



**INVESTMENT BOARD NEPAL &
MINISTRY OF CULTURE, TOURISM AND CIVIL AVIATION**

INTEGRATED TOURISM DESTINATION DEVELOPMENT PLAN FOR WESTERN NEPAL

Final Report
Submitted 12 September 2016
by TRC Tourism

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Abbreviations

ACAP	Annapurna Conservation Area Project	HRD	Human Resource Development	PA	Per Annum
ADB	Asian Development Bank	IBN	Investment Board Nepal	PA	Protected Area
BZ	Buffer Zone	ICIMOD	International Center for Integrated Mountain Development	PATA	Pacific Asia Travel Association
CA	Conservation Area	IFC	International Finance Corporation	PDNA	Post Disaster Needs Assessment
CAAN	Civil Aviation Authority of Nepal	I/NGO	Int/Non Governmental Organisation	PIO	People of Indian Origin
CBO	Community Based Organisation	M&E	Monitoring and Evaluation	PPP	Public Private Partnership
CCI	Chamber of Commerce & Industry	MICE	Meetings Incentives Conferences & Exhibitions	Rs.	Nepal Rupees
CO	Community Organisation	MoCTCA	Min of Culture, Tourism & Civil Aviation	SAARC	South Asian Assoc for Regional Cooperation
DDC	District Development Committee	MoF	Ministry of Finance	SME	Small and Medium Enterprise
DFID	Dept for Int Development UKAid	MoFA	Ministry of Foreign Affairs	SPPC	Sagarmatha Pollution Control Committee
DNPWC	Dept of National Parks and Wildlife Conservation	MoFSC	Min of Forests and Soil Conservation	TAAN	Trekking Agencies Assoc of Nepal
DoI	Department of Immigration	MoHA	Ministry of Home Affairs	TIA	Tribhuvan International Airport
DoI	Department of Industry	MoFALD	Min of Federal Affairs and Local Dev	TIC	Tourism Information Center
DoT	Department of Tourism	MoU	Memorandum of Understanding	TIMS	Trekkers' Info Management System
EIA	Environmental Impact Assessment	NAC	Nepal Airlines Corporation	VCA	Value Chain Analysis
FDI	Foreign Direct Investment	NATA	Nepal Association of Travel Agents	VDC	Village Development Committee
FIT	Free Independent Traveller	NATO	Nepal Association of Tour Operators	VFR	Visiting Friends and Relatives
FY	Fiscal Year	NATTA	Nepal Assoc of Tour and Travel Agents	WHS	World Heritage Sites
FNCCI	Federation of Nepalese Chamber of Commerce & Industry	NMA	Nepal Mountaineering Association	WR	Wildlife Reserve
GHT	Great Himalaya Trail	NMDP	Nepal Market Development Programme	WWF	World Wide Fund for Nature / World Wildlife Fund
GHTDP	Great Himalaya Trail Development Prog	NP	National Park		
GoN	Government of Nepal	NRI	Non Resident Indian		
HAN	Hotel Association Nepal	NRN	Non Resident Nepali		
HPI	Human Poverty Index	NTB	Nepal Tourism Board		
HR	Hunting Reserve	NTNC	National Trust for Nature Conservation		
HRA	Himalayan Rescue Association	NTSP	National Tourism Strategic Plan		



Purpose of study

The study's clients:

Investment Board Nepal (IBN)

Ministry of Culture, Tourism and Civil Aviation (MoCTCA)

World Bank Group (WBG) - Trade and Competitiveness

Samarth-NMDP - UKAid-funded Nepal Market Development Programme.

Terms of reference:

*.... examine the Upper Karnali, Bardiya, Banke and Rara areas from a tourism development potential perspective, then develop an **integrated tourism destination plan for Western Nepal**... and contribute investment project ideas*

Study team:

Les Clark *Team leader*

.Rabi Jung Pandey *Tourism planning*

Lisa Choegyal *Markets & products*

Study Process

Methodological steps:

- Research of previous studies
- Briefings in Kathmandu
- Discussion Paper
- First Field Trip
- Concepts Paper
- Second Field Trip
- Draft Destination Plan
- Validation Workshop
- Final Destination Plan

Timeframe:

- 5 June to 28 July 2016

Field trip periods:

- 29 June to 4 July, 7 to 16 July 2016

Key Workshops:

- 9 July 2016 at Dhangadhi, organised by **Kailali Chamber of Commerce & Industry**
- 11 July 2016 at Bardiya, organised by **Ecotourism Development Forum, Bardiya**
- 13 July 2016 at Birendranagar, Surkhet, organised by **Surkhet Chamber of Commerce & Industry**
- 15 July 2016 at Nepalgunj, organised by **Nepalgunj Chamber of Commerce & Industry**
- 22 July 2016 at Kathmandu, organised by **Investment Board Nepal**



Acknowledgements

The study team gratefully acknowledges the active participation and contributions of:

- Tourism Development Society, Dhangadhi
- GMR Upper Karnali Hydropower Ltd
- Surkhet District Development Committee
- Hotel Entrepreneurs Association, Surkhet
- Surkhet Chamber of Commerce and Ind.
- Public Private Consultation Forum, Surkhet
- National Trust for Nature Conservation
- Dalla Home Stay Management Committee
- Nepal Bank Ltd, Surkhet
- Nepal Cottage and Small Industry Association, Surkhet
- District Agriculture Development Office, Surkhet
- Cottage and Small Industry Development Board, Surkhet
- Siddhartha Sunny Resort, Surkhet
- Mid West University, Surkhet
- Regional Tourism Information Center, Surkhet
- District Cooperative Organisation, Surkhet
- Tourism Faculty, Florida University, USA
- Nepalgunj Chamber of Commerce & Industry
- Banke District Development Committee
- Shuklaphanta Wildlife Reserve, Kanchanpur
- Rana Tharu Community Homestay, Kanchanpur
- Kanchanpur District Development Committee
- NATA FarWest, Dhangadhi
- Hotel Dinesh, Dhangadhi
- Bhada Homestay, Dhangadhi
- National Academia of Science & Technology
- Kailali Chamber of Commerce & Industry, Dhangadhi
- FNCCI, Dhangadhi
- Bardiya NP & BZ Management Committee
- Sunset View Cold Corner & Coffee
- Nature Guides Association, Bardiya
- Bardiya National Park
- Ecolodge, Bardiya
- Aryalis Dolphins Resort, Bardiya
- Rosy Shardi Resort, Bardiya
- Women Dev. Social Organisation, Bardiya
- Ecotourism Development Forum, Bardiya
- Tiger Tops, Bardiya
- Rhino Lodge, Bardiya
- Bardiya Jungle Cottage, Bardiya
- Nepal Bird Conservation Assoc, Bardiya
- Banke District Police Office
- Hotel City Palace, Nepalgunj
- Hotel Siddhartha, Nepalgunj
- Mohit Travels & Tourism Pvt. Ltd Mahendranagar
- District Police Office, Banke
- Gabhar Valley Community Homestay, Banke
- Dolpa Sagarmatha Treks and Tours
- Buddha Air, Nepalgunj
- Multiple Campus, Nepalgunj
- Chief District Office, Banke
- Tourism Office, Kohalpur
- Chisapani Tourism Development and Promotion Committee
- HAN, Nepalgunj
- Hotel Kalpathak, Nepalgunj
- Thakurdwara Temple Management Committee, Bardiya
- Eco-Friendly Homestay, Bardiya
- Thakurbaba Cooperative Organisation
- Shuklaphanta Jungle Cottage
- Kailali Chamber of Commerce & Ind.
- Banana Agro Resort, Tikapur
- Banke National Park, Overi
- Nepalgunj Airport, Banke
- Yeti Airlines Corporate Office
- Silver Heritage Investment Pvt. Ltd
- MoFSC, Kathmandu
- DNPWC, Kathmandu
- GiZ Nepal
- MoCTCA

Previous studies and initiatives

Agency

Study or Initiative

Contributions



WWF Nepal

Ecotourism plans in Bardiya National Park and Buffer Zone: Prepared in 1997 with a view to promoting ecotourism based on conservation of biodiversity and livelihood opportunities for local communities.

WWF has consistently played a dynamic role in Western Nepal to minimize conflict between parks and people and to boost community-based tourism projects.



Taragaon
Dev Board

Tourism Services in Trekking Routes and other Potential Areas of Eastern, Western and Mid / Far Western Development Regions. Prepared in 1998, the aims were to diversify and extend tourism in the Mid and Far West - by assessing areas of interest and facility needs

Historically, the Taragaon Development Board sought to extend tourism in the Mid and Far West Development Regions by identifying tourism products and upgrading the quality of tourism products and services

Tourism development in Khaptad Region, Volume I & II Prepared in 1999 with the Khaptad Region Tourism Committee, the study aimed at: formulating an outline strategic plan for the development of tourism in the Khaptad region and preparing for more detailed

Mahendranagar and Jumla as Tourism Hub-Centers Studies with MoCTCA in 2000 and 2001 aimed at supplementing government's efforts to remove constraints presently inhibiting further development of tourism.



ADB

ADB Ecotourism Project 2000- 2001. Designed infrastructure development and software activities, subsequently implemented by an ADB infrastructure project (including airport improvements in Western Nepal) and through **TRPAP** activities including in Dolpa.

Blacktopping key airports has made significant improvement to access for Western regions

Agency

Study or Initiative

Contributions



Upcoming Tourism Products of Nepal. Prepared in 2001 as a handbook on five new tourism areas. One of the areas was Khaptad NP and surroundings. Also ensures tourism is included in district development plans.

NTB provides basic information on new products and encourages tourism planning.



Tourism for Rural Poverty Alleviation Programme (TRPAP) (2001 to 2007) developed a Tourism and Management Plan for Dolpa including Shey Phoksundo NP and buffer zone, aiming to contribute to the conservation of natural and cultural resources and increase benefits to local communities.

TRPAP helped Dolpa in an agenda to mainstream tourism dev. in local government.



Department of National Parks and Wildlife Conservation. Maintain management plans for Shey-Phoksundo National Park, Rara National Park, Khaptad National Park, Bardiya National Park, Banke National Parks, Shuklaphanta Wildlife Reserve and Api Nampa Conservation Area.

DNPWC encourages tourism for sustainable conservation and local livelihood support.



Hariyo Ban's Terai Arc Landscape (TAL) programme. Since 2004 has influenced conservation and livelihood approaches in Kanchanpur, Kailali, Banke and Bardiya Districts. Assisted by NTNC and NGOs.

TAL has initiated successful community-based tourism in buffer zones & wildlife corridors



Kailali Chamber of Commerce and industry, in 2006 produced a two volume book Incredible Far West Nepal and organised promotional drives. Dhangadhi-based Tourism Development Society maintains this agenda.

Kailali CCI aimed this book at initiating tourism development and promotional activities

Agency

Study or Initiative

Contributions

KATDC

Tourism Strategic Plan for Khaptad Area and Surroundings of Far Western Region of Nepal (2009 - 2018) Produced by Khaptad Area Tourism Development Committee in 2008, develop conditions for responsible, pro-poor, sustainable community based tourism.

KATDC formed to establish Khaptad area as a potential tourism destination.



A study on ecotourism plan of Western Terai. Prepared by West Terai Landscape Complex Project (WTLCP) and UNDP in 2008, focused on conservation and livelihood opportunities of local communities

WTLP fostering successful models to link conservation and livelihood opportunities for communities.

Exploration and identification of the existing potential for eco-tourism development at Koshi Tappu Wildlife Reserve and Ghodaghodi Lake Area . Prepared by the Conservation and Sustainable Use of Wetlands in Nepal (CSUWN) project, sought economic growth and the reduction of poverty



Great Himalayan Trail Development Programme (2006 -2011): Outputs included strategic tourism action plans for Humla and Dolpa districts aimed to guide the development of pro-poor sustainable tourism and promote GHT development.

GHT programme throughout Nepal seeks to spread pro-poor sustainable tourism to new areas.



Karnali Tourism Development Forum. Established to promote tourism development in Karnali Zone, its prime objective was to develop Sustainable Mountain Tourism in Dolpa, Jumla, Mugu, Humla and Kalikot.

KTDF is another organisation formed to promote and manage sustainable tourism Tourism

Agency

Study or Initiative

Contributions



Tourism Development Society (TDS) Established in 2012 as a destination management organization, TDS aims to promote sustainable and responsible tourism development in Western Nepal. Based in Dhangadh, has Tourism Action Groups in 9 districts of the Far West Region.

TDS was formed to promote and manage sustainable tourism on a destination basis



Regional Tourism Development Strategy. GIZ is assisting TDS in an initiative to prepare this strategy to cover both Far West and Mid West regions. The first workshop was held in Bardiya in May 2016.

GIZ is willing to assist the tourism sector as part of multi-sector support for Western regions



Nepalgunj Chamber of Commerce of Industry. NCCI supports member organisations working in tourism and tourism initiatives undertaken by the Banke DDC.

Nepalgunj CCI offers whatever support it can on tourism development activities



District Development Committee, Banke. Recently developed a Five Year Tourism Strategic Plan (2016 – 2020) for tourism development in Banke District including tourism in the newly established Banke National park.

Banke DDC is very keen to see tourism develop. (As yet Banke NP has no management plan but tourism zones are mooted.)

Research conclusions

Out of the initial research, two obvious starting points for the study emerged:

1. The recently approved **National Tourism Strategy (2016 – 2025)**, prepared in 2015 by MoCTCA with assistance from UNWTO, establishes national tourism policy and a national-level physical planning framework. Little known outside Kathmandu, an explanation of the Strategy's implications for Western Nepal was scene-setting opening to all formal consultations in the Far West and Mid West.
2. The recent **strong local interest in tourism destination management** in Western Nepal, as illustrated by the Tourism Development Society (TDS), based in Dhangadhi, and the Bardiya Ecotourism Development Forum. Regular public / private forums (eg Public Private Consultation Forum, Surkhet) is further recognition of the need for coordination. Throughout Far West and Mid West the study team found immediate enthusiasm for tourism destination management.



MoCTCA's 10-year National Tourism Strategy Plan (2016 – 2025) for Nepal identifies priorities for tourism development and a vision of Nepal tourism in 2025

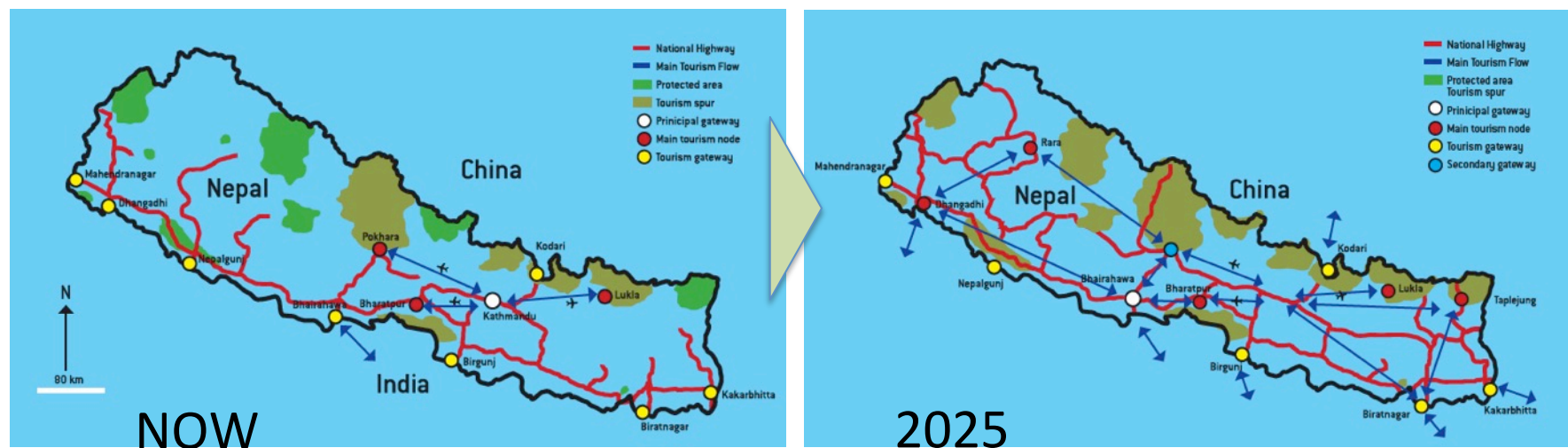


Far West Nepal is the name of TDS's website. Set up initially to focus only on the Far West, TDS is now in the process of broadening its scope to include Mid West, and is also reaching out to tourism interests in India

National Tourism Strategic Plan Implications

Policy implications: Priority “**tourism development areas**” (TDAs) are vaguely assigned in both Far West and Mid West. Within the TDAs, growth is envisaged primarily through the development of **tourism in protected areas** and **products associated with the Karnali River, isolated lakes** and the **Great Himalaya Trail**. Priority goes to **community-based styles of tourism** and improving **tourist attractions in protected areas**. There is a special focus on diversifying the product mix in order to attract new markets, particularly **cross-border Indian visitors**. *National Tourism Strategic Plan (NTSP)*

Physical development / Vision implications:



Local interest in destination management

Source: Draft Report shared by GiZ on the Regional Tourism Strategy Development Workshop Far- and Mid-West Nepal, Thakurdwara, Bardiya; 23 to 25 May, 2016

Objectives of the workshop:

- Formulate a long-term development framework for tourism in the Far- and Mid-western Regions of Nepal including a short-term action plan for priority actions
- Initiation of a core group of local tourism practitioners in order to ensure the implementation of action plan and enable effective linkages and close coordination between the respective stakeholders involved

Participants

32 participants representing 17 organizations involved in different sectors for the promotion of tourism in the far and mid-west of Nepal.

Outcome: “West Nepal Alliance for Tourism Development” was formed and signed by:

Tourism Development Society / Nepal Association of Tour & Travel Agents / Nepal Tourism Board / SAMARTH: Nepal Market Development Programme / Bird Conservation Nepal / Tharu Women Network / Bardiya Nature Conservation Club / Terai Arc Landscape Programme / Buddha Air / Yeti Air / Nature Guides Association / Tourism Action Groups : Doti, Achham, Bajhang, Dadeldhura, Darchula / Dolphin Conservation Committee / Tharu Home Stay Bhada / Nepal Trust for Nature Conservation / The International Center for Integrated Mountain Development (ICIMOD) / Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH / Alliance Nepal (as witness)



**Workshop
organizers:**

**Tourism
Development
Society**



**Bardiya
Ecotourism
Development
Forum**

**Nepal
Association
of Tour and
Travel Agents**



**Karnali Tourism
Entrepreneurs
Society**

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Stakeholders on strengths & weaknesses

Source: Draft Report shared by GiZ on the Regional Tourism Strategy Development Workshop Far- and Mid-West Nepal, Thakurdwara, Bardiya; 23 to 25 May, 2016

- Cross country tourism possibilities
- Cross-border tourism possibility
- Diverse (variety) of landscapes
- Both regions less crowded, less penetrated
- Clean environment
- Unique and unexplored destinations
- Possibility of becoming a pioneer tourism business person
- Natural beauty, culture, tradition
- Adventurous destinations
- Vivid and rich cultures
- Natural beauty (scenery, wildlife, wetland)
- Cultural diversity (Tharu, Deuda, Muslim)

- Less tourism infrastructure
- Expensive for International tourists
- Lack of competitive products and services
- Lack of entertainment and related facilities
- Lack of master plan and strategy
- Limited collaboration and cooperation
- Lack of government focus and priority
- Systems not progressive
- Lack of qualified human resources
- Lack of Information,
- Limited innovation on accessibility
- Lack of awareness and commitment
- Weak management of destinations

Weaknesses

Strengths

**Workshop
organizers:**

Tourism
Development
Society



Bardiya
Ecotourism
Development
Forum

Nepal
Association
of Tour and
Travel Agents



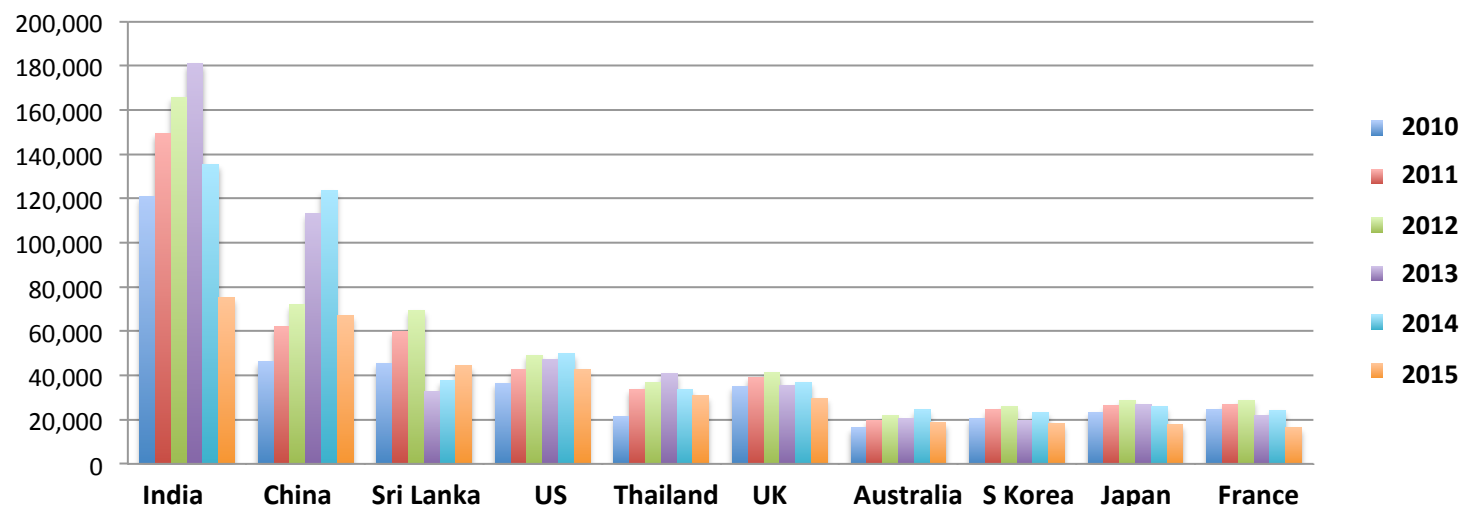
Karnali Tourism
Entrepreneurs
Society

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Analysis: tourism situation

As well as gathering information in the field, as the study team conducted its own analysis to share

Top 10 generating markets to Nepal



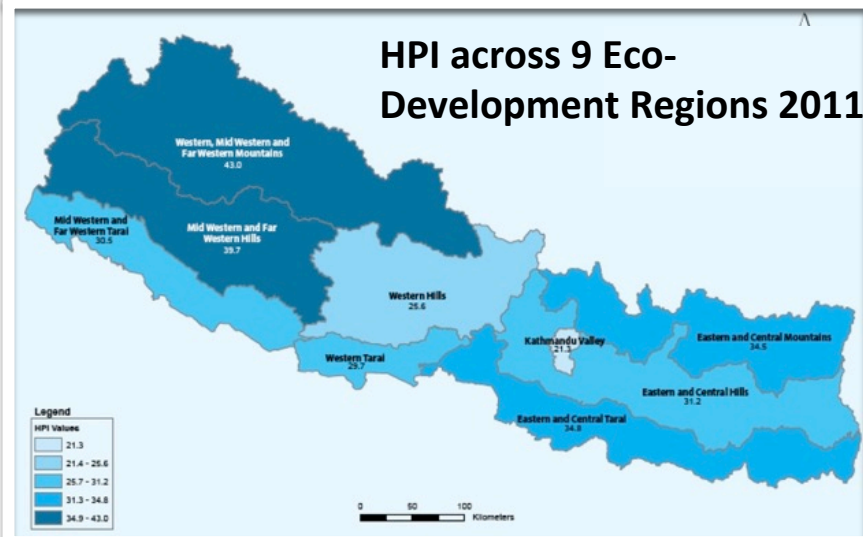
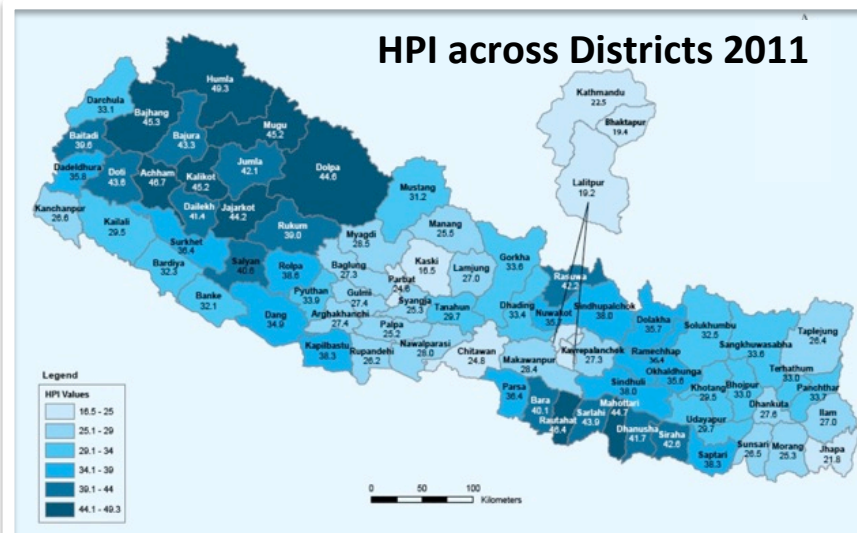
Whole country

Pre-earthquake & blockade total arrivals were 800,000 annually. There was a 32% drop in arrivals in 2015, but higher average yield and longer stay (13.16 days). The highest average spend per visitor of \$902 pp (\$69 pppd) was in 2015. The industry believes it has an opportunity to “build back better” to lift Nepal out of “low-end trap”. Most top source markets were down 2015: India (- 46%) China (- 46%) Sri Lanka (+ 18%) USA (- 14%) Thailand (- 7%) UK (- 19%). 2015 stats were dramatically affected by the earthquake & blockades. Prior to 2015, China arrivals were driving tourism growth. Indian visitors (by air) were in decline prior to the earthquake & blockade. Pilgrimage markets remained in 2015 e.g. Sri Lanka growth in overland Lumbini visitors. Upgraded products and services are needed to increase yields. (Source: MoCTCA)

Western Nepal

Cross-border arrivals to Western Nepal are only 2% of total land arrivals. Western Nepal receives less than 3% of Nepal’s international visitors, comprising 3,000 foreigners to the mountains and about 12,000 to Terai. Bardiya is best performing attraction. The main markets are domestic and Indians – some cross-border, business, and VFR Indians, but in 2015 est. 30,000 to Kailash. Western Nepal as a destination has suffered from lack of support and promotion.

