



PHDCCI PUNJAB TOURISM RECOGNITIONS 2024

CATEGORIES OF RECOGNITIONS

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PUNJAB TOURISM RECOGNITIONS 2024 – CATEGORIES

1 SETTING UP THE PRECINCTS

Punjab is crown jewel of India. The State is a kaleidoscope that shows the zenith of human achievement at every turn. Be it Architecture, Textiles, Music & Dance and Food; every aspect of human thought has found manifestation. Every inch of the land bears testimony to the valor of the people who have kept India safe from invasion for centuries.

Punjab is blessed with diverse natural, cultural, and geographical history. The strategic location, centuries old sculptures-handicraft s-arts-festivals, and globally recognized heritage sites are the gifts that make the state stand out. The State offers an abundance of experiences to the tourists both natural and envisioned, from Holy Shrine of Harmandir Sahib to Wetlands of Ropar. The Forts of Bhatinda and Patiala to the Design Marvel of the Rock Garden of Chandigarh; Punjab has a rich plethora of experiences for tourism.

Every Traveler to the state has taken back experiences that provided a perspective to their way of life.

2 PUNJAB TOURISM RECOGNITIONS (PTR)

We at PHDCCI have instituted the **Punjab Tourism Recognitions Program**. These Recognitions are for identifying and rewarding Excellence both on Sustainability and Commercial Achievement. The Recognitions Program is the flagship event for Tourism in Punjab wherein the entire sector will converge on this platform. The Event will be encouraging a discussion between the Government and the various stakeholders.

The Event will also be an occasion to meet each other and forge new partnerships. It will be an occasion for exchange of new ideas and deliberations.

2.1 OBJECTIVES FOR THE PUNJAB TOURISM RECOGNITIONS

The Objectives of the Recognitions is to recognize and appreciate the Best Practices of the industry and encourage their adoption. The Punjab Tourism Recognitions is designed to spearhead a Behavior Change and encourage Healthy Competition in the Sector.

These would enhance the capacity of the state and enable it to punch above its weight to redefine the Experience of Punjab. Given the potential of the Sector to grow in the state of Punjab, we have barely scratched the surface.

We believe that a lot of good work is happening in the industry and the same needs to be documented, analyzed and appreciated. The benefits of the initiative are stated below:

- It will help building a peer to peer collaborative environment;

- Year on Year Sample data will help capture the emerging trends in the industry;
- A mechanism would be put in place to encourage Sustainable Behavior;
- An interactive platform for Industry Interface with the Government can be Created;
- A spirit of healthy competition can be infused in the Industry;
- Encourage Investments in Capacity Building in the state;

2.2 COMPONENTS OF EVALUATION

The Components of Evaluation for PTR have to be aligned to the Sustainability and Popular Choice Categories. The Evaluation criteria for these categories will be different depending upon the outcomes that form part of the evaluation.

2.2.1 EVALUATION CRITERIA FOR SUSTAINABILITY RECOGNITION

The Sustainability Recognition will be evaluated based on the following criteria:

- **Challenges Faced:** The Organizations need to specify the Sustainability Challenges faced. They may explain the impact of these challenges specific to their organizations so that their experience can become part of the evaluation. Working towards global sustainability challenges can also be considered wherein the organization recognizes the importance of these challenges and pivots its resources to respond.
- **Goals Adopted:** The Organizations need to crystalize the Sustainability Goals and Targets adopted for implementation. They will have to provide documentary evidence like Vision & Mission Statements and any other document that clearly indicates the commitment of the organization. The intention is to understand the Sustainability Plan of the Organization.
- **Initiatives Taken:** The Initiatives taken by the Organizations to mitigate the Sustainability Challenges need to be enunciated. The Description of the initiatives may include the following:
 - Outline of the Initiative;
 - Scale of the initiative;
 - Outlay earmarked for the initiative;
 - Duration of the Initiative;
- **Outcomes Achieved:** The Outcomes of the initiatives taken have to be clearly elucidated by producing
 - Documents;
 - Photographs;
 - Multi-media feeds; or
 - Any other supporting evidence.
- **Scalability and Replication:** Scalability and Replication are very important aspects of the Sustainability Evaluation. The initiatives to Challenges faced should have the potential for implementation across business facing similar situations. Further, the initiatives so developed when replicated at scale should either restore the balance or enhance the sustainability quotient.

