



## **OIC City of Tourism Awards 2019 for Dhaka**

### **Awards Criteria and Submission Guidelines**



### **Commemoration of 2019 OIC City of Tourism**

## **OIC City of Tourism Awards 2019 for Dhaka**

The Submission Guidelines contain all the information needed for completing your submission. Please read this document carefully before commencing.

### **I. Background**

Dhaka was selected as the ‘OIC City of Tourism’ for 2019 during the 10<sup>th</sup> Islamic Conference of Tourism Ministers (ICTM) held on 5-7 February 2018 in Dhaka, Bangladesh. The Conference, attended by high-level representatives and ministers of tourism of the OIC Member States, adopted the Dhaka Declaration to preserve and promote Islamic culture and heritage of Bangladesh.

Within the scope of activities to commemorate 2019 OIC City of Tourism, relevant OIC institutions will host and organize various programmes and events throughout the year. The activities on commemoration of Dhaka as OIC City of Tourism 2019 will include knowledge-sharing events, awareness-raising campaigns and promotional activities for the city of Dhaka.

In this context, Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) will organize an Award Ceremony on 15 October 2019. The Awards are designed to recognize successful tour operators, which have contributed significantly in promotion and development of tourism in Dhaka.

### **II. Award Category**

Tour operators play key role in international tourism activities such as they create tourism products, promote them, and finally sell them to the tourists. They closely work with multiple stakeholders including hotels, guides, transport agencies, restaurants, airlines, and local authorities to ensure a pleasant stay for the tourists. In recognition of the importance of tour operators in the tourism activities, the 2019 OIC City of Tourism Award contest calls for applications from tour operators.

### **III. Award Application Process**

All tour operators registered with Bangladesh Tourism Board can submit their application for the Award by filling out the survey available at the following link:

<https://www.surveymonkey.com/r/oiccityoftourismdhaka>

Following the final submission date by **11 September 2019**, the assessment process will commence. The Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) will have the final authority to select the awardees and will announce three winners with the highest scores after the assessment. If the applicant tour agency is among the winners, SESRIC will contact them.

#### **Please note:**

- All tour operators registered with Bangladesh Tourism Board can apply.
- No entry fee will be charged before, during or after the application process.
- Please ensure that you spare sufficient time to complete your submission so that it best represents your ability and achievements, giving you the greatest chance of success.
- Incomplete submissions will not be considered.

- Application is due by midnight **11 September 2019**.

#### **IV. Selection Process, Award and Survey**

A panel of experts from SESRIC will assess the survey results in consultation with the Ministry of Civil Aviation and Tourism of Bangladesh. Tour operators with the highest three scores will be awarded a plaque and monetary prize.

**A monetary prize will be awarded to the best three tour operators based on their scores in the survey.**

- **The first tour operator will receive a monetary prize of USD 5,000.**
- **The second tour operator will receive a monetary prize of USD 3,000.**
- **The third tour operator will receive a monetary prize of USD 2,000.**

The survey has twelve (14) questions in total with a possible maximum score of 100. It includes questions on the following eight (8) dimensions:

1. Business size;
2. Business diversity;
3. Intra-OIC tourism;
4. Internationalization;
5. Sustainability;
6. Multi-stakeholder cooperation;
7. Muslim Friendly Tourism (MFT); and
8. Future business plans.

#### **V. Summary of the Submission Requirements**

- Being a registered tour operator with Bangladesh Tourism Board.
- Filling out the online survey.

#### **VI. Terms and Conditions**

By submitting this application, the entrant agrees to these terms and conditions:

- Only complete entries will be considered.
- Decision of SESRIC is final and no correspondence will be entered into.
- Applicant can get a score of maximum of 100 in the survey.
- All finalists and winners agree to media coverage.
- All entry information is held on a commercial-in-confidence basis.
- No entry information will be shared or distributed to third parties.
- All winners will be invited to collect the awards personally during the “Dhaka OIC City of Tourism Award Ceremony” which will be held in Dhaka on 15 October 2019.

## VII. Key Dates

<b>Entry registration opens: 24 July 2019</b>
<b>Submissions close: 11 September 2019</b>
<b>Assessment and reference checks: 12 September 2019 - 02 October 2019</b>
<b>Announcement of three selected awardees: 03 October 2019</b>
<b>Dhaka OIC City of Tourism Award Ceremony: 15 October 2019</b>

\* Late applications will not be considered.

## VIII. Contact Details

Should you have any questions concerning your application, or the application process, please contact:

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