Analysis: poverty & inequality context



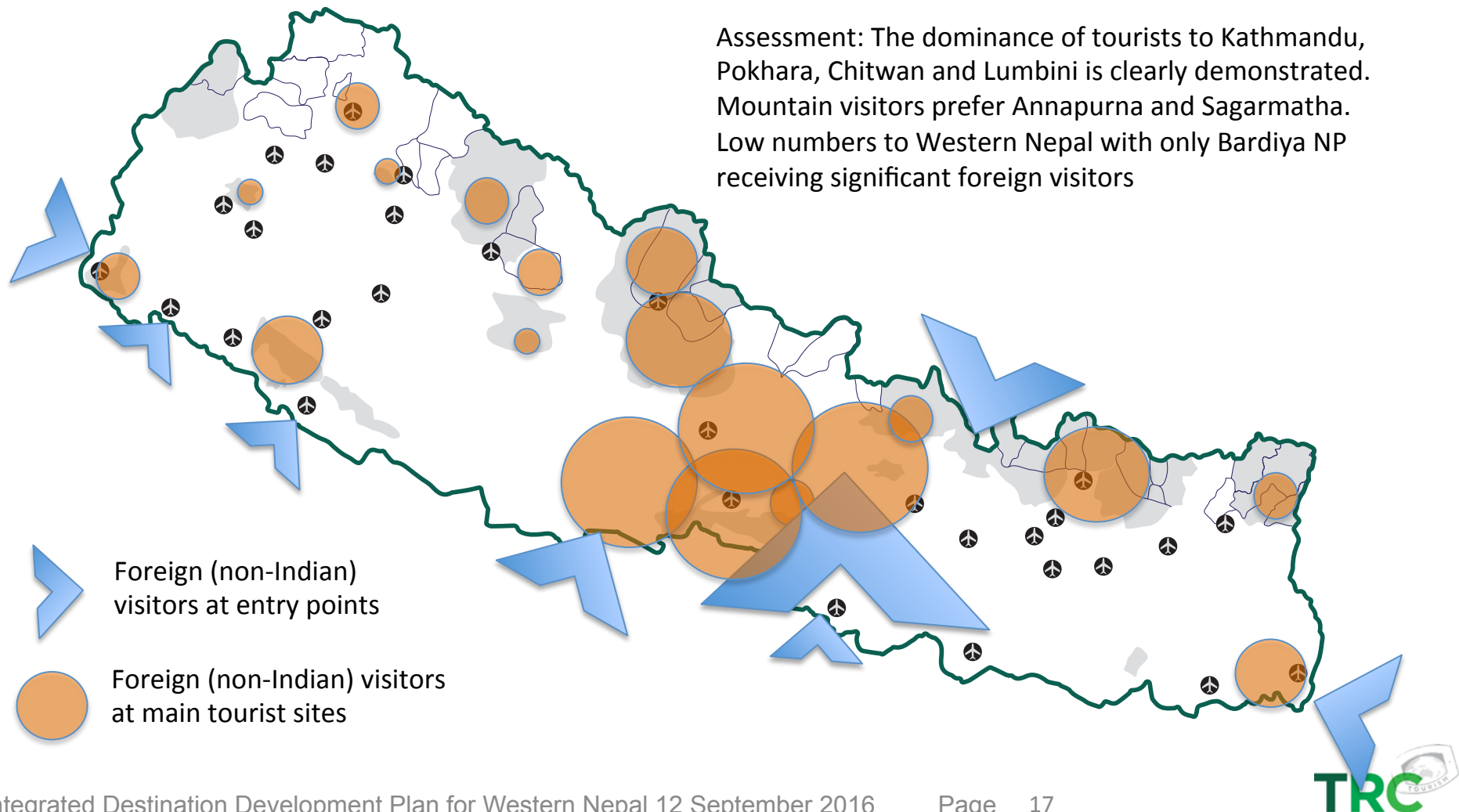
- The **depth and severity of poverty** is higher in Mid and Far West Nepal than anywhere else in the country: **37%** in rural hills and **31%** in Terai
- A **decade-long conflict** strongly affected Western Nepal, resulting in: destruction of livelihoods; disruption of basic services; and limited access to facilities, including relief, education and healthcare.
- On the other hand, the **fastest reduction in MPI** (multi-dimensional poverty index) has been in the Western Terai, where the total number of poor went down from **67%** to **33%** in five years. The Far West Terai also saw a drop poverty from 81% to 50% in this period.

(Post Disaster Needs Analysis 2015 and World Bank statistics)

HPI Human Poverty Index

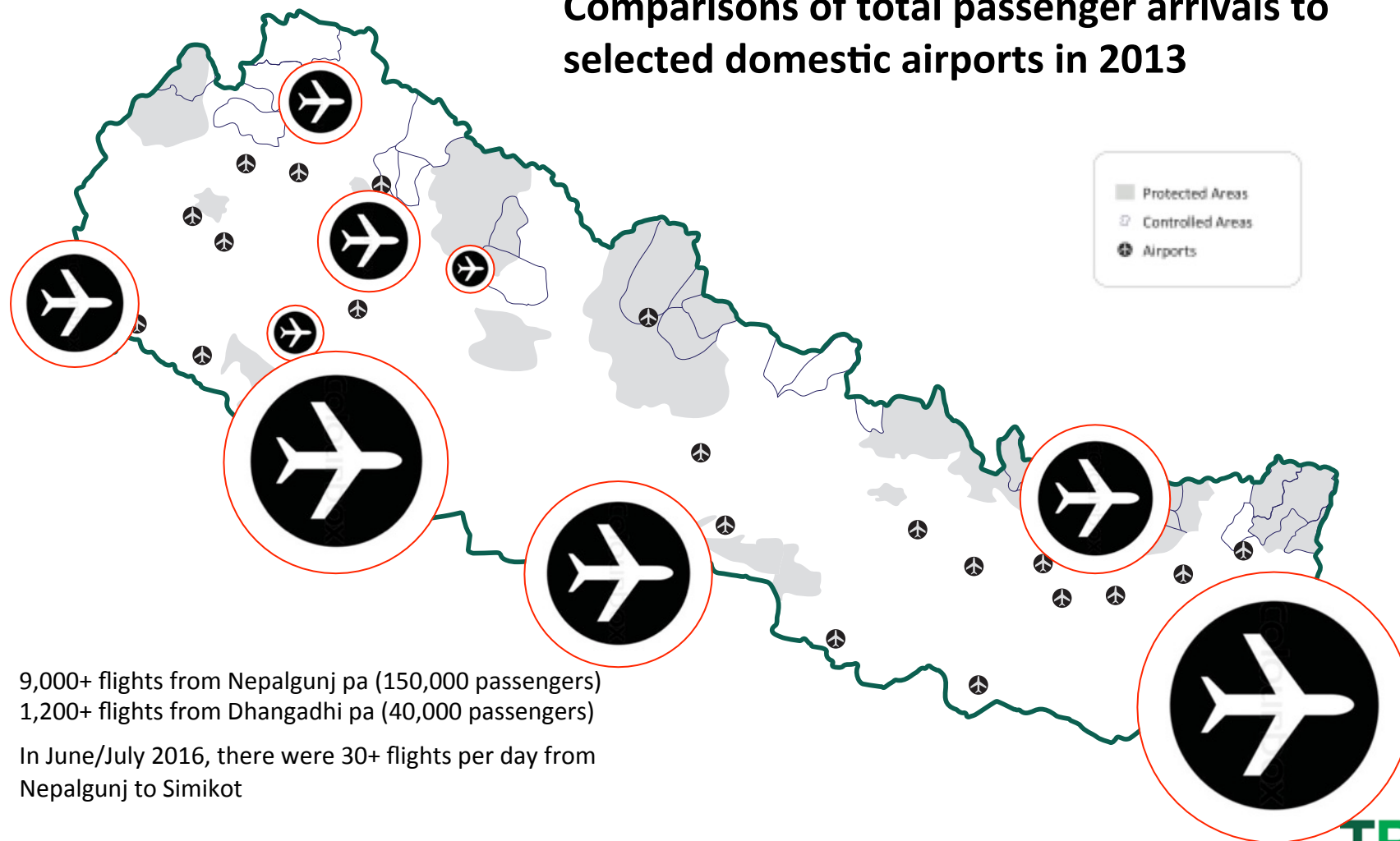
Analysis: dispersing tourism

Relative distribution of foreign (non-Indian) visitors in 2014



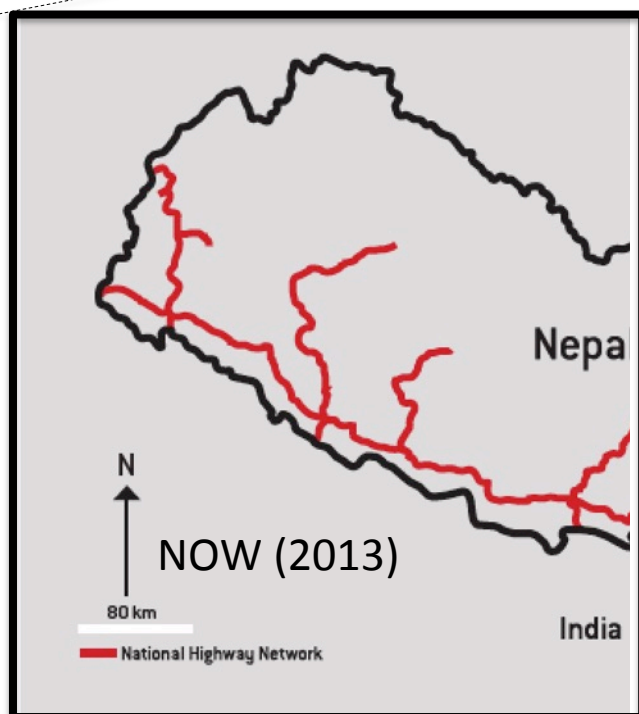
Analysis: airport traffic

Comparisons of total passenger arrivals to selected domestic airports in 2013

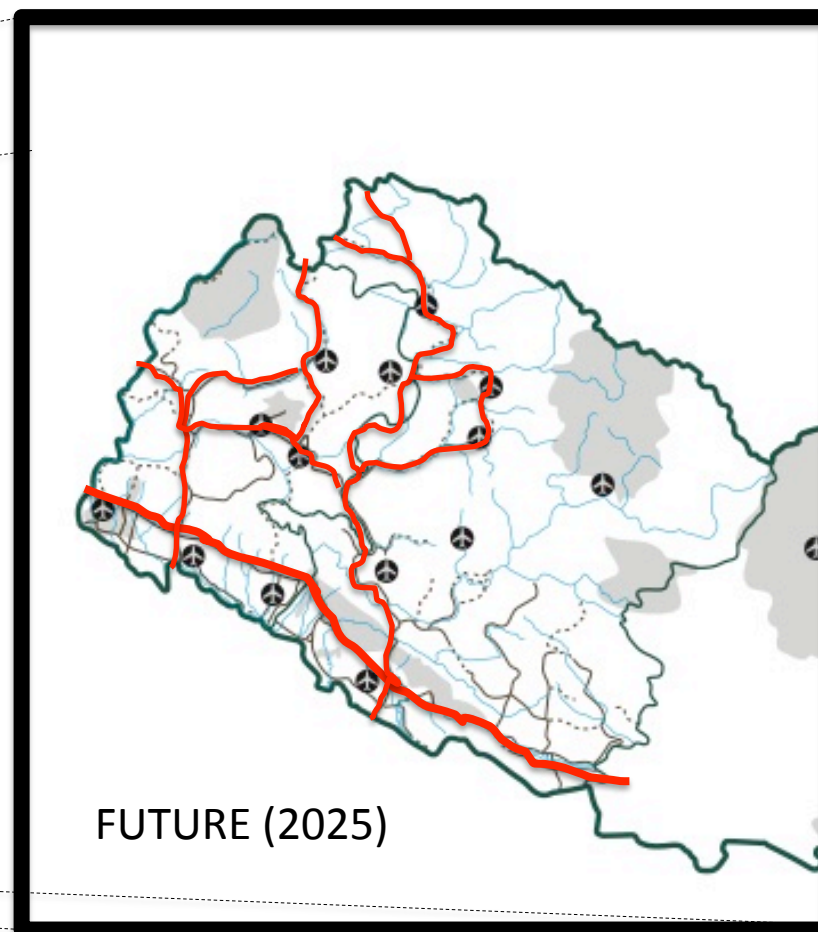


Analysis: road linkages

Road access



Source: Adapted by NTSP Study Team from DoR



Study team estimates

Analysis: development constraints

Constraints to tourism development in Western Nepal

Infrastructure and access

- Current low visitor numbers are due to real and perceived access infrastructure constraints
- These include the distance from Kathmandu, road conditions, and weather problems to mountain airport. Operators charge high airfares to Western Nepal destinations in comparison to other domestic sectors
- Aviation patterns have all flights originating from Kathmandu with no intercity linkages. Mountain flights operate from Nepalgunj to mountains in early morning up to 10/11am, necessitating an overnight in Nepalgunj.
- Recent upgrades and blacktopping of mountain airstrips have improved access and safety. Since the road reached Jumla, the airport has been underutilized although it is normally operable up to 3/4pm in the afternoon from Nepalgunj
- Long drives, poor road conditions and maintenance through steep high mountains. Some future road patterns may not be feasible due to terrain

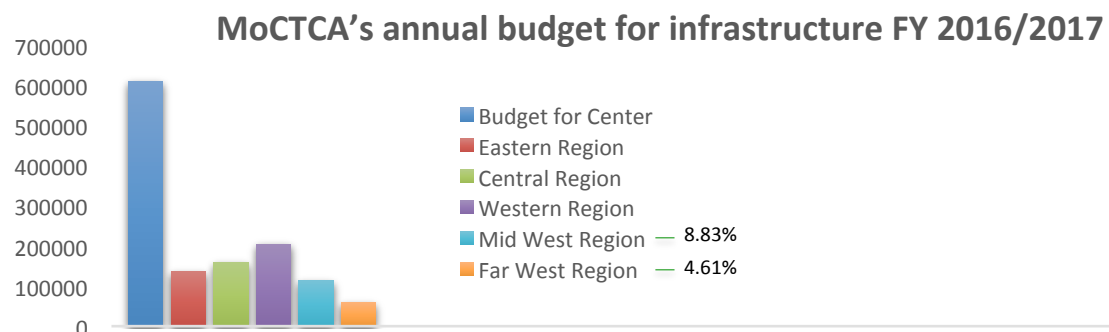
Products and marketing

- Low awareness and undeveloped products and accommodation, with Bardiya being the only attraction to appeal to foreign markets, and for Indians only the h pilgrimage via Simikot and Hilsa
- Resistance from Kathmandu operators to sell, due to low margins and complex logistics, including operating in food deficit areas. Lack of positive awareness by the national and international industry
- Lack of developed tour and transport services in Western Nepal hubs, with generally low quality hotels and vehicles, constrained HRD and SME development, and community lack of preparedness

Political commitment

- Cross-border issues at Mahendranagar and Dhangadhi – operators report restrictive border timings, incomplete road links, delays for cross-border vehicles and tourism “harassment” by border authorities
- Recent lack of tangible commitment to support Western Nepal tourism, despite rhetoric and advocacy for high poverty regions

Analysis: tourism budget for Western Nepal



As an indication of GoN priorities for Western Nepal, the following are summaries from the MoCTCA annual budget for tourism infrastructure in FY 2016/17. Of the total allocation, Western Nepal's share is 13.44%

Far West	Rps (000s)	Budgeted Expenditure Items
Kailali	6,400.00	Tikapur tourism information center, cultural and heritage sites development, foot trail development at cultural sites, homestay development at Damauliya village, cultural center development at Tharu village
Doti	4,500.00	Tourist Information center at Silgadhi, foot trails and park development, ponds and temples conservation and renovation
Achham	4,400.00	Temples renovation and site development, tourism Infrastructure development at different sites
Bajura	8,364.00	Temples and cultural site renovations and development, tourism infrastructure development at Dahakot Gaumul and Badalake, foot trail development at different cultural sites
Baghang	5,096.00	Trekking trail development to Khaptad from Liptada and many other cultural sites in the district, temples and cultural sites development and conservation
Darchula	4,196.00	Tourism Infrastructure development at Malikaarjun, Bramhadaha, Vidhara cultural sites; trekking trails development
Baitadi	16,000.00	Trekking trail development at many cultural sites, lake conservation, picnic site development, beautification of the cultural sites. Tourism infrastructure development at new sites
Dadeldhura	5,700.00	Tourism development at many natural and cultural sites, historical museum development, cultural sites conservation and maintenance
Kanchanpur	4,600.00	Tourism Infrastructure development at many sites, cultural center development at homestay village, management and conservation of different natural and cultural attractions,

Analysis: tourism budget for Western Nepal

Mid West	Rps (000s)	Budgeted Expenditure Items
Mugu	6,700.00	Recreation facilities in Rara Lake, resting places, view point, trekking trails development in many places
Dolpa	10,200.00	Shey-Phoksundo lake conservation, trekking trails development, gomba conservation, temples renovations
Humla	7,800.00	Foot trails construction in Leedai Pokhari in Simikot, community guesthouse, hot spring conservation, tourism building construction at Yari, trekking trails development in major tourism sites, gombas and temples renovation
Jumla	16,500.00	Promotional materials published and distributed, local culture conservation, website development, conservation of historical ponds and area beautification, Chandannath area conservation and beautification, tourism infrastructure development in new areas, new trekking trails development and upgradings, gumba and temple renovations
Kalikot	6,800.00	Resting places development, new trekking trails development, temples and gomba renovations,
Rukum	5,200.00	Tourism infrastructure development at new sites, children's park development, Sahid parks development, tourism promotional programs, new trekking trail development to Dhorpatan
Rolpa	6,000.00	Tourism infrastructure development at Holeri and many other areas, trekking trail upgrading, temple conservation
Pyuthan	5,600.00	Trails development at Sworgadwari temple areas, tourism development at Gaumukhi area, Pond renovation,
Dang	11,000.00	Park fencing, infrastructure development at Peace Park, beautification of the parks, construction of resting place at Chamere Gufa, trekking trails development to Sworgadwari, viewing tower construction
Salyan	5,600.00	Initiative to include Kubendae Lake as Ramsar Site, work on cultural heritage sites, trekking trails development.
Banke	5,600.00	Parks development, trekking trail development at Gavar and elsewhere, entrance gate at Nayagaon homestay,
Bardiya	7,000.00	Maintenance work at Thakurdwara information center, construction of community building at Dalla homestay, infrastructure at lake sites, tourism infrastructure and fencing work at Shiva temple area
Surkhet	6,600.00	Conservation of Jajura Lake, regional tourism information center at Surkhet, infrastructure development at temples, tourism programs at Harre and Dumkot, foot trails development and beautification of the area at different locations
Jajarkot	4,447.00	Develop tourism master plan and land use plan of Jajarkot district, initiate Kusemuse Integrated Tourism Development Programme, cave conservation, trekking trails development, cultural sites conservation and development
Dailekh	8,200.00	Foot trail development at Kuieya Lake, tourism infrastructure development at cultural sites and their conservation, trekking trail development at Kailash Parbat Mahabulake, entrance gate at Panchadebal, renovation of cultural sites such as Pantola Pashupatinath and Pachkoshi Jwala Chhetra, tourism infrastructure development at Mahabu Shiva Parbati

Analysis: potential markets

Based on existing trends, the likely potential markets are:

- **Domestic leisure tourists and trekkers** – from local towns as well as Kathmandu and other parts of Nepal - often in family groups and couples, or student groups – many pilgrims, some NRNs and visiting friends and relatives. Strong potential for Western Nepal.
- **Indians** – cross-border from adjacent cities, including self drive, short break, hill station and pilgrims. Excellent potential from 35 million urban middle class resident in reachable Indian cities when facilities and promotion improves. Kailash likely to continue to attract some Indian pilgrims by air via Simikot.
- **Other international pilgrims** - Buddhist & Hindu visiting Western Nepal sites – currently very low numbers due to China visa regulations for Kailash and general lack of awareness of other pilgrimage sites
- **International** - Western and new Asian trekkers, adventure and wildlife segments inc. expatriates – likely to be harder trekking segments seeking challenging and remote treks on their second or third visit to Nepal. Development of accommodation facilities, improved services and interpretation will appeal to new segments
- **International free and independent travellers** (FITs) – a range of Western and Asian market segments, building on current adventure backpacker segments, some travelling overland from India. Good potential for FIT trekkers when controlled area regulations permit individual visits
- **International special interest** – these might include groups and individuals motivated by mountaineering, mahseer fishing, rafting, mountain biking, cultural (Sinja & Malla Khasa kingdoms), heli-skiing, handicrafts, study tours etc. Currently small segment but excellent future potential with improved guiding, information and accommodation facilities.



Patterns with growth potential

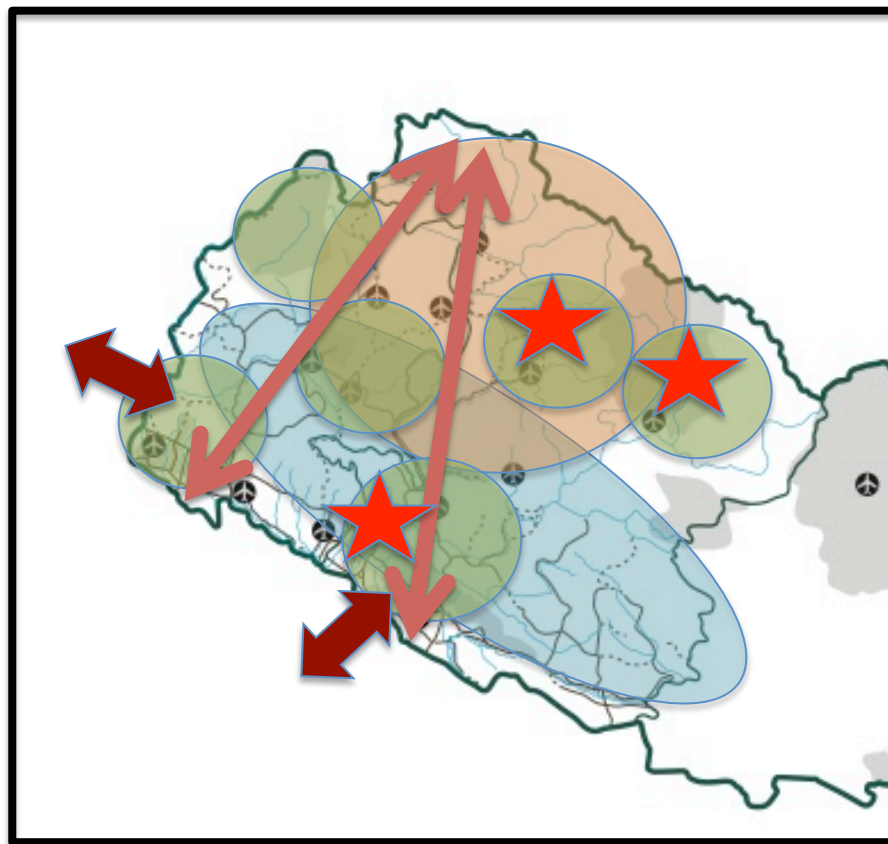
Based on the team's research, analysis, field work and consultations in Western Nepal, **six tourism development patterns** emerged with potential to grow the tourism sector. These patterns became the focus of workshop discussion in Western Nepal with stakeholders in Kathmandu.

First patterns identified:

1. Trekking & adventure 
2. Wildlife 
3. Domestic 
4. Pilgrimage 

Added after consultations:

5. Investors with own-markets 
6. Cross-border short breaks 



Trekking & adventure



Described in the website *farwestnepal.org*, this pattern follows Nepal's classic mountain tourism positioning. The potential is a new iconic adventure trekking area for Nepal.

Products:

GHT route and circuits including Limi Valley; Rara to Khaptad; Rara, Sinja, Jumla; Upper & Lower Dolpa; Far West exploratory; Api Base Camp; etc.

Existing pattern:

- About 3,000 foreign visitors to mountains, 0.2% of 150,000 total trekkers
- Rara NP attracted 143 foreign visitors in 2015 (181 in 2014, 164 in 2013), Dhorpatan HR less than 100 (89 in 2014), and Upper and Lower Dolpa treks 1,116 in 2015 (1,586 in 2014)
- Most Western Nepal trekking is in controlled and restricted areas, necessitating additional fees and booking through registered trek agents
- Kathmandu trek agents resist selling Western Nepal due to perceived and real high costs, complex logistics and access difficulties.
- In mid 2000s, Simikot Kailash was popular with Western adventure trek operators until Chinese visa regulations changed the patterns of foreign travel to Tibet via Nepal
- Mt Api (7,132 m) attracted 4 climbers in 2015, and 1 climber to Mt Saipal (7,031 m) in 2014, despite their zero royalty expedition status.



Growing trekking & adventure tourism

Themes:

Establish **iconic trekking products** in scenic and culturally interesting settings. Around them build **special interest products**: mountain biking, horse trekking, rafting, culture

Target Markets:

Traditional Western markets for trekking & adventure

- seeking authentic adventure
- care about social issues and conservation
- need good guiding and interpretation
- like culture, handicrafts

Emerging Asian, Indian & domestic markets

- growing interest in trekking from Indian & domestic markets
- need safety and good communications

Development strategies:

Adopt new trekking models e.g. agents based in trek routes, tea house chains, community managed campsites; quality access infrastructure and safety systems; adapt development lessons and models from Annapurna, Langtang, Sagarmatha; position as an adventurous and active destination by promoting mountain biking, horse treks, rafting.



Wildlife



Wildlife tourism is well established in Bardiya National Park. The potential is to consolidate Bardiya's products and management, then extend elsewhere.

