	<p align="center"><b>GOVERNMENT OF ARUNACHAL PRADESH</b>  <b>DEPARTMENT OF TOURISM</b>  <b>ITANAGAR</b></p>	<p align="center"><b>Directorate of Tourism</b></p>
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**Arunachal Tourism Awards commemorating  
WORLD TOURISM DAY - 2025**

**A. Awards:**

Sl. No	Categories	Remarks
1.	Best Homestay Host	DTO
2.	Best Tour Operator	APTOA
3.	Best Tour Guide	APTOA
4.	Female Personality: In the field of Adventure Tourism (Rafting/ Kayaking/Paragliding/Trekking)	DTO/Tourism Stakeholders
5.	Best Tourism Village	DTO
6.	Best Tourism Destination – Based on “Preservation of Traditional and Cultural Heritage”.	DTO

Main day events will also include:

1. Exhibition Stalls showcasing unique tourism products, GI tags;
2. Cultural event such as kids’ traditional fashion show and dances;
3. High tea and VIP luncheon;
4. Documentation of the event.

  
**(Bengia Manna Sonam)**  
 Deputy Director, Tourism

## **CRITERIA FOR NOMINATION OF BEST HOMESTAY 2025**

Award for a "Best Homestay Competition" involves more than just recognizing the winners; it's about celebrating excellence in hospitality and encouraging others to achieve similar standards.

Some criteria for selection for the award may be consider under the following heads:

<b>S/N.</b>	<b>Criteria</b>	<b>Maximum Marks</b>	<b>Marks</b>
1.	best homestay that offers excellent value for money while maintaining high standards of hospitality and comfort	10	
2.	The homestay that provides the highest level of luxury and comfort, with exceptional amenities and services.	10	
3.	The homestay that offers a distinctive or memorable experience, such as unique activities, cultural immersion, or an extraordinary setting.	10	
4.	Homestay where the host goes above and beyond in creating a warm, welcoming, and personalized experience for guests.	10	
5.	Based on guest reviews and feedback, this award goes to the homestay that has received the highest praise from guests.	10	
6.	Recognizes the homestay that excels in sustainable and eco-friendly practices, including energy conservation, waste reduction, and local sourcing.	10	
7.	The Homestay that provides extra security and vigilance to female tourists.	10	
8.	The Homestay that regularly updates and furnishes a copy of feedback registry to concern DTO.	10	
9.	The Homestay that keeps record and submits copies of C-form to competent authority/DTOs on time.	10	
	<b>Total</b>	<b>90</b>	

### **• Number of Guests received in the following years:**

<b>Year</b>	<b>Domestic</b>	<b>Foreign</b>
<b>2023</b>		
<b>2024</b>		
<b>2025</b>		

### **Additional Considerations**

- Promotional Opportunities:** winners will be provided with promotional opportunities to feature their award in tourism websites and social media.

The awards not only recognize the best in homestays but also provide valuable exposure and incentives for hosts to continue enhancing their offerings.

  
(Bengia Manna Sonam)  
Deputy Director (Tourism)



**GOVERNMENT OF ARUNACHAL PRADESH  
DEPARTMENT OF TOURISM  
ITANAGAR**

**Directorate  
of  
Tourism**

**No. DOT-18012/4/2021**

**FORMAT for Nomination of BEST TOUR OPERATOR of Arunachal Pradesh  
as part of World Tourism Day Celebration at Itanagar on 27.09.2025.**

**SECTION A: Company profile**

1. Is the organization registered in the department of Tourism Govt. of Arunachal Pradesh? If yes provide your registration details and upload the documents.  
Yes ☐ No ☐
2. The year of establishment of your travel company in Arunachal Pradesh (Date and Year).
3. Number of employees engaged in your office
4. Last three-year annual tourist footfall of your company (Include both foreign and domestic tourist)

**Foreign tourist**

**Domestic Tourist**

5. Last three-year annual turnover of the company.  
1. Uptil 2025

**SECTION B: Marketing and Promotion**

1. Does the company have website or publicity material? If yes add the link of the website and photos brochures?  
Yes ☐ No ☐
2. Do you use social media accounts for promotion and marketing of tourism and packages through digital marketing? Mention the status of social media presence of your company.  
Yes ☐ No ☐
3. What is the best tour that has been provided to the tourist to visit Arunachal Pradesh (Signature tour)?
4. Have you identified any new potential tourism destination for guest through your packages? If yes mention the names of destination.  
Yes ☐ No ☐
5. Has any tourist shared the experience of tour through the social media handles? If yes provide link or documents.
6. Did you attend any travel mart for domestic and international Marketing at your own expense? If yes provide the photographs of the event.

