

23/9/2024

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To,

Administrative Secretary  
School Education  
Punjab

No. PHTPB/2024/2297-98

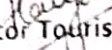
Date 20/09/2024

Sub: Celebration of World Tourism Day on 27 September 2024.

This is to inform you that World Tourism Day (WTD) is celebrated every year on 27<sup>th</sup> September 2024. The day is dedicated to raising awareness about the importance of tourism and its impact on the global economy, cultural exchange, and environmental sustainability. This year the theme of WTD is "Tourism and Peace".

It is proposed to organize a series of activities by the Department by organizing various painting and photography competition for students in all districts of Punjab with specific themes on Tourism & Culture at various Heritage sites/Eco Tourism sites etc of their respective districts.

The Tentative Plan to conduct this World Tourism Day is enclosed herewith. You are requested to kindly execute this plan at your level.

  
Director Tourism & Cultural Affairs, Pb

Cc.

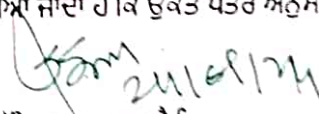
All Deputy Commissioners, Punjab

ਦਫਤਰ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ) ਬਠਿੰਡਾ

ਪਿਠ ਅੰਕਣ ਨੰ: ਜੀ-1/1 ( ) 2024/ 10176 (b) ਮਿਤੀ: 24/09/24

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਸਮੂਹ ਸਕੂਲ ਮੁਖੀਆਂ ਨੂੰ, ਭੇਜਕੇ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਉਕਤ ਪੱਤਰ ਅਨੁਸਾਰ ਦਰਜ ਹਦਾਇਤਾਂ ਦੀ ਇੰਨ-ਬਿੰਨ ਪਾਲਣਾ ਕਰਨੀ ਯਕੀਨੀ ਬਣਾਈ ਜਾਵੇ।।

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ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈ.ਸਿ)  
ਬਠਿੰਡਾ।

## List of Activities

Punjab Tourism envisions World Tourism Day as an excellent opportunity to showcase Punjab's rich cultural, ecological, and historical heritage. The following plan is designed to provide District Administration with a clear understanding of how to organize these activities effectively.

### **A. Points to consider:**

1. District Administration may **choose theme and activities** (as listed in B and C) according to the theme applicable to their respective location (such as presence of museum/monument/ historical site/ rivers/ landscape, etc).
2. The **execution of all selected activities** by District Administration may be centralized to the theme of 'World Tourism Day'.
3. Ensure proper branding of 'Punjab Tourism' through banners, logo, social media, display visibility etc. through out the event.
4. Provide **professional HQ Photographs, videos** of the event to the office of Punjab Tourism.
5. Ensure **active participation involving school children and youth** through Education Department/Technical Education/Higher Education and Universities.

### **B. Tourism Themes to Celebrate:**

Each District may a theme of Tourism based on its strengths, such as:

1. **Nature & Eco Tourism** (like Siswan Dam, Harike Wetland, Kanjli wetland etc.) for hosting activities like
  - a. photography,
  - b. nature walk/trek,
  - c. bicycle trek,
  - d. river side cultural activities,
  - e. painting/art competition for children
2. **Cultural & Heritage Tourism** (Gobindgarh Fort, Qila Mubarak, Baradari Gardens, etc. including State & ASI protected monuments) for
  - a. heritage walks,
  - b. literature fest,
  - c. poetry session
3. **Culture and Independence Tourism** (like Attari, Hussaini Wala and Sadqi Retreat) to
  - a. flag off marathon,
  - b. bicycle rally

4. **Responsible Tourism:** Organize Painting Competition, essay writing competition on topics like:

- 'Beautiful Punjab: A land of Nature Wonders',
- 'Save our Heritage',
- 'My vision of a clean and green Punjab',
- 'Tourism without Waste'

SNo.	District	Tourism Theme
1	Anrritsar	Cultural & Heritage
2	Barnala	Responsible Tourism
3	Bathinda	Cultural & Heritage
4	Faridkot	Cultural & Heritage
5	Fatehgarh Sahib	Cultural & Heritage
6	Fazilka	Border & Cultural Tourism
7	Ferozepur	Cultural & Independence Tourism
8	Gurdaspur	Cultural & Heritage
9	Hoshiarpur	Nature and Eco
10	Jalandhar	Cultural & Urban Tourism
11	Kapurthala	Cultural & Heritage
12	Ludhiana	Responsible Tourism
13	Mansa	Responsible Tourism
14	Malerkotla	Cultural & Heritage
15	Moqa	Responsible Tourism
16	Pathankot	Nature and Eco
17	Patiala	Cultural & Heritage
18	Rupnagar	Nature and Eco (Archeological & History)
19	Sahibzada Ajit Singh Nagar	Responsible Tourism
20	Sangrur	Cultural & Heritage
21	Shahid Bhagat Singh Nagar	Cultural & Independence Tourism
22	Sri Muktsar Sahib	History & Culture
23	Tarn Taran	History & Culture

**C. List of Activities:**

- Heritage Walk and Guided Tour:** To start with, schedule multiple guided tours throughout the day and set up information booths at the starting points to distribute pamphlets. Local historians/experts can also be invited to lead the walk.
- Bird Watching Session, Nature Walk, and Photography Session:** Arrange for ornithologists/naturalists to lead the session or nature walk. The event could be coupled with Photography contest. To start with, the celebrations could start with Bird Watching Session during early hours of the day.
- Water Activities, Bonfire, River Side Marathon, and Night Camping:** District Administration could prepare river area for recreational activities like musical night, night camping, bonfire etc. The celebrations could start with river side marathon inviting local running enthusiasts.



4. **Children's Activities: Painting Competition, and Interactive Workshops:** District Administration could host child related recreational activities based on the theme of 'World Tourism Day' which includes Painting Competition, Storytelling Session, essay writing competition (on 'History & Culture of Punjab', 'Top Destination sites of Punjab', The Beauty of Virasaat-e-Khalsa, Punjab etc.) Interactive Workshops, and so on.
5. **Youth Engagement Programmes: Graffiti, Folk Dance competition, Debates, Theater Plays etc.:** District Administration could host Youth Engagement activities based on the theme of 'World Tourism Day' which includes Graffiti competition, folk dance competition, Debates, Theater plays etc.
6. **Marathon, Cycle/Bike/Car Rally:** District Administration may map out routes that cover significant tourism sites and organize a marathon/cycle/bike/car rally for celebration World Tourism Day.
7. **Literature Extravaganza: Book Readings, Poetry Sessions, and Discussions:** This activity could be carried out in any historical site/monument location of your district. Invite historians, literature enthusiasts to host poetry session/book reading sessions and discussion sessions for the day.

**D. Mandatory/Standard Activities:**

1. **Cleanliness Drive:** Promote cleanliness and environmental awareness throughout the district by involving the community in a large-scale cleanup effort. The initiative could involve identification of tourism sites and common areas.
2. **Illumination of Tourist Spots:** Enhance the visibility and aesthetic appeal of key tourist spots by illuminating them at night, creating a visually stunning experience and attracting more visitors. Identify major tourism buildings/forts and heritage sites within the district that would benefit from nighttime illumination.
3. **Creation of Selfie Points in All Tourist Spots:** Engage visitors by creating designated selfie points at popular tourist spots, providing them with aesthetically pleasing backdrops for memorable photos. Identify strategic locations at each tourist spot where selfie points can be established, ensuring they offer the best views or background elements of tourism destination.