Products:

Quality experiences in protected areas: Bardiya NP, Banke NP, Rara NP, Khaptad WR, Shuklaphanta WR, Dhorpatan HR

Current pattern:

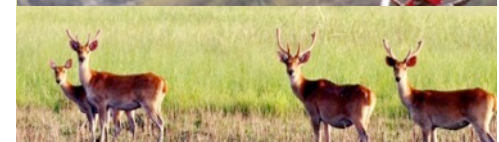
Since 2012 Nepal's position as high quality wildlife destination appealing to a wide spectrum of source markets has suffered due to changes in visitor access regs in PAs
Bardiya NP is the best performing attraction in Western Nepal with 14,197 foreign visitors 2014, making it Nepal's fourth most highly visited national park and Western Nepal's most visited product by foreigners. Significant drop in foreign visitors since earthquake & blockade noted by operators

In contrast, Chitwan NP receives about 175,000 foreign visitors annually due to easier access and high awareness.

Less than 1,000 foreign visitors to Shuklaphanta WR annually (471 in 2013, 984 in 2014 and 824 in 2015)

Banke NP opened in July 2016 offering elephant and jeep safaris, and Rapti river trips

Wildlife businesses have been relying on domestic visitors to remain solvent



Growing wildlife tourism

Themes:

Establish **quality wildlife experiences** in protected areas; add complementary **wellness / spiritual experiences** products at Khaptad and elsewhere.

Target Markets:

Traditional Western markets

- seek authentic natural experiences; care about community and conservation; need good guiding and interpretation; like culture, village life
- Emerging Asian, Indian & domestic markets with growing enthusiasm for wildlife; growing respect for conservation; need safety and good communications.

Development strategies

Careful protected area planning; listen to community and operator aspirations; develop quality guiding and interpretation; reestablish a concessions in protected areas; reestablish a spectrum of quality wildlife experiences in Bardiya; separate accommodation from attractions; build links to species conservation; extend quality variations of wildlife pattern to Banke and Shuklaphanta; build complementary wellness / spiritual products; promote circuit travel with India.



Domestic

The success of homestay products near Bardiya NP demonstrates strong domestic tourist interest

Products:

Village homestays; roadside attractions; nature products; soft adventure; spiritual regeneration, temple visits

Existing patterns:

- Families, couples, groups of friends, and work groups with:
 - increasing disposable income & time
 - from Western Nepal towns and some from Kathmandu
 - range of self drive in private vehicles and motorbikes, organized buses & public transport
 - school and college groups seeing their country
 - seeking memorable family experiences
 - motivated to explore their country
 - secondary motives are business & pilgrimage
 - constrained by lack of awareness, facilities
 - tourism businesses came to rely on domestic markets during recent troubled times

NB Dalla village in Bardiya has 58 beds 17-18,000 visitors annually, 98% domestic. Rana Tharu Community Homestay near Shuklaphanta WR with 32 beds 900 visitors, making operating profit after Nov 2015 opening.



Growing domestic tourism

Themes: road trips to **Discover Nepal**, planned experiences for **family and other groups**. Position as a favourite domestic **holiday destination**, then promote to India for shoulder periods

Target markets:

Nepali domestic tourists come from local towns as well as Kathmandu, Pokhara and other parts of Nepal

- family groups, couples, and student college and friends groups
- pilgrims to Western Nepal temples & shrines
- domestic MICE and retreat groups when facilities improve
- new quality products will appeal to new domestic segments
- future potential for NRNs and visiting friends and relatives.
- domestic tourists has strong potential for Western Nepal

Development strategies:

Build on homestay successes; develop a range of homestay models with WWF/ NTNC and NTB-training; develop sophisticated roadside attraction products showcasing ethnic lifestyles and agri-tourism; stay with fixed price formulas eg < Rs1,000 per night; domestic marketing



Pilgrimage



Western Nepal is strategically located between Indian pilgrim market and a popular pilgrimage destination of Kailash Mansarovar

Products: Once in a lifetime pilgrimage visits to circumambulate Mt. Kailash, via Simikot / Hilsa air routes from Nepalgunj between India and Kailash. Potential future routes using new road networks.

Existing patterns:

Official direct India to Kailash-Mansarovar routes via Leh, Lipulekh and Nathula limit numbers to 1,000 pa via a lottery system – other restrictions preclude over 70 year olds applying. Nepal has been used as “back door” to Kailash since mid 1990s. Shiva Parvati sites in Western Nepal have high appeal

Nepal operators (around 20 companies) package road/air/heli 2/3 week circuits for costs ranging from US \$2-\$4,000 including visas and all arrangements. Season May-Sept due to trans-Himalayan weather conditions

Routes were by road via Kodari, and by air via Nepalgunj, Simikot, heli to Hilsa, road to Kailash and return. Since earthquake closed Kodari, Simikot route surged to about 10,000 Indians 2015 (CAAN estimates)

Currently no way to accurately estimate numbers of Indian pilgrims to Kailash via Nepal annually but operator perceptions are about 30,000 Indians and NRIs (Malaysian, Canadian etc. of Indian origin) during 2015 and 2016, mostly via Simikot. Prior to Kodari road closure, about 2,500 traveled via Simikot. Very few Nepali pilgrims to Kailash

Pilgrims arrive by air (70/80%) and road (20/30%) mainly from South India, Rajasthan, Gujarat, particularly followers of Lord Shiva

In future road patterns likely to revert to driving from Kathmandu via Rasuwa Khyrung border when road conditions improve for majority of pilgrims, whilst some will continue to opt for Simikot route as being least arduous. Potentially shorter road route Dhangadhi Chainpur to Kailash via Ura Bhanjang has 60 km uncompleted through difficult high mountain terrain, a land route is prioritized by Far West Nepal operators



Growing Pilgrimage tourism

Themes: Spiritual experiences, once-in-a lifetime pilgrimage, family holidays around temple visits, Shiva & Parvati themes. Build quality products around the established patterns

Target Markets:

Indian pilgrimage groups to Kailash (30,000 pa) range from foreign high end (fly via Nepalgunj and Simikot) to low budget (drive across-border)

- Many Indians from Southern India, some from Rajasthan & Gujarat, NRIs
- Seasonal - limited to May – September
- a fragile pattern as dependant on India and China regulations
- a focused activity, but some potential for add-ons

Traditional adventure trekking groups if visa regulations change

Development strategies

Air patterns: improve air services and safety; develop Simikot add-ons for acclimatization & to extend shoulder seasons e.g. local walks, village visits, heli-trekking, heli-temple visits in Humla; improve facilities and accommodation

Road patterns: develop as south / north roads improve; quality roadside stopping points; encourage accommodation for a spread of segments and price points





Investors with own- markets



Investors with established markets can create a pattern by targeting product for those markets

Products:

Resorts in remote, scenic settings developed and operated by an investor with a known market. Themed eco-activities and activities appropriate for market and setting.

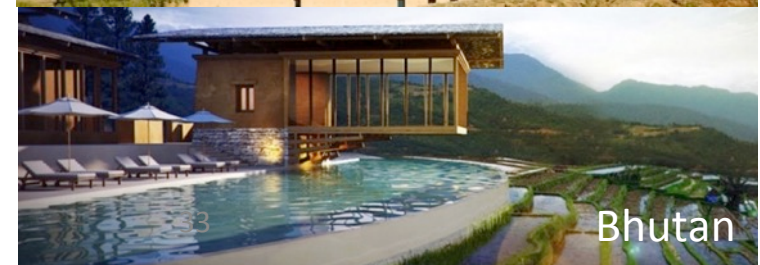
Target markets:

An Nepali operator, e.g. with an established city hotel, might package or “twin” with a remote lodge, thus extending a **Nepal-focused market**.

An Asian chain – e.g. such as those in Bhutan, could bring an established following of **wealthy Asians**

A Chinese chain could extend an established reputation in the **Chinese domestic market**

An Indian chain could bring an **Indian hill-station clientele**



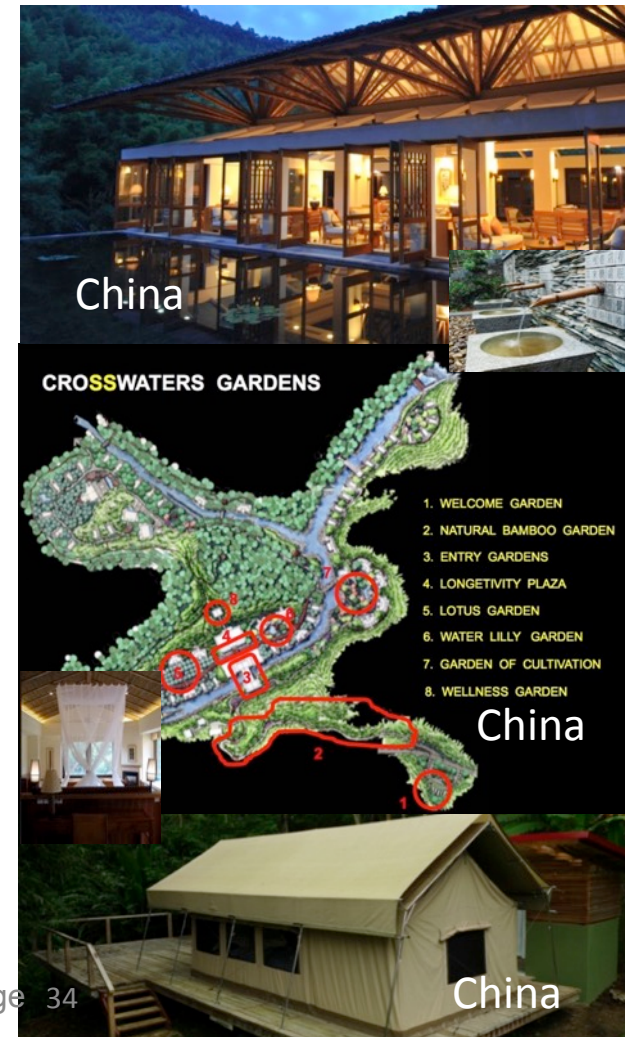
Growing an own-market pattern

Themes:

Himalayan retreat, wellness spa, eco-lodge with nature-based activities in a remote and highly protected setting – e.g. Lake Rara

Development strategies

- reestablish concession systems in Nepal's protected areas
- invite investor interest
- careful conceptualization, site planning, impact studies and feasibility analysis
- integrated master plan with zoning and site development criteria
- Integrated development, by the investor(s)
- strong conservation elements
- investor's creativity and service standards
- Nepal value chain benefits
- Local industry spin-offs e.g. add-on activities to extend stay

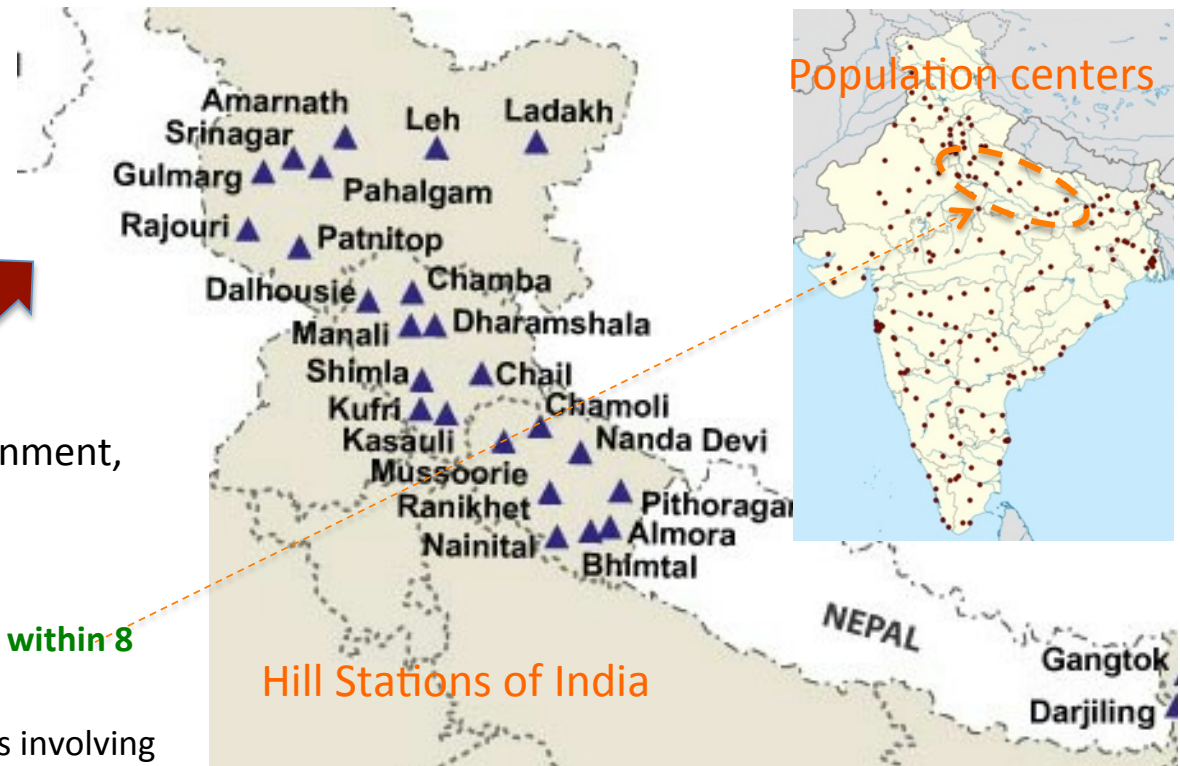


Cross-border short breaks

Products: Hill-station retreats, entertainment, casinos, escape to Nepal

Target markets:

- **35 million people live in 11 major cities within 8 hours drive of Western Nepal**
- India has a tradition of hill station breaks involving cool climate, “atmosphere plus” shopping, family games, soft adventure
- couples, families and groups of friends, weddings, anniversaries, honeymooners
- Nepal knows and understand India markets
- Nepal has a proven comparative advantage: **gambling**



Growing short breaks

Themes: Nepal Himalayas, relaxing mid-hills atmosphere, weddings, honeymoons, family fun, cool climate escapes, **PLUS gambling**

Development strategies:

- Build on Nepal's experience of existing casinos in Mahendranagar, Dhangadhi & Nepalgunj
- Carefully planned small "hill station" developments in suitable Western Nepal mid-hill sites
- Comprehensive, integrated resorts planned by investors
- Scenic driving corridors across Nepal India borders
- Advocate for improved Nepal India border facilities & access
- Develop products targeted at 35m Indians within driving reach of Western Nepal
- Promote as directly to Western Nepal not via Kathmandu
- In future explore Bhairahawa & Pokhara regional air access opportunities

NB Genting Highland is a hill resort in Malaysia developed by Genting Group. At an average elevation of 1,740m it is one hour drive from Kuala Lumpur and also accessible by cable car

Casino plans for Nepal 's Border with India



International benchmarks

- In Japan, **Michi-no-eki** (Roadside Stations) provide clean facilities for tourists in remote areas. They also: provide information on local tourism attractions; link visitors to community homestay operators and tours; and sell local produce and handicrafts.
- Japan has exported this idea to Thailand where it is sometimes successfully combined with Thailand's "one village, one product" (**OTOP**) programme.
- Malaysia builds sophisticated "rest and service stops" (**R&Rs**) along all its new highway. They make road side stopping comfortable, for all travelers and have a sophisticated commercial model, along the lines of a shopping mall with individual small businesses.
- Also in Malaysia, tourism planners establish unique themes and designs for each **stopping point** along a planned tourist "corridor", ensuring product differentiation.



- Similarly in India, states such as Kerala package their iconic tourism products in carefully planned tourist **circuits** for visitors by road



International benchmarks

- New adventure products are now popular in Asian destinations that compete with Nepal. Originally from Canada, zip lines add value to a gondola. Mountain biking trails and luge runs may also.
- Throughout the world, the rise of smart phones is eliminating the need for the traditional tourist information center. Information centers are relocating to be part of attractions or combining with food and other product sales (see *Michi-no-eki* above).
- New transport products are appearing in Asia aimed at free and independent travellers (FITs). This semi-structured coach transport operation allows travellers to choose how long they stay in a destination. A one month pass pays for unlimited travel on the scheduled routes. Coach drivers act as a guide and advisor.
- In New Zealand, even relatively new source markets, such as the Chinese, are encouraged to travel as FITs as a strategy to encourage tourism patterns that spread tourists and benefits widely throughout the country.

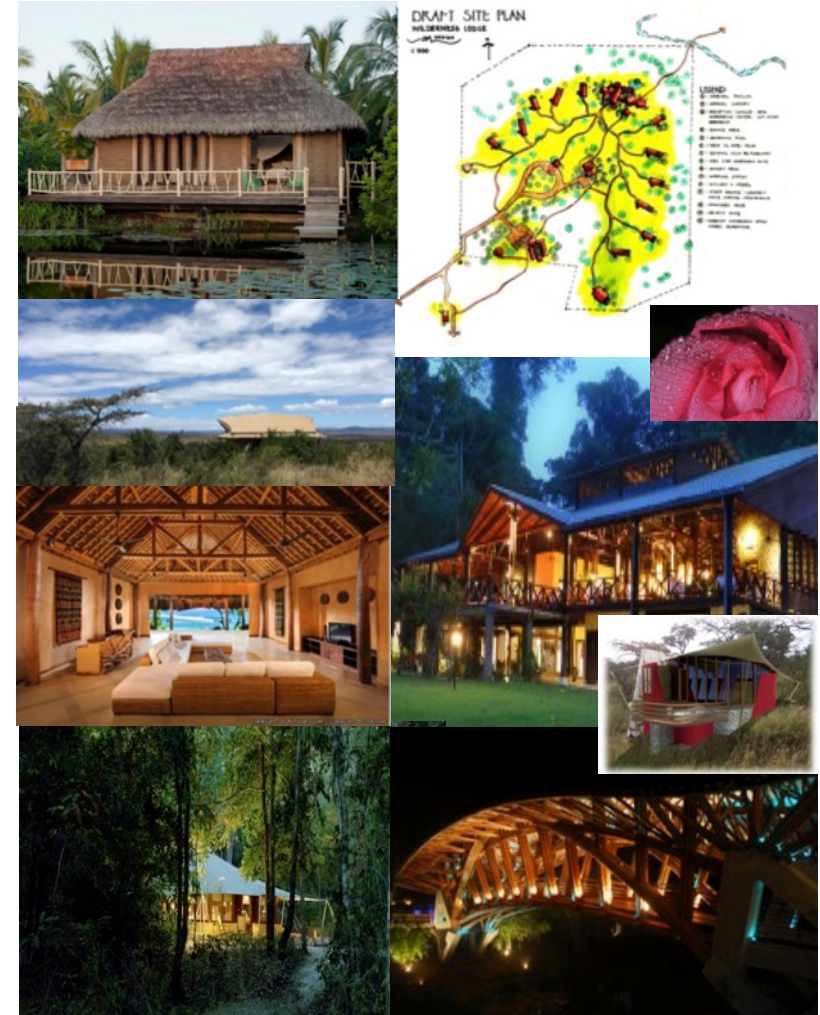


International benchmarks

Nature tourism is becoming increasingly sophisticated. The notion of “**eco-lodge**” is now widespread and popular. The result of careful planning and design, an eco-lodge seeks to:

- help in the conservation of the surrounding flora and fauna,
- have minimal impact on the natural surroundings during construction;
- fit into its specific physical and cultural contexts through careful attention to form, landscaping and color, as well as the use of vernacular architecture;
- use alternative, sustainable means of water acquisition and reduces water consumption,
- provide for careful handling and disposal of solid waste and sewage;
- meet its energy needs through passive design and renewable energy sources;
- use traditional building technology and materials wherever possible and combines these with their
- endeavor to work together with the local community;
- offer interpretive programs to educate both its employees and tourists about the surrounding natural and cultural environments and
- contribute to sustainable local development through education programs and research.
- Involve local communities in the planning process

Credit: Hitesh Mehta, ecolodge architect



International benchmarks

NE India's experience, provides some lessons that Nepal could follow for tourism development in Western Nepal



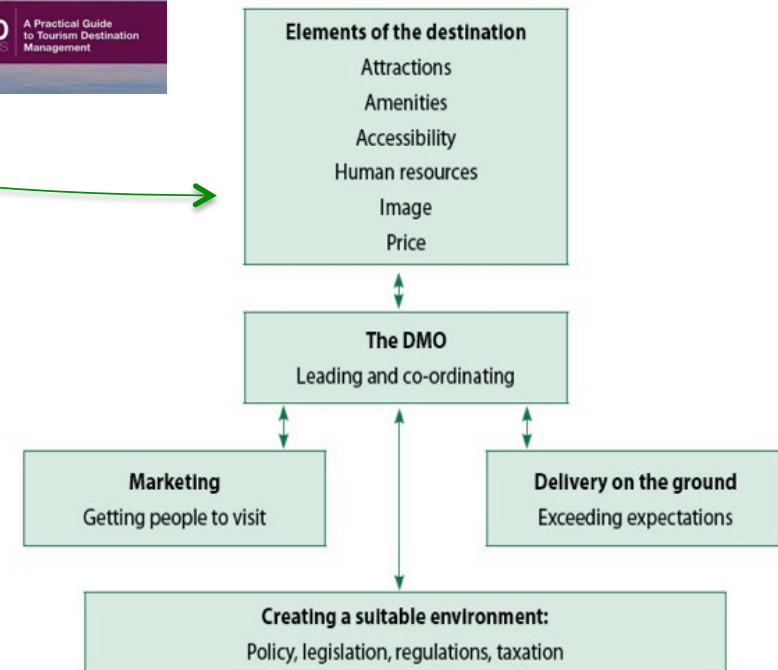
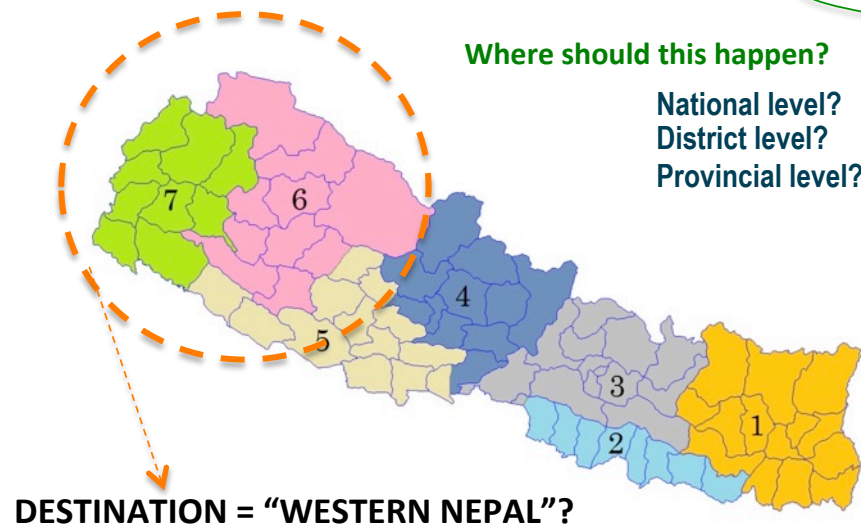
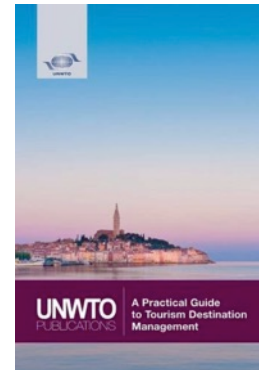
- **As occurred in North East India**, Western Nepal could have separate public limited company as a public financial institution categorized as Non-Banking Financial Company (NBFC)-Loan Company for tourism.
- **As occurred in North East India**, Nepal could resume financial and technical services to Western Nepal tourism entrepreneurs, just as Nepal used to enjoy 58 years ago through an organization called NIDC, with an objective to mobilize financial resources for economic development of the region by way of providing financial, managerial and technical assistance for the establishment, modernization, expansion of the private and public enterprises.
- **As occurred in North East India**, Nepal could provide incentives to Western Nepal tourism entrepreneurs to take part in international travel fairs and exhibitions, including WTM in London, ITB in Berlin, ATM in Dubai etc.
- **As occurred in North East India**, Nepal could provide a Marketing Development Assistance (MDA) scheme
 - participation in Travel Fairs and Exhibitions
 - sale cum Study Tours
 - printing of Publicity Material for distribution overseas.
- **As occurred in North East India**, Nepal could provide hospitality to Foreign media/ travel trade personnel to operate familiarization trips to Western Nepal
- **As occurred in North East India**, Nepal could provide other initiatives to boost Tourism in the Western Nepal:
 - relaxation in Leave Travel Concession (LTC) norms for central government employees
 - relaxation of norms for recognition of service providers in the Western Nepal

Organising for destination management

Destination management is the coordinated management of all the elements that make up a destination. It takes a **strategic approach** to link-up these sometimes very separate entities for the better management of the destination.

(UNDP A practical guide to tourism destination management)

Destination management requires integrated decision making....
... via a Destination Management Organisation (DMO)



Nepal has all the experience necessary for destination management....

Experienced industry associations:



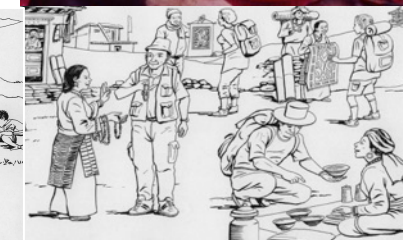
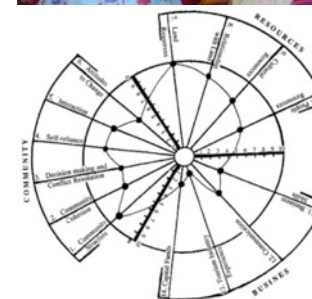
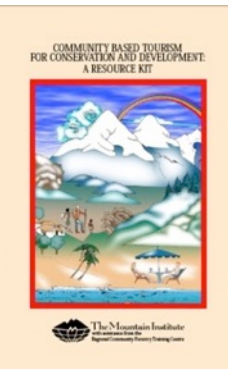
Intellectual property from world-leading projects:

- Community-based tourism initiatives
- Homestay development programmes
- Appreciative Participatory Planning and Action (APPA)
- Integrated conservation and development
- Ecotourism Development Forum
- Buffer Zone Committees
- Sustainable Tourism Networks
- Tourism Societies
- Tourism Associations and Chapters
- Tourism and Environment Awareness Programme.