In order to exhibit the effectiveness of their initiative, the following set of evidences can be shared:

- Then and Now Comparison for Conservation and Reduction Efforts using
 - Data
 - Photographs
 - Social Media Posts
 - Third-Party Impact Audits
 - News Items Covered in Legacy Media

2.2.2 EVALUATION CRITERIA FOR POPULAR CHOICE RECOGNITION

The Popular Choice Recognition is aimed at honoring the performance of the Tourism Industry Members on Popularity Parameters. The Recognition are judged based on the basis of the following criteria:

- ✓ **Gross Revenues without Interest Income:** Gross Revenues without Interest Income, gives us a credible understanding of the Operational Revenues. The Operation Revenues will help us understand the Quality of Business being undertaken.
- ✓ **Occupancy Data:** The Occupancy Data for the previous 24 months are analyzed to gain understanding about customer choices in relation to the Destination's Attractiveness and Seasonality.
- ✓ **Facilities and Activities:** The Businesses provide a list of facilities and activates that they have integrated to provide a rich and satisfying experience to the Traveler. They can share the unique packages offered for stay and activities.
- ✓ **Foreign Tourist Arrivals:** This will help the judges to understand the efforts made by the Business to be inclusive to Foreign Travelers. The Organization shares the break-up of Nationalities which have patronized the Business. This displays the businesses Sensitivity to different cultures.
- ✓ **Qualitative Responses:** The Jury has posed certain specific Questions that need to be answered briefly and relevantly. The Responses should be to the point for the Jury to Consider. The Organization should attempt to Communicate its Unique Culture, Hospitality and Achievement of Customer Service.
- ✓ **User Reviews:** The 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 rankings are collated at a cut Off Date.

2.3 SUSTAINABLE DEVELOPMENT GOALS (SDGS) OF PTR

Sustainable Behavior Category of the PTR is inspired by the SDGs. The 17 SDGs and the 169 Indicators are common to all sectors but the intervention designs to achieve them are localized. The Tourism Industry is playing a major role in the achievement of the SDGs in the Punjab. The Industry's Contribution is visible in the choices made the people engaged in the sector.

The Following set of Categories have been formulated along with the operative set of SDGs.

2.3.1 ENVIRONMENTAL CONCIOUSNESS

The First Sub Category of Sustainable Tourism is Environmental Consciousness. Three Recognitions are grouped under this Category

2.3.1.1 WASTE MANAGEMENT

Waste is destroying our Tourism Destinations. We have to understand that Tourism generally happens at the edge of civilization, especially in the Punjab. The Destinations are located in fragile ecosystems which are home to rare plants and animals. Further, unregulated waste destroys tourism potential of the destination to a large extent.

Nominees have to demonstrate the effectiveness of the initiatives taken. It would be desirable that the nominees present hard evidence of the effectiveness of the initiatives. The Jury appreciates Innovative and Durable Initiatives.



2.3.1.2 WATER CONSERVATION

Tourism is heavily dependent on water. The Travelers in a recreational mood tend to over indulge whereby the limited water supply gets wasted. The Agricultural communities are the most severely impacted communities due to the water shortages. Apart from using efficient water systems for zero waste, it is important that the Tourists are educated about the delicate resource and encourage them to be miserly in its usage.

Water Consciousness is paramount for Punjab. Nominations must demonstrate board level commitment to Water Conservation issues; policies for Water management embedded across the organization; evidence of investment in green technologies; development of behavior-changing initiatives among guests, staff and suppliers; and establish the achievements of the implementation of these policies and practices.

The following UN Sustainable Development Goals are addressed by this Category:



2.3.1.3 CARBON FOOTPRINT REDUCTION

This category recognizes tourism businesses that have demonstrated significant efforts to reduce their carbon footprint and promote sustainable tourism practices. The Recognition will be given to businesses that have implemented innovative strategies to minimize their environmental impact and contribute to a greener future.

