



NORTHERN PROVINCE TOURISM AWARDS 2024/2025

Celebrating Excellence in Tourism of the Northern Province



The Northern Province Tourism Bureau proudly invites applications for the Northern Province Tourism Awards 2024/2025 — honoring outstanding contributions to the growth and quality of tourism across the region.

Award Categories:

1. Northern Province Best Tour Guide Award (Male & Female)

Recognizing exceptional tour guides who have showcased the culture, heritage, and beauty of the Northern Province.

Eligibility Criteria:

- Must be working as a tour guide within the Northern Province for at least two (2) years.
- Must have conducted tours minimum of ten (10) tours within the province.

2. Northern Province Best Accommodation Provider Award

Honoring excellence in hospitality and service among accommodation providers in the Northern Province.

Award Categories:

- Hotel
- Guest House
- Bungalow
- Home Stay
- Camping Sites

Eligibility Criteria:

- Must be an accommodation provider located in the Northern Province.
- Must have SLTDA registration or have applied for registration.
- Must have been in continuous operation for at least one (1) year.
- Must hold valid local-level registration.
- Must have received at least 100 guest nights in the past year.
- Should have no major complaints or violations recorded in the last 12 months.

3. Northern Province Best Wellness Tourism Provider Award

Celebrating excellence in wellness tourism — promoting health, rejuvenation, and holistic wellbeing.

Eligibility Criteria:

- Must be an operational wellness tourism provider located in the Northern Province (e.g., spa, Ayurvedic resort, yoga retreat, wellness center).
- Must have been in operation for at least 12 consecutive months.
- Should cater to both international and domestic tourists.
- Facilities and practitioners must meet recognized health, safety, and professional standards (e.g., licensed Ayurvedic doctors, trained therapists, certified yoga instructors).

5. Northern Province Best Inbound Tour Operator Award

Recognizing licensed tour operators who promote and operate successful inbound tourism to the Northern Province.

Eligibility Criteria:

- Must be a licensed inbound tour operator registered with the Sri Lanka Tourism Development Authority (SLTDA).
- Must have conducted at least 10 inbound group or FIT (Foreign Individual Tourist) tours to the Northern Province in the past 12 months.
- Should maintain partnerships with local service providers (guides, hotels, transport services, communities) in the province.
- Should have no major complaints or penalties from SLTDA in the past 12 months.

4. Northern Province Best Food & Beverage Tourism Awards

Recognizing culinary excellence and authentic Northern flavors that enrich the tourism experience.

Category 1:

Best Authentic Northern Province Food Provider

Eligibility:

- Operates within the Northern Province.
- Offers primarily traditional Northern cuisine (e.g., Odiyal Kool, Jaffna crab curry, Pittu, Vadai, Thosai, Palmyrah-based dishes).
- Uses local ingredients and/or traditional cooking methods.
- Open to restaurants, homestays, guesthouses, food stalls, or catering services.

Category 2:

Best Other Food Provider (International / Fusion / General)

Eligibility:

- Operates within the Northern Province.
- Offers a non-traditional or mixed cuisine menu catering to domestic and foreign tourists.
- Open to restaurants, cafés, bakeries, or food trucks.

Category 3:

Best Juice Bar / Beverage Stall

Eligibility:

- Operates within the Northern Province.
- Offers freshly made juices or beverages using local fruits/herbs (e.g., palmyrah juice, nelli, king coconut, karapincha tea).
- Must meet hygiene and presentation standards.

7. Northern Province Best Environment-Friendly Souvenir-Making Entrepreneur Award

Celebrating creativity and sustainability in locally made tourism products.

Eligibility Criteria:

- Must be a resident or registered business operating within the Northern Province.
- Must produce souvenirs using sustainable, biodegradable, or recycled materials.
- Products must be locally made (no imports or outsourced mass production).
- Must have operated for at least 12 months.
- Should have sold products to domestic or foreign tourists (in shops, markets, or online).
- Must follow ethical production practices (no child labor, cultural exploitation, or use of endangered species/materials).

6. Northern Province Best Transport Service Provider (Three-Wheel / Taxi) Recognizing safe, reliable, and tourist-friendly transport service providers.

Eligibility Criteria:

- Must operate primarily within the Northern Province.
- Must possess a valid driving license and relevant transport permits (for taxi/three-wheeler services).
- Vehicle must be registered, insured, and roadworthy.
- Must have provided transport to domestic or foreign tourists during the past 12 months.
- Must have no record of serious misconduct, overcharging, or tourist complaints in the past year.
- Preferably listed with SLTDA or the Northern Province Tourism Bureau.

8. Northern Province Best Entrepreneur Award – Tourist Souvenir Sector

Recognizing outstanding entrepreneurs contributing to local craft and souvenir development.

Eligibility Criteria:

- The entrepreneur must be based in the Northern Province.
- Business must have been operational for at least two (2) years.
- Products must be made in the Northern Province and marketed to tourists.
- Must comply with local business registration and ethical standards.

9. Northern Province Best Experience-Sharing Entrepreneur in Tourism Sector Award

Purpose of the Award: To recognize and honor an entrepreneur who provides exceptional, authentic, and memorable tourism experiences in the Northern Province, while promoting local culture, sustainability, and community well-being.

Eligibility Criteria:

- The entrepreneur must operate within the Northern Province.
- The tourism experience must have been in operation for at least two (2) years.

10. Northern Province Best Destination Managing Local Authority Award

Purpose of the Award: To recognize and reward a local authority (Municipal Council, Urban Council, or Pradeshiya Sabha) that demonstrates outstanding leadership and effective management in promoting its area as a sustainable, safe, and attractive tourist destination.

Eligibility Criteria:

- Must be a recognized Local Authority within the Northern Province.
- Must demonstrate at least two (2) years of active destination management initiatives.
- Must comply with environmental, financial, and administrative regulations.
- Must submit evidence (reports, photos, testimonials, or data) supporting its achievements.

Closing Date for submitting applications:
16.11.2025

Submission:

Application forms are available at the office of Northern Province Tourism Bureau and on the official website:

<https://tourismnorth.lk/downloads>

For inquiries: Contact +94212217311 or email: tourismnorth.srilanka@gmail.com.

“Let’s celebrate those who make the Northern Province a destination of choice! Recognizing dedication. Rewarding excellence. Inspiring the future of tourism.”