Mainstreaming tourism planning in government:

- TRPAP sought to establish Tourism Sections at DDC level and Village Tourism Development Committees at VDC level.

Including tourism in general educational curricula:



A parallel approach

To complement implementation of the National Tourism Strategic Plan, Western Nepal would maintain its own parallel agenda of integrated tourism growth.

Parallel vision for Western Nepal

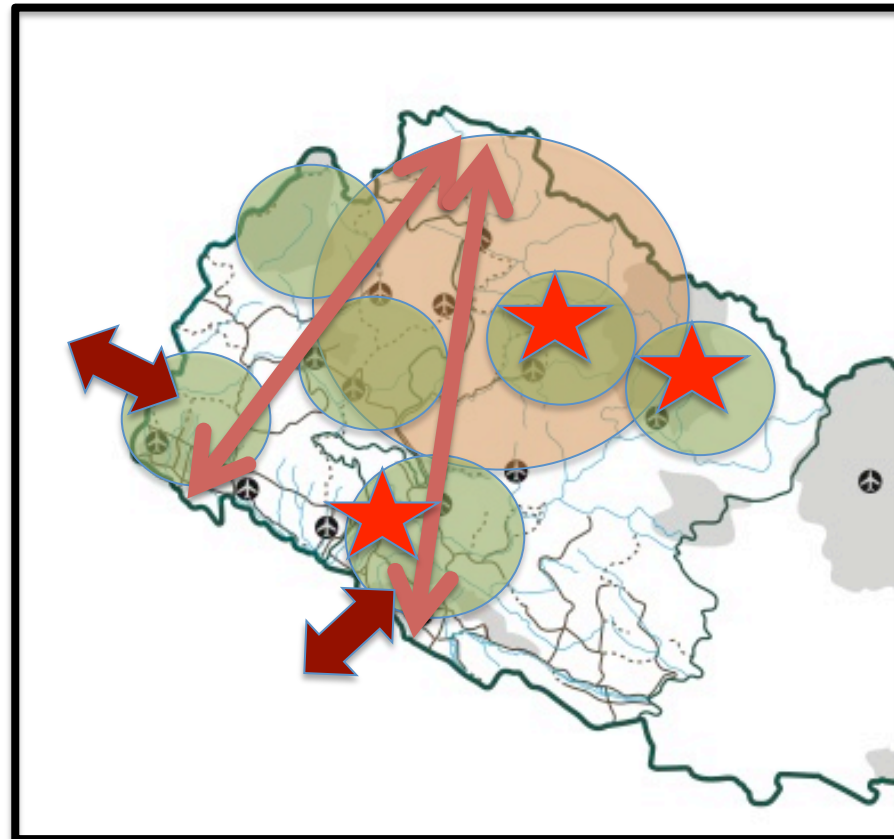
Growth in all six identified tourism development patterns, coordinated and managed by the **West Nepal Alliance for Tourism Development** and supported by key players in Western Nepal, and by GoN and donor agencies.

Parallel strategic thrusts for Western Nepal

- Trekking and adventure tourism
- Wildlife tourism
- Domestic tourism
- Pilgrimage tourism
- Tourism investors with own-markets
- Cross-border, short breaks
- Strengthening destination management

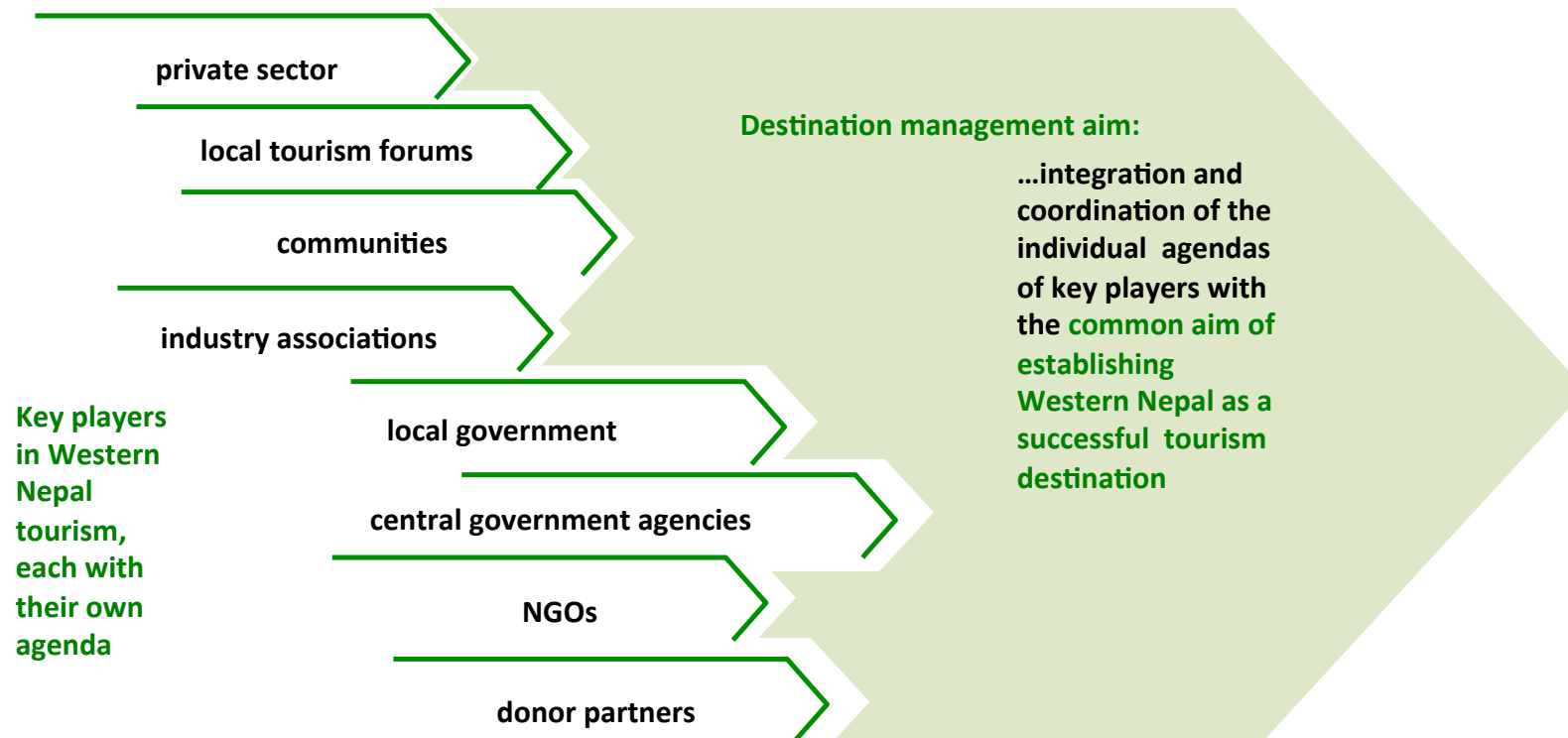
Parallel positioning for Western Nepal

Discover the real Nepal / Nepal's undiscovered paradise / Great Himalaya Trail untrammelled – for remote adventure trekking & wildlife for foreign markets. Explore your country – for domestic. Cross-border escape – for Indians



Ad hoc, as required regime

Recognising that the key players of Western Nepal tourism have their own important agendas to pursue as first priority, a destination management regime will be maintained on an ad hoc, as required, basis. Operating in the name of the **Western Nepal Alliance for Tourism Development**, it will be coordinated by an organisation such as TDS and supported by Alliance members as it fits their own agendas and by concerned GoN agencies and donors.



Local players, agendas, roles

Agency

Agenda

Potential Role in DM

 TDS	<p>Tourism Development Society (TDS) seeking to bring stakeholders together to implement a holistic strategy for sustainable and responsible tourism. Since 2013, assisted by GiZ. Scope was Far West, now Western Nepal</p>	<p>Coordination Facilitation of meetings and active liaison with all players</p>
 DDCs	<p>District Development Committees (DDCs) Currently working independently to design and promote their tourism development activities. Some have 5e year Tourism Development and Management Plans.</p>	<p>Link to Central Government Harmonised budget and other requests to central government</p>
 DCCIs	<p>District Chamber of Commerce and Industry (DCCIs) All DCCIs, during interaction workshops with study team, showed commitment to support integrated tourism development and management in Western Nepal. Some have established public / private forums.</p>	<p>Public / private interactions Bringing PPPs together, etc</p>
 WWF Nepal	<p>WWF Nepal (WWF) Using ecotourism to strengthen harmony between people and wildlife. Helping communities gain from conservation through ecotourism revenues associated with project areas, buffer zones and wildlife corridors</p>	<p>Conservation agenda Models, support, voice of communities</p>
 DNPWCI	<p>Department of National Parks and Wildlife Conservation (DNPWC) Seeks to maximise conservation gains, maintain relationships with local communities and allow appropriate types of commercial activities under concession arrangements</p>	<p>Conservation management Managing the conservation resource, a vital part of the destination.</p>

Local players, agendas, roles

Agency

Agenda

Potential Role in DM

 CAAN	Civil Aviation Authority of Nepal (CAAN) manage key air hubs at Nepalgunj and Dhangadhi and mountain airports at Simikot, Jumla, Rara and Dolpa. Eight airports are not in operation at Baitadi, Baghang, Bajura, Darchula, Doti, Mahendranagar, Sanfebagar and Tikapur.	Access infrastructure Active players in planning links and access infrastructure
 Tourism Office	The Department of Tourism has Branch Offices in Nepalgunj , serving the tourism industry in the whole Mid and Far Western Region.	Rolling out NTSP Important leadership and guidance role for MoCTCA
 CATPDC KATDC	Chisapani and Khaptad Area Tourism Development Committees (CATPDC and KATDC) . Both play destination management roles, mixing promotion of tourism with concern for socio economic development of local communities	Public sector coordination Making integration work in the public sector
 KATPDB	Karnali Area Tourism Promotion Development Board (KATPDB) , formed in 2010 and based in Jumla, aims to develop Karnali area as a tourism destination and generally act as a destination management organisation for the Karnali area	Destination Management Focused destination management and promotion
 TEDF	Thakurdwara Ecotourism Development Forum (TEDF) is a local level NGO committed to developing ecotourism at Thakurdwara, Bardiya. A new organisation in Bardiya, TEDF's role is as much solving issues between industry players as it is promoting new development.	Local NGO Problem solving and advocacy in a developed destination

Parallel work program

As the National Tourism Strategy Plan rolls out, maintain a parallel work program to address Western Nepal's interests

1. Policy, Strategy and Regulation Framework							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
1.1	Ensure the NTSP is implementable and that it is presented in an annual plan for implementation						Advocate for Western influence in the NTSP Implementation Working Group. Liaise with MoCTCA each year for Western tourism budget in the Annual Plan
1.2	Revise the current Tourism Policy, 2065 to strengthen areas that are weak						Form a sub-committee to engage with the policy revision process for improvements in policy associated with Rivers, Rural Tourism and Mountain Tourism.
1.3	Revive the National Tourism Council and the Tourism Development Coordination Committee						Advocate for Western influence on the National Tourism Council and the Tourism Development Coordination Committee
1.4	Conduct a review of Tourism Act, 2035 and its related regulations to bring it up-to-date, and harmonise with other Acts that affect the tourism sector						Form a sub-committee to monitor the legislation review and ensure Western opinion is heard by the review
1.5	Develop and introduce industry Code of Conduct						Form a sub-committee to monitor the Codes of Conduct development and ensure Western opinion is heard in the process
1.6	Organise dissemination events on NTSP to donors, private sector and local government						With assistance from exiting donors engaged with Western Nepal, maintain a dialogue with all potential future donors.

Parallel work program

2. Tourism Infrastructure enhancement and strengthening						
No.	NTSP Actions	Timescale (years)				
		1	2	3	4	5
2.1	Destination development plan					
2.2	Improve tourism infrastructure related to surface transport and accessibility.					
2.3	Improve tourism service facilities to enhance air access (e.g. night landing facilities in TDAs and service delivery of air transport)					
2.4	Improve tourism infrastructure related to utilities in all TDAs					
2.5	Enhance cross-border tourism facilitation and improvement					

Parallel work program

3. Human Resource Development for Western Nepal							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
3.1	Identify the current and future skills requirements of the tourism industry and develop a tourism HR plan for the next five to ten years in each TDAs						Conduct an in-depth regional training needs assessment of the private and public tourism sectors and disseminate findings to the concerned agencies preparing the HR plan, including training institute and universities.
3.2	Develop National Tourism Standards and accreditation systems						Form sub-committee to represent Western Nepal in the establishing process for a National Tourism Skills Council (NTSC)
3.3	Increase awareness, provide better opportunity for retention of trained Nepalese workers						Encourage and advocate tourism organisations to adopt professional HR policies
3.4	Provide training and development for the informal tourism sector						Plan and coordinate skill development training in TDAs to support the informal sector, by way of providing concessionary or subsidised training in hospitality skills, management and other soft skills.
3.5	Design and deliver public sector training						Coordinate with the center to design and deliver enhanced training programmes to train local government officials and managers of parks and tourism sites
3.6	Review and update guiding standards for six identified activity areas (tour, trek, river,						Encourage and motivate local tourism entrepreneurs including hotels and tour and trekking companies to send their employees for refresher courses and trainings

Parallel work program

3. Human Resource Development for Western Nepal							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
3.7	Review the strategic position and future status of NATHM						Review the quality of tourism training programs imparted by local institutions, and help them to affiliate with NATHM including proposed tourism vocational education under Mid West University in Surkhet
3.8	Upgrade the research and teaching quality of NATHM academic						Coordinate with the Mid West University for international quality training and education programs on tourism and hospitality
3.9	Review the future status of the Mountain Academy of Nepal (MAN)						Coordinate with MAN to help local people from western Nepal be trained in trekking, mountaineering and guiding courses

Parallel work program

4. Quality improvement in Tourism							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
4.1	Improve licensing rules for tourism businesses						In addition to the existing tourism office at Kohalpur, advocate with the MoCTCA for a separate tourism Offices at Mahendranagar, Dhangadhi, Dipayal, Surkhet, and Jumla to regulate and facilitate tourism business in Western Nepal
4.2	Develop Nepal Tourism Quality certification scheme						Coordinate with the NTB for designing and introducing Nepal Tourism Quality Certification scheme in Western Nepal
4.3	Expand the accommodation standard rating system						Assist and coordinate with all types of accommodation in the region to establish standards to run their property for better quality assurance to the tourists
4.4	Implement updated food safety and hygiene standards						Conduct awareness about the importance of food safety and hygiene, and coordinate with the local associations and communities to strengthen food quality, prices and services; facilitate to enforce the code of food safety practice designed by DFTQC

Parallel work program

5. Destination Branding							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
5.1	Promote and expand brand application of “Naturally Nepal”						Promote and promulgate the national tourism brand “Naturally Nepal” in its local application
5.2	Track brand usage, recognition and equity						Form a sub committee to conduct <i>annual brand awareness survey</i> among local and international travel trade to test brand recognition, value associated with the brand, brand loyalty and practical brand application, and to <i>monitor brand application</i> among the local tourism industry
5.3	Refresh and improve the brand and sub-branding as required						Advocate NTB for brand refreshment if required

Parallel work program

6. Destination Marketing						
No.	NTSP Actions	Timescale (years)				
		1	2	3	4	5
6.1	Launch and implement a multi-year, themed international and domestic marketing campaign					
6.2	Promote Nepal at a suitable portfolio of trade and consumer fairs					
6.3	Promote Nepal to and in association with the travel trade					
6.4	Promote Nepal to and in association with travel media					
6.5	Produce and distribute a priority portfolio of printed and electronic information and promotional materials					
6.6	Develop and implement a cutting edge online marketing programme					

Parallel work program

6. Destination Marketing						
No.	NTSP Actions	Timescale (years)				
		1	2	3	4	5
6.7	Launch a domestic tourism awareness programme					
6.8	Support and grow a portfolio of annual events					
6.9	Appoint market-based representatives in key source markets					
6.10	Conduct market research to inform marketing strategies and tactics					

Parallel work program

7. Investment and business environment							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
7.1	Improving Domestic and Foreign Direct Investment Policy in Tourism						In line with the Direct Investment Policy of Nepal and in the context of tourism in the region, coordinate for creating favourable environment for outside investment in tourism sector in Western Nepal.

Parallel work program

8. Enhancing local economic impact and community participation							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
8.1	MoCTCA/ DoT to lead a unit to deal with local participation in tourism at the center and in the regions						Coordinate to engage NGOs, private sector organisations, local government and tourism committees to link and connect them to provide wider community support.
8.2	Train local people to generate employment opportunities at local level						Train local people to generate employment opportunities in local tourism firms
8.3	Strengthen linkages in the value chain by training, awareness building and providing employment opportunities						Organise campaigns for training and awareness building in the community about business opportunities from tourism
8.4	Encourage the formation of groups or cooperatives/ management bodies in the supply chain						Identify opportunities for the need of local produce in the supply chain. Formulate groups or cooperatives/ management bodies to support the supply of goods and services to tourism businesses
8.5	Build marketing support for the products and services offered by local communities						Provide opportunities for training in marketing, finance and entrepreneurial skills.

Parallel work program

9. Protection and Enhancement of Cultural Heritage							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
9.1	Build regional identity offering unique experience and packages in each region						Advocate for the development and promotion of Western Nepal as a cultural tourism destination for both domestic and international markets
9.2	Identify and categorise cultural heritage sites for local, national and international markets						Prepare inventory and detailed description of cultural heritage sites to develop promotional and marketing strategies for local, domestic (and Indian) and international markets
9.3	Establish local management bodies (PPPP) to manage heritage sites and generate income						Establish local management bodies to develop new 'cultural tourism products'. Provide trainings to the tourism development management bodies in product development and marketing. Provide specialised guides training to the local youth and women on cultural tourism.
9.4	Safeguard and promote intangible heritage						Prepare an inventory with detailed description of intangible heritage such as festivals and events to be included in the Annual Events Calendar . Promote and market the Annual Cultural Events Calendar through different media including NTB Annual Festival Calendar and twinning of different Sister Pilgrimage Centers. Develop accommodation and resting places in religious sites.

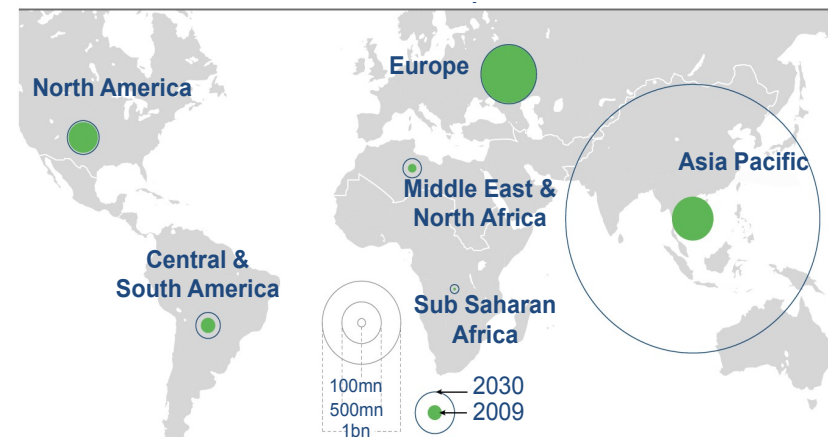
Parallel work program

10. Institutional Framework							
No.	NTSP Actions	Timescale (years)					Western Nepal agenda
		1	2	3	4	5	
10.1	Ensure that the Tourism Divisions at MoCTCA become tourism cadre based divisions to develop expertise in tourism						Advocate for setting up of Tourism Offices in Western Nepal dedicating fully for tourism development, promotion and marketing the region as a single destination
10.2	Create a separate and independent Monitoring and Evaluation Unit to ensure that the strategy and its actions are implemented						Establish an independent M&E Unit at regional level and produce annual M&E reports
10.3	Strengthen the data collection units at both MoCTCA/ DoT and NTB						Recruit a research team to develop the statistics system at all DDCs. Implement the statistical system
10.4	Review international and regional offices for NTB and strengthen those of the MoCTCA in all TDAs						Enhance capacity of the Tourism Offices
10.5	Encourage Public Private People Partnership at the local and district level (DMOs)						Prepare operational guidelines for Independent tourism management organisation, including representatives from all districts of Mid West and Far west regions.
10.6	Prepare a tourism institutional framework for possible federalism						Conduct the study on developing institutional framework to integrate Destination Management Plan into designed federalism

Destination marketing activities

Marketing concepts

- Marketing and promotion will be essential to the future success of tourism in Western Nepal
- The marketing term **Western Nepal** used as a marketing locator successfully combines tourism in the Mid and Far West Regions
- The Asia Pacific region is well placed to respond to massive growth in **middle classes** by 2030 who are likely to have aspirations to travel
- **Tourism awareness campaigns** aimed at local communities in Western Nepal to enable people to successfully engage with tourism benefits. This could be delivered with Samarth-NMDP in mountain areas, and in conjunction with environmental awareness by NTNC, WWF etc. around protected areas
- Promotion directly to **consumers** in domestic and international source markets, especially via digital media, and social platforms. Cost effective alliances can be forged with joint marketing partners such as Honeyguideapps to promote trekking
- Marketing Western Nepal to and through **national and international tourism operators** in more traditional ways using industry networks (eg agent familiarization & media visits, working with MoCTCA DoT, NTB and industry associations)
- Attention can be given to **exploring potential promotional linkages** and opportunities created by the new Bhairahawa Regional International airport, resort developments at Butwal Bhairahawa, and strong visitation to Lumbini WHS



Prediction of middle classes with disposable income by 2030.

Source: PATA



Analysing high potential product ideas

As new product ideas arose in the study, they were assessed against seven criteria derived in discussions with clients and stakeholders:

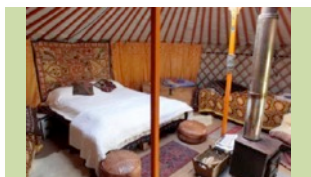
1. Catalytic effect to kick-start Western Nepal tourism
2. Strengthens & adds value to identified tourism patterns
3. Potential for success – market demand, access, supportive community, and speed of implementation
4. Responds to GoN priorities including National Tourism Strategic Plan
5. High potential for job creation
6. Significant impact on poverty
7. Agency / investor in place and ready to lead

The product ideas are explained in the following pages, together with associated infrastructure needs

No	Product idea	1	2	3	4	5	6	7
Trekking and Adventure								
1	Lower Dolpa luxury nomad camp circuit	5	5	4	4	3	4	5
2	Shey Phoksundo NP BZ community tourism	4	5	3	5	4	4	1
3	GHT lodges in key trek areas	5	5	4	5	5	4	4
4	Community managed campsite/teahouse circuits	5	5	3	4	4	4	2
5	Bhurti temple complex tourism improvements	3	5	4	4	3	4	5
6	Sinja Malla Khasa kingdom attractions	3	4	3	4	3	4	1
7	Quality and safe rafting / kayaking	5	5	4	4	3	4	1
8	Fostering mahseer fishing	4	5	3	2	3	3	4
9	Fostering heli-skiing in Western Nepal	4	5	3	1	1	1	5
Wildlife								
10	Bardiya NP PPP/concession for wildlife activities	5	4	4	3	5	4	3
11	Wildlife camp concessions inside Terai NPs	5	5	5	5	5	5	4
12	Community homestays for Terai NPs	3	3	4	5	2	5	4
13	Luxury wildlife lodge outside Bardiya NP	5	5	5	4	5	5	5
14	Wildlife lodges & camps around Banke and Shuklaphanta	5	5	3	3	4	4	4
Domestic								
15	Roadside attractions ,inc luding Upper Karnali Dam site	5	5	4	5	4	4	2
16	Sporting and cultural special events	5	5	5	3	5	4	2
17	Self drive and signage improvements	4	3	3	2	1	2	1
Pilgrimage								
18	Add-ons to extend stay and season in Simikot	5	4	2	2	3	4	2
19	Cable cars to Pyuthan & Khaptad	3	3	3	2	3	4	1
20	Festival calendar & pilgrimage information	4	4	2	4	3	3	2
Own -markets								
21	Rara NP visitor master plan	5	5	2	2	3	3	3
22	Rara NP international nature resort concession	5	5	5	5	5	5	1
23	Other Rara NP concessions, for accommodation & activities	4	4	3	4	4	4	1
24	Community tourism including homestays in Rara NP	3	3	4	5	2	5	4
Cross – border Short breaks								
25	Integrated resort casino at Mahendranagar	5	4	4	3	3	3	5
26	Cross -border tourism amenities for Indians	4	4	3	3	3	3	1

Brainstorm infrastructure!!!

High potential products: Trekking & adventure



1. Lower Dolpa luxury nomad tents circuit – five semi permanent camps with UK private sector FDI investor offering “exclusive cultural and environmental experiences in remote and inaccessible Himalayan valleys based around circuits of luxury tented camps uniquely adapted from nomadic yak-hair tents.” 7-month season bringing new high-end markets in 10-15 day Ringmo Lake itineraries. IBN or IFC support. Further analysis below.

Catalytic potential **5** Strengthens pattern **5** Potential for success **4** Fits GoN policy **4** Jobs potential **3** Poverty Impact **4** Investor in place **5**

Associated infrastructure needs: Juphal airport tourist facilities, access roads



2 Shey Phoksundo NP buffer zone community-managed tourism with homestays and small scale infrastructure such as bridges, trails, campsites, signage and interpretation that will appeal to trekkers, tourists, pilgrim and domestic markets, and benefit the local communities of Upper and Lower Dolpa along the GHT, especially once controlled area regulations are relaxed. Managed by DNPWC, with WWF/NTNC and COs.

Catalytic potential **4** Strengthens pattern **5** Potential for success **3** Fits GoN policy **5** Jobs potential **4** Poverty Impact **4** Investor in place **1**

Associated infrastructure needs: Juphal airport tourist facilities, access roads, small scale infrastructure such as bridges, trails, campsites, signage and interpretation.