The Nominee needs to share a roadmap wherein plans to achieve a Net Zero in energy consumption and Emissions. Further, he may demonstrate his plans to become a generator of clean energy.



2.3.2 DESTINATION DEVELOPMENT – OFFLINE AND ONLINE

Destinations are the most important assets for Tourism. It has to be a place where people aspire to spend time and unwind. Apart from the mainstay attraction the location needs to provide infrastructure to support essential requirements of travelers. Punjab has a huge potential to add more destinations.

Nominations should clearly demonstrate initiative, innovation and scalable potential of the destination. The PTR Criteria will include improving direct economic and social benefits for local people; conservation and protection of natural or cultural environments; mitigation and adaptation of tourism activities with climate change; and respect for the rights of local and indigenous people in the destination.

The SDG Alignments of the award will be as follows:



2.3.2.1 DESTINATION DEVELOPER

Initiative to Develop a new or Lesser Known Place into a Destination – This Category recognizes efforts undertaken to Build New Experiences like Restoration of Havelis & Palaces, Farm Tourism, Village Tourism, Home Stays, etc.

The Recognition will look at the Following Aspects for Destination Development from the Lens of Sustainability:

Aspects of Destination Development	
Attraction	Access
Accommodation	Amenities
Activities	Awareness
Augment - Technologies	Assurance – Safety & Care

2.3.2.2 RESPONSIBLE TOURISM INFLUENCER

The Digital Medium especially social media has emerged as one of the most powerful tools of influencing Desirable Behavior at a very large scale. The Travel Vloggers, Bloggers, Influencers, etc. have become the catalyst of Change. They are guiding customer choices for destinations, Accommodation, Food, Activities, etc.

Sustainable and Responsible Tourism is the need of the hour, hence, Digital Influencers need to be sensitized about the challenges faced by the Destinations in managing the travelers. They play a key role in Traveler Education on Sustainable and Responsible Tourism.



2.3.2.3 TOURISM CIRCUIT MAKER

This Recognition is specifically for Tour Operators. The Tourism Circuit Makers are the primary drivers of expanding the Tourism Market. They create segment specific offerings which are targeted for every travel segment. However, it is important that the Tourism Circuit markers have made a clear assessment of the capacity of the Circuit created by them. They have to be Environmentally Conscious at the same time sensitive to the Economic and Cultural Aspirations of the Incumbent Community.

The Tourism Circuit Maker Recognition will be targeting the following SDGs:



2.3.3 CULTURAL PROPAGATOR

The primary draw for Travelers is the human experience of the place. It is the cultural achievements in the form of food, music, dance and lively interactions built in the daily life that enrich the experience and build lasting impressions. Tourism companies invest a lot in building the desired experience by showcasing cuisine, music, dance and other unique cultural achievements. This Category intends to recognize unique efforts undertaken to promote and propagate the culture of Punjab.

Individuals, Corporate Bodies, NGOs, which are working in this area, will be evaluated for this Recognition. The Nomination will have to showcase the unique initiatives taken towards promotion of art & craft artists, musicians, local dishes, etc. Further the Winner should have displayed commitment to the Practitioners of these arts and made provisions for their sustainability.

The SDGs Aligning with these awards is



2.3.4 RESPONSIBLE EMPLOYER

Tourism is and shall remain a very human intensive sector. The Employers have a responsibility to maintain high level of service standards by investing in the Training and Development of the employees. Further, it is widely held that **Happy Employees make Happy Customers**, hence, for evaluating this category, the Jury will focus on the Employee Policies, wage structures, leave policies, Training and Development, Work-Life Balance etc.

UN Sustainable Goal that align with the award are



2.3.5 WOMEN ENTREPRENEURSHIP RECOGNITION

This category recognizes women entrepreneurs who have made significant contributions to the tourism industry in Punjab. The award will be given to women who have successfully established and managed tourism businesses, demonstrated leadership, and promoted the growth and development of the tourism sector.

To establish their claims for the Women Entrepreneurship category, nominees will need to provide evidence of the following:

- **Entrepreneurial Journey:** A detailed account of the entrepreneur's journey, including the challenges faced and successes achieved.
- **Business Impact:** The impact of the business on the local economy, job creation, and community development.
- **Innovative Practices:** Evidence of innovative business practices or products that have contributed to the growth of the tourism industry.
- **Leadership and Mentorship:** Demonstrated leadership qualities and involvement in mentoring other women entrepreneurs.
- **Community Involvement:** Contributions to community initiatives and social development.

