

Blog Post Submission Policy

karnatakaturismsociety.org/blog · For KTS Members Only

This policy explains how KTS members can submit articles for the official KTS Blog (karnatakaturismsociety.org/blog) — who can submit, how submissions are reviewed, and what's expected of every post.

1 Who Can Submit

Blog submissions are open **exclusively to current members of KTS**.

- The submitting individual must be a registered member, or an authorised representative of a registered member organisation (e.g. hotel, resort, travel agency, tour operator, transport operator, homestay).
- Each member may have one post under review/in queue at a time, so that submission slots remain available to all members (see Section 2).

2 First-Come, First-Served Basis

Blog slots are allocated strictly in the order submissions are received.

- Every submission is logged with a timestamp on receipt and added to the publishing queue in that order.
- Only complete submissions (meeting all requirements in Sections 4 & 5) enter the queue. Incomplete entries are returned for revision and re-queued upon resubmission with a new timestamp.
- KTS will make reasonable efforts to publish or respond to submissions, subject to editorial calendar and volume of pending posts.
- There is no guarantee of a specific publish date; priority reflects order of receipt, not preferential treatment.
- KTS may run a maximum of one post per member per calendar month to keep the queue fair to all members.

3 No Self-Promotion

Editorial content only. The KTS Blog exists to share genuine tourism insight, destination knowledge, and industry perspective — not to advertise a member's business.

Not permitted:

- Pricing, rates, discount codes, offers, or "book now" style calls to action.
- Repeated or promotional mentions of the author's own products, packages, or services within the body text.
- Multiple links to the author's website, booking pages, or social handles inside the article body.
- Content that reads as an advertisement, press release, or listicle primarily featuring the author's own establishment.

Permitted: factual, first-person context (e.g. "as a homestay operator in Coorg, I have observed...") where it supports the article's informational value, without functioning as an advertisement.

4 Author Credit

Every published post will carry a standard byline. This is the **only** place a business name and link are displayed — not within the article body.

"Written by [Author Name], [Company Name] — [Website URL]"

- Please provide your full name, company/establishment name, and a single website URL exactly as they should appear.
- Only one website link per author will be published. Social media handles are not included in the byline.
- KTS reserves the right to shorten a company name or omit a broken/unsafe link.

5 Minimum Content Requirements

Element	Requirement
Word count	Minimum 1,000 words (1,200–1,600 words recommended)
Title	One clear, descriptive title (max 100 characters)
Structure	Introduction, at least 2–3 sub-headed sections, and a conclusion
Originality	100% original, unpublished elsewhere, and plagiarism-free
Topic relevance	Must relate to Karnataka tourism, travel, hospitality, culture, or industry trends
Language & tone	English or Kannada, informative/editorial tone, free of grammatical errors
Format	Submitted as an editable document (.doc/.docx) or in the body of the email

6 Minimum Image Requirements

Element	Requirement
Number of images	Minimum 2 images (1 featured/cover image + 1 supporting image)
Resolution	At least 1200 x 800 pixels, high resolution, not pixelated
File format	JPG or PNG
File size	Under 5 MB per image
Ownership/rights	Must be owned by the author or properly licensed (royalty-free/stock with usage rights); credit the source if required
Content	Relevant to the article; no watermarks, logos of other brands, or promotional overlays/text
Captions	A short caption/alt text for each image is appreciated but not mandatory

7 Use of AI Tools

- AI tools may be used to help draft, structure, or edit a post, but the article must reflect the author's own knowledge and experience — not an unedited AI output.
- Authors must fact-check and personally verify every claim, name, place, and statistic before submitting, whether AI-assisted or not.
- If AI tools were used significantly in drafting the text, please mention this briefly in the submission email.
- AI-generated images are not accepted as the featured/cover image; real photographs are required there. AI-generated graphics may be used for minor illustrative purposes only if disclosed and clearly non-misleading.
- Content must not include AI-fabricated quotes, statistics, or claims attributed to real people, places, or organisations.

8 How to Submit

Send your complete submission by email to:

support@karnatakatourismsociety.org

Please include, in a single email:

1. Subject line: **"Blog Submission - [Your Article Title]"**
2. Your full name, KTS membership/company name, and membership ID (if available)
3. The article as an attached document (or pasted into the email body)
4. Images attached as separate files (not embedded only in the document)
5. Your preferred byline details: Name, Company Name, Website URL

9 Editorial Review & Rights

- All submissions are reviewed by the KTS editorial team for accuracy, tone, and compliance with this policy before publishing.
- KTS reserves the right to accept, reject, edit, shorten, or request revisions to any submission, and to decline content without assigning a reason.
- KTS reserves the right to add relevant SEO tags, a featured image, or minor formatting for consistency with the blog's style.
- Once submitted, content may not be withdrawn after it enters the publishing queue without informing KTS in writing.

10 Content Ownership & Removal

- The author retains copyright of their original work but grants KTS a non-exclusive, royalty-free licence to publish, edit, archive, and share the post (including on KTS's social media channels) indefinitely.
- Authors may request removal or correction of a published post by writing to the email above; KTS will action reasonable requests.
- KTS may remove any post at its discretion if it no longer complies with this policy or applicable law.

11 Conduct & Compliance

- Content must not contain defamatory, discriminatory, unlawful, or misleading claims about any person, place, or business (including competitors).
- Repeated violations of this policy (e.g. self-promotion, plagiarism) may result in suspension of blog submission privileges for the member.
- This policy may be updated from time to time; the version published on the KTS website will always govern.