



SRI LANKA TOURISM AWARDS 2024



SRI LANKA TOURISM DEVELOPMENT AUTHORITY

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1. INTRODUCTION

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

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

There was no existing scheme until 2007 to award accolades to recognize the excellence in the contribution made by the industry stakeholders annually. Ever since Sri Lanka Tourism Development Authority carried on with the awards except for a few years due to prevailing circumstances.

The Sri Lanka Tourism Awards 2024 will recognize and reward excellence in Sri Lankan Tourism industry. It represents the highest possible honors for Sri Lanka Tourism industry and 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 aims at benchmarking products and services and enforcing regulations to maintain the 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. Many organizations engaging in tourism countrywide are involved in the quality assurance program. The program is committed to ensuring that every tourism entity participates in delivering these standards.

4. REWARDS FOR RECIPIENTS

a) Accolades

Each category is entitled to an award including the Tourism Legend and Tourism Entrepreneur.

b) Certificates

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

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, 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 THE AMOUNT

AWARD CATEGORIES	ENTRY FEE (LKR)
01) General Awards	
A) Tourism Legends/pioneer	Free
B) Tourism Entrepreneur	Free
02) Special Recognition / Jury's Awards	
A) Youth Contribution to Tourism	Free
a-1) Students (Age below 19)	Free
a-2) Youth (between 20 to 30)	Free
B) International Award Winners	
03) Tourist Accommodation	
A) Tourist Hotels (Classified)	
1) Five Star (City)	50,000
2) Five Star (Resort)	50,000
3) Four Star (City)	40,000
4) Four Star (Resort)	40,000
5) Three-Star (City)	30,000
6) Three Star (Resort)	30,000
7) Two Star	20,000
8) One Star	20,000
9) Other Tourist Hotels	20,000
10) Guest House (A Grade)	20,000
11) Heritage Hotels, Bungalows, Homes	20,000
12) Ayurvedic Hotels	20,000
B-1) Unique Accommodation	
B-1-1) Boutique Hotels	40,000
B-1-2) Boutique Villas	30,000
B-2) Supplementary Tourist Accommodation	
B-2-1) Home Stay Unit	5,000
B -2-2) Bungalow	7,000
B-3) Nature, Eco & Wildlife	
B-3-1) Large Accommodation Unit	15,000
B-3-2) Small Accommodation Unit (Eco Lodges, Permeant Camps Sites	15,000

04) Specified Tourist Services	
A) Spa & Wellness Center	15,000
B) Water Sports Center / Service Provider	15,000
C) Adventure Tourism Promotor and or Provider	15,000
D) Community-Based Tourism Projects	15,000
05) SUSTAINABLE PRACTICES IN TOURISM SERVICES	
A) Best Sustainable Practices in Hotels	30,000
B) Best Sustainable Practices in Supplementary Services	20,000
C) Best Sustainable Practices in Specified Tourist Services	10,000
D) Best Sustainable Practices in SME Sector	5,000
(Less than 10 rooms – accommodation)	
(Less than 10 employees – services)	
06) Tourist Restaurants	
A) Themed Cuisine Restaurant (Restaurants in hotels & stand-alone)	15,000
B) Authentic Sri Lankan Cuisine	15,000
07) Travel & Tourism Operator	
A) Travel Agent - Inbound	
a-1) Large Category	50,000
a-2) Medium Category	30,000
a-3) Small Category	20,000
B) Destination Loyal Partner (Foreign Tour Operator)	50,000
RECOGNITION AWARDS (DIRECT/INDIRECT)	
08) Airlines – Contribution to Tourism	
(Based on Data of the Research Division of SLTDA	
Collected from Civil Aviation Authority)	
A) Charter Airline Operator of the year	Free
B) Scheduled Air Line (Recognition Awards)	Free
B-1 National Carrier	
B-2 International Carriers	
B-3 Budget Carriers	
09) Cruise line Operator / Provider / Facilitator	Free
(Based on Data of the Research Division of SLTDA	
Collected from Ports Authority)	
10) MICE Tourism	
A) Professional MICE Organizer	15,000

