

PHDCCI RAJASTHAN TOURISM SAMMAN 2026



EXCELLENCE IN
TOURISM OF
RAJASTHAN,
SUSTAINABILITY
AND FOOD
OF RAJASTHAN

PHDCCI Rajasthan Tourism Samman
2026 – Concept & Categories



CONTENTS

1	About the Rajasthan Tourism Samman.....	2
1.1	Objectives for the Rajasthan Tourism Samman (RTS) Program	2
2	Methodology for Building Categories.....	3
3	Components of Evaluation.....	3
3.1	Evaluation Criteria for Sustainability Recognition.....	4
4	Evaluation Criteria for Popular Choice Recognition	5
4.1	Sustainable Development Goals (SDGs) of the Samman	5
4.1.1	Environmental Consciousness	5
4.1.2	Destination Development – Offline And Online.....	7
4.1.3	Cultural Propagator	8
4.1.4	Responsible Employer	9
4.1.5	Women Entrepreneurship Samman.....	9
4.1.6	Start – Up Incubation.....	10
4.2	Samman Categories – Sustainability.....	11
4.3	Popular Choice Sammans.....	15
5	New Categories to Celebrate Food and Culture of Rajasthan.....	16
5.1	Evaluation Approach for Rajasthan Culinary Experience Sammans (RCES) (Eateries Segment).....	16
6	Jury Choice Sammans.....	18
6.1	Rajasthan Tourism Samman – Sustainability Champion Of the Year 2026	18
6.2	Rajasthan Tourism Samman - Tourism Trailblazer of the Year 2026.....	18
6.3	Rajasthan Tourism Samman - Destination of the Year 2026	18
7	Evaluation Framework & Jury Privilege	18
7.1	Dynamic Evaluation Framework	18
7.2	The Jury Priviledge	18
7.2.1	Finality of Verdict	18
7.2.2	Right to Withhold	18
7.2.3	Category Discretion	19
8	Conclusion.....	19
9	Bibliography.....	19



PHDCCI RAJASTHAN TOURISM SAMMAN 2026 – CONCEPT AND CATEGORIES

1 ABOUT THE RAJASTHAN TOURISM SAMMAN

Rajasthan Tourism Samman 2026 is a prestigious initiative dedicated to celebrating the state’s exceptional achievements in tourism, hospitality, and heritage management. Conceptualized in alignment with the Rajasthan Tourism Policy 2024, the Samman seeks to acknowledge and inspire excellence across the tourism ecosystem — from pioneering entrepreneurs and visionary hoteliers to creative innovators, heritage custodians, and sustainable tourism advocates.

Rajasthan’s story is one of timeless grandeur and progressive transformation. Its monumental forts, opulent palaces, tranquil lakes, and vast desert vistas form an unparalleled backdrop for global travelers. Yet beyond its royal heritage lies a vibrant, forward-looking vision — one that harmonizes tradition with modernity, conservation with creativity, and culture with commerce.

The Rajasthan Tourism Samman stands as a symbol of this evolving journey — honoring those who embody the spirit of innovation, sustainability, and excellence that defines Rajasthan’s rise as a world-class tourism destination.

1.1 OBJECTIVES FOR THE RAJASTHAN TOURISM SAMMAN (RTS) PROGRAM

The Objectives of the Samman is to recognize and appreciate the Best Practices of the industry and encourage their adoption. The Rajasthan Tourism Samman (RTS) Program 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 Rajasthan. Given the potential of the Sector to grow in the state of Rajasthan, 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 rewarded. The benefits of the initiative are stated below:

Honoring Excellence in Tourism: Instill a spirit of healthy competition amongst industry stakeholders to drive continuous improvement.

Sharing Best Practices: Cultivate a peer-to-peer learning and networking environment.

Identify Emerging Trends: Capture and analyze industry trends through annual data collection.

Promote Sustainability Consciousness: Establish a framework to encourage eco-conscious and responsible tourism practices.

Strengthen Industry-Government Interface: Create a platform for effective communication and collaboration between the industry and the government.

Encourage Capacity Building: Stimulate investment in skill development and capacity building initiatives within the tourism sector in Rajasthan.



2 METHODOLOGY FOR BUILDING CATEGORIES

One of the primary decisions taken was regarding the categories that will feature in the Samman. The Categories that were chosen were as per the maximum impact that they can generate of the Sustainable Behaviour. The winners have displayed verifiable behavior consistently over the period in consideration.

To promote a culture of innovation and excellence the role models have been carefully chosen. The evidence has been collected in an impartial manner which neutralizes any biases that might seep in the responses.