The Following SDGs align with the aforementioned Recognitions:



2.3.6 START – UP INCUBATION

Start – Ups are changing the commercial landscape of Punjab like never before. Young Entrepreneurs have created break – out experiences for the Tourism Industry. There is potential to create value all across the supply chain. The PTR aims at recognizing and honoring the Start Ups that have provided innovative sustainable solutions. The Awards will be looking at the degree of Innovation, Replicability and Scalability. The Awards will also be a shot in the arm for Start Ups that have displayed the Proof of Concept and are looking for subsequent rounds of funding.

The Following SDG Alignments of the Category are as follows



2.4 RECOGNITIONS CATEGORIES – SUSTAINABILITY

S.NO	CATAGORIES	AWARDS	DESCRIPTON	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples
1.	Environment Consciousness	1.1 Waste Management Recognition	Waste Management Recognition will be Accorded to the most Impactful and innovative Waste Management Practices.	Businesses have to provide a Vision for the Waste Management Plan. The Business have to know the Components of the Waste Generated by them. Build Strategies for becoming New Zero Waste.	<p>Judges Want the Following:</p> <ul style="list-style-type: none"> • Annual Inventory of the Waste Generated by the Business • List of Items that form Part of the Current Strategy • The Targets of Waste Management Adopted • Initiatives Taken • Outcomes Achieved • Future Plans 	<p>Water and Energy Conservation will not Form Part of these Recognitions. Separate Categories have been Assigned for their Evaluation.</p> <p>Examples: Reduction in Toilet Papers usage, Food Wastage, Glassware, Plastics, Wood, Textile, Hazardous Waste</p>
		1.2 Water Conservation	Water Conservation Recognitions - This category was especially created to support Punjab's need for Water Conservation.	Water Conservation Recognitions – This category recognizes the Objective to reach 0% discharge of water from operations. Special recognition for organizations that have become water positive.	<ul style="list-style-type: none"> • Sources of Water • Annual Water Consumption • Total Waste Water Discharged • Targets for Water Conservation • Initiatives Taken • Outcomes Achieved • Future Plans 	<p>Two Kinds of Water Waste are under Consideration, namely,</p> <ul style="list-style-type: none"> • Waste Water • Grey Water <p>·Example: Uses waste water from Wash Basin for Flush Tank; Using waste water to water Gardens, etc.</p>
		1.3 Carbon Footprint Reduction	Carbon Footprint Reduction - This Category will aim at Energy Conservation Efforts of Business and Net Zero Emissions.	Carbon Footprint Reduction - This Recognition will be given for not just use of renewable energy initiatives but also Replicable Energy Conservation Innovations. Efforts for lighting, Heating, Mobility, Charging, etc. Requirements have to be considered.	<ul style="list-style-type: none"> • Sources of Energy • Annual Energy Budget (Lighting, Heating, Mobility, Etc.) • Targets Energy Reductions • Initiatives Taken • Outcomes Achieved • Future Plans 	<p>Three Major Sources of Carbon Emissions are Lighting, Heating and Mobility.</p> <p>Examples: Solar water heaters for Bathrooms and kitchen; Use of Smart Switches,</p>