*Subhjit*



Yes ☐ No ☐

7. What sustainable practice does your follow to promote responsible tourism?
8. What are the set of inter circuit tour programme you provided?

### **SECTION C: Service and Facilities**

1. Have you provided local guide facility for the tourist to accompanying them?  
Give the details of local guides engaged.  
Yes ☐ No ☐
2. Do you prefer homestays/Hotels/lodges for your tourist?  
Yes ☐ No ☐
3. How do you ensure the safety of travellers during the tour?
4. Is there specified process for handling customer feedback and addressing complaints?

### **SECTION D: Achievements**

1. Major achievements of your company, if any.





# NOMINATION FOR BEST TOUR GUIDE 2025

Name			
Age			
Gender			
Contact No. and email ID			
Mention how long do you know him/her?			
Whether attended any guide training by any Govt./private department/organization?			
Whether he/she excels in providing in-depth cultural knowledge and creating authentic cultural experiences for the tourists?			
Number of Tourist handled in 2024-2025	Domestic		Foreign
Whether possesses knowledge of the tour subject, accuracy of information, and ability to answer questions?			
Whether possesses ability to connect with guests, maintain interest, and create a memorable experience?			
Whether he/she adhere to punctuality, reliability, appearance, and communication skills?			
Whether he/she is responsiveness to guest needs, problem-solving, and overall guest satisfaction.			
Whether he/she provide adherence to safety protocols and ensuring a safe experience for all tourists?			
<b>Specialty (Tick anyone or more)</b>	<input type="checkbox"/> Nature		
	<input type="checkbox"/> Culture		
	<input type="checkbox"/> Cuisine		
	<input type="checkbox"/> Handcrafts/Handloom		
	<input type="checkbox"/> Angling		
	<input type="checkbox"/> Medicinal Plants		
	<input type="checkbox"/> Birding		
	<input type="checkbox"/> Butterfly watching		
	<input type="checkbox"/> Trekking		
	<input type="checkbox"/> Paragliding		
<input type="checkbox"/> Rafting/ canoeing			
<input type="checkbox"/> Architecture			
<input type="checkbox"/> Other adventure activities			

**Note:**

- All registered Tour Operator/Travel Agent can recommend at least 02 Best Guide/Tour Leader from Arunachal Pradesh.
- 02 minutes of supporting video on his/her Guide work.
- Last date of submission will be 19<sup>th</sup> Sept' 2025.

**CRITERIA FOR  
BEST FEMALE IN PROMOTING ADVENTURE SPORTS AWARDS**

"Best Female" award for kayaking, paragliding and trekking, there should be a clear criterion that evaluate the candidates' skills, achievements, leadership, and contributions to these sports and Tourism in the State.

- The competition will be restricted for participation within the state of Arunachal Pradesh only.
- The decision of the Dept. of Tourism regarding interpretation of rules or any other matter related to the competition will be final. If there is any situation not contemplated in the rules, the decision of the Dept. shall be final.
- For more information about the competition, one may get in touch with the District Tourism Officer or Tourism Information Officer of respective districts.

Below are guidelines for each activity:

**1. Kayaking –**

**a. Technical Proficiency**

- Demonstrates **advanced paddling techniques** (rolls, bracing, and stroke efficiency).
- Mastery over **various types of water** (calm, whitewater, sea).
- Excellent **navigational skills** and understanding of water conditions.

**b. Competitions and Achievements**

- Success in local, national, or international **kayaking competitions**.
- Record-breaking performances or notable firsts (e.g., first woman to paddle a challenging river or expedition).
- **Endurance kayaking** feats, such as long-distance or multi-day kayaking trips.

**c. Leadership and Mentorship**

- Actively involved in coaching, mentoring, or leading **women's kayaking groups**.
- Contributions to the kayaking community (e.g., organizing events, workshops, or advocating for women in kayaking).

**d. Environmental Stewardship**

- Demonstrates a commitment to **environmental conservation** (involvement in clean-up initiatives, promoting eco-friendly practices on the water).
- Raises awareness about the protection of rivers, lakes, and oceans.

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## 2. Paragliding –

### a. Flight Proficiency

- Mastery of **launching, flying, and landing** in different weather and wind conditions.
- Technical excellence in handling **different glider types** and **advanced manoeuvres**.
- Demonstrated ability to fly in **challenging environments** (mountainous terrain, cross-country flights).

### b. Competitions and Achievements

- Participation and success in **paragliding competitions** at various levels.
- Achievements in **cross-country** or **altitude records** for female pilots.
- Notable **expedition flights** (e.g., long-distance paragliding over challenging landscapes).

### c. Safety and Advocacy

- Promotes **safety awareness** in the paragliding community, emphasizing proper training and risk management.
- **Mentorship**: Teaching or supporting other women in the sport, helping to grow the female pilot community.

