



HIMALAYAN TOURISM SAMMAN (PHD HIT Samman)

Host State : Uttarakhand

Brief for the Nominees & Nomination Application Form

The Himalayan Tourism Samman are aimed at galvanizing the tourism industry in the Himalayan states. The purpose of the Samman is to identify, analyze and reward Sustainable Behavior and Performance. It would be the first of its kind Award/ Samman in the State to honor the Excellence in the Tourism Sector.

The Basis for assessing Sustainable 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.

PHD Chamber will create a platform for the Tourism Industry in the state which will bring all the stakeholders of the industry together and engage with each other. It will also help create data to identify the emerging trends of the sector annually. The Government will also get an opportunity to address the concerns and aspirations of the state at one platform.

The Popular Choice Awards would be awarded basis business performance as well as the feedback received on public platforms

On the whole, we believe that Uttarakhand Himalayan Tourism Samman will prove to be a game changer for the Sector. Nominations are invited from all the Himalayan States including UK, HP, J& K, Sikkim and sister states of North East.

Application form to be Submitted to :

Uttarakhand State Chapter of PHD Chamber of Commerce & Industry

Office address : Shiva Complex, 2nd Floor, 57/19, Rajpur Road, No.18&19, Dehradun. 248001,

Phone : 0135-2656561, E.Mail: phddehradun@gmail.com, Web: www.phdcci.in

Contact Persons :

Mr. Rajiv Vaid (Officer at D DUN) 8439017770, Program EMAIL : hit18uk@gmail.com

Ms. Sulagna Ghosh (Officer at Delhi) +91 8800339112

For further discussion & queries :

Mr. Anil Taneja(Regional Director) : 9358358133 Email : [<anil.taneja@phdcci.in>](mailto:anil.taneja@phdcci.in)

APPLICATION FORM

1. Your Organization

Official
name

Mailing
address

4. Alternate Official Contact Point

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.

Name

Telephone

Fax

Email

2. Samman Category and Criteria Used

a. Samman category (Check one.)

- ☐ Popular Choice
- ☐ Sustainable
- ☐ Both

b. Sustainable Samman Sub category (Choose one)

- ☐ Wildlife Conservation
- ☐ Water Conservation
- ☐ Carbon Reduction
- ☐ Blog
- ☐ Destination Development
- ☐ Cultural Heritage
- ☐ Accommodation for Responsible Employment
- ☐ Startup (Innovation)

c. Popular Choice Samman Sub category (Choose one)

- ☐ Best Jungle Resort
- ☐ Best Rejuvenation/Spa
- ☐ Best Wellness Resort/Destination
- ☐ Best Super Luxury Hotels Category
- ☐ Best Luxury Hotels Category
- ☐ Best Premium Hotel Category
- ☐ Best Budget Hotel Category
- ☐ Best Inns & Lodges Category
- ☐ Best Adventure Tourism
- ☐ Best Home Stay
- ☐ Best Camp Resorts
- ☐ Best Dharamshala at Pilgrimages

5. Release and Ethics Statements

Release Statement

I understand that this application will be reviewed by members of the Award/Samman Committee. If my organization is selected for a site visit, my organization will :

- host the site visit,
- facilitate an open and unbiased examination, and
- pay reasonable costs associated with the site visit

If selected to receive an award/Samman, my organization will share all required documentation to the panel(That will be kept confidential with PHD Chamber Award Committee).

Ethics Statement and Signature of Highest-Ranking Official

I state and attest that

1. I have reviewed the information provided by my organization in this award /Samman application package.
2. To the best of my knowledge, this package contains no untrue statement of a material fact and omits no material fact that I am legally permitted to disclose and that affects my organization's ethical and legal practices. This includes but is not limited to

sanctions and ethical breaches.

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Date

Signature

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.

3. Official Contact Point

Designate a person with in-depth knowledge of the organization, a good understanding of the application, and the authority to answer inquiries and arrange a site visit, if necessary.

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.

Name	
Title	
Mailing address	<input type="checkbox"/> Same as above
Overnight mailing address	<input type="checkbox"/> Same as above (<i>Do not use a P.O. box number.</i>)
Telephone	
Fax	
Email	

Printed name

Job title

Applicant name

Mailing address

Telephone

Email

<input type="checkbox"/> Same as above

6. Fees

APPLICATION FEES : (In Rs.)*(For 4 categories of properties) HIT Samman Categories : Sustainable/ Popular Awards HIT Sammans Sub Categories You can apply for more than one categories.	Base Rates	Budget	Moderate	Luxury	Others
	Inns & Lodges *(Tarrif≤1000/-)	(Tarrif>1000 ≤3000)	(Tarrif >3000 ≤4500)	S/Luxury (Tarrif>4500)	Consultants/ Professionals
	Rs. 1,000	1,500	5,000	15,000	3000
Base Plus 50% of base rate for additional category application of HIT SAMMAN eg. For 2 categories of HIT Samman for <u>Inns & Lodges</u> its Rs. 1000+500=1500/- For 3 categories of HIT Samman in <u>Budget Hotels case</u> : 1500+750+750 = 3000/-					

Indicate your method of payment.

