

Guideline on BTB Tourism Media Fellowship

1. Preamble:

Media representations of tourism sector is an area of burgeoning interest. The need for responsible and effective tourism related reporting is even more crucial and significant, keeping in mind that people are now keen to know, decode and relate to the tourism sector. With a vision to engage the media and to enhance outreach and propagate successful, consistent, high-quality reporting on travel and tourism through their pens and lens and to give a deserved appreciation of their efforts. This operational guideline is named as “BTB Tourism Media Fellowship” which describes the essential elements of interventions that will facilitate better design and management and successful completion of fellowship program in a systematic and cost-effective manner.

2. Definitions:

2.1 **‘Tourism Media Fellowship’** means a fellowship awarded by Bangladesh Tourism Board, National Tourism Organization (NTO) to the respective journalists for their excellent contributions through high-quality reporting and writings on tourism and its related matters.

2.2 **Evaluation committee:** (1) A body of panel formed with journalists, tour operator/tourism expertise, travel writer, and government officials etc. who shall evaluate or scrutinize all of the applications submitted by aspirant candidates for media fellowship.

2.3 **Mentor:** Mentor means one or more experienced and trusted advisers who shall advise or train the primarily selected candidates of media fellowship.

2.4 **Mentoring or Mentorship:** Mentorship means the guidance provided by a mentor or mentors for the enhancement of activities and gathering experience in the field of travel and tourism writing and reporting and also that will facilitates the way to achieve the media fellowship.

2.5 **Travel and Tourism Journalist:** Travel and Tourism Journalist means those journalist who writes and makes investigative reports on travel and tourism related matters or issues and also who are involved with media that is recognized and registered by government.

3. Scope of the Fellowship Program:

This Fellowship program will be arranged by Bangladesh Tourism Board (BTB), the National Tourism Organization to provide an opportunity for media journalists, covering tourism issues, to take active part each year and thus receive a deserved appreciation of their efforts in presenting and improving Bangladesh tourism product. BTB will award the fellowship to 15 potential journalists home and abroad (10 national and 5 international) from both print and electronic media as per recommendations of the evaluation committee formed by Bangladesh Tourism Board.

The fellowship aims to encourage media professionals in the tourism sector who, at the end of the program, are expected to create and report forward looking and solution-oriented tourism issues.

4. Objectives:

Bangladesh Tourism Board (BTB) believes that the reports of both print and electronic media under the fellowship program will help sensitizing tourism related policy makers, stakeholders and community towards further development of tourism industry as a whole. The objectives of the fellowship are as bellow:

- a) To encourage media professionals in publishing reports on travel and tourism issues;
- b) To identify the prospects and challenges of the tourism development process;
- c) To draw attention of the tourism stakeholders for ensuring responsible tourism;
- d) To sensitize community or general people about sustainable development of tourism;
- e) To help policy makers in taking integrated tourism development initiatives;
- f) To campaign the promotional activities of Beautiful Bangladesh.

5. Eligibility:

For Bangladeshi nationals (Journalists and travel writers)-

To be eligible for this fellowship, one must:

1. Have at least 3 years' of professional experience on journalism in travel and tourism prior to applying for the fellowship;
2. Must be serving for any government registered print or electronic media for Bangladeshi Journalist;
3. Must have identity as Journalist from the media he is working for;
4. Agree to adhere to all relevant guidelines and expectations of the fellowship;
5. Must apply in prescribed application form supporting with authentic documents as mentioned in advertisement.

For Foreign Nationals (Journalists and travel writers)-

To be eligible for this fellowship, one must:

1. Apply through proper channel (Bangladesh Embassy in respective country)
2. Must have identity as Journalist from the media he is working for;
3. Agree to adhere to all relevant guidelines and expectations of the fellowship;
4. Must apply in prescribed application form supporting with authentic documents as mentioned in advertisement.

6. The number and amount tourism fellowship

- (1) There shall be total 15 journalists, 10 from Bangladeshi national and 5 from foreign/international nations, will be awarded for BTB Tourism Media Fellowship.
- (2) The amount of awarded fellowship will be BDT 60,000.00 (Six Thousand to each fellow).
- (3) The foreign journalist will be awarded separately and their awarded money will be given in the dollar through respective high commission.
- 4) The candidate must be interviewed by the evaluation committee.

7. Budget for the fellowship:

All expenditure will be carried out by Bangladesh Tourism Board and all spending will be as per Government financial rules and regulation.

Bangladesh Tourism Board will prepare and approve budget and sanction the amount in implementing the program from Government revenue budget. A guideline covering different activities and budget outline of the program has been given in **Appendix-3**. All expenditure will be supported by relevant documents and in accordance with government rules and regulation.