3 Great Himalaya Trail lodges with eco-credentials to provide tourism accommodation in key trek, drive, fly and helicopter locations linked to trail circuits in Hilsa, Simikot, Limi, Humla, Surkhet, Rara, Phoksundo, Dolpa, Dhorpatan etc., targeting a range of foreign mountain tourism markets and using local materials. GHT lodges can be the base for add-ons and community-based tourism. Samarth-NMDP could foster partnerships to implement. See more below...

Catalytic potential **5** Strengthens pattern **5** Potential for success **4** Fits GoN policy **5** Jobs potential **5** Poverty Impact **4** Investor in place **4**

Associated infrastructure needs: Airport tourist facilities, road and trail access, communications, eco-energy and waste management benefitting both tourists and local communities

High potential products: Trekking & adventure



4. Fostering community managed campsite/tea house circuits to facilitate tourism in new Western Nepal trek circuits such as Limi Valley, Rara-Khaptad etc. for trek agents and individuals where permitted. Community managed campsites with water, toilet and porter facilities, and trained teahouse owners, can improve the visitor experience with local guides & cultural shows. Could be led by Samarth-NMDP with industry networks & community organisations.

Catalytic potential **5** Strengthens pattern **5** Potential for success **3** Fits GoN policy **4** Jobs potential **4** Poverty Impact **4** Investor in place **2**

Associated infrastructure needs: Air & road access, trail improvements, community managed camp sites



5. Tourism improvements and promotion to stimulate Bhurti temple complex visits in Dailekh (listed as a tentative WHS site by UNESCO) including site management, local guiding, board interpretation and promotion to domestic and future international markets. Could be led by IBN/GMR with Dept of Archaeology, Surkhet leaders, NTB, DoT MoCTCA and community

Catalytic potential **3** Strengthens pattern **5** Potential for success **4** Fits GoN policy **4** Jobs potential **3** Poverty Impact **4** Investor in place **5**

Associated infrastructure needs: Road access, on-site visitor facilities, beautification, interpretation.



6. Tourism improvements and promotion to stimulate Sinja Malla Khasa capital and historic attractions (listed as a tentative WHS site) in Jumla including site management, local guiding, board interpretation and promotion to domestic and future international markets. Could be led by IBN/GMR with Dept of Archaeology, Surkhet leaders, NTB, DoT MoCTCA and community

Catalytic potential **3** Strengthens pattern **4** Potential for success **3** Fits GoN policy **4** Jobs potential **3** Poverty Impact **4** Investor in place **1**

Associated infrastructure needs: Road access, on-site visitor facilities, beautification, interpretation.

High potential products: Trekking & adventure



7. Quality and safe multi-day rafting / kayaking operations on Babai, Bheri, Karnali rivers for Western, new Asian and domestic markets, enabling local people to engage in tourism benefits such as at camp sites, local produce, cultural displays, village visits etc. Packaged in combination with wildlife at Bardiya end-point. Led by private sector, GMR with community organizations and promotion by NTB, DoT, MoCTCA

Catalytic potential **5** Strengthens pattern **5** Potential for success **4** Fits GoN policy **4** Jobs potential **3** Poverty Impact **4** Investor in place **1**

Associated infrastructure needs: Road access to river put-in points, safety systems, communications, camp site facilities



8. Fostering mahseer fishing which already has some profile as a niche market with high cost and complex logistics organised by private sector specialists for seasonal catch and release on Karnali and West Seti rivers. Potentially an iconic image setting high-value product. Short Feb/Mar season with snow melt but before heavy rains. Led by private sector with rafts and mobile tented camp

Catalytic potential **4** Strengthens pattern **5** Potential for success **3** Fits GoN policy **2** Jobs potential **3** Poverty Impact **3** Investor in place **4**

Associated infrastructure needs: Nil



9. Fostering helicopter skiing in Western Nepal can be a potentially iconic image-setting high-cost niche product attracting small but high-value new markets to Nepal. An existing UK operator offers Humla heli-skiing www.heliskinepal.com. Led by private sector with Nepal aviation companies

Catalytic potential **4** Strengthens pattern **5** Potential for success **3** Fits GoN policy **1** Jobs potential **1** Poverty Impact **1** Investor in place **5**

Associated infrastructure needs: Tourist facilities at airports, trails and facilities at popular sites

High potential products: Wildlife



10. Bardiya NP “signature experience” concession to manage all Bardiya wildlife activities, as the premier experience inside the national park. Well-guided elephant safaris, river trips and jeep drives would be available for all day and private lodge visitors. These can be packaged & managed by a private sector operator, NGO or CO in partnership with DNPWC

Catalytic potential **5** Strengthens pattern **4** Potential for success **4** Fits GoN policy **3** Jobs potential **5** Poverty Impact **4** Investor in place **3**

Associated infrastructure needs: DNPWC interpretation and other signage, road access, utilities (electricity, phone) for concessionaire



11. Concessions for camps inside Western Terai protected areas i.e. Bardiya NP, Shuklaphanta WR and Banke NP. Western Terai parks have potential as premier Asian wildlife viewing experiences, with their endangered species, forests, rivers and short grassland phantas. DNPWC could offer several lease concessions for camps or non-permanent structures within the PAs with own naturalists, elephants, boats and jeeps.

Catalytic potential **5** Strengthens pattern **4** Potential for success **4** Fits GoN policy **3** Jobs potential **5** Poverty Impact **4** Investor in place **3**

Associated infrastructure needs: DNPWC interpretation and other signage, road access.

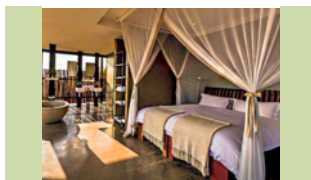


12. Bardiya, Banke and Shuklaphanta buffer zone community-managed tourism with differentiated themed homestays and small scale infrastructure such as bridges, walking trails, signage and interpretation that will appeal to backpacker and domestic markets, and benefit local and adjacent communities of the PAs. Managed by DNPWC, with WWF/NTNC and Cos, building on the success of Dalla, Gabar and Rana Tharu homestays

Catalytic potential **3** Strengthens pattern **3** Potential for success **4** Fits GoN policy **5** Jobs potential **2** Poverty Impact **5** Investor in place **4**

Associated infrastructure needs: Road access improvement, public transport, small scale infrastructure such as bridges, walking trails, signage and interpretation

High potential products: Wildlife



13. Bardiya luxury wildlife lodge is planned on 50 acres of private land outside NP by experienced Nepali promoter. Modeled on the style of high-value African operations adapted for Bardiya with 25 canopied rooms, the operation aims to bring new high-end markets to Bardiya, surpassing Tiger Tops, with a focus on quality guiding, wildlife and adventure activities. The luxury lodge will benefit from twinning with tented camp lease concession inside the NP with DNPWC

Catalytic potential **5** Strengthens pattern **5** Potential for success **5** Fits GoN policy **4** Jobs potential **5** Poverty Impact **5** Investor in place **5**

Associated infrastructure needs: Access, eco-utilities and communication



14. Wildlife lodges and camps around Banke and Shuklaphanta in BZ or on private land are needed to stimulate foreign wildlife tourists, as well as Indian & domestic markets. Current Kohalpur hotels are not suitable for international wildlife visitors, who prefer the style of existing Shuklaphanta Wildlife Camp that successfully attracts UK special interest groups. Led by private sector with DNPWC and NTB, DoT MoCTCA

Catalytic potential **5** Strengthens pattern **5** Potential for success **3** Fits GoN policy **3** Jobs potential **4** Poverty Impact **4** Investor in place **4**

Associated infrastructure needs: Land with eco-utilities and last-mile access, communication.

High potential products: Domestic



15. Roadside attractions at scenic stopping places can provide road visitors with developed viewpoints at beauty spots and places of interest, food, restrooms, information, handicrafts, local produce, local guides, parking etc. Bes if planned to differentiate and themed to reflect local culture at strategic locations. PPPs with GoN, private sector and local COs. See further analysis in 5 catalytic investment projects below.

Catalytic potential **5** Strengthens pattern **5** Potential for success **4** Fits GoN policy **5** Jobs potential **4** Poverty Impact **4** Investor in place **2**

Associated infrastructure needs: Road maintenance, utilities and beautification along road corridors; off-road parking, toilet facilities and stopping place amenities buildings with food, interpretation and handicraft sales.



16. Cultural and sporting special events, have the potential to bring awareness and focus to an emerging destination, especially if they reinforce the destination image and tourism patterns. Sporting events might include runs, bikes, triathlons, ironman events etc., and cultural festivals such as focused on temples / Kankre Vihar, local food and other produce. Best led by private sector, with promotional support NTB, DoT MoCTCA

Catalytic potential **5** Strengthens pattern **5** Potential for success **5** Fits GoN policy **3** Jobs potential **5** Poverty Impact **4** Investor in place **2**

Associated infrastructure needs: Reliable all-seasons access, cultural performance venues.



17. Self drive improvements such as road signage in English and roadside amenities on main routes, and car hire in main centers such as Nepalgunj and Dhangadhi / Mahendranagar to appeal to new Indian and domestic segments. Private sector with GoN facilitation

Catalytic potential **4** Strengthens pattern **3** Potential for success **3** Fits GoN policy **2** Jobs potential **1** Poverty Impact **2** Investor in place **1**

Associated infrastructure needs: Reliable all-seasons access , road signage in English and roadside amenities on main routes

High potential products: Pilgrims



18. Add-ons in Simikot are needed to extend length of stay and seasonal spread, capitalizing on pilgrimage flows and responding to their need to acclimatize in Simikot before proceeding to Hilsa and Kailash.. These might include 1-3 day walking circuits, handicraft & cultural displays, & scenic heli flights such as day trips to Limi, Sinja, Rara. Private sector can explore innovative solutions with air & accommodation operators, local communities & NTB, DoT MoCTCA.

Catalytic potential **5** Strengthens pattern **4** Potential for success **2** Fits GoN policy **2** Jobs potential **3** Poverty Impact **4** Investor in place **2**

Associated infrastructure needs: Short circuit trails, visitor information, beautification, interpretation



19. Cable car access to selected Western Nepal destinations that may include Swaradwari temple Pyuthan & Khaptad for pilgrims as well as having appeal for other visitors. Cable car development would be led by private sector, providing benefits for local communities. Significant flows likely to be needed for viability, plus land for stanchions etc. PPP with local authorities

Catalytic potential **3** Strengthens pattern **3** Potential for success **3** Fits GoN policy **2** Jobs potential **3** Poverty Impact **4** Investor in place **1**

Associated infrastructure needs: Road access, parking and visitor facilities, reliable energy, beautification



20. Festival calendar and information for key pilgrimage sites to involve and promote sites other than Kailash with potential appeal such as Purnagiri Mahendranagar, Kankre Vihar Surkhet, Bageswori Nepalgunj, Chandan Nath Jumla, Six Sisters temple circuit etc. Promotion could improve visitor amenities and attract non-pilgrimage segments in future. Published / distributed by NTB, DoT MoCTCA with TDS, local authorities & private sector

Catalytic potential **4** Strengthens pattern **4** Potential for success **2** Fits GoN policy **4** Jobs potential **3** Poverty Impact **3** Investor in place **2**

Associated infrastructure needs: Road facilities, reliable access, signage, visitor amenities, beautification

High potential products: Own-markets



21. Rara NP visitor master plan Lake Rara receives priority in GoN planning, budgets and the NTSP, but visitor numbers are low, despite Talcha airport and road access improvements. In order to kick start tourism development in such a sensitive protected area site, a visitor master plan is required, with careful zoning and assessment of market demand. Ideally developed with DNPWC, DDC MoCTCA DoT NTB, together with potential investors and local communities

Catalytic potential **5** Strengthens pattern **5** Potential for success **2** Fits GoN policy **2** Jobs potential **3** Poverty Impact **3** Investor in place **3**

Associated infrastructure needs: Air, road & trail access, utilities, communications, GoN political commitment



22. Lake Rara NP international nature resort in prime site overlooking Lake to provide quality accommodation and nature experiences for Asian and domestic markets to kick start tourism in Rara. Resort eco-activities to include Himalayan spa, sports facilities, walking, bird watching, lake activities, helicopter excursions etc. Could be a carefully planned, limited PPP with DNPWC (with help from IBN or IFC) with a major international or Nepal brand chain bringing their own markets. See further analysis below.

Catalytic potential **5** Strengthens pattern **5** Potential for success **2** Fits GoN policy **2** Jobs potential **3** Poverty Impact **3** Investor in place **3**

Associated infrastructure needs: Talcha airport improvements, all seasons reliable road access, utilities.



23. Other Rara concessions inside NP aimed at facilitating accommodation and eco-activities for a range of trek and mountain tourism markets, as well as avoiding pitfalls of sole concessionaire arrangements. Lodge could be part of GHT lodge circuit. Activity concessions can include boating, naturalist walks, village visits etc. Samarth-NMDP could foster partnerships with DNPWC, private sector, GoN and communities.

Catalytic potential **5** Strengthens pattern **5** Potential for success **5** Fits GoN policy **5** Jobs potential **5** Poverty Impact **5** Investor in place **1**

Associated infrastructure needs: : Talcha airport improvements, all seasons reliable road access, utilities.

High potential products: Own-markets



24. Rara buffer zone community-managed tourism with homestays and small scale infrastructure such as bridges, trails, campsites, signage and interpretation that will appeal to GHT trekkers, tourists and domestic markets stimulated by Rara developments, to engage and benefit adjacent communities. Managed by DNPWC, with WWF/NTNC & COs.

Catalytic potential **4** Strengthens pattern **4** Potential for success **3** Fits GoN policy **4** Jobs potential **4** Poverty Impact **4** Investor in place **1**

Associated infrastructure needs: Talcha airport improvements, all seasons reliable road access, utilities, small scale infrastructure such as bridges, trails, campsites, signage and interpretation

High potential products: Cross-border



25. Major integrated resort casino development at Mahendranagar / Dhangadhi, including accommodation & family entertainment, possibly in hills to enjoy hill-station climate. Existing Hong Kong-based FDI private investor in place with 3 planned Tiger Palace Resorts in Bhairahawa (100 rooms opening Nov 16 + 300 rooms Phase 2) and East Nepal <http://silverheritagegroup.com>

Catalytic potential **5** Strengthens pattern **4** Potential for success **4** Fits GoN policy **3** Jobs potential **3** Poverty Impact **3** Investor in place **5**

Associated infrastructure needs: Dhangadhi and border access improved, utilities, energy, communications



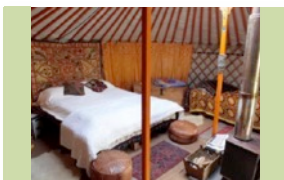
26. Cross-border amenities to attract a range of Indian urban segments from cities within self-driving & public transport reach of Western Nepal who are seeking short stay cross-border visits for hill station climate, shopping and casinos. May be spin-offs with adventure & wildlife activities. Direct consumer marketing with Indian cities. PPPs needed with local government and private operators.

Catalytic potential **4** Strengthens pattern **4** Potential for success **3** Fits GoN policy **3** Jobs potential **3** Poverty Impact **3** Investor in place **1**

Associated infrastructure needs: Dhangadhi and border access improved, self drive amenities, road signage, stopping points

Five catalytic investment projects

Five investment projects have been selected for high catalytic value and potential for success



Luxury nomad camp circuit in Lower Dolpa



Great Himalaya Trails lodges



Concessions for camps inside Western Terai protected areas i.e. Bardiya, Shuklaphanta and Banke



Roadside attractions, including the Upper Karnali dam site



Lake Rara international nature resort

Luxury nomad camp circuit Dolpa

Project Description: Lower Dolpa luxury nomad tents circuit with private sector FDI investor offering exclusive cultural and environmental experiences in remote Himalayan valleys with a circuit of 5 semi-permanent tented camps with 30 tourist *gurs* uniquely adapted from yak-hair tents, with 7-month season bringing new high-end luxury nice trekking market. The business innovation is to build from the nomadic traditions of Tibetan / Buddhist cultures to adapt traditional *cher gurs* (nomadic and pastoralist tents used in High Himalayan pastures and plateaus) for luxury tourism. The 11 night Ringmo Lake itineraries will be offered as a fully serviced package with high quality dining and private guides, relatively easy trekking to a maximum of 3,600m. Future potential to expand circuits to other locations along GHT in Western Nepal e.g. Limi Valley etc.

Investment model: Responsible foreign (UK) investor with proven track record is already planning, possibly with a Nepali joint venture partner. (May be role for IFC IBN)

Budget:
US\$1.5-\$2 million

Actions	Action Plan:	Years	One	Two	Three	Four	Five
Feasibility, site selection identify host villages							
Financing, permits, Nepali FDI joint venture							
EIAs, design and trialling trek groups							
Monitor & adjust facilities in response to market							



Potential Outcomes: Introduction of image-setting luxury trek product attracting new high value markets to expand Nepal's tourism offering. Each camp will employ local, permanent and skilled staff. Other local benefits include training, Dolpa marketing, handicrafts, local produce, and pride in traditions

Great Himalaya Trails lodges

Project Description: Great Himalaya Trails lodges with eco-credentials to provide simple appropriate tourism accommodation with 15-20 rooms in key trek, drive, fly and heli locations such as Hilsa, Simikot, Limi, Humla, Surkhet, Rara, Phoksundo, Dolpa, Dhorpatan etc targeting a range of foreign mountain tourism markets. GHT lodges can be the base for add-on and community tourism activities. GHT Lodges can be similar in standard to the successful Annapurna Ker & Downey circuit and Sherpa Adventure Homes in Khumbu. There is proven demand from upper end Indian pilgrims & trekkers. In PAs can be offered as a DNPWC lease concession to one or several operators. Mandatory use of local materials, local employment and local produce can be part of the agreement. Local people can be trained to escort groups around the circuit, empowered with traditional stories and knowledge of natural history. Samarth-NMDP could lead partnerships with DNPWC, private sector and communities

Investment model: Various, according to location. May be private sector on own land, or PPP with DNPWC and responsible foreign or Nepali investor with proven track record, including working with local communities

Budget: US\$0.25-1 million per GHT lodge

Actions	Action Plan:	Years	One	Two	Three	Four	Five
Feasibility, site selection, costs							
Forge partnerships for land and services, EIAs							
Design, build, operate							
Monitor & adjust facilities in response to market							



Potential Outcomes: Develops Western Nepal links with GHT routes, airport upgrades, wildlife and pilgrimage products. Improved standards of accommodation will upgrade the current rugged visitor experience, attract a broader spectrum of markets, increase trekking benefits to local communities, and further achieve integrated conservation and development objectives

Concessions for camps inside Terai PAs

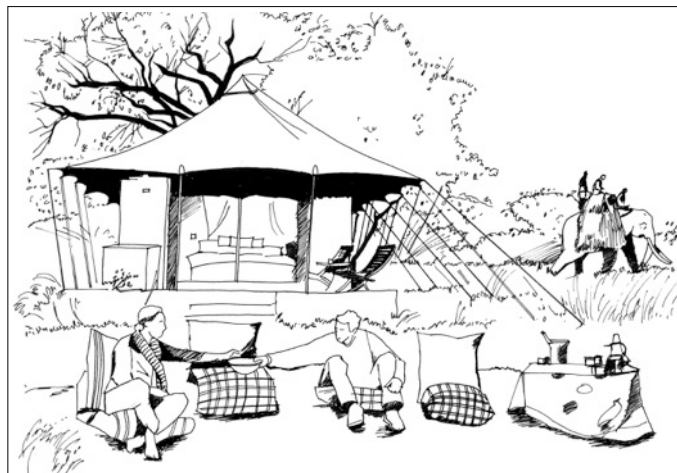
Project Description: Concessions for camps inside Western Terai protected areas i.e. Bardiya NP, Shuklaphanta WR and Banke NP.

Western Terai parks have potential as premier Asian wildlife viewing experiences, with their populations of endangered species, forests, rivers and short grassland phantas. DNPWC could offer several lease concessions to the private sector for 6-12 double room camps or non-permanent structures within the PAs with permissions to have their own naturalists, elephants, boats and jeeps. Likely sites in Bardiya include the Tiger Tops Tented Camp site, Lalimati Japanese camp, Babai Valley (2 possible sites in north off Surkhet Rd 2 kms south of Chepang Ghat & 2.2 kms north of Parewar Odar above Babai Bridge) and Shiva Community Forest in BZ

Investment model: PPP between DNPWC and responsible foreign or Nepali investor with proven track record. Preference can be given to operators who already have invested in the area. Role for IFC

Budget:
US\$0.5 to \$1.5 million per camp

Actions	Action Plan:	Years	One	Two	Three	Four	Five
DNPWC identify concession opps with investors							
Procurement & invited tender process, EIAs							
Lead bidder designs constructs & operates							
PPP monitored & adjusted in line with market							



Potential Outcomes: Revitalizing quality tourism in Bardiya will benefit local communities with employment, local produce, handicrafts, training and capacity building. Helps Nepal to recover from a reputation as a poor quality wildlife and budget destination. Provides an additional powerful conservation voice with a strong incentive to protect wildlife in partnership with DNPWC

Roadside attractions (eg Karnali dam site)

Project Description: Roadside attractions at scenic stopping places can provide road visitors with developed viewpoints at beauty spots and places of interest, food, restrooms, information, handicrafts, local produce, local guides, parking etc. Best if planned to differentiate and themed to reflect local culture at strategic locations including: - Dadhara pedestrian bridge, Ghodaghodi lake Ramsar site, Tikapur, Chisopani, Banke NP etc on East West Highway - Deorali Banke NP, Surkhet, Upper Karnali dam site Bhurti Temple etc towards Rara Jumla Simikot - Dadeldhura, Dipayal, Khaptad etc to Darchula.

Investment model: Various, according to the location, but suited to a PPP arrangement with GoN, private sector, NGOs & COs. Upper Karnali dam site can be led by IBN GRM with community organisations to ensure maximum local benefits

Budget: US\$0.1-0.25 million per each facility

Actions	Action Plan:	Years	One	Two	Three	Four	Five
Identify locations, themed activities & costs							
Forge partnerships for land and services							
Design, build and operate							
Adjust facilities/services in response to market							



Potential Outcomes: Western Nepal road travel facilitated with improved roadside attractions, themed viewpoint products and amenities for tourists travelling by road. Targeting all visitors, especially Indian & domestic self-drive segments, pilgrims, backpackers and other visitors

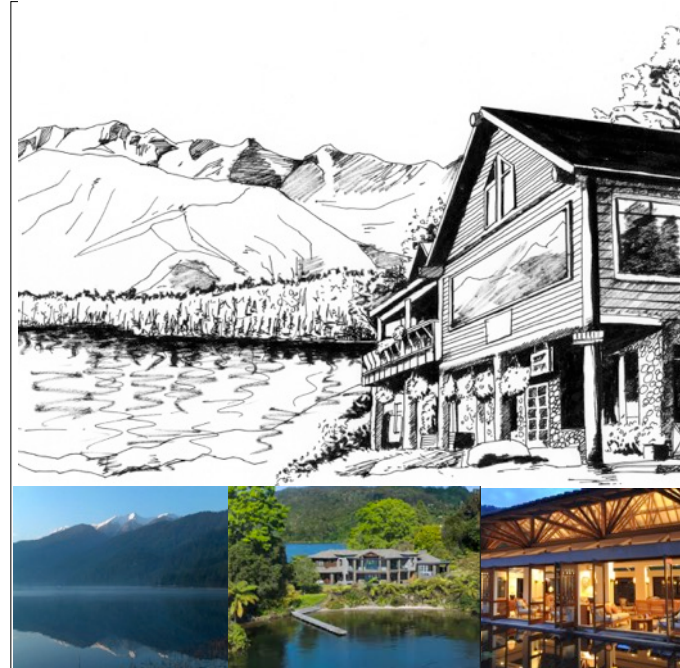
Lake Rara international nature resort

Project Description: Lake Rara NP international nature resort in prime site overlooking Rara Lake to provide quality accommodation and nature experiences for Asian and domestic markets to kick start successful tourism in Rara. “Own-market” examples might include Taj, Oberoi, Leela etc (India-based) Aman, Banyan Tree, Como, Shangrila, Six Senses (Asia-based), Four Seasons etc. Mandatory use of local materials, local employment and local produce can be part of the agreement. Local people can be trained to escort groups around the circuit, empowered with traditional stories and knowledge of natural history. Resort eco-activities and facilities might include Himalayan spa, yoga, wellness, sports, walking, bird watching, lake activities, helicopter excursions etc. Likely to be a carefully planned, limited PPP with DNPWC, with help from IBN or IFC with major international or Nepal brand

Investment model: PPP with DNPWC MoCTCA and responsible international brand with experience in natural sites with capacity to bring their own-market following. Private resort registered. May be role for IFC IBN

Budget:
US\$10+ million




Actions	Action Plan:	Years	One	Two	Three	Four	Five
DNPWC identify concession opp, investors							
Procurement & invited tender process, EIAs							
Lead bidder designs constructs & operates							
Monitor & adjust facilities in response to market							





Potential Outcomes: Introduction of new image-setting mountain and nature resort will attract new Asian, Indian and other markets to expand Nepal’s tourism offering and develop Rara as a new quality destination. Local benefits include employment, training, Rara marketing, handicrafts and local produce. Additional powerful conservation voice with a strong incentive to protect Rara


Indicators of Change


For M&E purposes, the following are all indicators of change:

- 



Measures of foreign (non-Indian) visitors: i) arrivals to all protected areas (stats held by MoCTCA, DNPWC & NTNC); ii) foreign arrivals to controlled areas (stats held by MoCTCA) specifically for trekking; iii) modification of i) and ii) by foreign cross-border arrivals (statistics held by MoCTCA & Dept of Immigration) to help substantiate wildlife and trekking patterns
- 


Measures of domestic visitors: i) numbers to attractions popular with Nepalis, where statistics exist. (For example: Tikapur Great Garden, where perceptions from gate house ticket seller are 100,000 Nepalis, 34,000 Indian and about 40 - or less than 100 - foreigners per annum). Some temple visitor statistics may be possible (no reliable baseline but over 100,000 temple in India on Mahakali river of which 20,000 visit Mahendranagar and environs) and potentially attractions such as Banana Agro Resort in Tikapur, Kankre Vihar in Surkhet etc.
- 


Measures of Indian visitors: i) Western Nepal airport arrivals (statistics held by CAAN). However, these give totals only (i.e. no separation between foreign, Indian, domestic.) Also, arrival figures for some airports in Western Nepal are missing. Nevertheless, seasonal airport arrivals are the best way to measure pilgrimage and trekkers. Crosschecking with private sector operators estimates would be required to separate the patterns
- 


Measures of new investments: i) investments in new and upgraded hotels in Far and Mid West Nepal would in theory be measurable from registered businesses from Department of Industry and MoCTCA, as well as new Industry association memberships (HAN, NATO etc.)
- 


Indirect measures: i) published figures such as the Nepal Labour Market Update published by ILO (2014) which includes Banke and Kalaili in the sample; ii) Tourism Employment Report published by MoCTCA (last one in 2014); iii) increases in digital media use with measures such as website hits, online bookings, trekking apps downloaded, social media followers, etc. collected from TDS, the Honeyguide app, etc.


