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 (2\textsuperscript{nd} revenue)
Challenges

- Lack of collaborations
- Low capacity of local people
- Weak market linkages
- Quality of product and services
- Lack of financial resources
Policy adopted to address challenges

- **3Cs**
- Balanced regional spread of tourist arrivals
- **In-road connection and domestic airlines**
- Relaxation of licensing and taxation

Bhutan

Happiness is a place
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 - Talhgong
Segment 4: Talhgong - Thinleygang
# Logistical support

## MY GAKIDH VILLAGE FOCAL PERSONS

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tshering Dema (Overall youth focal person)</td>
<td>Toepisa, Punakha +975 17553933</td>
</tr>
<tr>
<td>2</td>
<td>Tshering Penjor (Overall youth focal person)</td>
<td>Toepisa, Punakha +975 17993415</td>
</tr>
<tr>
<td>3</td>
<td>Kinley Penjor (Eco tourism focal person)</td>
<td>Toepisa, Punakha +975 17954469</td>
</tr>
<tr>
<td>4</td>
<td>Chimmi (Eco tourism focal person)</td>
<td>Toepisa, Punakha +975 17665204</td>
</tr>
</tbody>
</table>

### 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