8. Application process for Bangladesh Tourism Board Media fellowship:

- (1) BTB shall call for media fellowship application in the two national daily newspapers one is English and another is in Bangladesh newspapers as well as in the notice board of BTB website.
- (2) The Aspirant/eligible candidate shall apply with filling the prescribed online form developed by Bangladesh Tourism Board provided in its website.
- (3) The Aspirant candidates for the fellowship shall fill up the form and submit it within the scheduled time/dateline specified in the advertisement.
- (4) For foreign nationals who are aspirant for the fellowship, notice will be provided and available in the embassy/consular office in the respective country.
- (5) The foreign candidate must apply through embassy/consular office of Bangladesh in respective country and a national of one country shall not apply from other country.
- (6) Here embassy/consular office shall mean and include High commission office also.

9. Methodology:

Advertisement inviting application for Tourism Media Fellowship (Year) will be published in two daily newspapers (National English and Bangla), BTB Website and Social Media. Applications need to be submitted through online. Evaluation Committee (Formation of Evaluation Committee is given in **Appendix-1**) will invite applicants for interview. Applicant for foreign country will be interviewed through online and one representative from respective Embassy will be a member of Evaluation Committee. Only the short listed applicants will be invited to attend the orientation/briefing session at the office of Bangladesh Tourism Board to understand

and familiarize themselves with the requirements of this fellowship. The selected fellows will be required to undergo a field visit to the relevant sites in the country that have significant tourism aspects. Their reports must contribute to the larger vision of Bangladesh Tourism industry.

The selected candidates will publish or telecast at least three following- reports, feature stories, or analytical write-ups on tourism issues in Bangladesh, in their official capacity. The issues are to be selected through consultation between the selected journalists and Evaluation committee.

Providing Guidelines in developing story, finalizing the story, coordinating with source and reporters, monitoring report writings, report selection, ensuring report publication/ broad casting, analysis and evaluating the report will be done by a panel of mentorship (**Appendix-2**).

The fellows must acknowledge the support of BTB Fellowship when they publish or present the articles or reports they produce under the fellowship elsewhere. Post the fellowship, the articles/reports will become the joint property of BTB and the fellow and Bangladesh Tourism Board will reserve all the right to reproduce the materials developed under the fellowship program giving due acknowledgement to the fellow.

On the completion of the fellowship, the awardee fellows are expected to work for the promotional activities of tourism taken by Bangladesh Tourism Board as well as generating awareness on tourism issues.

10. Publication and documentation:

BTB will make a publication compiling all the reports in question under the fellowship program. Designing and printing of the publication will be shouldered by BTB as per government rules and regulations. Each party responsible for discharging their responsibility will be liable to provide documents to respective section of BTB.

11. Share:

BTB will share the outcomes of the fellowship program with other stakeholders of the tourism sector. For that BTB will organize a fellowship completion certificate giving ceremony in presence of representatives of all tourism related stakeholders at a suitable venue in the capital.

12. Termination, modification etc:

BTB preserves the right to add, adjust, correct, improve, modify any clause or instruction even terminate the guideline as it thinks better for public interest.

Appendix-1

Formation of Evaluation Committee:

(1) The evaluation committee shall be formed of or constituted with 09 (nine) members.

(2) The outline of the evaluation committee shall be as follows-

1. Director Planning, Bangladesh Tourism Board	Convener/Chairman
2. Representative, Ministry of Civil Aviation and Tourism	Member
3. Chairman/Professor, Dept. of Tourism and Hospitality Management, Dhaka University	Member
4. Representative form TOAB	Member
5. 02 (two) journalists who are experts in travel & tourism	Member
6. Representative from Tourism ATAB	Member
7. Assistant Director (Public Relation), Bangladesh Tourism Board	Member
8. Deputy Director (marketing and Public Relation), Bangladesh Tourism Board	Member Secretary

Appendix-2

Formation of Penal of Mentorship:

1. Deputy Director (marketing and Public Relation), Bangladesh Tourism Board	1
2. Journalists who are experts in travel & tourism	2

Appendix-3

Work Plan and provable Budget outline:

Sl. No	Activities	Implementer	Time
1.	Advertisement inviting application for Tourism Media Fellowship(Year) in two newspaper (National English and Bangla), BTB Website and Social Media	BTB	Inception date
2.	Application submission	BTB	15 days
3.	Application Opening and resolution	Application Opening/Evaluation Committee	5 days
4.	Application sorting and primary screening and interview	Application Evaluation Committee	14 days
5.	Orientation/Briefing session (Selection of Topic and relevant sites for field visit and Methodology of conducting data collection)	Application Evaluation Committee	7 days
6.	Mentorship	Providing Guidelines in developing story, finalizing the story, Coordinating with source and reporters, monitoring report writings, report selection, ensuring report publication/ broad casting, analysis and evaluate the report.	45 days
7.	Publication	Content development Photograph and Design, Printing, distribution etc.	7 days
8.	Prize Money	Bangladesh Tourism Board	14 days
9.	Prize giving ceremony	Bangladesh Tourism Board	
	Venue rent		
	Certificates		
	Invitation card and distribution		
	Banner, flowers, decoration, folder, projector		
Food			
10.	Documentation	Bangladesh Tourism Board	7 days
11.	others	Bangladesh Tourism Board	
12.	Follow up report	Bangladesh Tourism Board	Up to next year