The Categories have broad based representation of the industry. Every member has an equal chance at winning the Samman. The markings and rankings is transparent that boosts the confidence of the participants.

Every Category has clear cut measurable variables that are mapped across participants. All markings are backed by solid evidence.

We have adopted the following two broader principles for building the Samman Categories, namely,

- **Sustainable Behavior** - We identify and reward a set of behavioral attributes which are consistent with the Sustainable Developmental Goals (SDGs) and would result in the development of Responsible and Sustainable Tourism in the State. Applicants have furnished evidence of the assertions being made for the Samman.

The Evidence so gathered is attested by the Evaluation Team and then accepted. The intention is to create Behavioral Role Models that share their learning with peers and help them grow as well.

- **Performance** – Recognizing and Honoring Performance is the primary objective of this Samman. The Services sector toils day and night to build a consistent experience. It takes a huge amount of effort and perseverance to maintain the Standards of Performance.

Rajasthan Tourism Samman measures both Hard and Soft Data to comprehensively evaluating the performance of the contestants. We created a Samman which is a coveted symbol of excellence for the Tourism Sector of Rajasthan.

3 COMPONENTS OF EVALUATION

The Components of Evaluation for RTS are aligned to the Sustainability and Popular Choice Categories. The Evaluation criteria for these categories are designed differently depending upon the outcomes that form part of the evaluation.



3.1 EVALUATION CRITERIA FOR SUSTAINABILITY RECOGNITION

The Sustainability Recognition have been evaluated based on the following criteria:

Challenges Faced: The Organizations were asked to specify the Sustainability Challenges faced. They explained the impact of these challenges specific to their organizations so that their experience becomes part of the evaluation. Working towards global sustainability challenges have also been considered wherein the organization recognized the importance of these challenges and pivoted its resources to respond.

Goals Adopted: The Organizations crystalized the Sustainability Goals and Targets adopted for implementation. They provided documentary evidence like Vision & Mission Statements and any other document that clearly indicates the commitment of the organization. The intention was to understand the Sustainability Plan of the Organization.

Initiatives Taken: The Initiatives taken by the Organizations to mitigate the Sustainability Challenges have been enunciated by the applicants. The Description of the initiatives included 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 established 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 mitigate the Challenges faced have the potential for implementation across businesses facing similar situations. Further, the initiatives so developed when replicated at scale were to restore the balance or enhance the sustainability quotient.

In order to exhibit the effectiveness of their initiative, the following set of evidences was shared by the Nominees:

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



4 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 were 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 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 share the unique packages offered for stay and activities.
- ✓ **Foreign Tourist Arrivals:** This helps 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 were responded to briefly and relevantly by the nominees. The Responses were asked to be made to the point for the Jury to Consider. The Organizations were encouraged 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.

4.1 SUSTAINABLE DEVELOPMENT GOALS (SDGS) OF THE SAMMAN

Sustainable Behavior Category of the RTS 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 Rajasthan. 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.

4.1.1 ENVIRONMENTAL CONCIOUSNESS

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

4.1.1.1 CIRCULAR ECONOMY

Waste is destroying our Tourism Destinations. We have to understand that Tourism generally happens at heritage spaces of civilization, especially in the Rajasthan. 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.



4.1.1.2 WATER STEWARDSHIP

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 Rajasthan. 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:



4.1.1.3 ENERGY CONSERVATION

Energy Consumption has skyrocketed as most of our lives are dependent on Electrical Gadgets. Interestingly, Electricity is a clean source at the point of consumption, however, it is very polluting at production stage especially for thermal sources. However, under all circumstance's energy consumption needs to be reduced to save the precious natural resources used for its production.

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



4.1.2 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. Rajasthan has a huge potential to add more destinations.

Nominations should clearly demonstrate initiative, innovation and scalable potential of the destination. The RTS 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 Samman will be as follows:



4.1.2.1 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 Tribal Villages and Cultural Hubs & Palaces, Farm Tourism, Village Tourism, Home Stays, etc.

The Samman 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

4.1.2.2 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.



4.1.2.3 TOURISM CIRCUIT MAKER

This Samman 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 Samman will be targeting the following SDGs:



4.1.3 CULTURAL PROPAGATOR

The primary draw for Travelers is the human experience of the place. It is the cultural achievements in the form of Architecture, 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 Rajasthan.