S.NO	CATEGORIES	AWARDS	DESCRIPTION	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples)
2.	Destination Developer	2.1 Destination Developer	Initiative to Develop a new or Lesser Known Place into a Destination – This Category recognizes efforts undertaken to Build New Experiences like Restoration of Havelis, Farm Tourism, Village Tourism, Home Stays, etc.	Destination Developer –This Category recognizes the efforts to create off-roader destinations which have a potential to scale up in future.	Destination Developer – The Applicant Must explain the efforts undertaken towards development and marketing of the Destination.	1)Restoration of Havelis or Palaces that Encourage Travelers to come and Experience; 2)Building of Water Parks, Entertainment Zones, Thematic Villages, Cultural Experiences, etc.
		2.2 Responsible Tourism Influencer	Best Responsible Tourism Influencer - a new category celebrating Influencers that encourages and inspires travelers to Visit Punjab. Further, Influencers also promotes the idea of responsible and safe tourism.	The Best Responsible Tourism Influencer category –we are inviting nomination from Influencers who write in a way that inspires people to holiday responsibly. We are seeking examples of writing that showcase how responsible tourism makes better, more enjoyable holiday experiences. This can also include raising awareness of the impacts of tourism or looking at the benefits to local people.	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.	
		2.3 Tourism Circuit Maker	Tourism Circuit Maker - Making Tourism Circuit is about Integrating Thematic Assets seamlessly to build one Unbroken Experience	Tourism Circuit Builder - The Nominations will be for Tourism Professionals/Institutions that have integrated Nature, Culture and Adventure together	The Applicants for these Recognitions will have to provide evidence of the Circuit Being Operative and Commercially Viable. Further the Quality of Assets Integrated in the Circuit to build an unbroken Experience will be Evaluated.	Examples of Village Circuits, Biker Circuits, Etc. which build a uniform experience all through the journey and deliver the impressions.

S.NO	CATAGORIES	AWARDS	DESCRIPTION	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples)
3.	Cultural Propagator	3.1 Cultural Propagator	Best Cultural Heritage & Attraction Recognitions will honor a tourism business, organization or initiative that puts the celebration of local people and their cultures at the heart of memorable tourism experiences.	The Recognitions is committed to the idea that holidays are better and more enjoyable when they're organized with the local community and culture in mind, respect is a core value of responsible tourism.	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. -Proven examples of a cultural, historic or natural resource being celebrated and protected at the heart of a tourism experience.	-Shares the vast landscapes of Punjab with visitors, it opens up the homes, heritage and hearts of people who live there too. -Storytelling evenings, story theatre, Punjabi Songs & Dances and traditional music Recitals, offering traditional cookery courses & tours, local community festivals, traditional
4.	Responsible Employer	4.1 Responsible Employer	The Responsible Employer Recognitions is for a hotel, eco-lodge, campsite or other accommodation that has an exemplary responsible approach to the employment and treatment of staff.	The Responsible Employer Recognitions is looking for Employers that create places to work which are supportive, fair and empowering. This category is for accommodations which fundamentally believe in fair wages and working conditions, and which celebrate the skills of local people; employing local staff and offering training and progression opportunities.	The Responsible Employer will share evidence on fair working conditions. The winner will demonstrate a holistic approach to the welfare and skills development of its staff.	- Refreshing approach to employment principle Responsible Employer has to ensure that people with physical, mental, emotional and indeed financial needs are supported by the Job Role and the Work Environment.

S.NO	CATAGORIES	AWARDS	DESCRIPTON	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples)
5	5. Women Entrepreneurship	5.1 Women Entrepreneurship Recognition	The Recognitions for Women Entrepreneurship is to highlight the achievement of Women Entrepreneurship in Punjab.	Women Entrepreneurship Recognitions will be Category agnostic. Achievers from all the Levels of the Tourism Supply Chain can make entry.	The Women Entrepreneurship Recognitions will be judged for the exemplary value creation done by women in their areas of Operations. The Idea is to create Role Models for the future Women Entrepreneurs.	Adventure, Farm, Haveli, Etc. Tourism Ventures promoted by Women; Handicraft, Cultural Fairs, Music & Dance Fairs
6.	Start Up Incubation	6.1 Tourism Start Up of the Year	The Recognitions for Start Up of the year will be for Innovative solution Providers making interventions at all the levels of the Tourism Supply chains.	Start Up Recognitions will be Category Agnostic. Achievers from all the Levels of the Tourism Supply Chain can make entry.	The Start Up Recognitions will be judged for break - out ideas which are Innovative, Replicable and Scalable.	Break - Out Ideas like Tourist Tracker Applications, Drone Transportation, Racing Hovercrafts, etc. developed to add a new dimension to the Tourism Experience.

