Tourism in Nepal: Retrospect

- 1949 – Maurice Herzog climbed Mt. Annapurna (8091m)
- 1953 – Edmund Hillary and Tenzing Norgay reached the Summit of Mt. Everest
- 1950 – all the 8 thousanders conquered in a the spree of mountaineering
- 1966 - First travel trade Association was established
- 1972 - first Tourism Master Plan of Nepal was drafted
- 1978 - Ministry of Tourism was created
- 1990s – Tourism was regarded as a means of poverty overall economic development
Tourism in Nepal: Retrospect

• 2001-2006 - The worst years for the tourism in Nepal
• 2006- Peace Treaty has been signed among the political forces ending a decade long insurgency
• 2007-1/2 million mark was crossed for the first time
• 2008/2009- Arrivals continued to grow despite the recession
• 2010 – The Arrivals reached 6,00,000 in a year
• 2010-500,000 overland Indian visitors
Tourism Today

- 2011 May - 47% of growth over May 2010
- 2011 - 23% of growth in the first five months over the same period in 2010
- ALOS is 12 days: meaning 72,00,000 tourists nights are spent in Nepal
- 750 USD average expenditure/tourist
- 750 USD average expenditure/tourist
Tourism Today

- 66,000 rooms are produced each day (not counting the upcoming homestay facilities)
- 500,000 get direct or indirect employment
- 3% value addition to the GDP
- 2011-Nepal is observing “Nepal Tourism Year 2011” with quantified targets of:
  - 1 million annual international tourists are expected
  - 40% are supposed to visit new tourism sites in the country
  - Domestic tourism is encouraged
  - More investment in the tourism sector
Tourism Products

• **Nature:** The Himalaya Range, hills, Snow Fed Rivers, National Parks and Wildlife Reserves etc.

• **Culture:** UNESCO Heritage Sites, Living Goddess, 101 ethnic groups and their distinct cultures and traditions, Lumbini, the birth place of Lord Buddha, Events and festivals etc.

• **Adventure:** Mountaineering, Trekking, Rafting and Kayaking, jungle safari, paragliding, Bungy Jumping, Canyoning, Mountain Biking etc.

• **Others:** Mountain Flights, Ultra light aircrafts, Casinos, Volunteer tourism, Eco-tourism, Green tourism, Sustainable tourism, Bird watching, Sports tourism, Religious Tourism, Yoga and Meditation, Rural Tourism, Community-based tourism, Home-stay etc.
Source Markets

• **Primary Markets:**
  – India
  – China
  – The UK
  – USA
  – Japan

• **Secondary Markets**
  – Germany
  – France
  – Spain
  – Italy

• **Emerging Markets**
  – Malaysia, Thailand & Singapore
  – East Europe
  – Middle East
Tourism Structures and Roles

1. Regulatory Functions
   - Government Agencies

2. Operational Functions
   - Private Business Entrepreneurs

3. Development Functions
   - Government and Local Agencies

4. Promotional Functions
   - Nepal Tourism Board
Tourism Policies and Priorities

• Broadly speaking the current priorities of Nepalese tourism are shaped by:
  
  • Tourism Policy 2065
  • Nepal Tourism Year 2011
  • Tourism Vision 2020

• NTB aligns its annual programs and activities to match the priorities and new initiatives of the government and the aspirations of private sector
Tourism Vision 2020

Tourism for Peace, People and Prosperity

Government of Nepal
Ministry of Tourism and Civil Aviation
Kathmandu, Nepal
Tourism Policies and Priorities

- developing tourism infrastructure
- increasing tourism activities
- creating employment in the rural areas and
- sharing the benefits of tourism in the grassroots level

Tourism Vision 2020
Tourism Policy 2065
Nepal Tourism Year 2011
All three policy directions aim to expand the Tourism Circles Limited to Central Regions.

- Pokhara
- Kathmandu
- Chitwan
- Annapurna Region
- Langtang
- Everest

Legend:
- International Boundary
- Administration Zone Boundaries
- Zone Boundaries
- District Boundaries
Nepal Tourism Year 2011

• One million annual IVAs by 2011
• Dispersal of 40% IVAs to new tourism areas
• Increasing investment in tourism facilities
• Promotion of Domestic Tourism
Tourism Policy 2065 (BS)

- Leading role of Private Sector in Tourism
- More focus on partnership approach: Public-Private-People
- Emphasis on Rural Tourism, Community based Tourism and Home-stays
- Formation of Tourism Coordination Committee, Crisis Management Committee
- Activation of Tourism Council (Apex body chaired by the PM)
Vision

"Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as an attractive, safe, exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society".

Goals

1. Increase annual international arrivals to Nepal to 2 million by 2020
2. Expand economic opportunities and increase employment in tourism sector to 1 million by 2020
Tourism Vision 2020 – Objectives

- To improve livelihoods of the people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities, and spreading the benefits of tourism to the grassroots level,

- To develop tourism as a broad-based sector by bringing tourism into the mainstream of Nepal’s socio-economic development, supported by a coherent and enabling institutional environment,

- To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities,

- To publicise, promote and enhance the image of Nepal in international tourism source markets,

- To enhance the flight safety and aviation security, extend air connectivity, and improve capacity and facilities of national and international airports and

- To attract new investment in creating new tourism facilities, products and services.
Tourism Vision 2020 – Strategies

- Improving Livelihoods and Spreading Benefits at the grassroot levels
- Economic Mainstreaming
- Expanded Product Offering
- Destination Marketing
- Aviation
- Attract New Investment
Role of Nepal Tourism Board

Old

Customer → Agent
Outbound Operator → Inbound Operator → Product

New

Customer → Agent
Outbound Operator → Inbound Operator → Product

Old vs New: Product

Old: Old
New: New
Thank You!