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

The SDGs Aligning with this Samman are



4.1.4 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 aligns with the Samman are:



4.1.5 WOMEN ENTREPRENEURSHIP SAMMAN

This category recognizes women entrepreneurs who have made significant contributions to the tourism industry in Rajasthan. The Samman 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 Sammans:



4.1.6 START – UP INCUBATION

Start – Ups are changing the commercial landscape of Rajasthan 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 RTS aims at recognizing and honoring the Start Ups that have provided innovative sustainable solutions. The Sammans will be looking at the degree of Innovation, Replicability and Scalability. The Sammans 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:



4.2 SAMMAN CATEGORIES – SUSTAINABILITY

S.NO	CATAGORIES	SAMMANS	DESCRIPTION	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples
1	Environment Consciousness	1.1 Circular Economy	<i>Circular Economy Samman will be Accorded to the most Impactful and innovative Waste Management Practices.</i>	<i>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 Net Zero Waste.</i>	Judges Want the Following: <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 	Water and Energy Conservation will not Form Part of these Sammans. Separate Categories have been Assigned for their Evaluation. Examples: Reduction in Toilet Papers usage, Food Wastage, Glassware, Plastics, Wood, Textile, Hazardous Waste Water and Energy Conservation will not Form Part of these Sammans. Separate Categories have been Assigned for their Evaluation. Examples: Reduction in Toilet Papers usage, Food Wastage, Glassware, Plastics, Wood, Textile, Hazardous Waste
		1.2 Water Stewardship	<i>Water Stewardship Samman - This category was especially created to support Rajasthan's need for Water Conservation.</i>	<i>Water Stewardship Samman - This category recognizes the Objective to reach 0% discharge of water from operations. Special Samman for organizations that have become water positive.</i>	The applicants will have to show evidence of the efforts undertaken to significantly reduce the consumption and discharge of water.	•Example: Uses waste water from Wash Basin for Flush Tank; Using waste water to water Gardens, etc.
		1.3 Energy Conservation	<i>Energy Conservation Samman - This Category will aim at Energy Conservation Efforts of Organizations</i>	<i>Energy Conservation Samman - The Samman will be given for not just use of renewable energy initiatives but also Replicable Energy Conservation Innovations</i>	The Applicant will have to demonstrate efforts that aim to make the organization Energy Self Sufficient and Reduce Carbon Footprint.	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.



S.NO	CATAGORIES	SAMMANS	DESCRIPTION	EXPLAINATION	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, Tribal 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)Rooms and Other Facilities Developed at Picturesque villages. 2)Tourism Apparatus developed to impart a unique experience
		2.2 Responsible Tourism Influencer	Best Responsible tourism blog - a new category celebrating a blog that encourages and inspires travelers to Visit Rajasthan. Further, blogger also promotes the idea of responsible and safe tourism.	The Best Responsible tourism blog category – we are inviting nomination from Bloggers 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 Samman 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, Tribal Circuits, etc. which build a uniform experience all through the journey and deliver the impressions.

S.NO	CATAGORIES	SAMMANS	DESCRIPTON	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples)
3	Cultural Propagator	3.1 Cultural Propagator	Best Cultural Heritage & Attraction Samman 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 Samman 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 Rajasthan with visitors, it opens up the homes, heritage and hearts of people who live there too. -Storytelling evenings, story theatre, Rajasthani Songs & Dances and traditional music Recitals, offering traditional cookery courses & tours, local community festivals, traditional
4	Livelihood Supporter	4.1 Responsible Employer	The Responsible Employer Samman 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 Samman 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	SAMMANS	DESCRIPTON	EXPLANATION	WHAT JUDGES WANT	REMARKS (Examples)
5	Women Entrepreneurship	5.1 Women Entrepreneurship Samman	The Samman for Women Entrepreneurship is to highlight the achievement of Women Entrepreneurship in Rajasthan.	Women Entrepreneurship Samman will be Category agnostic. Achievers from all the Levels of the Tourism Supply Chain can make entry.	The Women Entrepreneurship Samman 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, Tribal, 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 Samman 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 Samman will be Category Agnostic. Achievers from all the Levels of the Tourism Supply Chain can make entry.	The Start Up Samman will be judged for break - out ideas which are Innovative, Replicable and Scalable.	Break - Out Ideas like Tourist Tracker Applications, Drone Transportation, Desert Racing Hovercrafts, etc. developed to add a new dimension to the Tourism Experience.