<input type="checkbox"/> Check/Draft (enclosed) <input type="checkbox"/> Online Payment (Ref No.....)			
Make payable to the			
<input type="checkbox"/> Draft <input type="checkbox"/> Wire transfer(Link:)			
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express			
Card number		Authorized signature	
Expiration date		Printed name	
Card billing address		Today's date	

7. Submission

Include proof of Feedback and Results (By Accredited Bodies)(Applicant may add an annexure)

Other Organization Highlights (Details apart from the ones stated above, that you would like to mention)

Rationale for the Choice of category and your achievements in the same

HIT Samman Details :

Sustainable Samman

S. NO	CATEGORIES	SAMMAN	WHAT JUDGES WANT	REMARKS
1.	Environment Consciousness	a) Wildlife Conservation Samman	Integration of great holiday experiences with progressive and sustainable programs in wildlife and habitat conservation, measures of success and ideas which can be adapted and developed by tourism providers around the world.	<ul style="list-style-type: none"> •Not only takes visitors into the wilds, trains local people as expert naturalist guides. •Sustainable wildlife watching approach to tourism. •Village development funds receive money tied to the number of sightings. •These holidays also provide vital income stream to local communities as well as an ever flowing stream of inspiring wildlife guides and naturalists
		b) Water Conservation Samman		
		c) Innovation for Carbon Reduction Samman	The combination of surprising ingenuity and genuine effectiveness - real examples of innovation that works in addressing the challenge of carbon reduction. The ability to demonstrate achievement over time, and provide examples that could be replicated by other organizations, are desirable.	<ul style="list-style-type: none"> •Uses rain water in the bathrooms and kitchen, harvested from the roofs of the lodge •Uses solar water heaters to provide hot water for showers and in kitchen; its electricity is provided by wind and solar energy; a sophisticated shower control •Engages the visitor enabling them to monitor their own water consumption by providing them with computer-fed feedback on the amount of water they are using. If customers keep within their 'eco-limit' they can choose to have a tree planted or a reduction on their bill"

2.	Destination Developer	<p>a) Blog Samman</p> <p>b) Destination Development</p>	<p>An accessible, insightful blog that demonstrates the writer's or team of writers' depth of understanding about responsible tourism, and the ability to inspire and excite travelers about responsible holiday experiences.</p> <p>Best contribution in the area of Identification of Attraction, Providing Access and Building Amenities</p>	
3.	Cultural Propagator	a) Cultural Heritage Attraction Samman	<p>Tourism providers with deep, long-standing connections and commitments to the local community, and exciting policies and practices for celebrating local cultures and ways of life.</p> <p>Proven examples of a cultural, historic or natural resource being celebrated and protected at the heart of a tourism experience.</p>	<ul style="list-style-type: none"> • Shares the wild mountainous magnificence of Himalayan state with visitors, it opens up the homes, heritage and hearts of people who live there too. • Storytelling evenings, story theatre, state language dance, song and traditional music tours, offering traditional cookery courses & tours, local community festivals, traditional basket weaving lessons etc.
4.	Livelihood Supporter	a) Accommodation for Responsible Employment Samman	<p>An accommodation with a clear emphasis on fair working conditions. The winner will demonstrate a holistic approach to the welfare and skills development of its staff.</p>	<ul style="list-style-type: none"> • Refreshing approach to employment principle • It has a responsibility to ensure that people with physical, mental, emotional and indeed financial needs are introduced into mainstream employment and well supported throughout • Best hotel for local sourcing
5.	Innovation Samman	Best Start Up Samman	<p>Best start up venture based on innovation for responsible & sustainable tourism.</p>	<ul style="list-style-type: none"> • Innovative Use of Technologies like Big Data Analytics augmented, virtual reality, AI, Internet of Value etc for growth of tourism. • New Approach to address the pressing problems of the community startup, difficult & Eco sensitive terrain of Himalayas

SUSTAINABLE TOURISM SAMMAN

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.

S.No	Popular Choice Samman
1.	Best Jungle Resort
2.	Best Rejuvenation/Spa
3.	Best Wellness Resort/destination
4.	Best Super Luxury Hotel Category
5.	Best Luxury Hotel Category
6.	Best Premium Hotel Category
7.	Best Budget Hotel Category
8.	Best Inns & Lodges Category
9.	Best Adventure Sports Provider
10.	Best Home Stay Category
11.	Best Camp Resort Category
12.	Best Dharamshala at Pilgrimages

POPULAR CHOICE SAMMAN

The Popular Choice Samman are aimed at honoring performance on popularity parameters. We propose that these Samman be judged based on the User Reviews and Popularity Ratings from various Traveler Websites. It is our firm belief that the Customers are the best judge to rate the experience of a service provider. User Reviews give us the opportunity to understand the day to day operations. Negative and positive Reviews are both recorded and are available for scrutiny. However, with perception aggregation happening on a real-time basis the organizations moves accordingly in the ratings. We have listed below a list of popular categories that need to be awarded. The Judges will evaluated the various parameters disclosed by the Popular Websites and Rate the Popular Samman. Applicants will be required to Furnish other details as well like, Number of Guests in a period, Foreign Exchange Earned, Etc. as well to complete the evaluation process in a holistic manner.