B) Mice Venue – Meeting, Conference Exhibition	15,000
11) Digital Tourism & Marketing	
A) Integrated Digital Campaign	Free
a-1 Hospitality	
a-2 Travels	50,000
B) Foreign Journalist Promoting Sri Lanka (Electronic and Print)	50,000
C) Traveler Focused Apps	
c-1 Hospitality	50,000
c-2 Travels	50,000
D) Enterprise Management Systems	
d-1 Hospitality	50,000
d-2 Travels	50,000
E) Miscellaneous Tourism Related Technologies	50,000
12) Tourism Education & Training (Hospitality Training Institutions which are Registered with TEVC and Monitored by VTA or NAITA.)	
A) Large Category	15,000
B) Small Category	15,000
Training Institutions in Travel and Tourism	
C) Universities offering programs in Tourism	20,000
D) Institutions conducting programs accredited by Internationally Organizations such as AITA/PATA etc.	20,000
13) Excellence In Service	
A) National Tourist Guide Lecturer	5,000
B) Chauffeur Tourist Guide Lecturer	5,000
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 opened **from 15th August 2024 and submission date extended till 24th September 2024.**

7.1 Eligibility Criteria

All entrants must have been registered and licensed with the Sri Lanka Tourism Development Authority two years before the date of submission to be eligible for the awards excluding the following categories.

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

- Choose the categories you wish to enter.
- Download the application forms from the website www.tourismawards.lk.
- Read the instructions provided for submission of the application.
- Submit the Applications (General / Sector Specific) with Entry fees.
- **Entry fees should be paid by cash only.**
- The completed submission should not exceed 30 pages.

Please note: The cover envelop / page of the submission must be marked as per the specification given below:

1. Sri Lanka Tourism Awards - 2024
2. The category name and the number (Subcategory 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 - 2024	
Category Name :	
Category Number :	
Sub Category Name: (If applicable)	Number
Name of the Entry / Organization	
SLTDA Registration No: (If applicable)	
Address	
DETAILS OF THE 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 the 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 2 – A, B, Category 07 - A, B Category 9 – B (Please refer to 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 not smaller

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

The 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 a 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: These 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 – 2024

- Applicants are required to enter the category that best reflects their core business. Should you intend to apply 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 2023 (1 January 2023 to 31 December 2023 or 01 April 2023 to 31 March 2024).

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 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 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 evaluation, the Entry Rules must be strictly met. The application should be adhered to and complete with rules for submission of application.