### d. Innovation and Contribution

- Contributions to advancements in paragliding gear or **flight techniques**.
  - Active participation in **paragliding associations** or advocacy for inclusivity and diversity in the sport.
- 

## 3. Trekking –

### a. Endurance and Adventure Feats

- Completion of **difficult treks** or expeditions (e.g., high-altitude treks, long-distance hiking trails).
- Record-setting or first ascents in challenging terrains, mountains, or new routes.
- Demonstrated perseverance in overcoming extreme conditions or obstacles during trekking expeditions.

### b. Leadership in the Trekking Community

- Leads **group treks** or organizes expeditions, especially those empowering women to participate.
- Mentoring others, sharing trekking knowledge, and promoting **safe trekking practices**.
- Acts as a role model for sustainability and responsible trekking.





### c. Contribution to Conservation

- Actively involved in **environmental conservation** initiatives related to trekking areas (mountains, forests, or natural parks).
- Advocates for and promotes **sustainable trekking practices** and the preservation of natural habitats.

### d. Community Engagement

- Works to create inclusive spaces for women in trekking, perhaps by organizing **female-only treks** or events.
- Involvement in **non-profit organizations** or local groups that promote trekking and nature appreciation.

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### General Considerations for All Categories

- **Overcoming Challenges:** Recognize women who have overcome physical, mental, or societal challenges to excel in these sports.
- **Inspirational Stories:** Identify those who inspire others through their dedication, passion, and persistence.
- **Media Presence and Advocacy:** Acknowledge those who use their platform to advocate for **more female representation** in adventure sports.
- **Ethical Practice:** Prioritize candidates who embody the spirit of the sport by promoting **ethical outdoor practices** and protecting the environment.

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By using these criteria, the selection for "Best Female" awards in kayaking, paragliding, and trekking can celebrate those who not only excel in the sport but also contribute to the growth of the community and the Tourism in the State as a whole.



(Bengia Manna Sonam)  
Deputy Director (Tourism)

## CRITERION FOR SELECTION OF "BEST TOURISM VILLAGE"

When selecting a "Best Tourism Village" award, the criteria should focus on how well the village promotes sustainable tourism, preserves cultural heritage, supports local economies, and provides an exceptional visitor experience.

1. The competition will be restricted for participation within the state of Arunachal Pradesh only.
2. For more information about the competition, one may get in touch with the District Tourism Officer or Tourism Information Officer of respective districts.
3. Photographs and other documents should also be uploaded along with the application.
4. The Best 03 from amongst the applicant at district level will be forwarded to the Directorate of Tourism Office positively by 19<sup>th</sup> of Sept' 2025. After thorough scrutiny by a committee, the best tourism village will be selected for the award.

Below are detailed criteria for evaluating a village for this prestigious recognition: (Nominations should be based on most/few of these characteristics)

### 1. Sustainable Tourism Practices

#### a. Environmental Protection

- Implementation of **eco-friendly practices** such as waste management, water conservation, and energy efficiency.
- Preservation of natural landscapes, biodiversity, and wildlife.
- Promotion of **sustainable agriculture** and farming practices, if relevant.

#### c. Responsible Tourism

- Encourages visitors to engage in **responsible behaviours**, such as minimizing their environmental footprint.
- Supports tourism activities that respect the environment and **local community needs**.

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### 2. Cultural and Heritage Preservation

#### a. Protection of Cultural Heritage

- Preservation of **local traditions, languages, crafts, and customs**.
- Active involvement of the community in sharing their culture with tourists, such as through **festivals, cultural tours, and workshops**.
- Maintenance and protection of **historical sites, monuments, and architecture** within the village.



## **b. Promotion of Local Arts and Crafts**

- Promotion and sale of **local handmade products**, traditional clothing, or artwork.
- Opportunities for tourists to engage in **craft workshops** or observe **artisan demonstrations**.

## **c. Festivals and Events**

- Organization of **cultural festivals** that attract visitors and highlight the village's unique traditions.
  - Involvement of the community in events that showcase **local music, dance, and storytelling**.
- 

## **3. Community Engagement and Local Empowerment**

### **a. Involvement of Local Residents**

- Local people play an active role in tourism development and benefit directly from tourism revenues.
- Opportunities for **community-driven tourism** (homestays, community-run guesthouses, locally guided tours).

### **b. Employment and Economic Development**

- Tourism generates **jobs** for local residents, including roles in hospitality, guiding, or crafting.
  - Support for **women, youth, and marginalized groups** in gaining employment through tourism initiatives.
  - Development of **local businesses** (restaurants, shops, tour operators) that contribute to the economy.
- 

## **4. Visitor Experience and Accessibility**

### **a. Quality of Accommodation**

- Availability of well-maintained, **sustainable accommodation options** that reflect the village's charm (e.g., eco-lodges, homestays, boutique hotels).
- Ensures **comfort and safety** for visitors while respecting the natural and cultural environment.