<i>Sustainable Tourism Samman Categories</i>
<u>Environment Consciousness</u> <ul style="list-style-type: none"> • Innovation for Carbon Reduction Samman • Wildlife Conservation Samman • Water Conservation Samman
<u>Destination Developer</u> <ul style="list-style-type: none"> • Destination Developer • Best State Tourism Blogger Samman
<u>Cultural Propagator</u> <ul style="list-style-type: none"> • Best Cultural Heritage Category Samman
<u>Livelihood Supporter</u> <ul style="list-style-type: none"> • Accommodation for Responsible Employer Samman
<u>Innovation Samman</u> <ul style="list-style-type: none"> • Tourism Start Up Samman

FOR NOMINATION APPLICATION (HIT SAMMAN) GO TO : [HTTP://WWW.PHDCCI.IN/HIMALAYAN-TOURISM-AWARDS/](http://www.phdcci.in/HIMALAYAN-TOURISM-AWARDS/)

Samman Categories and Definitions

Segment	Award Category	Definition
Sustainability Awards	Wildlife Conservation Award	<i>The Best contribution to wildlife conservation category</i> is awarded to a tourism business or initiative that had measurable success in preserving and managing habitat and wildlife species. https://sustainabledevelopment.un.org/?menu=1300
	Water Conservation Award	The Best contribution to environment through water conservation (Uses rain water in the bathrooms and kitchen, harvested from the roofs of the lodge/hotel/establishments, or Uses solar water heaters to provide hot water for showers and in kitchen; its electricity is provided by wind and solar energy; a sophisticated shower). https://sustainabledevelopment.un.org/?menu=1300
	Carbon Reduction Award	<i>Best innovation for carbon reduction</i> is for a tourism business, association or organisation with an innovative and transparent approach to reducing carbon (Practice and Promote the Reduction of drafts and air leaks with caulk, insulation, and weather stripping, Make energy efficiency a primary consideration when choosing new appliances like furnaces, air conditioning units, dishwashers, and refrigerators, usage of compact lighting) or otherwise addressing the carbon intensity of travel. https://sustainabledevelopment.un.org/?menu=1300
	Blog Award	<i>Best responsible tourism blog</i> - a new category celebrating a blog that encourages and inspires travelers to holiday responsibly
	Destination Development Award	<i>Best contribution in the are of Identification of Attraction, Providing Access and Building Amenities</i>
	Cultural Heritage Attraction Award	<i>Best for engaging people and culture.</i> organisation or initiative that puts the celebration of local people and their cultures at the heart of memorable tourism experiences.
	Accommodation for Responsible Employment Award	<i>The Best accommodation for responsible employment</i> is for a hotel, ecolodge, campsite or other accommodation that has an exemplary responsible approach to the employment and treatment of staff.
	Startup Samman	<i>The most impactful idea, contributing towards the achievement of SDG</i>

Segment	Award Category	Definition
Popular Choice	Best Jungle Resort	<i>The Best performing resort with focus on Jungle tourism, without harming the nature or animals</i>
	Best Rejuvenation/Spa	<i>The Best performing resort with focus on Rejuvenation and Spa</i>
	Best Wellness Resort/Destination	<i>The Best Performing center, Training and healing participants & guests through different forms of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy</i>
	Best Super Luxury Hotels Category	<i>The Best Performing Deluxe Luxury hotel, offering Best in Class Supreme quality round the clock accomodation and facilities</i>
	Best Luxury Hotels Category	<i>The Best Performing Luxury Hotel, Offering high class facilites and accomodation (Min room size of 200sq.ft) to guests and tourist (Per night Price Range.....)</i>
	Best Premium Hotel Category	<i>The Best Performing Hotel offering quality Accomodation (min room size of 140sq ft)and Facilities to guests (Per night Price Range....)</i>
	Best Budget Hotel Category	<i>The Best Performing hotel offering accomodation and Lodging at economic rate (Per Night Price Range of)</i>
	Best Inns& Lodges Category	<i>The Best Performing non hotel/Residential Accomodation provider on the outskirts of the main city</i>
	Best Adventure Tourism	<i>The Best Performing center with proven record and focus on Adventure Sports and Tourism</i>
	Best Home Stay	<i>The Best performing residential accomodation provider</i>
	Best Camp Resorts	<i>The Best performing resort with focus on camping and state tourism</i>
	Best Dharamshala at Pilgrimages	<i>The Best performing Dharamshala</i>

WE WOULD LIKE TO THANK YOU FOR YOUR ENTHUSIASTIC PARTICIPATION IN THE PROCESS OF THESE SAMMAN. POST YOUR SUBMISSION OF THE SAMMAN COMMITTEE WILL GET IN TOUCH WITH YOU TO COLLECT A MORE DETAILED FEEDBACK ON THE CATEGORY PARTICIPATION