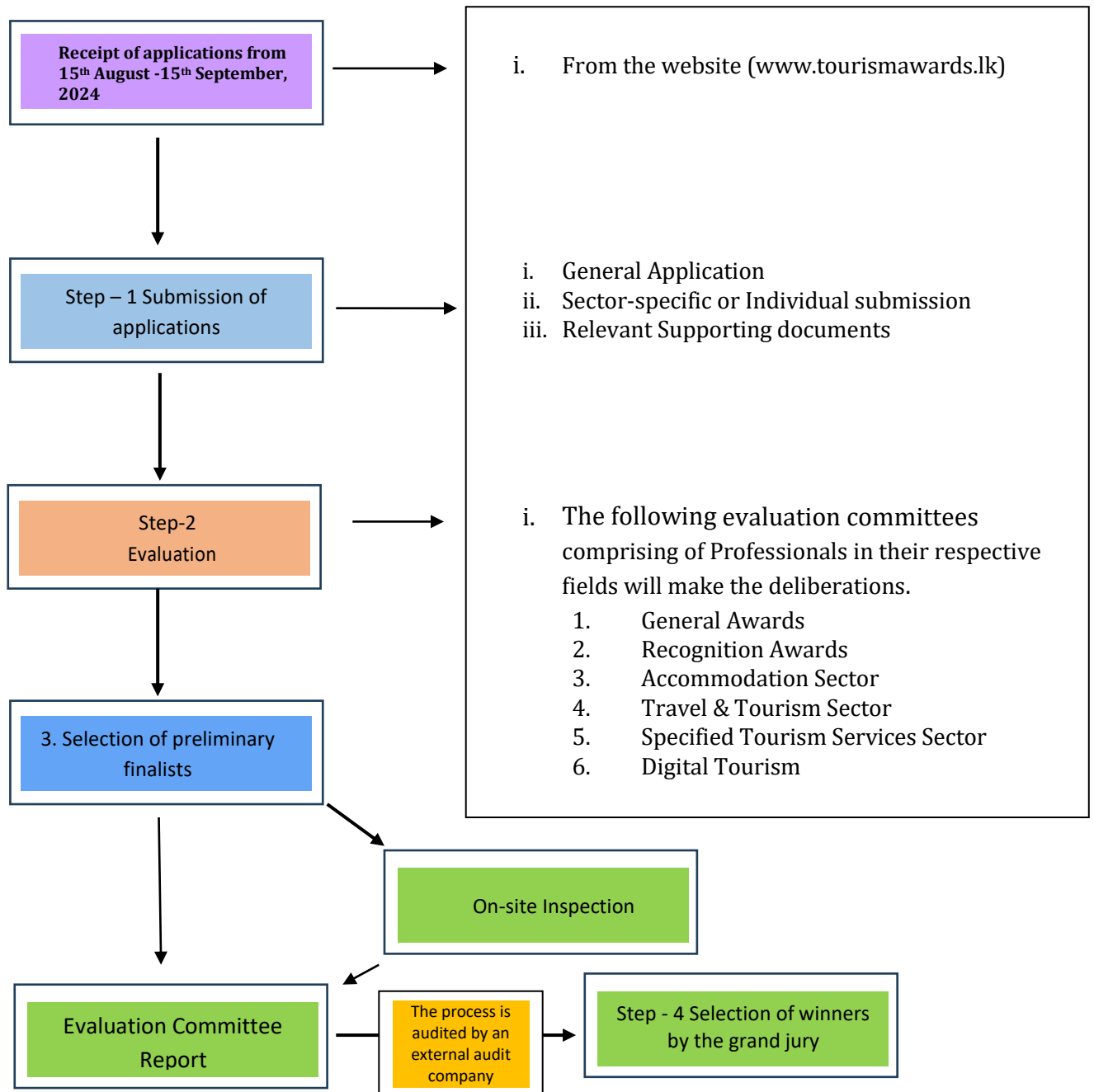
10. PENALTY POINTS

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

- 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 points 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 I – Submission of Applications**

Applications should be submitted to the **Secretariat/Tourism Awards, Sri Lanka Tourism Development Authority, 01st Floor, Sustainable Tourism Unit** 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 II – Evaluation**

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

➤ **Step III**

On-Site Inspection

Site inspections will be carried out by an expert panel on the three preliminary finalists of the 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 IV**

The process is audited by an independent audit company.

➤ **Step V**

Selection of Winners by the Grand 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 the person to ascertain further suitability of the 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. Upali De Silva
Consultant / Tourism Awards
Tel. 077 - 3039044
Email: tourismawards2024@srilanka.travel

For Event Coordination

Ms. Rajeeka Ranathunga
Assistant Director
Phone: 0777-896085.
Email: tourismawards2024@srilanka.travel Web: www.tourismawards.lk

b) Delivery

Sri Lanka Tourism Awards 2024
C/O Director/Research and International Relations
Tourism Awards Secretariat, Sustainable Tourism Unit, 01st Floor,
Sri Lanka Tourism Development Authority,
No: 80, Galle Road,
Colombo 3.

15. AWARD CEREMONY

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

16. GENERAL APPLICATION FORM

CORPORATE INFORMATION - PART A		
Please specify the sector		
Reference Code No:		
1. Name of Organization/ Company		
2. Address		
3. Contact	Tel: E:Mail Web	
4. Date of Business Registration & Number		
a-	Year of Incorporation, if necessary	
b-	Date of Registration with SLTDA Registration Code / Number	
c-	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
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		Financial Year Ended / 2023/2024)
Total Equity		
Non -Current Liabilities as at 31st March 2024		

10	Proprietorship / Partnerships	Financial Year Ended (2023 / 2024)	
	a) Capital Employed (Total Equity +interest bearing loans		
	d) Profit of the year of the organization		
	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		

[illegible]

17. SECTOR SPECIFIC APPLICATIONS

Please download the relevant sector-specific guidelines from the website: www.tourismawards.lk or collect them from the office of the Secretariat/ Tourism Awards 2024 of the Sri Lanka Tourism Development Authority.

18. STATUTORY DECLARATION

As a condition of entry, this form must be signed and witnessed by the owner/Director 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 for the year 2023/24 submitted with the Sri Lanka Tourism Awards applications are true and accurate 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), 2024
Signature of witness		
Name of witness:		
Title of witness:		

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 2023 financial year 2023 / 2024.
<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 by the duly completed sector-specific submission.
<input type="checkbox"/>	A non-refundable entry fee should be accompanied by the duly completed application in cash.
<input type="checkbox"/>	The Main Application and Sector Specific application must be A4 size, maximum of 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"/>	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 – 2024, Director / Research and International Relations, Sri Lanka Tourism Development Authority, 2 nd Floor, No. 80, Galle Road, Colombo 03. Please indicate the c l e a r l y category and the Code No: applied for on the top left-hand corner of the envelope.
<input type="checkbox"/>	All applications will be evaluated by the sector-specific evaluation committee and applications will be short-listed. The shortlisted nominees will be resent 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.