Measurable targets


- 

14,000 foreign visitors pa to Dolpa, Rara and other mtn PAs
- 

50,000 foreign visitors pa to Badiya, Banke & Shuklaphanta PAs
- 

200,000 domestic Nepali visitors pa to Tikapur Great Garden
- 

50,000 Indian arrivals pa at Simikot
- 

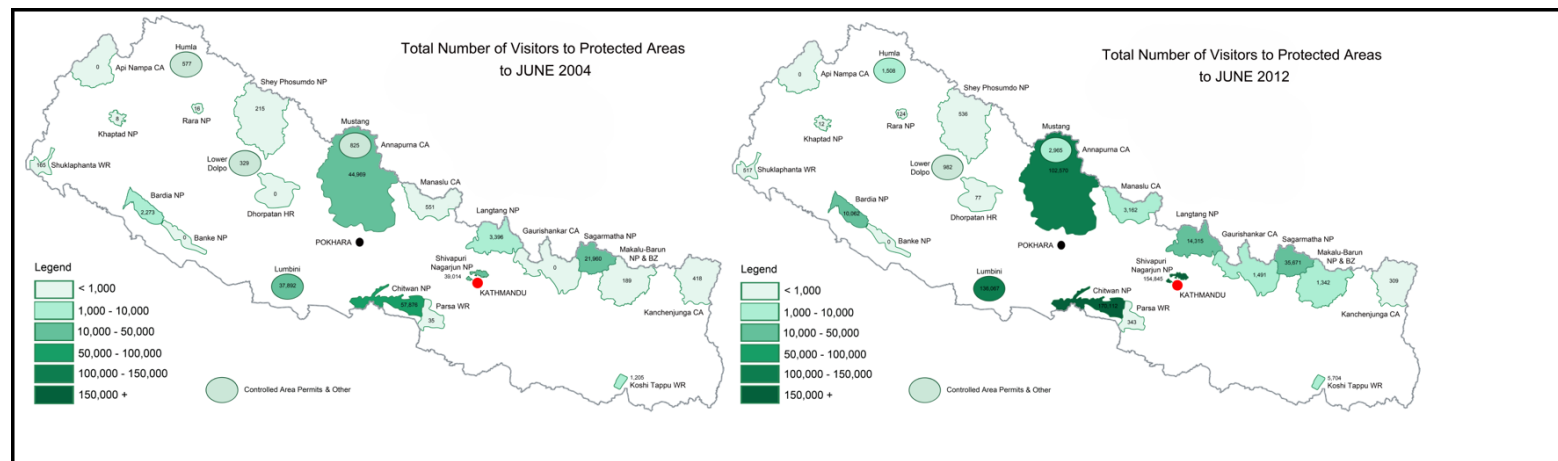
Three new specialist nature resorts in Rara NP
- 

One new 'hill station'- style integrated resort

Illustrating change

Indicators can be usefully presented in a graphic way to illustrate growth

The following illustration (courtesy Samarth-NMDP) compares total visitors to Protected Areas in Nepal in the years 2004 and 2012). Similar graphic tools could track the a suite of tourism growth indicators for Western Nepal



Projecting growth

From such a small base, projections of visitor numbers for Western Nepal will be of limited value. The NTSP makes projections for all of Nepal 2023 (page 156) based on notional WTTC figures. It is useful to temper these with the more pessimistic* PDNA forecasts. as in the following table.

(*2015 actuals are ahead of PDNA estimates)

	Pre - earthquake 2014	PDNA whole country estimate (for July 16 to June 17)	Long term forecast (based on NTSP estimate for 2023)
Estimate of visitors to Western Nepal	18,000 (or 2% of total 790,118)	(80%)	64,191 (or 3% of total 2,139,700)
National average length of stay	12.44 days	(92%)	17.2 days
National average spend per day	US\$63	(93%)	US\$75

Karnali dam site concept

Case for Change

- The road alongside the river near the dam site is already well established as a stopping point for buses and cars
- By the time dam is completed, regular flows of Indian pilgrims and domestic tourists are expected passed the site
- GMR is engaged in training males from local communities in trades but, as yet, no programs are focused on women
- Creating a community-based tourist facility here would demonstrate the commercial viability of such developments and their effectiveness to enhancing West Nepal tourism
- Hydro projects throughout the world include interpretation displays of the project engineering that are popular with tourists

Target

- 50% of all tourists travelling passed the dam site by 2022 are attracted to stop and 30 local women receive regular income through providing services at the facility.

Recommendations

Engineers make provision in site works for a level platform with space for bus parking at a point with views and clear of operations.

A community development project is designed targeting local women willing to learn the skills to run a tourist center with food, refreshments, handicrafts and interpretation displays.

A contract is given to a community development NGOs with experience in village level participatory assessment and ecotourism, to plan the facility and train the women during 5 years of dam construction.

Budget

IBN & GMR US\$1 m (in kind) for joint project facilitation and engineering

US\$1 m capital funding for community development project and facility construction

Potential Outcomes

A model exists for community-based roadside attractions in Western Nepal. Tourism benefits, local women have livelihoods and the engineering is showcased.



Karnali dam site concept

Nepal has developed world-leading models for community development through ecotourism, now copied elsewhere in Asia



Ref: Community Based Tourism For Conservation And Development : Resource Kit: The Mountain Institute: <http://www.slideshare.net/orangetreeyum/community-based-tourism-for-conservation-and-development-reource-kit>

Using these techniques, a contracted NGO could systematically build capacity among local women

Participatory assessments

- engaging
 - empowering
 - organising

Basic skills training

- Food
- Hospitality
 - Hygiene
 - Handicrafts

And ultimately

- Business skills
- Marketing skills

5 years

The dam project involves first class engineers and designers and there will be an on-going management presence

Leveraging these advantages, a facility could be created combining restaurant, handicrafts and displays



TOURISM DEVELOPMENT ACTION PLAN FOR WESTERN NEPAL

Implementation Actions 2017-2021

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g	
		1	2	3	4	5						
1. Actions to organize for destination management												
Strengthen the Western Nepal Alliance for Tourism Development												
The foundation members of the Alliance, formed in Bardiya, May 2016, are: Tourism Development Society / Nepal Association of Tour & Travel Agents / Nepal Tourism Board/ SAMARTH: Nepal Market Development Programme / Bird Conservation Nepal / Tharu Women Network / Bardiya Nature Conservation Club / Terai Arc Landscape Programme / Buddha Air / Yeti Air / Nature Guides Association / Tourism Action Groups : Doti, Achham, Bajhang, Dadeldhura, Darchula / Dolphin Conservation Committee / Tharu Home Stay Bhada / Nepal Trust for Nature Conservation / The International Center for Integrated Mountain Development (ICIMOD) / Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH / Alliance Nepal (as witness)												
1.1	With a foundation agreement already in place, the Western Nepal Alliance for Tourism Development needs support to become the destination management organization (DMO) for Western Nepal	x	x	x	x	x	x	GiZ Nepal has established a supporting relationship with the Alliance	All of the foundation members of the Alliance are partners, plus potentially MoCTCA and NTB.	US\$0m-0.1m	GIZ and other bilateral donors active in Western Nepal, WWF and other International NGOs, WBG	Roll –out of the NTSP at national level
Support coordination of the Western Nepal Alliance for Tourism Development’s activities by an Destination Management Organization such as the Tourism Development Society (TDS)												
Established in 2012 as a destination management organization, TDS aims to promote sustainable and responsible tourism development in Western Nepal. Based in Dhangadhi, TDS has Tourism Action Groups in 9 districts of the Far West Region and plans to develop in Mid West												
1.2	The Tourism Development Society (TDS), or something similar, is required to support the DMO, facilitating meetings and coordinating voluntary actions by members in between meetings.	x	x	x	x	x	x	GiZ Nepal has established a supporting relationship with TDS.	Bilateral and international donors, national and international NGOs, Nepal’s tourism associations. CCIs, MoCTCA and NTB.	US\$0m-0.1m	Support for the coordination of tourism could be routinely included in any development project in Western Nepal with links to tourism	Roll –out of the NTSP at national level
2. Actions to complement and leverage roll out of National Tourism Strategic Plan												
Policy, Strategy and Regulation Framework												
2.1	Advocate for Western influence in the NTSP Implementation Working Group and liaise with MoCTCA each year for Western tourism budget in the Annual Plan	x	x	x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	Members of the Alliance, MoCTCA, NTB, Tourism Associations, CCIs	US\$0m		NTSP action 1.1
2.2	Form a sub-committee to engage with the policy revision process for improvements in policy associated		x					Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its	Members of the Alliance, MoCTCA, NTB, Tourism	US\$0m	Tourism Associations and international NGOs	NTSP action 1.2

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	with Rivers, Rural Tourism and Mountain Tourism.						members, coordinated by the DMO	Associations, CCIs			
2.3	Advocate for Western influence on the National Tourism Council and the Tourism Development Coordination Committee		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	Members of the Alliance, MoCTCA, NTB, Tourism Associations, CCIs	US\$0m		NTSP action 1.3
2.4	Form a sub-committee to monitor the legislation review and ensure Western opinion is heard by the review		x				Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	Members of the Alliance, MoCTCA, NTB, Tourism Associations, CCIs	US\$0m		NTSP action 1.4
2.5	Form a sub-committee to monitor the Codes of Conduct development and ensure Western opinion is heard in the process			x			Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	Members of the Alliance, MoCTCA, NTB, Tourism Associations, CCIs	US\$0m		NTSP action 1.5
2.6	With assistance from exiting donors engaged with Western Nepal, maintain a dialogue with potential future donors.		x	x	x	x	GiZ and DMO (TDS or equivalent) could drive this outreach activity	Other bilateral and international donors active in Western Nepal, WWF and other International NGOs, WBG	US\$0-0.1m	MoCTCA and NTB, IBN, Samarth-NMDP, WBG	NTSP action 1.6
<i>Tourism Infrastructure enhancement and strengthening</i>											
2.7	Develop separate tourism development and management plan for each district and integrate them in the NTSP Destination Development Plan		x	x	x		DMO (TDS or equivalent)	MoCTCA, Members of the Alliance, DDCs and Chambers of Commerce and Industries	US\$2m	MoCTCA, IBN, Samarth-NMDP, WBG, DDCs	NTSP action 2.1
2.8	Establish a working group representing surface transport and accessibility interests. Identify priority roads for new construction and quality enhancements. Coordinate with the center to make tourism friendly guidelines for road signs. Identify needs for tourist standard bus terminals and stopover facilities in the NTSP's Tourism Development Areas		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT, Members of the Alliance, DDCs and Chambers of Commerce and Industries.	US\$0-0.1m	MoCTCA, IBN, Samarth-NMDP, WBG, DDCs	NTSP action 2.2

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	(TDAs). Link and upgrade all tourism potential areas with trekking trails.										
2.9	Advocate Western influence for regional air links, avoiding discrepancy in costs between international and national citizens, providing information on tourism products and service delivery to tourists in all airports, and resuming flights in all airports and upgrading them.		x	x	x		Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	Members of the Alliance, players in the Aviation industry; CAAN	US\$0-0.1m	MoCTCA, NTB, Tourism Associations	NTSP action 2.3
2.10	Coordinate DDCs regarding utilities supplies fresh water in all tourists areas, implement renewable energy practices, develop and implementing solid waste management guidelines, initiate awareness programs to reduce environmental impacts at lakes and rivers, provide emergency rescue for high altitude trails, and establish local cultural centers. Beautify and renovating lakes and heritage sites, implementing rescue management system in all major rivers.					x	DMO (TDS or equivalent)	MoCTCA, MoST, MoPE, MoWSS, MoPIT, MoEnergy, DNPWC, Tourism Associations, Members of the Alliance, DDCs and all district Chambers of Commerce and Industries	US\$10m	MoCTCA, Ministry of Science and Technology (MoST), Ministry of Population and Environment (MoPE), Ministry of Water Supply and Sanitation (MoWSS), Ministry of Physical Infrastructure and Transport (MoPIT), MoEnergy (MoE), IBN, Samarth-NMDP, WBG	NTSP action 2.4
2.11	Enhance facilities at Nepalgunj, Gaddachauwki, Banbasa, Hilsa and more for pleasant and trouble free crossings at the borders		x	x	x	x	DMO (TDS or equivalent)	Home Ministry, MoCTCA, DDCs, Chambers of Commerce and Industries, Members of the Alliance	US\$1m	Home Ministry, MoCTCA, DDCs, WBG	NTSP action 2.5
<i>Human Resource Development for Western Nepal</i>											
2.12	Conduct an in-depth regional training needs assessment of the private and public tourism sectors and disseminate findings to the concerned agencies preparing the HR plan, including training institute and universities.		x	x	x		DMO (TDS or equivalent)	MoCTCA, DoT, DDCs. Members of the Alliance and all Chambers of Commerce and Industries	US\$0-0.2m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 3.1
2.13	Form sub-committee to represent Western Nepal in the establishing				x		Western Nepal Alliance for Tourism Development, largely	DDCs and all Chambers of	US\$0m		NTSP action 3.2

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	process for a National Tourism Skills Council (NTSC)						by the ad hoc actions of its members, coordinated by the DMO	Commerce and Industries, Mid West University, CTEVT.			
2.14	Encourage and advocate tourism organizations to adopt professional HR policies		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	DDCs and all Chambers of Commerce and Industries, Mid West University, NATHM and other tourism training institutions.	US\$0m		NTSP action 3.3
2.15	Plan and coordinate skill development training in TDAs to support the informal sector, by way of providing concessionary or subsidized training in hospitality skills, management and other soft skills.		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, NTB, NATHM and other tourism training institutions, CTEVT, DDCs and all Chambers of Commerce and Industries, GiZ, INGOs	US\$0.1m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 3.4
2.16	Coordinate with the center to design and deliver enhanced training programs to train local government officials and managers of parks and tourism sites.		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, DNPWC, NTB, NATHM and other tourism training institutions	US\$0.1m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 3.5
2.16	Encourage and motivate local tourism entrepreneurs including hotels and tour and trekking companies to send their employees for refresher courses and trainings		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, NTB, NATHM and other tourism training institutions	US\$0m		NTSP action 3.6
2.17	Review the quality of tourism training programs imparted by local institutions, and help them to affiliate with NATHM including proposed tourism vocational education under Mid West University in Surkhet		x	x	x		DMO (TDS or equivalent)	Mid West University, MoCTCA, DoT, NTB, NATHM and other tourism training institutions	US\$0m		NTSP action 3.7
2.18	Coordinate with the Mid West University for international quality training and education programs on tourism and hospitality		x	x	x		DMO (TDS or equivalent)	Mid West University, MoCTCA, DoT, NTB, NATHM and other tourism training institutions	US\$0m		NTSP action 3.8

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
2.19	Coordinate with Mountain Academy of Nepal (MAN) to help local people from Western Nepal be trained in trekking, mountaineering and guiding courses		x	x	x		DMO (TDS or equivalent)	MAN, MoCTCA, DoT, NTB	US\$0m		NTSP action 3.9
<i>Quality improvement in Tourism</i>											
2.20	In addition to the existing tourism office at Kohalpur, advocate with the MoCTCA for a separate tourism Offices at Mahendranagar, Dhangadhi, Dipayal, Surkhet, and Jumla to regulate and facilitate tourism business in Western Nepal		x	x	x		Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT, DDCs, Chambers of Commerce and Industries	US\$0m		NTSP action 4.1
2.21	Coordinate with the NTB for designing and introducing Nepal Tourism Quality Certification scheme in Western Nepal		x	x	x	x	DMO (TDS or equivalent)	NTB, MoCTCA, DoT, Tourism Associations	US\$0m		NTSP action 4.2
2.22	Assist and coordinate with all types of accommodation in the region to adopt the new, expanded standards to run their property for better quality assurance to the tourists		x	x	x	x	DMO (TDS or equivalent)	NTB, MoCTCA, DoT, Tourism Associations	US\$0m		NTSP action 4.3
2.23	Assist awareness programs about the importance of food safety and hygiene, and coordinate with the local associations and communities to strengthen food quality, prices and services; facilitate to enforce the code of food safety practice designed by DFTQC		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, DFTQC, NATHM, REBAN, HAN	US\$0m		NTSP action 4.4
<i>Destination Branding</i>											
2.24	Promote and promulgate the national tourism brand “Naturally Nepal” in its local application		x	x	x	x	NTB, Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO, GiZ	MoCTCA, DoT, Tourism Associations	US\$0.1m	NTB	NTSP action 5.1
2.25	Form a sub committee to conduct <i>annual brand awareness survey</i> among local and international travel trade to test brand recognition, value		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the	MoCTCA, DoT, Tourism Associations	US\$0.1m	NTB	NTSP action 5.2

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	associated with the brand, brand loyalty and practical brand application, and to <i>monitor brand application</i> among the local tourism industry						DMO, NTB, GiZ				
2.26	Advocate NTB for brand refreshment if required		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	NTB, MoCTCA, DoT, Tourism Associations	US\$0m		NTSP action 5.3
<i>Destination Marketing</i>											
2.27	Coordinate with industry partners Western participation in the multi-year, themed international and domestic marketing campaign		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, MoCTCA, DoT, Tourism Associations, Airlines.	US\$1.5m	NTB	NTSP action 6.1
2.28	Coordinate with NTB to promote Western Nepal in both national and international promotional campaign		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, MoCTCA, DoT, Tourism Associations, Airlines	US\$0m		NTSP action 6.2
2.28	Assist tourism entrepreneurs to arrange travel trade road shows and workshops, and facilitate them for business dealings		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, MoCTCA, DoT, Tourism Associations, Airlines	US\$0.5m	NTB	NTSP action 6.3
2.29	In coordination with the NTB, identify most suitable travel media in key target markets and segments and proactively invite and host them to conduct media education about Western Nepal		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, MoCTCA, DoT, Tourism Associations, Airlines, Major Nepal Media Partners	US\$0.1m	NTB	NTSP action 6.4
2.30	Produce and distribute selected portfolio of print and e-materials for Western Nepal promotion		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, MoCTCA, DoT, Tourism Associations, Airlines, Major Nepal Media Partners	US\$0.1m	NTB	NTSP action 6.5
2.31	Improve the www.farwestnepal.com website in accordance with central strategy and requirements of target markets. Support the destination marketing campaign with online marketing initiatives (online campaign plan) and selective online advertising. Develop social media applications to		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, Members of the Western Nepal Alliance for Tourism Development	US\$0.1m	NTB	NTSP action 6.6

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources _f	Related Activities ^g
		1	2	3	4	5					
	support the destination marketing campaign. Launch a dedicated social media and blogging campaign for continuously building a loyal online community and for involving local Nepalese in promoting Western Nepal										
2.32	Develop and implement community tourism awareness program at community levels, in association with NTB, national media, private tourism associations, DDCs, VDCs, etc.			x	x	x	DMO (TDS or equivalent), GiZ	NTB, Members of the Western Nepal Alliance for Tourism Development, DDCs, Chambers of Commerce and Industries	US\$0.1m	NTB	NTSP action 6.7
2.33	Expand and maintain a comprehensive tourism events calendar containing all events that are able to draw visitors and keep them longer in Western Nepal		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, Members of the Western Nepal Alliance for Tourism Development	US\$0m		NTSP action 6.8
2.34	Support and coordinate with the industry to develop detailed business plans and agreed performance criteria for representatives		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	NTB, Tourism Associations	US\$0m		NTSP action 6.9
2.35	Conduct annual survey at national airports, Bus stations and use results to cross-check, tweak and adjust marketing and product development programs for Western Nepal		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, CAAN, Mid West University, Tourism Associations	US\$0.1m	NTB	NTSP action 6.10
<i>Investment and business environment</i>											
2.36	In line with the Direct Investment Policy of Nepal and in the context of tourism in the region, coordinate for creating favorable environment for outside investment in tourism sector in Western Nepal.			x	x	x	DMO (TDS or equivalent), GiZ	MoCTCA, DoT, FNCCI, DDCs, Chambers of Commerce	US\$0.1m	IBN, Samarth, WBG	NTSP action 7.1
<i>Enhancing local economic impact and community participation</i>											
2.37	Coordinate to engage NGOs, private sector organizations, local government and tourism committees to link and		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its	MoCTCA, DoT, MoFALD, NTB, Tourism Associations	US\$0m		NTSP action 8.1

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	connect them to provide wider community support.						members, coordinated by the DMO				
2.38	Assist national program of training of local people to generate employment opportunities in local tourism firms		x	x	x	x	DMO (TDS or equivalent), GiZ	NATHM. Tourism Associations	US\$0m		NTSP action 8.2
2.39	Assist national campaign for training and awareness building in the community about business opportunities from tourism		x	x	x	x	DMO (TDS or equivalent), GiZ	NATHM. Tourism Associations	US\$0m		NTSP action 8.3
2.40	Identify opportunities for the need of local produce in the supply chain. Formulate groups or cooperatives/ management bodies to support the supply of goods and services to tourism businesses		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO, GiZ	NTB, Members of the Alliance and all Chambers of Commerce and Industries	US\$0m		NTSP action 8.4
2.41	Provide opportunities for local delivery of national program of training for local communities in marketing, finance and entrepreneurial skills		x	x	x	x	DMO (TDS or equivalent), GiZ	NTB, Handicrafts Assoc of Nepal, Tourism Associations, Training Institutions, INGOs	US\$0m		NTSP action 8.5
<i>Protection and Enhancement of Cultural Heritage</i>											
2.42	Advocate for the development and promotion of Western Nepal as a cultural tourism destination for both domestic and international markets		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT, NTB, GiZ	US\$0m		NTSP action 9.1
2.43	Prepare inventory and detailed description of cultural heritage sites to develop promotional and marketing strategies for local, domestic (and Indian) and international markets		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, NTB, DDCs, Members of the Alliance and all Chambers of Commerce, GiZ	US\$0-0.2m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 9.2
2.44	Establish local management bodies to develop new 'cultural tourism products'. Provide trainings to the tourism development management bodies in product development and marketing. Provide specialized guides training to the local youth and women on cultural tourism.		x	x	x	x	MoCTCA , DoT in partnership with DMO (TDS or equivalent)	MoCTCA, DoT, NTB, DDCs, Members of the Alliance and all Chambers of Commerce and Industries, GiZ	US\$0-0.2m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 9.3

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
2.45	Prepare an inventory with detailed description of intangible heritage such as festivals and events to be included in the Annual Events Calendar . Promote and market the Annual Cultural Events Calendar through different media including NTB Annual Festival Calendar and twinning of different Sister Pilgrimage Centers. Develop accommodation and resting places in religious sites.		x	x	x	x	MoCTCA , DoT in partnership with DMO (TDS or equivalent)	MoCTCA, DoT, NTB, DDCs, Members of the Alliance and all Chambers of Commerce and Industries, GiZ	US\$0-0.2m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 9.4
<i>Institutional Framework</i>											
2.46	Advocate for setting up of Tourism Offices in Western Nepal dedicating fully for tourism development, promotion and marketing the region as a single destination		x	x	x		Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT	US\$0m		NTSP action 10.1
2.47	Establish an independent M&E Unit at regional level and produce annual M&E reports		x	x	x	x	MoCTCA, DoT	NTB, IBN, WBG, GiZ.	US\$0-.1m		NTSP action 10.2
2.48	Recruit a research team to develop the statistics system at all DDCs. Implement the statistical system		x	x	x	x	MoCTCA, DoT, DDCs	NTB, DDCs, IBN, WBG, GiZ.	US\$0-.1m		NTSP action 10.3
2.49	Enhance capacity of the Tourism Offices		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, NTB, IBN, WBG, GiZ.	US\$0-1m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 10.4
2.50	Prepare operational guidelines for Independent tourism management organization, including representatives from all districts of Mid West and Far West regions.		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, NTB, IBN, WBG, GiZ	US\$0-0.1m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 10.5
2.51	Conduct the study on developing institutional framework to integrate Destination Management Plan into designed federalism		x	x	x	x	DMO (TDS or equivalent)	MoCTCA, DoT, NTB, DDCs, IBN, WBG, GiZ	US\$0-0.1m	MoCTCA, IBN, Samarth-NMDP, WBG	NTSP action 10.6
<i>Development of Demonstration Projects</i>											
2.52	Advocate for development of ten model teahouses along the Great Himalaya Trail and two pilot heli-skiing sites in Western Nepal.		x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the	MoCTCA, DoT, NTB, IBN, WBG, GiZ.	US\$0m		NTSP action 11.1