4.3 POPULAR CHOICE SAMMANS

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

- ✓ **Footfall Data:** The Footfall 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 activates 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 Sammans. 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 Sammans
1	Best Super Luxury Heritage Property (Room Rentals Starting at INR 20,000 per night Peak Season and above)
2	Best Luxury Heritage Property (Room Rentals between INR 20,000 to INR 10,000 per Night Peak Season)
3	Best Mid-Scale Heritage Property (Room Rentals below INR 10,000 per Night Peak Season)
4	Best Super Luxury Property (Room Rentals Starting at INR 20,000 per night Peak Season and above)
5	Best Premium Property (Room Rentals between INR 20,000 to INR 10,000 per Night Peak Season)
6	Best Mid-Scale/Budget Property (Room Rentals below INR 10,000 per Night Peak Season)
7	Best Haveli & Fresco
8	Best Banquet
9	Best MICE Property
10	Best Rural Tourism Property
11	Best Property on Highways
12	Best Tour Operator – Rajasthan Expert



13	Best Wedding Planner - Inbound Rajasthan
14	Best Technology Partner
15	Best Adventure Tourism Provider
16	Best Eco-Tourism
17	Best Camp Property
18	Best Wellness/Yog Property
19	Best Business Hotel
20	Best Homestay – Luxury (Room Rentals Above INR 3000 per Night Peak Season)
21	Best Homestay – Budget (Room Rentals Below INR 3000 per Night Peak Season)
22	Best Caravan Operator

5 NEW CATEGORIES TO CELEBRATE FOOD AND CULTURE OF RAJASTHAN

Given the current market conditions, the Eateries Market of Rajasthan has all kinds of Formats like Dhabas with Traditional Menu, Fast Food, Fine Dining, Snack Shops, Street Vendors, Online Delivery Apps, etc. However, the Challenges for assessment include that we cannot Evaluate these Eateries based on the Quality and Taste of Food.

Hence PHDCCI has instituted the Rajasthan Culinary Experience Samman (RCES).

5.1 EVALUATION APPROACH FOR RAJASTHAN CULINARY EXPERIENCE SAMMANS (RCES) (EATERIES SEGMENT)

In view of the diversity and scale of Rajasthan’s food service sector — spanning traditional dhabas, street food vendors, fine dining restaurants, quick service outlets, snack shops, and cloud kitchens — the evaluation criteria for the Rajasthan Culinary Experience Samman (RCES) will be **non-food-taste-based**.

This decision is guided by the following considerations:

1. Fairness Across Formats – Food taste is subjective and can inadvertently favor certain formats or cuisines. A non-taste approach ensures that all eateries, regardless of type or price point, can compete on equal footing.
2. Tourism-Centric Assessment – Rajasthan Tourism Sammans focus on overall visitor experience and tourism impact, not solely culinary quality. Hygiene, ambience, service standards, cultural representation, sustainability, and accessibility directly influence a tourist’s choice and satisfaction.
3. Objectivity & Transparency – Non-taste criteria allow for evidence-backed evaluation using verifiable data such as hygiene audits, compliance certifications, sustainability records, and aggregated customer feedback, ensuring transparent scoring.
4. Practicality & Scalability – Conducting taste evaluations across multiple cities and hundreds of participants poses significant logistical and cost challenges. A document- and experience-based assessment enables statewide coverage and wider participation.
5. Consistency Over Time – While food taste can vary daily due to supply or chef changes, parameters like hygiene, service quality, and ambience remain consistent and can be reliably scored.



6. Alignment with Global Best Practices – International tourism and hospitality Sammans, including those by UNWTO and World Travel Sammans, prioritize holistic customer experience, sustainability, and service excellence over taste-based judging.

In essence, the Rajasthan Culinary Experience Sammans (RCER) aim to honour eateries that significantly contribute to Rajasthan's tourism appeal through exceptional service, ambience, hygiene, cultural preservation, sustainability, and innovation, thereby creating memorable experiences for both domestic and international visitors.

1. **Best Traditional In-City Eatery Experience** – For eateries preserving authentic Rajasthani hospitality, ambience, and traditional menu offerings.
2. **Best Highway Eatery Experience** – For eateries serving Traditional Menu Offerings for Travelers in a 24X7 format
3. **Best Urban Street Food Experience** – Recognizing vibrant street vendors or clusters that deliver safe, well-managed, and culturally rich food experiences.
4. **Best Fine Dining Ambience & Service** – For restaurants that elevate the customer experience through world-class service, décor, and presentation.
5. **Best Family-Friendly Eatery** – For establishments offering comfort, safety, and inclusive facilities for families with children and elderly members.
6. **Best Hygiene & Safety Standards in Food Service** – Recognizing eateries that demonstrate exceptional cleanliness, hygiene, and safety compliance.
7. **Best Integration of Technology in Food Service** – For restaurants/delivery kitchens that use tech innovations for efficiency, safety, and customer experience (e.g., app ordering, contactless service).
8. **Best Digital Culinary Storyteller** – For Youtubers and Digital Content Creators that are dedicated to capture local food traditions of Rajasthan.
9. **Best Café & Lifestyle Experience** – Cafés have become a lifestyle choice for the Current Generation. The Appeal is Ambience, Innovation & Concept of the Café and the Tourism Impact
10. **Best Bar & Lounge Experience** – Bar and Lounges have recreational hubs for both individuals and Families. The Appeal is Ambience, Innovation, Service and the Cultural Connect to Rajasthan.



