



CATEGORY - 04 - TRAVEL & TOURISM OPERATOR

A) Travel Agent Inbound (a-2) Medium Category

Medium (Gross turnover 26-50million per annum)

This category is open to Inbound Tour operators to recognize the contribution to Tourism through destination marketing, Tour packaging, Transport services and any other activities and services relating to inbound tourist.

To qualify for the above award the travel agent should fulfill the following criteria;

A) Product profile (30)

- a) Submit a general overview of the nature and history of your organization.
- b) Describe the components of your operations.
- c) Submit the organizational structure, probably in chart form.
- d) What value-added services do you offer to enhance to your Product?
- e) Submit a brief summary of positioning of your organization, market share and revenue
- f) Where will you position Sri Lanka as a destination in world tourism arena?

Based on the submissions applicants are required to make a power point presentation to the panel covering on following;

B) Business plan (15)

Vision and mission Strategies, Goals, financial viability.

C) Marketing plan (15)

Strategies, target markets, Promotional activities, below and above the line marketing.

D) General performances (20)

Specify segment of clientele average, selling price, comparative performance chart.

E) Customer care and Human Resource development (10)

Customer care, Feedback evaluation, Human resource development of staff.

F) Sustainability (10)

Specify Commitment to environmental protection, benefits to the community, CSR, etc.

Total 100 Points.