

NATIONAL APEX CHAMBER

PHD HIMALAYAN TOURISM SAMMAN HIMALAYAN EXPO 2019

An initiative by PHD Chambers to recognize the best sustainable & innovative practices in the Tourism Industry in Uttarakhand

UN SDGs - Sustainable Development Goals

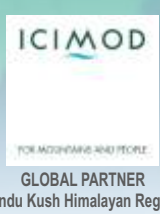


In Association with :



Uttarakhand Tourism Development Board

**“HIMALAYAN DAY” celebrations 9th September 2019 Dehradun (UK)
HIMALAYAN EXPO from 7th to 9th Sept at Hotel Madhuban - Dehradun**



PHD CHAMBER OF COMMERCE AND INDUSTRY

Overview

First of its kind Tourism Awards in the Himalayan States commissioned by PHD Chamber Uttarakhand State Chapter will be ode and a testimony to the efforts of thousands of people working day and night to make our travels to the state comfortable and enjoyable. PHD Himalayan Tourism Samman (HIT SAMMAN) are aimed at galvanizing the tourism industry in the Himalayan states. The purpose of the awards is to identify, analyze and reward desirable behavior and performance in broadly two categories :

SDGs based SUSTAINABLE AWARDS

POPULAR CHOICE AWARDS

Methodology For Choosing Categories

Every Category should have clear cut measurable variables that can be mapped across participants. All markings should be backed by solid evidence. Categorization is based on following principles :

Principle adopted for Desirable Behavior

A set of behavioral/ business attributes to be identified and rewarded, which are consistent with the Sustainable Development Goals (SDGs) and would result in propagating "Responsible & Sustainable Tourism" which is critical to the Himalayan Tourism. The applicants will have to submit/ enlist **admitted evidence** of the assertions being made for the awards.

A highly credible Award Jury would be assigned the task of evaluating the assertions based on the pre defined parameters. The intention is to bench mark the globally acceptable standard practices and share the learnings for inducing a progressive change.

Principle of Performance

Recognizing and Honoring the performance is the primary objective of these awards category. The service sector toils day and night to build a consistent experience which entails huge amount of efforts for standardisation. The bench marking high performances are the results of perseverance and excellence in professional practices, which will be reorganized.

This SAMMAN/Awards will be a measure of both Hard and Soft Data to comprehensively evaluate the performance of the nominees. We intend to create an annual award which is a coveted symbol of excellence for the Tourism Sector of Himalayan Region.

AN ADD ON : 3 DAYS "HIMALAYAN EXPO" 7th, 8th & 9th Sept

Salient Features :

- #3 Days Exposition of the Himalayan Products including Himalayan Textile, Handicrafts, Culinary, Organic, Medicinal, Health, Yoga etc.
- #New Destination Expo including Eco Tourism, Adventure Tourism, Health, Spiritual, Nature etc.
- #Cultural evenings
- #3 days of Conferences and symposiums

Gastro Attraction : HITS Culinary Contest

This Himalayan Culinary Extravaganza will extend over every aspect of Culinary & Hospitality specific to Himalayan Region with special focus on Uttarakhand cuisine & ingredients. The event will allure visitors and explore the possibilities of satisfying the appetite with the ingredients of the Himalayan origin and thus exploring new dimensions of the array of recipes' for Himalayan Tourists.





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SAMMAN 2019

SAMMAN CATEGORIES

A

SUSTAINABLE HIT SAMMAN

SUB CATEGORIES ALIGNED WITH UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

I. Environment Consciousness

- a) Wildlife Conservation Samman
- b) Water Conservation Samman
- c) Carbon Reduction Samman

II. Destination Developer

- a) Destination Developer
- b) Best Tourism Blogger Samman

III. Cultural Propagator

- a) Best Cultural Heritage Attraction Samman

IV. Livelihood Supporter

- a) Responsible Employer Samman

IV. INNOVATION AWARDS

- a) Best Tourism Start Up Samman

B

POPULAR CHOICE HIT SAMMAN

- I. Best Jungle Resort
- II. Best Rejuvenation/Spa
- III. Best Wellness Resort/ Destination
- IV. Best Super Luxury Hotel
- V. Best Luxury Hotel
- VI. Best Premium Hotel
- VII. Best Budget Hotel
- VIII. Best Inns & Lodges
- IX. Best Home Stays
- X. Best Camp Resort
- XI. Best Adventure Sports Category
- XII. Best Dharamshala at Pilgrimages

SDGs based SUSTAINABLE AWARDS

The Basis for assessing desirable behavior would be the Guidelines on Sustainable Tourism issues by the United Nations World Tourism Organization (UNWTO) and the United Nations Sustainable Developmental Goals (SDGs) to which India is a Signatory. The Applicants will be assessed on these parameters.

POPULAR CHOICE AWARDS

The Popular Choice Awards is commissioned in collaboration with large Travel Aggregators. The Parameters for these awards will be the customer reviews. This initiative will also help create data to identify the emerging trends of the sector annually.

OUR PARTNERS



HOSPITALITY PARTNER

Link to apply online / download the application form:-
<http://www.phdcci.in/Himalayan-tourism-awards/>
Last Date to submit the duly filled Application form : 31st July 2019



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HIMALAYAN
TOURISM SAMMAN
UTTARAKHAND 2019

Brief About Uttarakhand Tourism Development Board

Web Link - <https://uttarakhandtourism.gov.in/about-utdb>

Uttarakhand Tourism Development Board is the highest body to advise the Government on all matters relating to tourism in the State. The statutory board is chaired by the Tourism Minister Govt. of Uttarakhand and Chief Secretary of Uttarakhand is its vice chairman. The Principal Secretary/ Secretary tourism acts as Chief Executive Officer. It also has five non-official members from the private sector and experts in tourism related matters. The board also functions as a regulatory and licensing Authority.

Mission & Vision

To place Uttarakhand on the tourism map of the world as one of the leading tourist destinations, and to make Uttarakhand synonymous with tourism.

To develop the manifold tourism related resources of the State in an eco-friendly manner, with the active participation of the private sector and the local host communities.

To develop tourism as a major source of employment and income/revenue generation and as a pivot of the economic and social development in the State.

Brief About PHD Chamber of Commerce And Industry

Web Link - <http://phdcci.in/>

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organisation working at the grass-root level and with strong national and international linkages. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields.

PHD Chamber of Commerce & Industry, a leading Industry Chamber of India, ever since its inception in 1905, has been an active participant in the India Growth Story through its Advocacy Role with Government of India and State Governments. It is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET(QCI), at national and international level.

A National Apex Chamber having its international office at Bahrain for 6 GCC countries, with 1,30,000 companies as its members base, has total focus on the development of small and medium businesses. PHDCCI has co-opted National and International Industry Associations and Organizations through over 100 MoUs signed between the parties.

Program Coordinator:

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PHD CHAMBER OF COMMERCE AND INDUSTRY (Uttarakhand State Chapter)

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