Tourism Issues and Best Practices

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Map of Nepal

The Kathmandu Valley

Mt. Everest 8,848 M.

Birth place of Lord Buddha
Lumbini
Nepal in Brief

- Country of Mt. Everest, The Birth place of Lord Buddha, Landlocked, stretches rectangular,

- Area 147,181 Sq km, Bordered between India & China(Tibet)

- 27 million population, with annual growth rate 1.4%

- Agro-based economy and 25.% people below poverty line
Destination of Tourism

Nepal occupying only 0.1% of the landmass of the Earth is home to:

- 8 of the world's highest peaks out of 14 including Mt. Everest and Kanchanjangha.
- 2% of the flowering plants in the world
- 8% of the world population of birds more than 879 species and 493 species in Koshitappu
- 4% of mammals on Earth
Destination of Tourism . . .

- 11% of the world’s families of Butterflies more than 500 species
- 600 indigenous Plant families
- 319 species of exotic Orchids
- 10 UNESCO Natural world heritage sites and 7 within 12 Kilometer area
- 39% Forest and 20% Protected of total land area
Nature, Culture and Adventure

- Mountaineering
- Trekking
- Rafting
- Paragliding
- Bungee jumping
- Knowing
- Jungle Safari
- Bird watching
- Hunting
Involving of local communities

- User groups: Pollution control, fund mgmt., cleanings, benefit sharing
- Local resources utilizations: Product, quality control
- New product: Destination identification, Infrastructure development
- Information, Advertisement, Security etc
Working with private sector to attract investment

- Govt. decide: Tourism industry is the priority sector business
- Govt. provide different facilities and incentives:
  in the basis of Investment area, employment, remote districts and new destinations etc
Planning Responsibilities

- District Tourism Master plan
- Separate plan of 18 Tourism zones
- A National Strategic Plan
- DDCs recommendation their tourism Planning, product, destinations, infrastructure development with contribution of resources
Strengthening local mgmt. capabilities

- Sharing ideas to DDCs and Municipalities
- Sharing the best Practices and possibilities,
- Revenue sharing: 70 and 30% Mountaineering royalty
Interpretation and Visitor Management

- Production and distribution: Maps, CD, Poster, Folder and other promotional materials in major destinations
- Tourism information centers: District and Municipalities
- New destination/production: GHT, Trekking routes etc
- Visitor registration for related information
Branding and Marketing

- NTB: Main organization for marketing
- New product: GHT, trekking routes
- International media: CNN, BBC
- Diplomatic mission
- Foreign visits
- Tourists
- Websites
- Personnel contacts etc,
Tourism Issues

- Potentials, but not expedites
- Investment on Tourism
- Cultural richness, need to broadened
- Chip labor
- Birth place of Lord Buddha, Buddha Circuit start from birth place
- Pashupatinath, Multipath
Best Practices

- Visit Lumbini Year, 2012
- Home stay
- Leave Tourism
- Great Himalaya Trail (GHT)
- Tourism vision, 2020
- Various Visit Year Declared
- GPS (Global Positioning System)
- National priority for Tourism Business/Industry
Major Indicators 2011-12

- Tourist arrivals: 526705 to 736000
- Major countries: India, China, Srilanka, USA, UK
- Purpose of visits: Rafting, Holidays, Mountaineering/trekking, Pilgrimages
- Average length of stay: 12.67 to 13.12 days
- Major Airlines: Jet, Indian, Thai, Qatar
- Earning(000$): 330000 to 368773 with 11.8%
- Visited places: Lumbini and National parks and wildlife reserves with 29 and 33.5% increase respectively.
Problems/Challenges

- Insufficient infrastructures
- Inadequate investment in tourism sector
- Limited air connectivity and weak national carrier
- Coordination between government agencies
- Weak public-private partnerships
- Scarcity of resources for massive publicity and consumer promotion
- Tourism limited only in a few areas: Kathmandu, Pokhara, Chitwan, Lumbini, Khumbu and Annapurna
Problems/Challenges...

- Transitional phase of political environment
- Global Terrorism
- Outbreaks of cross-border diseases
- Unfavorable travel advisories
- Global economic downturn
- Climate Change, and
- Sustainability
What others say about Nepal

- Land of the Living Goddess
- The country of the Mount Everest
- Country of the non-stop festivals
- Land of the Eight - Thousanders
- Anthropological Treasure Land
- Some of the world highest village
- A country of high mountains consisting 240 peaks exceeding 6094 meters
- Ecologist' dreamland
- Melting pot of Hinduism and Buddhism, etc.
Thank you for your attention!

Questions ??