2.5 POPULAR CHOICE AWARDS

The Popular Choice Awards are aimed at honoring performance of the Tourism Industry Members on Popularity Parameters. We propose that these awards be judged based on the basis of the following criteria:

- ✓ **Occupancy Data:** The Occupancy Data for the previous operating 24 months will be analyzed to gain understanding about customer choices in relation to the Destination's Attractiveness and Seasonality.
- ✓ **Facilities and Activities:** The Business can provide a list of facilities and activities that they have been integrated to provide a rich and satisfying experience to the traveler. They can share the unique packages offered for stay and activities.
- ✓ **Foreign Tourist Arrivals:** This will help the judges to understand the efforts taken by the Business to be inclusive to Foreign Travelers. The Organization can share the break-up of Nationalities which will display the businesses ability to interact with different cultures and languages.
- ✓ **Domestic Tourist Arrivals:** India being a diverse country, the travelers from different parts of the country have different needs. The Business can showcase the various unique initiatives taken by them to make the Domestic Traveler comfortable.
- ✓ **User Reviews:** The 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 move accordingly in the ratings.

We have listed below the Popular categories for felicitation. The judges will evaluate the various parameters disclosed by the popular websites and rate the popular awards. 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.

S.No	Popular Choice Awards
1	<i>Best Heritage Property – Super Luxury (Room Rentals Starting at INR 20,000 per night Peak Season and above)</i>
2	<i>Best Heritage Property – Luxury (Room Rentals between INR 20,000 to INR 10,000 per Night peak Season)</i>
3	<i>Best Super Luxury Hotel (Room Rentals Starting at INR 20,000 per night Peak Season and above)</i>
4	<i>Best Premium Hotel (Room Rentals between INR 20,000 to INR 10,000 per Night peak Season)</i>
5	<i>Best MICE Property (Meetings, Incentive, Conferences and Exhibitions)</i>
6	<i>Best Club – (Amenities, Club Memberships and Events)</i>
7	<i>Best Banquet - (Will Include Hotels with Banquets and Standalone Properties)</i>
8	<i>Best Farm Tourism Resort</i>
9	<i>Best Food Court & Motels - (Hotels on Highways)</i>

10	<i>Best Jungle/Wetland Resort</i>
11	<i>Best Rejuvenation/Spa</i>
12	<i>Best Business Hotel</i>
13	<i>Best Homestay</i>
14	<i>Best Adventure Sports Provider</i>
15	<i>Best Dharamshalas at various Pilgrimages</i>
16	<i>Best Inbound Tour Operator</i>
17	<i>Best Technology Partner – Aggregators, Safety & Security, Energy Saving, Etc.</i>
18	<i>Best Mid-Scale Property ((Room Rentals below INR 10,000 per Night peak Season)</i>

3. JURY CHOICE RECOGNITIONS

The Jury based on their Evaluation of the Nomination Forms, will accord the following Recognitions:

3.1 PTR 2024 – SUSTAINABILITY CHAMPION

This category recognizes an individual or organization that has made a significant and lasting contribution to sustainable tourism in Punjab. The winner will be selected by Hon'ble Jury members based on all the Submissions made under the Sustainability Categories. The Best and Most Impactful Initiative will be conferred this Recognition.

3.2 PTR 2024 – TRAILBLAZER OF THE YEAR

The Tourism Organization that has shown break-out achievement in Customer Service, Innovative Offerings, Exemplary Vision for growing both Quality and Value will be accorded this Recognition. The Jury will be According this Recognition based on all the Entries submitted for Evaluation at PTR 2024.

3.3 PTR 2024 – DESTINATION OF THE YEAR

Punjab is blessed with very important destinations that can be showcased for Tourism. These need to be identified and highlighted to both Travelers and Policy Makers. The Hon'ble Jury Members Will Accord this Recognition to a Destination that has the potential for growth for hosting Tourism.

4 CONCLUSION

Punjab Tourism Recognitions will be a celebration of the efforts of the industry. It will be an Annual Event that will be awaited by the sector with anticipation. We are creating a platform where new partnerships will be forged to address the challenges of the future. It is a path-breaker initiative which will positively impact the sector for a long period to come. The Government and the Industry alike will get a Unique Opportunity to deliberate on important aspects. It will be an opportunity wherein Organizations can showcase their achievements of excellence on a larger canvas.

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