

Product development and commercialization of Tourism Experiences in rural areas

Bhutan

Tourism Council of Bhutan

Rinzin Jamtsho



Background



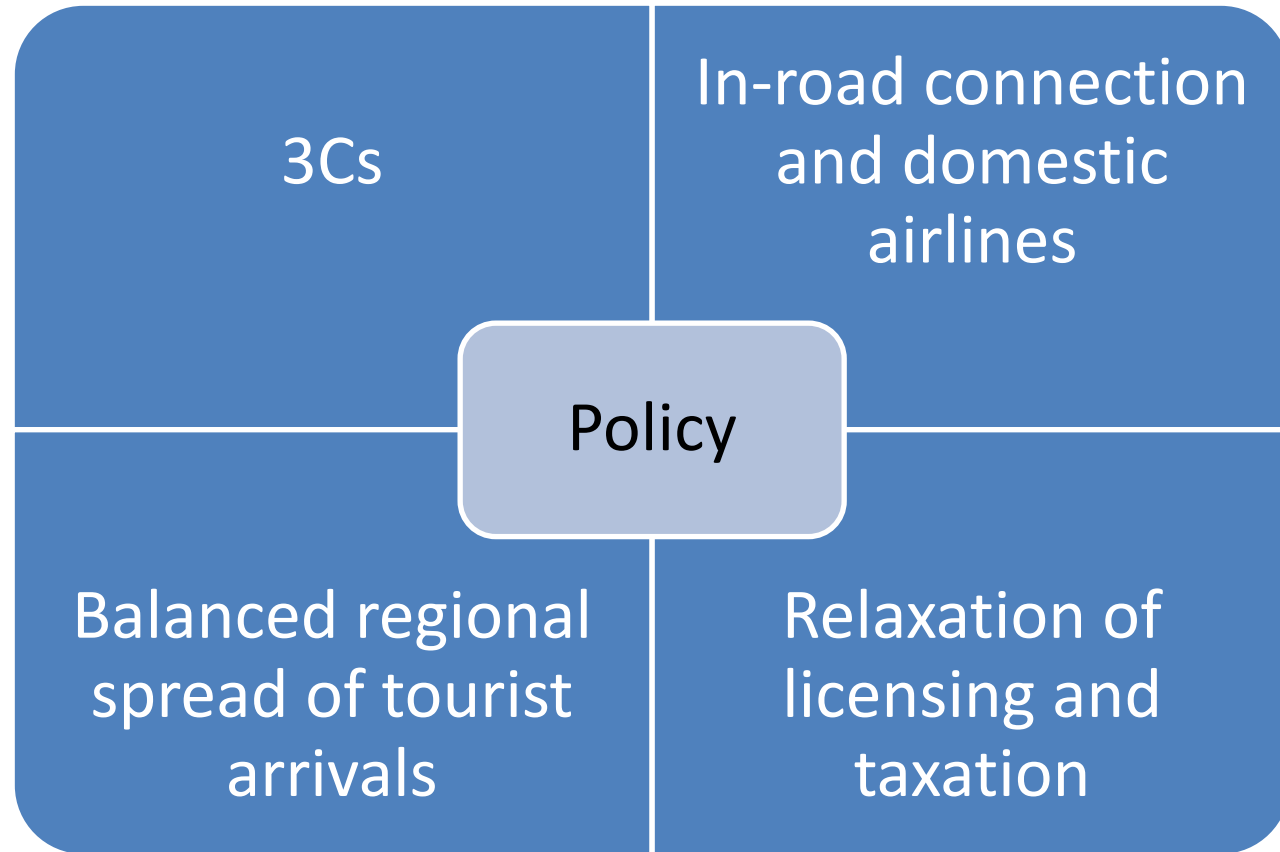
Capital city: Thimphu
International airport: Paro
(India, Thailand, Nepal & Singapore)
Total Population: 771,608
Popular destinations:
Paro, Thimphu, Punakha, Wangdi and Bumthang
Tourism sector: No. 1 hard currency earner (2nd revenue)



