

Judging Process for TBC Asia 2020

Key Criteria for Phase One Judging

1. Must be a travel blog focusing on one or more of the applied categories
2. The blog should match the category that the applicant has entered for – e.g Food blog entered under a travel blog will not be considered a valid entry despite how good the content is
3. Blog should have one-year validity
4. Last update on blog should be within 30 days of deadline for application
5. We should take into account readership stats of at least 50k and above as well as readership location. (if readership stats are high and location is US then it's a valid entry. If the readership stat is low and is from the US, then it's not a valid entry)

Key Criteria for Phase Two Shortlisting

1. Visual Aesthetics - The ability of a blog's design elements to blend in harmony with one another, from the site layout to the color scheme, to the fonts used. The blog should be pleasing to the eye. Originality of design will earn more points.
2. User Friendliness – Similar criteria used to judge a website can be used here since the technology matters most in making it user friendly. (Loading time, button placement, ease of navigation, Ad pop-ups etc etc.)
3. Content – Tone of voice, correct spelling and grammar, is the content and endorsement biased, is it too political, is it not genuine? Rather than the value of what the content is talking about at a general level the above should be clarified first. Then we can go into using the category specific criteria to determine which ones stand out.

Key Criteria for Phase Three International Judging Process

General Judging Criteria for Finalist Stage – Within each category, lets now drill down and see what are the elements that make the winning blogs stand out

- Passion about the content the blog is about, in depth knowledge and info
- Research into the bigger story – do they link and bring in info that is more than just their experience
- Is it written in a compelling, engaging, entertaining or informative style?
- Is it easy to navigate?
- Do the blogs submitted within each category create a compelling account and has brand fit toward the applied category?

Best responsible tourism award – Category Criteria

Should have done an outstanding job of using the position as a travel blogger to encourage, educate, influence, inspire and promote responsible travel and tourism to both travellers and the travel industry.

Should have a significant and influential voice in the public sphere about sustainable and responsible tourism.