business		
EMPLOYEE INFORMATION - PART B			
12	Employees	Males	Females
	Executives		
	Non Executives		
	Other		
	Total		
13	Information Submitted by		
	Name		
	Designation		
	Contact No:		
	Signature		
	Date		

FINANCIAL INFORMATION- PART C

		Financial year 2017/2018	Previous financial Year 2016 / 2017
		Value	Value
14	Total turnover (in Rupees)		
	1.Financial performances		
	2. Company overall turn over		
	3. Sector specific turnover (for which the application is made)		
	A- Profit before Tax		
	A- Sector Profit		
	A- Capital employed (Shareholders Fund + Non-current liabilities)		
	A- Government levies:		
	Income Tax		
	VAT		
	CESS		
	Others		

Note:

1. If the space provided for answers are insufficient, please use a separate sheet of paper.
2. Please respond only to questions that are relevant to your sector categories.

CORPORATE SOCIAL RESPONSIBILITY - PART D		
15	<p>Do you consider CSR as a part of your corporate culture?</p> <p>If Yes provide proof of actions your organization has embarked upon ensuring responsibility towards social, cultural and economic well being of community and the environment.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
ENABLING ENVIORMENT		PART E
16	<p>Does you provide facilities for an enabling environment for the aged & disabled</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
17	<p>If yes provide proof of actions your organization has embarked upon to ensure that suitable and appropriate facilities are provided for the aged and for those with disabilities to make the most of the experience you are offering</p>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

14. SECTOR SPECIFIC APPLICATIONS

Please download the relevant sector specific guidelines from the website: www.tourismawards.lk or collect from the office of Director/Standards & Quality Assurance of the Sri Lanka Tourism Development Authority.



15. STATUTORY DECLARATION

As a condition of entry, this form must be signed and witnessed by authorized executive of your organization .

I (Name)	
of (Address of the Establishment)	
do solemnly and sincerely declare that I am the Proprietor / Managing Director /CEO of (insert name of the business /category)entering the Sri Lanka Tourism Awards)	
Signature	

Financial statements submitted with the Sri Lanka Tourism Awards applications are a true and accurate of the financial position of the business over the qualifying period. And I make this solemn declaration conscientiously believing the same to be true and correct.

Signature of Declarant :		
Name:		
Position :		
In the city of :	Day of	(month), 2018
Signature of witness		
Name of witness:		
Title of witness:		

As this is a statement on the financial position of the business, it is preferred that your statement is signed by a person qualified to verify your position. (Certified or Chartered Accountant, Auditors, Bank Manager or Chartered Secretaries).



FINAL CHECKLIST

To ensure all relevant information has been completed and included, please tick [✓] below:

<input type="checkbox"/>	Must be a registered entity with SLTDA. Airlines, Eco Tourism, Adventure Tourism, Agri Tourism, Tourism Marketing Communication, MICE , Tourist Training Institutes and other unique accommodations are exempted.
<input type="checkbox"/>	One Applicant could apply for more than one category by forwarding separate application forms and the respective entry fees.
<input type="checkbox"/>	The awards will be based on the performance and achievements during the 2017 and financial year 2017 / 2018.
<input type="checkbox"/>	The quality and completeness of the application will be considered as a demonstration of the commitment of the applicant.
<input type="checkbox"/>	Application form once submitted cannot be withdrawn.
<input type="checkbox"/>	Random checks will be carried out by the Panel of Judges to establish the authenticity of the information provided.
<input type="checkbox"/>	When completing relevant sections, please provide sufficient information with documentary evidence.
<input type="checkbox"/>	Please ensure that the product/service brochures including company brochures, promotional materials for print and electronic media etc. are attached in support of your application.
<input type="checkbox"/>	The General Application form must be filled and accompanied with the duly completed sector specific submission .
<input type="checkbox"/>	A non-refundable entry fee applicable should be accompanied with the duly completed application. All cheques should be drawn in favour of "Chairman Sri Lanka Tourism Development Authority".
<input type="checkbox"/>	The Main Application and Sector Specific application must be A4 size, maximum 30 printed pages (single sided) or 15 pages (double sided) including text, graphs and images bound in an A4 ring binder or wire/plastic spine binding.



<input type="checkbox"/>	Statutory Declaration – signed and witnessed by certified or chartered accountant or other as indicated.
<input type="checkbox"/>	A-CD including a 100 Word descriptor of your company/product provided in Word format and 10 digital images. (300 dpi files in jpeg format preferred). Please supply two copies.
<input type="checkbox"/>	All applicants must be sealed and addressed to: Sri Lanka Tourism Awards – 2018, Director / Standards & Quality Assurance , Sri Lanka Tourism Development Authority, 2 nd Floor, No. 80, Galle Road, Colombo 03. Please indicate clearly category and the Code No: applied for on top left hand corner of the envelope.
<input type="checkbox"/>	All application will be evaluated by the sector specific evaluation committee and application will be short listed. The short listed nominees will be resend to the panel of judges.
<input type="checkbox"/>	The panel of judges will take into account the industry performance of the applicant and will use their judgment and discretion in evaluating each application.
<input type="checkbox"/>	The decision of the Jury will be final and conclusive.