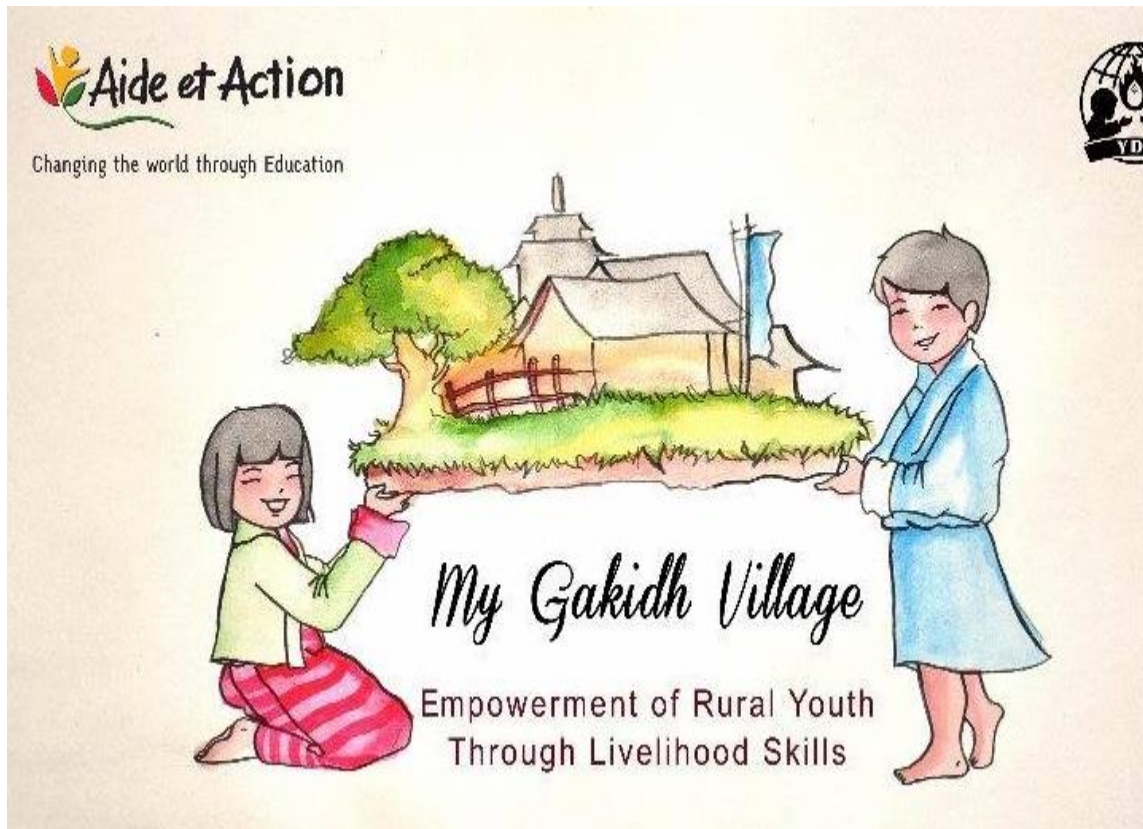
Challenges



Policy adopted to address challenges



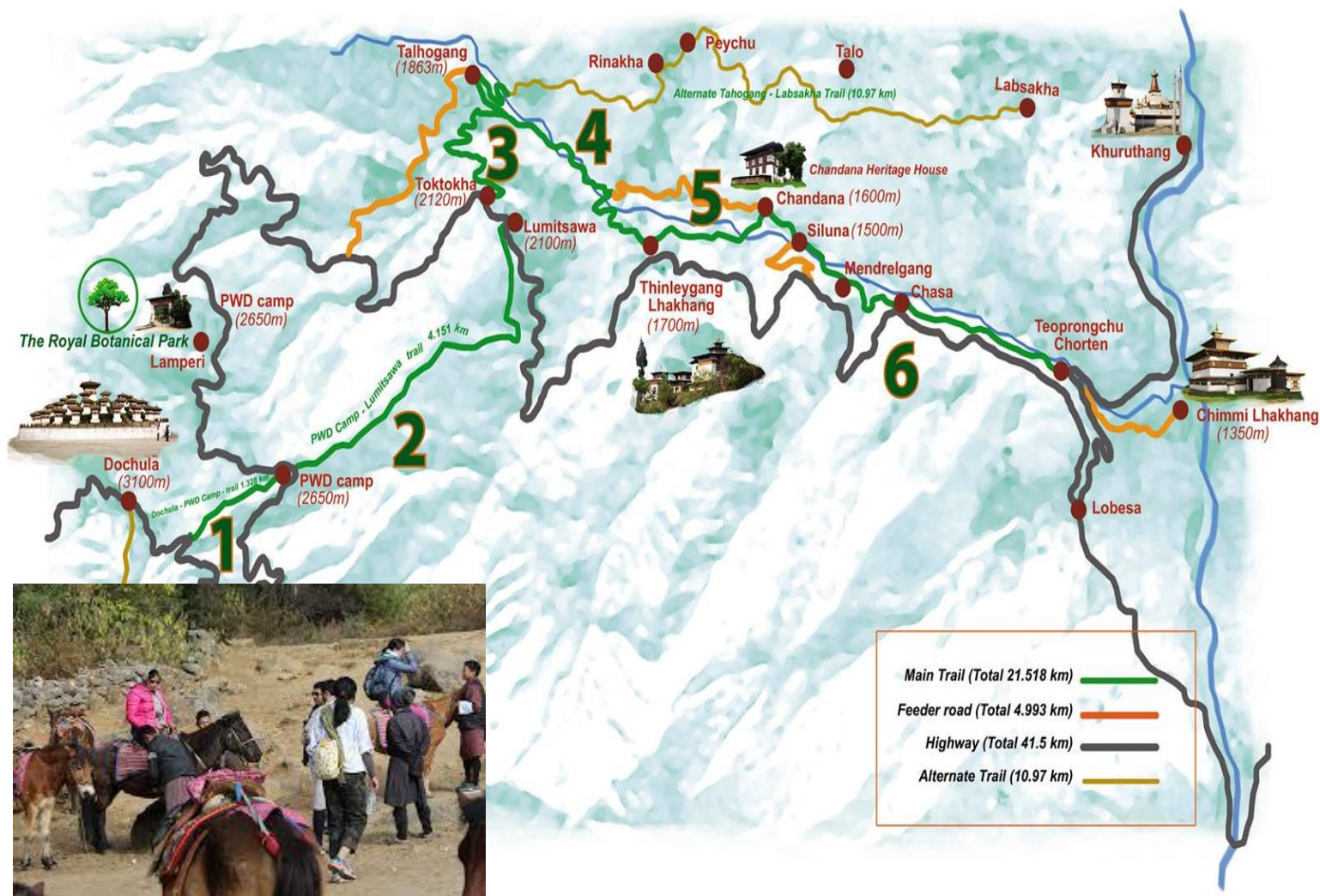
Success Story: My Gakidh Village



<https://www.facebook.com/My-Gakidh-Village-87472116>



Reference map: Although the full length of the trail from Dochula to Chimmilhakhang covers approx. 21 Kilometres, the highway intercepts at many points giving a choice to visitors to enter and exit the trail at their convenience. These segments have been described from 1 – 6.



Segment 5: Thinleygang

- Chandana - Siluna

Elevation: 1,700 - 1,500m.

Total distance: 1.2km (45 minutes).

Forest Type: Sub tropical

Main attraction: Nature, local livelihood and Chandana temple & house

Segment 6: Siluna -

Chasa - Chimi Lhakhang

Elevation: 1,500 - 1,350 m.

Total distance: 5 kms (2 hrs).

Forest Type: Subtropical and Chirpine

Main attraction: Nature, local livelihood and Chimmilhakhang

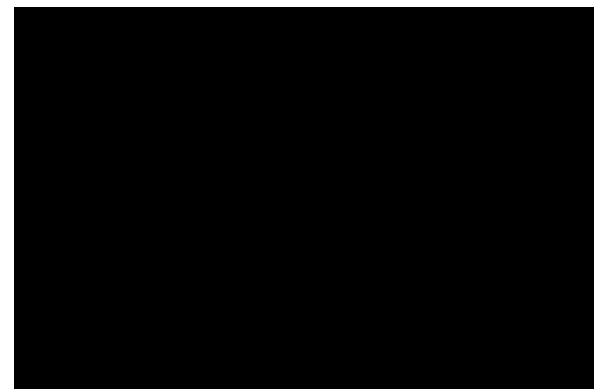


Segment 1: Dochula to PWD Camp Segment 2: PWD to Lumitsawa Segment 3: Lumitsa - Talhogang Segment 4: Talhogang - Thinleygang

Logistical support

MY GAKIDH VILLAGE FOCAL PERSONS

1	Tshering Dema (Overall youth focal person)	Toepisa, Punakha	+975 17553933
2	Tshering Penjor (Overall youth focal person)	Toepisa, Punakha	+975 17993415
3	Kinley Penjor (Eco tourism focal person)	Toepisa, Punakha	+975 17954469
4	Chimmi (Eco tourism focal person)	Toepisa, Punakha	+975 17665204



Sonam Wangmos Home Stay

Contact : 17678533

Accommodation Type

Home Stay

Location

Punakha

Book Now



Benefits, lesson learned and recommendations

Institute fair, transparent and consistent pricing for tourism activities

Establish stable and continued leadership (governance, institutions and procedures)

Adopt participatory process in decision-making in collection and utilization of community funds

Continue provision of technical backstopping and constant monitoring from relevant authorities (Government, NGOs and Park officials)





Thank you

