



ਡਾਇਰੈਕਟਰ ਰਾਜ ਵਿਦਿਅਕ ਖੋਜ ਅਤੇ ਸਿਖਲਾਈ ਪ੍ਰੀਸ਼ਦ, ਪੰਜਾਬ
ਫੋਨ: ਮੰਜਿਲ, ਬਲਾਕ-ਈ, ਪੰਜਾਬ ਸਕੂਲ ਸਿੱਖਿਆ ਬੋਰਡ ਥੰਪ, ਫੇਜ਼-8,
ਸਾਹਿਬਜ਼ਾਦਾ ਅਜੀਤ ਸਿੰਘ ਨਗਰ (ਮੁਹਾਲੀ), ਫੋਨ ਨੰਬਰ: 0172-2212221



2024/22971
24/9/2024
9-6

ਵੱਲ

ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੇਮੀ),
ਪੰਜਾਬ

ਮੀਮੇ ਨੰਬਰ : E-Comp. No.: 770261 File No.: SCERT-EXAMNGEN/12/2024-
ਮਿਤੀ : ਐਸ.ਏ.ਐਸ. ਨਗਰ, 23 -09- 2024

ਵਿਸ਼ਾ : 27 September 2024 ਨੂੰ World Tourism Day ਮਨਾਉਣ ਸਬੰਧੀ।
ਹਵਾਲਾ ਪੱਤਰ ਨੰ - Department of Tourism and Cultural Affairs Punjab
PHTPB/2024/2297-98 ਦੇ ਸਬੰਧ ਵਿੱਚ।

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਵੱਲ ਧਿਆਨ ਦੇਣ ਦੀ ਖੋਚਲ ਕਿੱਤੀ ਜਾਵੇ ਜੀ।

1.0 ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਅਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਦੇ ਸਬੰਧ ਵਿੱਚ ਆਪ ਜੀ ਨੂੰ ਦੱਸਿਆ ਜਾਂਦਾ ਹੈ ਕਿ
ਹਰ ਸਾਲ ਦੀ ਤਰ੍ਹਾਂ ਇਸ ਸਾਲ ਵੀ 27 Sept 2024 ਨੂੰ world Tourism Day ਵਜੋਂ ਮਨਾਇਆ
ਜਾਣਾ ਹੈ।

2.0 ਇਸ ਸਾਲ World Tourism Day ਦਾ ਥੀਮ Tourism and Peace ਰੱਖਿਆ ਗਿਆ ਹੈ।

3.0 ਇਹ ਪ੍ਰਸ਼ਾਸਿਤ ਕੀਤਾ ਗਿਆ ਹੈ ਕਿ ਵੱਖ ਵੱਖ ਜਿਲ੍ਹਿਆਂ ਵਿੱਚ ਸਕੂਲਾਂ ਦੇ ਵਿਦਿਆਰਥੀਆਂ
ਲਈ ਪੇਟਿੰਗ ਅਤੇ ਫੋਟੋਗ੍ਰਾਫਿਕ ਮੁਕਾਬਲੇ ਕਰਵਾਏ ਜਾਨ ਜਿਨ੍ਹਾਂ ਦਾ ਥੀਮ Heritage sites /Eco
tourism sites ਆਦਿ ਹੋਵੇਗਾ।

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਸੰਬੰਧੀ World Tourism Day ਮਨਾਉਣ ਲਈ ਸੰਬੰਧਿਤ ਵਿਭਾਗ ਵੱਲੋਂ ਪ੍ਰਾਪਤ plan
ਅਗਲੇਰੀ ਯੋਗ ਕਾਰਵਾਈ-ਕਰਨ ਹਿੱਤ ਨਾਲ ਨੱਥੀ ਹੈ ਜੀ।

ਅਮਨਿੰਦਰ ਕੌਰ (ਪੀ.ਸੀ.ਐਸ)

ਪਿਠ ਅੰਕਣ ਨੰ. ਉਕਤ

ਮਿਤੀ: ਸ.ਅ. ਸ.ਨਗਰ; 24-09-2024

ਉਪਰੋਕਤ ਦਾ ਉਤਾਰਾ ਹੇਠ ਲਿਖਿਆਂ ਨੂੰ ਸੂਚਨਾ ਅਤੇ ਲੋੜੀਂਦੀ ਕਾਰਵਾਈ ਹਿੱਤ ਭੇਜਿਆ ਜਾਂਦਾ ਹੈ

1. ਪੀ.ਏ.ਟੂ ਸਕੱਤਰ ਸਕੂਲ ਸਿੱਖਿਆ, ਪੰਜਾਬ।
2. ਪੀ.ਏ.ਟੂ ਡਾਇਰੈਕਟਰ ਜਨਰਲ ਸਕੂਲ ਸਿੱਖਿਆ, ਪੰਜਾਬ
3. ਪੀ.ਏ. ਟੂ ਡਾਇਰੈਕਟਰ ਸਕੂਲ ਐਜੂਕੇਸ਼ਨ(ਐ.ਸਿੰ.), ਪੰਜਾਬ।

ਸਹਾਇਕ ਡਾਇਰੈਕਟਰ (ਕੋਆਰਡੀਨੇਸ਼ਨ)

Scanned with CamScanner

ਦਫਤਰੀ ਨਿਯਮਿਤ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੇਮੀ) ਪੰਜਾਬ
ਮਿਤੀ 24/9/2024

ਉਪਰੋਕਤ ਅਧਿਕਾਰੀ ਨਿਯਮਿਤ ਹੋ ਕੇ ਸਕੂਲਾਂ ਵਿੱਚ ਸੂਚਨਾ ਪ੍ਰਦਾਨ ਕਰਨ
ਅਤੇ ਇਹ ਵੀ ਯਕੀਨੀ ਬਣਾਉਣਾ ਕਿ ਸਕੂਲਾਂ ਵਿੱਚ ਡਾਇਰੈਕਟਰ
ਦੁਆਰਾ ਪ੍ਰਦਾਸ਼ਤ ਹੋਵੇ।

ਨਿਯਮਿਤ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੇਮੀ) ਪੰਜਾਬ
24/9/2024

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