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
							DMO				
3. Additional destination marketing activities											
<i>Establish "Western Nepal" as a marketing locator for tourism in the Mid and Far West Regions</i>											
3.1	Advocate for the use of "Western Nepal" as a marketing locator	x	x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT, NTB, GiZ.	US\$0m		All 4-5
<i>On-going Tourism Awareness</i>											
3.2	Ad hoc tourism awareness initiatives aimed at local communities in Western Nepal to encourage communities to successfully engage with tourism benefits.	x	x	x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	This could be delivered with Samarth-NMDP in mountain areas, IBN /GMR with women near dam site, and in conjunction with environmental awareness by NTNC, WWF etc. around protected areas, GiZ.	US\$0.1m	MoCTCA, DoT, NTB with donors	All 4-5
<i>On-going Promotions of Western Nepal</i>											
3.3	Ad hoc tourism promotions directly to consumers in domestic and international source markets, especially via digital media, and social platforms.			x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT, NTB Cost effective alliances can be forged with joint marketing partners such as Honeyguideapps to promote trekking, GiZ	US\$0.5m	MoCTCA, DoT, NTB with donors	All 4-5
3.4	Ad hoc tourism promotions of Western Nepal to and through national and international tourism operators in more traditional ways, using industry networks (e.g. agent familiarization & media visits).			x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its members, coordinated by the DMO	MoCTCA, DoT, NTB with industry associations, GiZ	US\$0.25m	MoCTCA, DoT, NTB with donors	All 4-5
3.5	Ad hoc initiatives aimed at exploring potential promotional linkages and opportunities created by the new			x	x	x	Western Nepal Alliance for Tourism Development, largely by the ad hoc actions of its	MoCTCA, DoT, NTB, DDCs, DMO/TDS, GiZ	US\$0m		All 4-5

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	Bhairahawa Regional International airport and associated resort developments at Butwal, Bhairahawa, and strong visitation to Lumbini WHS.						members, coordinated by the DMO				
4. Transformational investments products in the high potential tourism development patterns of Western Nepal											
<i>Pattern 1: Trekking and Adventure</i>											
4.1	Lower Dolpa luxury nomad tents circuit - five semi permanent camps offering “exclusive cultural and environmental experiences in remote and inaccessible Himalayan valleys based around circuits of luxury tented camps uniquely adapted from nomadic yak-hair tents.”			x	x	x	UK private sector FDI investor, predicting a 7-month season bringing new high-end markets for 10-15 days Ringmo Lake itineraries. See 5.1 below	DDCs, DNPWC, MoCTCA and local communities see 5.1 below	US\$1.5m-2m	Private sector investor may be role for IBN and/or IFC concessions see 5.1 below	All 3, 4.3, 4.10, 4.11, 4.13, 4.14, 4.22, 4.23, 5.1
4.2	Shey Phoksundo NP buffer zone community-managed tourism with homestays and small scale infrastructure such as bridges, trails, campsites, signage and interpretation that will appeal to trekkers, tourists, pilgrim and domestic markets, and benefit the local communities of Upper and Lower Dolpa along the GHT	x	x	x	x	x	Managed by DNPWC. More feasible when controlled area regulations are relaxed	WWF/NTNC and community organizations in support	US\$0.1m	DNPWC with NTNC, WWF, Samarth-NMDP	All 3, 4.4, 4.5, 4.6, 4.12, 4.15, 4.16, 4.18, 4.20, 4.24, 5.1
4.3	Great Himalaya Trails lodges with eco-credentials to provide tourism accommodation in key trek, drive, fly and helicopter locations linked to trail circuits in Hilsa, Simikot, Limi, Humla, Surkhet, Rara, Phoksundo, Dolpa, Dhorpatan etc., targeting a range of foreign mountain tourism markets and using local materials. GHT lodges can be the base for add-ons and community-based tourism	x	x	x	x	x	Samarth-NMDP could foster partnerships. See 5.2 below	Samarth-NMDP could implement with private sector & community. See 5.2	US\$0.25-1m per GHT lodge	Private sector & community see 5.2	All 3, 4.1, 4.10, 4.11, 4.13, 4.14, 4.22, 4.23, 5.2
4.4	Fostering community managed campsite/tea house circuits to facilitate tourism in new Western Nepal trek circuits such as Limi Valley, Rara-Khaptad etc. for trek agents and			x	x	x	Could be led by Samarth-NMDP	Samarth-NMDP with industry networks & community	US\$0.1m	Samarth-NMDP	All 3, 4.2, 4.5, 4.6, 4.12, 4.15, 4.16, 4.18, 4.20, 4.24

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources _f	Related Activities ^g
		1	2	3	4	5					
	individuals where permitted. Community managed campsites with water, toilet and porter facilities, and trained teahouse owners, can improve the visitor experience with local guides & cultural shows.										
4.5	Tourism improvements and promotion to stimulate Bhurti temple complex visits in Dailekh (listed as a tentative WHS site by UNESCO) including site management, local guiding, board interpretation and promotion to domestic and future international markets.	x	x	x	x		Could be led by IBN/GMR	Department of Archaeology, Surkhet leaders, NTB, DoT MoCTCA and community	US\$0.1m	IBN/GMR	All 3, 4.2, 4.4, 4.6, 4.12, 4.15, 4.16, 4.18, 4.20, 4.24, 5.4
4.6	Tourism improvements and promotion to stimulate Sinja Malla Khasa capital and historic attractions (listed as a tentative WHS site) in Jumla including site management, local guiding, board interpretation and promotion to domestic and future international	x	x	x	x		Could be led by IBN/GMR	With Department of Archaeology, Surkhet leaders, NTB, DoT MoCTCA and community leaders	US\$0.1m	IBN/GMR	All 3, 4.2, 4.4, 4.5, 4.12, 4.15, 4.16, 4.18, 4.20, 4.24, 5.4
4.7	Quality and safe multi-day rafting / kayaking operations on Babai, Bheri, Karnali rivers for Western, new Asian and domestic markets, enabling local people to engage in tourism benefits such as at camp sites, local produce, cultural displays, village visits etc. Packaged in combination with wildlife at Bardiya end-point	x	x	x	x	x	Led by private sector	IBN/GMR with community organizations and promotion by NTB, DoT, MoCTCA	US\$0.1m	MoCTCA, DoT, NTB with donors	All 3
4.8	Fostering mahseer fishing which already has some profile as a niche market with high cost and complex logistics organized by private sector specialists for seasonal catch and release on Karnali and West Seti rivers. Potentially an iconic image setting high-value product. Short Feb/Mar season with snowmelt but	x	x		x	x	Led by private sector	With MoCTCA, DoT, NTB	US\$0m		All 3

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	before heavy rains. Private sector using rafts and mobile tented camps										
4.9	Fostering helicopter skiing in Western Nepal can be a potentially iconic image-setting high-cost niche product attracting small but high-value new markets to Nepal	x	x		x		Led by private sector. An existing UK operator offers Humla heli-skiing www.heliskinepal.com . Led by private sector	With Nepal aviation companies	US\$0m		All 3
<i>Pattern 2: Wildlife</i>											
4.10	Bardiya NP “signature experience” concession to manage all Bardiya wildlife activities, as the premier experience inside the national park. Well-guided elephant safaris, river trips and jeep drives would be available for all day and private lodge visitors	x	x	x	x		DNPWC	Packaged & managed by a private sector operator, NGO or CO in partnership with DNPWC as a commercial venture	US\$0m	Possibly IFC with private sector	All 3, 4.1, 4.3, 4.11, 4.13, 4.14, 4.22, 4.23, 5.3
4.11	Concessions for camps inside Western Terai protected areas i.e. Bardiya NP, Shuklaphanta WR and Banke NP. Western Terai parks have potential as premier Asian wildlife viewing experiences, with their endangered species, forests, rivers and short grassland phantas	x	x	x	x		DNPWC	DNPWC could offer several lease concessions for camps or non-permanent structures within the PAs with own naturalists, elephants, boats and jeeps	US\$0.25-1m per camp	Possibly IFC with private sector	All 3, 4.1, 4.3, 4.10, 4.13, 4.14, 4.22, 4.23, 5.3
4.12	Bardiya, Banke and Shuklaphanta buffer zone community-managed tourism with differentiated themed homestays and small scale infrastructure such as bridges, walking trails, signage and interpretation that will appeal to backpacker and domestic markets, and benefit local and adjacent communities of the PAs		x	x	x	x	Managed by DNPWC	With WWF/NTNC and COs, building on the success of Dalla, Gabar and Rana Tharu homestays	US\$0.1m	Possibly IFC with private sector	All 3, 4.2, 4.4, 4.5, 4.6, 4.15, 4.16, 4.18, 4.20, 4.24, 5.3, 5.4
4.13	Bardiya luxury wildlife lodge is planned on 50 acres of private land outside NP by experienced Nepali promoter. Modeled on the style of high-value African operations adapted		x	x	x	x	The luxury lodge will benefit from twinning with tented camp lease concession inside the NP with DNPWC	Private sector investor	US\$2.5-3m including land and development costs	Possibly IFC with private sector	All 3, 4.1, 4.3, 4.10, 4.11, 4.12, 4.14, 4.22, 4.23, 5.3

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	for Bardiya with 25 canopied rooms, the operation aims to bring new high-end markets to Bardiya with a focus on quality guiding, wildlife and adventure activities										
4.14	Wildlife lodges and camps around Banke and Shuklaphanta in BZ or on private land are needed to stimulate foreign wildlife tourists, as well as Indian & domestic markets. Current Kohalpur hotels are not suitable for international wildlife visitors, who prefer the style of existing Shuklaphanta Wildlife Camp that successfully attracts UK special interest groups.		x	x	x	x	Led by private sector	With DNPWC and NTB, DoT MoCTCA	US\$0.25-1m per operation	Possibly IFC with private sector	All 3, 4.1, 4.3, 4.10, 4.11, 4.12, 4.13, 4.22, 4.23, 5.4
<i>Pattern 3: Domestic</i>											
4.15	Roadside attractions at scenic stopping places can provide road visitors with developed viewpoints at beauty spots and places of interest, food, restrooms, information, handicrafts, local produce, local guides, parking etc. Best if planned to differentiate and themed to reflect local culture at strategic locations	x	x	x	x	x	PPPs with GoN, private sector and local COs. See further analysis in 5.4 below	DDCs, local stakeholders, NGOs, INGOs. Upper Karnali dam site can be led by IBN GRM with community organizations to ensure maximum local benefits	US\$0.1-0.25m per each facility	IBN/GMR at Upper Karnali dam site	All 3, 4.2, 4.4, 4.5, 4.6, 4.12, 4.16, 4.18, 4.20, 4.24, 5.4
4.16	Cultural and sporting special events, have the potential to bring awareness and focus to an emerging destination, especially if they reinforce the destination image and tourism patterns. Sporting events might include runs, bikes, triathlons, ironman events etc., and cultural festivals such as focused on temples / Kankre Vihar, local food and other produce		x	x	x	x	Best led by private sector	Promotional support NTB, DoT MoCTCA, DDCs and community organizations	US\$0.2m	MoCTCA, DoT, NTB with donors	4.2, 4.4, 4.5, 4.6, 4.12, 4.15, 4.18, 4.20, 4.24, 5.4
4.17	Advocacy for self drive improvements such as road signage in English and				x	x	DMO/TDS with DDCs	DMO/TDS with DDC, private sector with	US\$0		All 3, 5.4

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}						Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources _f	Related Activities ^g	
		1	2	3	4	5							
	roadside amenities on main routes, and car hire in main centers such as Nepalgunj and Dhangadhi / Mahendranagar to appeal to new Indian and domestic segments								GoN facilitation				
Pattern 4: Pilgrimage													
4.18	Add-ons in Simikot are needed to extend length of stay and seasonal spread, capitalizing on pilgrimage flows and responding to their need to acclimatize in Simikot before proceeding to Hilsa and Kailash. These might include 1-3 day walking circuits, handicraft & cultural displays, & scenic heli flights such as day trips to Limi, Sinja, Rara			x	x	x	x	x	Samarth-NMDP with private sector	Private sector can explore innovative solutions with air & accommodation operators, local communities & NTB, DoT MoCTCA	US\$0m	Samarth-NMDP with private sector	All 3, 4.2, 4.4, 4.5, 4.6, 4.12, 4.15, 4.16, 4.20, 4.24
4.19	Cable car access to selected Western Nepal destinations that may include Swaradwari temple Pyuthan & Khaptad for pilgrims as well as having appeal for other visitors. Significant flows likely to be needed for viability, plus land for stanchions etc.					x	x	x	PPP with local authorities	Cable car development would be led by private sector, providing benefits for local communities	US\$0m	MoCTCA, DoT, NTB with donors	All 3, 5.4
4.20	Festival calendar and information for key pilgrimage sites to involve and promote sites other than Kailash with potential appeal such as Purnagiri Mahendranagar, Kankre Vihar Surkhet, Bageswori Nepalgunj, Chandan Nath Jumla, Six Sisters temple circuit etc. Promotion could improve visitor amenities and attract non-pilgrimage segments in future			x	x	x	x	x	Published & distributed by NTB, DoT MoCTCA	With DMO/TDS, local authorities & private sector	US\$0.1m	MoCTCA, DoT, NTB with donors	All 3, 5.4
Pattern 5: Own-markets													
4.21	Rara NP visitor master plan Lake Rara receives priority in GoN planning, budgets and the NTSP, but visitor numbers are low, despite Talcha airport and road access	x	x						DNPWC	Ideally developed with DNPWC, DDC MoCTCA DoT NTB, together with potential investors	US\$0.1m	Possibly IFC	4.22, 4.23, 4.24, 5.5

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g
		1	2	3	4	5					
	improvements. In order to kick start tourism development in such a sensitive protected area site, a visitor master plan is required, with careful zoning and assessment of market demand							and local communities			
4.22	Lake Rara NP international nature resort in prime site overlooking Lake to provide quality accommodation and nature experiences for Asian and domestic markets to kick start tourism in Rara. Resort eco-activities to include Himalayan spa, sports facilities, walking, bird watching, lake activities, helicopter excursions etc. Could be a carefully planned, limited PPP with DNPWC (with help from IBN & IFC) with a major international or Nepal brand chain bringing their own markets. See further analysis 5.5.		x	x	x	x	DNPWC	DNPWC lease concession with major international or Nepali nature resort operator	US\$10+ million	Possibly IFC with private sector	All 3, 4.1, 4.3, 4.10, 4.11, 4.13, 4.14, 4.21, 4.23, 4.24, 5.5
4.23	Other Rara concessions inside NP aimed at facilitating accommodation and eco-activities for a range of trek and mountain tourism markets, as well as avoiding pitfalls of sole concessionaire arrangements. Lodge could be part of GHT lodge circuit. Activity concessions can include boating, naturalist walks, village visits etc.		x	x	x	x	DNPWC	Samarth-NMDP and or IFC could foster partnerships with DNPWC, private sector, GoN and communities	US\$0.25-0.75m per camp	Possibly IFC or Samarth-NMDP with private sector	All 3, 4.1, 4.3, 4.10, 4.11, 4.13, 4.14, 4.21, 4.22, 4.24, 5.5
4.24	Rara buffer zone community-managed tourism with homestays and small scale infrastructure such as bridges, trails, campsites, signage and interpretation that will appeal to GHT trekkers, tourists and domestic markets stimulated by Rara developments, to engage and benefit adjacent communities		x	x	x	x	DNPWC	DNPWC, with WWF, NTNC & community organizations	US\$0.1m	DNPWC with donors	4.2, 4.3, 4.4, 4.5, 4.6, 4.12, 4.15, 4.16, 4.18, 4.20, 4.21, 4.22, 4.23, 5.5

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g		
		1	2	3	4	5							
Cross-border Short breaks													
4.25	Major integrated resort casino development at Mahendranagar / Dhangadhi, including accommodation & family entertainment, possibly in hills to enjoy hill-station climate					x	x	x	Existing Hong Kong-based FDI private investor in place with 3 planned Tiger Palace Resorts in Bhairahawa (100 rooms opening Nov 16 + 300 rooms Phase 2) and East Nepal http://silverheritagegroup.com	Private sector investor	US\$5-10m	Private sector investor possibly with IFC	All 3
4.26	Cross-border amenities to attract a range of Indian urban segments from cities within self-driving & public transport reach of Western Nepal who are seeking short stay cross-border visits for hill station climate, shopping and casinos. May be spin-offs with adventure & wildlife activities. Direct consumer marketing with Indian cities					x	x	x	PPPs needed with local government and private operators	Partnerships with DDCs, private sector, NTB, DoT MoCTCA	US\$0.25	MoCTCA, DoT, NTB with donors	All 3

5. Actions to promote five catalytic investment projects

Luxury nomad camp circuit in Lower Dolpa

Concept: Private sector FDI investor offering exclusive cultural and environmental experiences in remote Himalayan valleys with a circuit of 5 semi-permanent tented camps with 30 tourist gurs uniquely adapted from yak-hair tents, with 7-month season bringing new high-end luxury nice trekking market. The business innovation is to build from the nomadic traditions of Tibetan /Buddhist cultures to adapt traditional cher gurs (nomadic and pastoralist tents used in High Himalayan pastures and plateaus) for luxury tourism. The 11 night Ringmo Lake itineraries will be offered as a fully serviced package with high quality dining and private guides, relatively easy trekking to a maximum of 3,600m. Future potential to expand circuits to other locations along GHT in Western Nepal e.g. Limi Valley etc.

5.1	<ul style="list-style-type: none"> Feasibility, site selection identify host villages Financing, permits, Nepali / FDI joint venture EIAs, design and trialing trek groups Monitor & adjust facilities in response to market 	x	x					Responsible foreign (UK) investor with proven track record is already planning, possibly with a Nepali joint venture partner. UK private sector FDI investor, predicting a 7-month season bringing new high-end markets for 10-15 days Ringmo Lake itineraries	DDCs, DNPWC, MoCTCA and local communities see 5.1 below	US\$1.5m-2m for the circuit	Private sector investor may be role for IBN and/or IFC concessions see 5.1 below	All 3, 4.1, 4.3, 4.10, 4.11, 4.13, 4.14, 4.22, 4.23
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Great Himalaya Trails lodges

Concept: Great Himalaya Trails lodges with eco-credentials to provide simple appropriate tourism accommodation with 15-20 rooms in key trek, drive, fly and heli locations such as Hilsa, Simikot, Limi, Humla, Surkhet, Rara, Phoksundo, Dolpa, Dhorpatan etc. targeting a range of foreign mountain tourism markets. GHT lodges can be the base for add-on and community tourism activities. GHT Lodges can be similar in standard to the successful Annapurna Ker & Downey circuit and Sherpa Adventure Homes in Khumbu. There is proven demand from upper end Indian pilgrims & trekkers. In PAs can be offered as a DNPWC lease concession to one or several operators. Mandatory use of local materials, local employment and local produce can be part of the agreement. Local people can be trained to escort groups around the circuit, empowered with traditional stories and knowledge of natural history. Samarth-NMDP could lead partnerships with DNPWC, private sector and communities.

KEY TASK AREAS (1-5) Activities (1.1, 1.2, etc.)		5-Year Implementation Schedule (2017-2021) ^{a&b}					Implementation Drivers ^c	Implementation Partners ^d	Estimated Budget (US\$) ^e	Possible Funding Sources ^f	Related Activities ^g	
		1	2	3	4	5						
Concept: Lake Rara NP international nature resort in prime site overlooking Rara Lake to provide quality accommodation and nature experiences for Asian and domestic markets to kick start successful tourism in Rara. “Own-market” examples might include Taj, Oberoi, Leela etc. (India-based) Aman, Banyan Tree, Como, Shangrila, Six Senses (Asia-based), Four Seasons etc. Mandatory use of local materials, local employment and local produce can be part of the agreement. Local people can be trained to escort groups around the circuit, empowered with traditional stories and knowledge of natural history. Resort eco-activities and facilities might include Himalayan spa, yoga, wellness, sports, walking, bird watching, lake activities, helicopter excursions etc. Likely to be a carefully planned, limited PPP with DNPWC, with help from IBN or IFC with major international or Nepal brand.												
5.5	<ul style="list-style-type: none">DNPWC identify concession opportunities, investorsProcurement & invited tender process, EIAsLead bidder designs constructs & operatesMonitor & adjust facilities in response to market	x	x		x	x		DNPWC in PPP with major international operator	DNPWC long-lease concession with responsible international brand with experience in natural sites and capacity to bring their own market following. Private resort registered with MoCTCA etc.	US\$10+million	Possibly IFC with private sector	All 3, 4.1, 4.3, 4.10, 4.11, 4.13, 4.14, 4.21, 4.22, 4.23, 4.24

^a – Divided into **Short-term** (Years 1 and 2 – 2017-2018), **Medium-term** (Years 3 and 4 – 2019-2020) and **Long-term** (Year 5 and onwards – 2021 and beyond) implementation periods.

APPENDICES:

1. Persons consulted
2. Documents consulted
3. Workshop participants
4. Meeting notes
5. Field trip itineraries

APPENDIX 1: PERSONS CONSULTED

NAME	ORGANIZATION	DESIGNATION	CONTACT
Kathmandu			
Mr. Dandu Raj Ghimire	MoCTCA	Joint Secretary	4211846
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Mr. Birman Baduwal	Nepali Congress	Chairperson, Bardiya	
Mr. Desh Tharu	Community Organisation	Member	
Mr. Pramesh Yogi	Sunset View Cold Corner & Coffee House	Owner	
Mr. Ram Prasad Jha	Local Industry and Commerce Association	Member	
Mr. Man Bahadur Tharu	Local Social Organisation	Vice President	
Mr. Padmakhar Neupanee	Community Forest	Chairperson	
Mr. Tulsi Ram Gautam	Local Nature Guide Association	Chairperson	
Mr. Devi Ram Pokharel	Bardiya National Park	Officer	
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Ms. Madhu Chaudhary	Eco Lodge	Owner	
Mr. Jagat Prasad Rijal	Aryalis Dolphin Resort	Nature Guide	
Mr. Ram Man Chaudhary	BNCC, Bardiya	Member	
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Ms. Bhagirathi Rijal	Women Development Organisation	Member	
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Ms. Jayarani Tharu	Local Resident, Banu Gaon		
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Mr. Ram Bahadur Thapa	Radi Sathi FM, Rajapur		
Mr. Khadga Bahadur	Bardiya Jungle Cottage		
Ms. Puja Gurung	Nepal Bird Conservation Assoc	Officer	
Mr. Niraj Yogi	Anti-Poaching Campaign	Secretary	
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APPENDIX 2: DOCUMENTS CONSULTED

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APPENDIX 3: FIELD TRIP ITINERARIES

FIRST FIELD TRIP							
DAY	DATE	LOCATION	FLIGHT	HOTEL	ACTIVITIES	NO OF PAX	PARTICIPANTS
1	29-Jun-16	Fly to Nepalgunj SURKHET	YT421 08:15	Siddhartha Sunny Garden	Drive to Surkhet. Consultations and planning	2X	Mr. Les Clark and Mr. Rabi Jung Pandey
2	30-Jun-16	SURKHET/DAILEKH Upper Karnali Dam Site		Siddhartha Sunny Garden	Consultations and planning	2X	
3	1-Jul-16	BARDIYA		Rhino Lodge	Consultations and planning	2X	
4	2-Jul-16	NEPALGUNJ		Travellers Village	Consultations and planning	2X	
5	3-Jul-16	NEPALGUNJ		Travellers Village	Consultations and planning	2X	
6	4-Jul-16	KTM	YT424 17:00				Mr. Les Clark and Mr. Rabi Jung Pandey
SECOND FIELD TRIP							
DAY	DATE	LOCATION	FLIGHT	HOTEL	ACTIVITIES	NO OF PAX	PARTICIPANTS
1	7-Jul-16	DHANGADHI	U4211 11:00	Devotee Hotel	Consultations and field visit	3X	Mr. Les Clark, Mr. Rabi Jung Pandey, Ms. Lisa Choegyal
2	8-Jul-16	DHANGADHI		Devotee Hotel	Mahendranagar and Shuklaphanta WR	4X	Mr. Saurabh Rijal joins
3	9-Jul-16	DHANGADHI		Devotee Hotel	Workshop and consultations	4X	

4	10-Jul-16	BARDIYA		Rhino Lodge	Ghodaghodi Tal and Tikapur and Chisopani plus consultations	4X	
5	11-Jul-16	BARDIYA		Rhino Lodge	Workshop and consultations. Field visit Bardiya NP	4X	
6	12-Jul-16	SURKHET		Siddhartha Sunny Resort	Banke NP and Surkhet field visit and consultations	4X	
7	13-Jul-16	SURKHET		Siddhartha Sunny Resort	Workshop and consultations	5X	Ms. Srijana Bhattarai joins
8	14-Jul-16	NEPALGUNJ		Travellers Village	Consultations and field visit. Report preparation	5X	
9	15-Jul-16	NEPALGUNJ		Travellers Village	Workshop and consultations. Report preparation	3X	Ms. Srijana Bhattaria and Mr. Saurabh Rijal depart
10	16-Jul-16	KATHMANDU	YT424 17:00		Report preparation		Mr. Les Clark, Mr. Rabi Jung Pandey, Ms. Lisa Choegyal

APPENDIX 4: MEETING MINUTES

Date: 2 June 2016

Venue: IFC/WBG Office, Kathmandu

Time: 4:30 pm

Attendees:

Ms. Raihana Rabbany Private Sector Development Specialist, IFC/WBG

Ms. Natalia Juanco Corral, Investment Policy Analyst, IFC/WBG

Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG

Ms. Lisa Choegyal, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Background on Integrated Tourism Destination Development Plan for Western Nepal
- Plan formulation procedure to be followed by the study team
- Line and concerned agencies/ organisations to be involved or referred during the process such as IBN, MoCTCA, MoI, DoI, DoI, NTB etc.
- Reviewing workplan for delayed situation
- Fieldtrips, consultations, validation workshop and final plan presentation

Date: 8 June 2016

Venue: Investment Board Nepal Office, Kathmandu

Time: 1:00 pm

Attendees:

Ms. Srijana Bhattarai, Consultant Manager. Local & Social Benefits, IBN

Mr. Prem Khanal, Consultant Senior Community relations Officer, IBN

Ms. Raihana Rabbany Private Sector Development Specialist, IFC/WBG

Ms. Natalia Juanco Corral, Investment Policy Analyst, IFC/WBG

Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG

Ms. Lisa Choegyal, TRC
Mr. Rabi Jung Pandey, TRC
Mr. Jigme Lama, Samarth - NMDP

Discussions held on the following key points:

- Background on Integrated Tourism Destination Development Plan for Upper Karnali and Far Western Region
- Local Community benefit sharing from the project development
- Project dam site and tourism attractions.
- Lead implementing agency for tourism development
- Report presentation, fieldtrips, consultations, validation workshop and final plan presentation

Date: 19 June 2016

Venue: Lalitpur Sub – Metropolitan City, Office, Lalitpur

Time: 11:00 am

Attendees:

Mr. Deepak Adhikari, TDS, Dhangadhi
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Background on Integrated Tourism Destination Development Plan for Upper Karnali and Far Western Region
- TDS and its involvement in overall tourism development activities in the Karnali region
- Local Community benefit sharing from the project development
- TDS and its involvement in preparation for Western regional tourism strategic action plan.
- Lead implementing agency for tourism development
- Proposed fieldtrips and consultations with the local stakeholders and TDS support to the consulting team

Date: 26 June 2016

Venue: Investment Board Nepal Office, Kathmandu

Time: 3:00 pm

Attendees:

Ms. Srijana Bhattarai, Consultant Manager. Local & Social Benefits, IBN
Mr. Prem Khanal, Consultant Senior Community relations Officer, IBN
Mr. Satish Narayan Joshi, IBN
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Proposed field trip for Integrated Tourism Destination Development Plan for Upper Karnali and Far Western Region
- Disseminating benefits to local community from the project development
- Project dam site its impacts and tourism linkages
- Lead implementing agency for tourism development
- Fieldtrips, stakeholder consultations and focal group discussion

Date: 26 June 2016

Venue: Shangrila. Hotel, Lazimpat

Time: 5:30 pm

Attendees:

Mr. Deepak Adhikari, TDS, Dhangadhi
Mr. Ashis Chaudhary, TDS, Dhangadhi
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- TDS and its involvement in overall tourism development activities in the Karnali region
- Integrated Tourism Destination Development Plan for Upper Karnali and Far Western Region
- TDS and its involvement in preparation for Western regional tourism strategic action plan.
- Proposed fieldtrips and consultations with the local stakeholders and TDS support to the consulting team

Date: 28 June 2016

Venue: IBN Office, Kathmandu

Time: 11:30 am

Attendees:

Mr. Ravi Bhattarai, Joint Secretary, IBN

Ms. Srijana Bhattarai, Consultant Manager. Local & Social Benefits, IBN

Mr. Prem Khanal, Consultant Senior Community relations Officer, IBN

Mr. Wouter Schalkon, IFC/WBG

Ms. Raihana Rabbany Private Sector Development Specialist, IFC/WBG

Ms. Natalia Juanco Corral, Investment Policy Analyst, IFC/WBG

Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Mr. Jigme Lama, Samarth - Nepal

Discussions held on the following key points:

- Integrated Tourism Destination Development Plan for Western Nepal including Karnali corridor and Far West Region, Api Nampa Conservation Area
- Focus on ideas from IBN to be followed
- Line and concerned agencies/ organisations to be involved or referred as lead agency for tourism development plan for Karnali corridor such as MoCTCA, MoFSC etc.
- Proposed field trip plan and validation workshop

Date: 29 June 2016

Venue: Siddhartha Sunny Resort Pvt. Ltd, Surkhet

Time: 2:00 pm

Attendees:

Mr. Pradip Nepal, Manager, GMR Upper Karnali Hydropower Ltd.