6 JURY CHOICE SAMMANS

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

6.1 RAJASTHAN TOURISM SAMMAN – SUSTAINABILITY CHAMPION OF THE YEAR 2026

This category recognizes an individual or organization that has made a significant and lasting contribution to sustainable tourism in Rajasthan. 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 Samman.

6.2 RAJASTHAN TOURISM SAMMAN - TOURISM TRAILBLAZER OF THE YEAR 2026

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 Samman. The Jury will be According this Samman based on all the Entries submitted for Evaluation at RTS 2026.

6.3 RAJASTHAN TOURISM SAMMAN - DESTINATION OF THE YEAR 2026

Rajasthan 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 Samman to a Destination that has the potential for growth for hosting Tourism.

7 EVALUATION FRAMEWORK & JURY PRIVILEGE

7.1 DYNAMIC EVALUATION FRAMEWORK

The RTS 2026 employs a responsive and fluid "Framework of Excellence" designed to evolve with the changing dynamics of the Tourism Industry in Rajasthan. This framework is periodically iterated to reflect emerging sustainability requirements and shifting perceptions of excellence, ensuring that all Sammans remain technically sound, practical, and deeply rooted in industry realities.

7.2 THE JURY PRIVILEGE

The evaluation process is stewarded by an independent panel of eminent personalities from Industry, Academia, and Public Life. To maintain the highest standards of integrity and meritocracy, the Jury exercises the following privileges:

7.2.1 FINALITY OF VERDICT

The collective decision of the Jury Panel is absolute, final, and binding. Neither PHDCCI nor the organizing committee intervenes in the evaluation, scoring, or selection process at any stage.

7.2.2 RIGHT TO WITHHOLD

The Jury reserves the undisputed right to withhold a Samman in any specific category if the nominations received do not meet the rigorous threshold of excellence established by the RTS standards. Quality takes precedence over quantity.



7.2.3 CATEGORY DISCRETION

The Jury retains the discretion to re-categorize a nomination if it is deemed more suitable for a different segment, ensuring every entry is judged in its most appropriate context.

8 CONCLUSION

Rajasthan Tourism Samman is a celebration of the efforts of the industry. It has the potential to become an Annual Event that is awaited by the sector with anticipation. PHDCCI is in the process of creating a platform where the Tourism Industry gains a Voice to have a Dialogue with the Relevant Stakeholders. It will become a place where new partnerships are forged to address the challenges of the future. This path-breaker initiative has the potential to 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 is an opportunity wherein Organizations showcase their achievements of excellence on a larger canvas.

9 BIBLIOGRAPHY

Ferguson, A. F. (2020). *20 Year Perspective Plan for Sustainable Tourism in Rajasthan*. Department of Tourism, Ministry of Tourism, Art and Culture, Govt. of India.

TOI-Online. (2025, Feb 26). *rajasthan-witnesses-record-23cr-tourists-in-2024-amid-revised-counting-methods*. Retrieved from https://travel.economictimes.indiatimes.com:https://travel.economictimes.indiatimes.com/news/destination/states/rajasthan-witnesses-record-23cr-tourists-in-2024-amid-revised-counting-methods/118570660?utm_source=chatgpt.com

UNWTO. (2018, May 01). *tourism-and-sdgs*. Retrieved September 22, 2021, from [tourism4sdgs.org:https://tourism4sdgs.org/tourism-for-sdgs/tourism-and-sdgs/](https://tourism4sdgs.org/tourism-for-sdgs/tourism-and-sdgs/)

RajasthanTourism Official Website: <https://www.tourism.Rajasthan.gov.in/>

News Articles:

<https://udaipurtimes.com/travel-and-tourism/Rajasthan-sees-tourist-growth-in-first-half-2024/cid15344637.htm>

<https://timesofindia.indiatimes.com/city/jaipur/tourist-arrivals-grow-by-7-in-first-six-months-of-2024/articleshow/113241390.cms>