### **b. Unique Tourist Activities**

- Offers **authentic, unique experiences** that reflect the village's culture, nature, and lifestyle (e.g., nature walks, cultural workshops, farm tours).





- Availability of **guided tours** by knowledgeable locals who can provide insights into the village's history and culture.

#### c. Accessibility

- Easy and **affordable access** to the village for tourists (road infrastructure, transport options, signage).
  - **Accessibility for individuals with disabilities** (accommodation, tourism services, and attractions are inclusive).
- 

### 5. Scenic Beauty and Nature Conservation

#### a. Preservation of Natural Landscapes

- The village should maintain its **natural beauty**, including mountains, forests, lakes, rivers, and scenic vistas.
- Initiatives to **protect natural habitats** and ensure that tourism activities do not negatively impact the environment.

#### b. Nature-based Tourism

- Promotion of **eco-tourism** and **adventure tourism** that allow visitors to experience nature sustainably (e.g., hiking, birdwatching, kayaking).
- Availability of **nature reserves** or protected areas where tourists can explore local wildlife and landscapes.

#### c. Cleanliness

- Well-maintained public spaces and attractions with an emphasis on **cleanliness** and proper **waste management**.
- 

### 7. Safety and Well-being

#### a. Health and Safety Measures

- Strong focus on **visitor safety**, with proper signage, guides, and protocols in place.
- **Emergency services** and first aid are available for tourists.

#### b. Health Protocols

- Villages should have clear health protocols to ensure the well-being of both visitors and residents (especially important in a post-pandemic context).
- 

### 8. Overall Impact and Legacy

#### a. Long-term Sustainability

- The village has a vision for **long-term tourism sustainability**, balancing economic benefits with environmental conservation and cultural preservation.




- Tourism development should **enhance the quality of life** for local residents without compromising their culture or environment.

#### **b. Positive Impact on Visitors**

- Tourists leave the village with a deeper appreciation of the **local culture** and a sense of connection to the place.
  - Provides an **educational experience** where visitors learn about conservation, local culture, and sustainable living.
- 

#### **General Criteria**

- **Innovation and Adaptation:** How well the village adapts to changing tourism trends and innovates in response to global challenges.
- **Inclusivity:** The village should actively work towards promoting inclusive tourism, ensuring **equal access** for all visitors, including persons with disabilities, women, and marginalized groups.
- **Partnerships and Collaboration:** Engagement with local, regional, or national tourism bodies to foster growth, while maintaining **village autonomy** in tourism decisions.



(Bengia Manna Sonam)  
Deputy Director (Tourism)

**Criteria for nomination of “BEST TOURIST DESTINATION” competition based on ‘Preservation of Local Tradition and Heritage’.**

**Name of destination to be nominated:**

**District:**

Sl. No	Particulars	Please tick		Remarks if any
		Yes	No	
1.	<b>Accessibility:</b> <ul style="list-style-type: none"> <li>Whether connected by Air and Rail.</li> <li>Availability of public TPT (taxi/cab etc.).</li> </ul>			
2.	<b>Management of waste and emissions:</b> <ul style="list-style-type: none"> <li>Availability of municipal trucks.</li> <li>Actions taken by the DA in controlling emissions (if yes kindly elaborate in the remark section)</li> <li>Whether cleanliness drive is undertaken (if yes how many times in a week/month)</li> </ul>			
3.	<b>Infrastructure:</b> <ul style="list-style-type: none"> <li>Hotels (mention number of properties)</li> <li>Homestays (mention number of properties)</li> <li>Public toilets (mention number of properties)</li> <li>Wayside amenities (mention number of properties)</li> </ul>			
4.	<b>Tourist aid:</b> <ul style="list-style-type: none"> <li>Availability of Tour Operators (mention the number)</li> <li>Availability of Tour guides/Rafting guides etc. (mention the number)</li> </ul>			
5.	Any other activities/programs undertaken by the said destination to promote Tourism under ‘Preservation of Local Tradition and Heritage’. please mention in remark section.			
6.	Whether practice of waste management system available.			
7.	Whether any provision provided to women safety especially women/female tourists			

**Note:**

- Each DTO may nominate at least **2 destinations** from their district.
- Submission of 5 nos. of high-resolution Photographs from each destination.
- Last date of form submission is **19<sup>th</sup> September 2025**.
- Number of Tourist handled (domestic and foreign) from 1<sup>st</sup> August '2024 to 31<sup>st</sup> Aug '2025.