Mr. Pushpa Raj Joshi, Finance Officer, GMR Upper Karnali Hydropower Ltd

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Proposed Hydro project Dam construction
- Visit of the dam site by TRC consultants
- Possible impacts from dam construction
- Impacts on local communities, resettlement plan and progress on land acquisition process

Date: 29 June 2016

Venue: DDC Office, Surkhet

Time: 3:30 pm

Attendees:

Mr. Hiralal Regmi, Local Development Officer, DDC Surkhet

Mr. Ram Bahadur Budha, Planning Officer, DDC Surkhet

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Integrated Tourism Destination Development Plan for Western Nepal including Karnali corridor and Far West Region,
- Tourism attractions of Mid West region and Surkhet District
- Hindrances for tourism development in the Mid West region and Surkhet district
- Planning year 2073 as *Invest in Surkhet Year*
- Potential for tourism development and associated persons and organisations of Surkhet District

Date: 30 June 2016

Venue: Upper Karnali Hydropower Project Dam Site, Dab, Achham and Dailekh District Border

Time: 11:00 am

Attendees:

Mr. Bhakta Raj Joshi, Site Engineer, GMR Upper Karnali Hydropower Ltd.

Mr. Rajendra Gyawali, Forest Officer, GMR Upper Karnali Hydropower Ltd
Mr. Jagat Deuwa, Social Mobiliser, GMR Karnali Hydropower Ltd.
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Engineering design of the Hydropower project
- Intake tunnel site
- Road tunnel site
- Dam construction site
- Construction office site
- Social activities done by GMR Karnali Hydropower Ltd

Date: 1 July 2016

Venue: Nepalgunj

Time: 11:00 am

Attendees:

Mr. Prakesh Adhikari, President, Surkhet Chamber of Commerce and Industry
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development strategy in Mid-west and Far-West Region of Nepal
- Investment opportunities in Surkhet District
- Public Private Consultation Forum of Surkhet district and its objective to promote year 2073 as investment year in Surkhet district
- Overall tourism development in Mid-west Region linking with agriculture and other products
- One village one product concept and export of herbs and zinger with establishing processing industry

Date: 1 July 2016

Venue: Bardiya National Park

Time: 5:00 pm

Attendees:

Mr. Ambica Prasad Khatiwada, Program In charge, NTNC, Bardiya

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development strategy in Mid-west and Far-West Region of Nepal
- NTNC's contribution on promoting tourism into the areas
- Api Nampa Conservation Area and its future management possibilities from NTNC
- Focal Group discussion to be held at Bardiya and NTNC's contribution
- Joint efforts extended by NTNC Bardiya office for regional tourism promotion

Date: 2 July 2016

Venue: Dalla Home Stay Village, Bardiya

Time: 10:00 am

Attendees:

Mr. Parasu Ram Chaudhari, Chairman, Dalla Home Stay Management Committee, Dalla, Bardiya

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Home Stay Project concept since its inception till today
- Marketing and promotional activities done
- Annual visitors turnover, their profile and further development envisaged by management committee
- Dalla Home Stay village's role to replicate such activities in other areas
- Economic benefits sharing mechanism, sustainable practices adopted etc

Date: 3 July 2016

Venue: Chamber of Commerce and Industry, Nepalgunj

Time: 2:00 pm

Attendees:

Mr. Krishna Prasad Shrestha, President, Chamber of Commerce and Industry, Nepalgunj
Mr. Ajaya Singh Sijapati, Office Secretary, CCI Nepalgunj
Mr. Kusal Gupta, Officer, CCI Nepalgunj
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development strategy in Mid-west and Far-West Region of Nepal
- Investment opportunities in Bardiya District
- Public Private Consultation Forum of Bardiya district and its objective to promote Nepalgunj as potential tourism hub
- Overall tourism development in Mid-west Region linking with agriculture and other products
- Focal group discussion for integrated tourism destination plan

Date: 4 July 2016

Venue: District Development Committee, Banke, Nepalgunj

Time: 10:30:00 am

Attendees:

Mr. Jiblal Bhusal, Local Development Officer, Banke, Nepalgunj
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development strategy in Mid-west and Far-West Region of Nepal
- Strategic Tourism Development Plan of Banke District, prepared by DDC Banke in association with Nepalgunj CCI and others.
- The major thrust given by the Tourism Strategic Plan

- Basic Goal, objectives and strategies to promote different types of tourism including Eco-tourism, Agro tourism, Cultural tourism, Industrial tourism, Packaged tourism, Industrial tourism, Sports tourism, Home stay, and marketing and promotional activities addressed by the plan.
- Tourism development activities in Banke National Park

Date: 6 July 2016

Venue: IFC /WBG Office, Kathmandu

Time: 10:00:00 am

Attendees:

Ms. Natalia Juanco Corral, Investment Policy Analyst, IFC/WBG

Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Briefing on the first field visits made from consultants
- Discussion on the draft concept paper
- Proposed stakeholder discussions at Dhangadhi, Bardiya, Surkhet and Nepalgunj and IFC's participation
- Further meetings with MoCTCA, DNPWC and IBN

Date: 6 July 2016

Venue: IBN Office, Kathmandu

Time: 3:00:00 pm

Attendees:

Ms. Srijana Bhattarai, Consultant Manager. Local & Social Benefits, IBN

Mr. Prem Khanal, Consultant Senior Community relations Officer, IBN

Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Briefing on the first field visits made from consultants
- Discussion on the draft concept paper
- Proposed stakeholder discussions at Dhangadhi, Bardiya, Surkhet and Nepalgunj and IBN's participation
- Further meetings with MoCTCA,

Date: 6 July 2016

Venue: Ministry of Culture, Tourism and Civil Aviation, Singhadurbar, Kathmandu

Time: 4:00:00 pm

Attendees:

Mr. Dandu, Raj Ghimire, Joint Secretary, MoCTCA
Ms. Srijana Bhattarai, Consultant Manager. Local & Social Benefits, IBN
Mr. Prem Khanal, Consultant Senior Community relations Officer, IBN
Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG
Ms. Lisa Choegyal, TRC
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Integrated Tourism Destination Development Plan of Mid-west and Far-West Region of Nepal and its ownership to be taken jointly by IBN and MoCTCA
- National Tourism Strategy Plan 2016 – 2025 and its interventions for future tourism development in Western Nepal
- Briefing on the first field visits made by consultants
- Briefing on the draft concept paper developed
- Proposed stakeholder discussions at Dhangadhi, Bardiya, Surkhet and Nepalgunj and MoCTCA's participation

Date: 7 July 2016

Venue: Hotel Devotee, Dhangadhi

Time: 4:00:00 pm

Attendees:

Mr. Sanjaya Chaudhary, General Secretary, TDS

Mr. Pramod Pathak, Treasurer, TDS

Mr. Deepak Adhikari, manager, TDS

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- TDS objectives and working modality for Far West Tourism development
- TRC's presentation during Focal group discussion to be held on 9th July
- Tourism development pattern in Far west Nepal
- Key person to be consulted at Mahindranagar, Kanchanpur district

Date: 8 July 2016

Venue: Shuklaphanta Wildlife Reserve, kanchanpur

Time: 12:30 pm

Attendees:

Mr. Bed Kumar Dhakal, Warden, Shuklaphanta Wildlife Reserve, kanchanpur

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Shuklaphanta Wildlife Reserve and its management plan
- Tourist arrivals and income from tourism
- Tourism potential at Shuklaphanta and Mahendranagar

- Tourists profile and their length of stay

Date: 8 July 2016

Venue: Rana Tharu Community Homestay , Bhimdatta Nagarpalika, Ward No. 14, Shuklaphanta

Time: 1:00 pm

Attendees:

Mr. Nathuram Rana, Advisor, Rana Tharu Community Homestay

Ms. Gaumati Rana, Owner, Rana Tharu Community Homestay

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Initiation of homestay development activities in the community
- Visitors profile and their number
- Marketing and promotional activities and support from other organisations
- Homestay rate, culture programs and other income generating activities

Date: 8 July 2016

Venue: District Development Committee, Kanchanpur

Time: 3:30 pm

Attendees:

Mr. Mohan Poudyal, Local Development Officer, Kanchanpur DDC

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development initiatives in Kanchanpur district
- District Periodic Plan

- Future perspective of Kanchanpur district for tourism development
- Major tourism attractions of Kanchanpur district and key tourism players

Date: 8 July 2016

Venue: Hotel New Anand & Mohit Travels & Tourism Pvt. Ltd, Mahendranagar, Kanchanpur

Time: 4:30 pm

Attendees:

Mr. Pramananda Bhandari, Chairman, Shuklaphanta Jungle Cottage, Majagaon, Kanchanpur

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development initiatives in Kanchanpur district
- Tourism pattern and tourists profile
- Future perspective of Kanchanpur district for tourism development
- Major tourism attractions of Kanchanpur district
- Tourism marketing and promotional efforts made
- Cultural tourism packages in Far west tourism destinations
- Integrated tourism development in Mid-West and Far West Regions and packages developed for Rara and Khaptad National Parks
- Special packages for day visitors and long stay visitors in Mahendranagar, Kanchanpur

Date: 9 July 2016

Venue: Kailali Chamber of Commerce and Industry, Dhangadi, Kailali

Time: 10:00 pm

Attendees:

Add names from meeting attendance list

Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Focal Group Discussions held on the following key points:

- Integrated tourism destination development plan of Mid – west and Far- west region

Date: 10 July 2016

Venue: Banana Agro Resort, Tikapur

Time: 12:30 pm

Attendees:

Mr. Kalu Sing Hamal, Tikapur, Kanchanpur
Mr. Saurabh Rijal, Investment Facilitation Expert, IFC/WBG
Ms. Lisa Choegyal, TRC
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- How agro-tourism could be developed as tourism product
- Agro-tourism development in Tikapur and its potential market sources
- Perspective of developing one area with one different agro-tourism product throughout the Karnali corridor
- Agro-tourism as means of sustainable tourism development in Nepal
- How agro-tourism can be linked with Domestic tourism

Date: 11 July 2016

Venue: The Den, Ultimate Adventure Centre, Tikadwara, Bardiya National Park entrance

Time: 16:00 pm

Attendees:

Mr. Ramjan Chaudhary
Ms. Lisa Choegyal, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- The recent trends of foreign, Indian and domestic tourist activities in Bardiya
- Guide service and vision for the future of Bardiya for community tourism
- Issues and challenges operating wildlife and rafting tours in Bardiya
- Handicraft production and sales with Tharu women
- Training, guiding, handicraft, language, awareness, and other training offered by the Den to its members

Date: 12 July 2016

Venue: Banke National Park, Overi, Banke

Time: 11:00 am

Attendees:

Mr. Lal Bahadur Bhandari, Warden, Banke National Park

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- How Bardiya National Park could be developed as tourism product as it being the new National Park
- What are the Tourism Potentials of Bardiya National Park
- Potential investment in and around Bardiya National Park
- Role of Bardiya National Park in the overall tourism development process in Bardiya district and in neighbouring areas

Date: 16 July 2016

Venue: Nepalgunj Airport, Banke

Time: 4:30 pm

Attendees:

Mr. Pratap Babu Tiwari, Director, Civil Aviation Authority of Nepal, Nepalgunj Airport

Ms. Lisa Choegyal, TRC
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Present situation of Nepalgunj Airport and its linkages at other mountain areas
- Flight to Simikot and Pilgrims visit to Kailash Mansarovar
- Future perspective of Nepalgunj Airport for tourism development at Mid-West and Far West regions
- Facilities available at Simikot airport and number of flights in operation during peak and lean seasons
- Nepalgunj airport and its linkages with the National Strategic Tourism Plan
- Role Nepalgunj airport could play for tourism promotion in Rara and Simikot
- Importance of Indian tourism markets for tourism development in the western region

Date: 16 July 2016

Venue: Dwarikas Hotel, Kathmandu

Time: 6pm

Attendees:

Mr. Marcus Cotton, MD Tiger Mountain and former CEO Tiger Tops
Ms. Lisa Choegyal, TRC
Mr. Les Clark, TRC

Discussions held on the following key points:

- Tiger Tops experience pioneering tourism in West Nepal
- Tourism realities for promoting and selling wildlife, trekking and niche market activities in Western Nepal
- Market prospects of expanding into new quality wildlife products in Shuklaphanta and Banke

Date: 16 July 2016

Venue: Dwarikas Hotel, Kathmandu

Time: 7pm

Attendees:

Ms.Ambica Shrestha, tourism industry leader and proprietor Dwarikas Hotel Group
Ms.Sangita Shrestha, MD Dwarikas Hotel Group
Ms. Lisa Choegyal, TRC
Mr. Les Clark, TRC

Discussions held on the following key points:

- Dwarikas aspirations for tourism investments in Western Nepal
- Current market conditions and needs of the industry
- Issues and needs for improved destination management in Western Nepal

Date: 18 July 2016

Venue: Yeti Airlines Corporate Office, Tilganga, Kathmandu

Time: 11:00 am

Attendees:

Mr. Umesh Chandra Rai, CEO, Yeti Airlines, Kathmandu
Ms. Lisa Choegyal, TRC
Mr. Les Clark, TRC
Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Present flight situation and future potential in the Western region of Nepal
- Aviation sector in Nepal and its linkages with the Western Nepal in relation with the National Tourism Strategic Plan (2015 – 2024)
- Seasonality in the aviation sector and air traffic movement in the hilly regions such as Simikot, Rara, Dolpa etc.
- Possible direct air link to Rara from Pokhara and prospective of Jumla airport for tourism development in the western region
- How Nepal could take advantage by plying helicopter services rather than fixed wing aircraft in mountain regions
- Possibility of having intercity flights in Nepal in near future
- Present air tariff and passengers views on pricing policies set by the airline companies
- How Yeti Airlines has seen tourism development in Western Nepal within its 17 years of service period in the region
- How good marketing linkages can have impact on the overall tourism development in the region

Date: 18 July 2016

Venue: Shangrila Hotel, Lazimpat, Kathmandu

Time: 1:30 pm

Attendees:

Mr. Rajendra Bajgain, Executive Chairman, Silver Heritage Investment Pvt. Ltd, Kathmandu

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Mr. Rabi Jung Pandey, TRC

Discussions held on the following key points:

- Tourism development in the major cities of the plains in Nepal
- Marketing pattern and services and facilities to be provided to the tourists from North and South neighbouring countries
- Strategic marketing plan for the upcoming future service outlets to be developed by the company
- High end tourism products development in the western Nepal
- How cross border tourism could be managed with the introduction of entertainment facilities such as Casinos

Date: 18 July 2016

Venue: Shangrila Hotel, Lazimpat, Kathmandu

Time: 15.30 pm

Attendees:

Mr. Roshan Shrestha Deputy CTA GIZ

Mr. Victor Linden Programme Officer Tourism GIZ

Ms. Lisa Choegyal, TRC

Mr. Les Clark, TRC

Discussions held on the following key points:

- GIZ tourism programme activities in Western Nepal, inc support of TDS Dhangadhi
- Perceptions of GIZ team for future of tourism in Western Nepal
- Possible areas of cooperation and coordination in GIZ programme with IFC destination planning and investment projects

Date: 24 July 2016

Venue: Shangrila Hotel, Lazimpat, Kathmandu

Time: 16.00 pm

Attendees:

Mr. Abhishek Pande Co-founder/Business, Honeyguideapps

Mr. Ashish Shrestha Co-founder/Products, Honeyguideapps

Ms. Lisa Choegyal, TRC

Discussions held on the following key points:

- Demonstration of the new Honeyguideapps trekking apps for Nepal trek routes
- Discussions of how these can be used to promote Western Nepal trek routes
- Putting Honeyguide apps in touch with TDS Dhangadhi to work together to achieve this.

APPENDIX 5: FOCAL GROUP CONSULTATIONS

Place: Dhangadhi, Kailali District

Date: 9 July 2016

Venue: Kailali Chamber of Commerce and Industry

Tourism Development Society
Attendance Sheet

Name of Program: Integrated Tourism Development plan for western Nepal.
Date: 09-07-2016
Venue: KCCI

S.N	Name of Participants	Designation	Organisation	Contact No.	Signature
1	Dinesh Raj Bhandari	Past President	Kailali CCI	9858022205	[Signature]
2	Alfred Hamal		Hotel Dinesh	9848426666	[Signature]
3	Dip Bdr Chhetryal	Reporter	Nagarik daily	9858423385	[Signature]
4	D. D. Paul	Reporter	Kantipur	9858038444	[Signature]
5	Dipha Raj Upadhyay	Editor	Pashchim Today	9858424622	[Signature]
6	Deepak Upadhyay	Reporter	News 24 TV	9858420515	[Signature]
7	Pasham Bikram Singh	Sec. General	NATTA FM	9858423452	[Signature]
8	Ravi Jung Pandey	Consultant	T.R.C	9851030783	[Signature]
9	LES Chhetryal	"	T.R.C	9825650568	[Signature]
10	USA Chhetryal	"	T.R.C	9851025894	[Signature]
11	SAURABH PEJAL	Env Facilitation Expert	World Bank Group	9851118301	[Signature]
12					
13					
14					
15					

Prepared by: _____ Checked by: _____ Approved by: _____

Tourism Development Society
Attendance Sheet

Name of Program: Integrated Tourism Development plan for western Nepal
Date: 09-07-2016
Venue: KCCI

S.N	Name of Participants	Designation	Organisation	Contact No.	Signature
1	Gopal Hamal	Central member	F.W.C.C.I.	985842074	[Signature]
2	Pramod Pethak	Treasurer	T.D.S.	9848486680	[Signature]
3	Sanjay Kumar Chaudhary	Gen. Secretary	T.D.S.	985842005	[Signature]
4	Deepak Adhikari	Manager	T.D.S.	9849518723	[Signature]
5	Gaj Raj Pandey	Vice President	KCCI	9858420362	[Signature]
6	Jyoti Bhatta	Executive Director	KCCI	9858420537	[Signature]
7	Laxmi Narayan Chaudhary	President	Bhakra Homestay	9816667331	[Signature]
8	Himesh B.K.	Gen. Secy	Arctic Anchovy		[Signature]
9	Himesh B.K.	Gen. Secy	Arctic Anchovy		[Signature]
10	Suvises Bhatta	Editor	Bimal FM	985842005	[Signature]
11	Shiv Hari Mudhvan	Principal	NAST	091-523332	[Signature]
12					
13					
14					
15					

Prepared by: _____ Checked by: _____ Approved by: _____

Venue: Rhino Lodge Bardiya

[illegible]

Venue: Surkhet Chamber of Commerce and Industry

Ishwar Adhikari Kankarbihar Daily
 Jai Prakash Adhikari Reporter, Kantiapur Daily
 Hari Adhikari Nuo Federation 9848002282
 Ganesh Kanchan Prasad f.z.e. j 9858046046
 Rakesh Kumar K.C. ESDC Surkhet 9848048001
 Binod Dev Pant Director CSIDB 9858052134
 Humraj Paudel Siddhant 9858051660
 Krishna Prasad Gh. Siddhant 9858023470
 Rishi Khanal 9893371529

Place: Nepalgunj, Banke District

Date: 15 July 2016

Venue: Nepalgunj Chamber of Commerce and Industry

आज मिति २०६३/०७/१५ गते बुद्धबन्धुका दिन नेपालगञ्ज उद्योग वाणिज्य संघका अध्यक्ष श्री सुरेश प्रसाद श्रेष्ठको अध्यक्षतामा पाँचवाँ नेपालको रूक्मिण पसेरना विकास योजनाको लागि आन्तरिक विकास विचार विमर्श कार्यक्रम तयस्विकृत महोत्सवावसरको उपस्थितिमा सम्पन्न गरियो ।

उपस्थिति

क्र.सं.	नाम	पद	संस्था/संस्थान	सम्पर्क नम्बर	हस्ताक्षर
१.	श्री सुरेश प्रसाद श्रेष्ठ	अध्यक्ष	नेपालगञ्ज उद्योग वाणिज्य संघ	९८२०२५२०	
२.	श्री शिवलाल पन्थ	प.जि.संस्थापक	वेद प्रगल्भ		
३.	श्री जीवनलाल झुपल	सह.संस्थापक	जि.के.भा.सं.	९८२०२५२०	
४.	श्री सुधीर कुँवर	संस्थापक	ने.सं.सं.	९८२०२५२०	
५.	श्री देवराज शर्मा	संस्थापक	ने.सं.सं.	९८२०२५२०	
६.	Olaf Lampas	Adm. Secy	GIZ	९८२०२५२०	
७.	Laxman Khadka	CEO	Hotel City Palace	९८२०२५२०	
८.	Ashok Paudel	GM	Hotel City Palace	९८२०२५२०	
९.	Nesher Neupane	GM	Hotel City Palace	९८२०२५२०	

क्र.सं.	नाम	पद	संस्था/संस्थान	सम्पर्क नम्बर	हस्ताक्षर
१०.	श्री सुरेश प्रसाद श्रेष्ठ	अध्यक्ष	नेपालगञ्ज उद्योग वाणिज्य संघ	९८२०२५२०	
११.	श्री शिवलाल पन्थ	प.जि.संस्थापक	वेद प्रगल्भ		
१२.	श्री जीवनलाल झुपल	सह.संस्थापक	जि.के.भा.सं.	९८२०२५२०	
१३.	श्री सुधीर कुँवर	संस्थापक	ने.सं.सं.	९८२०२५२०	
१४.	श्री देवराज शर्मा	संस्थापक	ने.सं.सं.	९८२०२५२०	
१५.	Olaf Lampas	Adm. Secy	GIZ	९८२०२५२०	
१६.	Laxman Khadka	CEO	Hotel City Palace	९८२०२५२०	
१७.	Ashok Paudel	GM	Hotel City Palace	९८२०२५२०	
१८.	Nesher Neupane	GM	Hotel City Palace	९८२०२५२०	
१९.	श्री सुरेश प्रसाद श्रेष्ठ	अध्यक्ष	नेपालगञ्ज उद्योग वाणिज्य संघ	९८२०२५२०	
२०.	Hemanta Karmacharya	Editor	Kalpnashro daily	९८२०२५२०	

Validation Workshop

Date: 22 July 2016

Venue: IBN Office, Kathmandu

Mr. Ravi Bhattarai,	Investment Board Nepal	Joint Secretary	bhattarairavi@ibn.gov.np
Mr. Narayan Rupakheti	DNPWC	Management officer	narayanrupakheti@gmail.com
Mr. Sabin Raj Dhakal	MoCTCA	Under Secretary	4211879
Mr. Gobinda Shrestha	MoFSC	Under Secretary	4211567
Mr. Wouter Schalken	IFC World Bank	Senior Private Sector Development Specialist, Tourism	wschalken@worldbank.org
Mr Saurabh Rijal	IFC World Bank	Investment Facilitation Expert	srijal@worldbank.org
Ms Natalia Juanco Corral	IFC World Bank	Investment Policy Analyst	njuancocorral@ifc.org
Mr Sumit Baral	Samarth-NMDP	Tourism Manager	Sumit.Baral@Samarth-Nepal.com
Mr Jigme Lama	Samarth-NMDP	Product development?	jigme.lama@samarth-nepal.com
Ms. Lisa Choegyal	TRC	Consultant	9851025980
Mr. Les Clark	TRC	Consultant	9823650568
Mr. Rabi Jung Pandey	TRC	Consultant	9851038783