

National Wellness Tourism Strategy (2026–2035)

and

Five-Year Strategic Action Plan (2026–2030)



Government of Nepal

Ministry of Culture, Tourism and Civil Aviation

Singhadurbar, Kathmandu, Nepal

2026

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Unofficial Translation

1 Wellness Tourism in Nepal

1.1 Introduction

Due to its natural beauty, geographical diversity, hospitable culture and behavior, and the unity within its cultural and social diversity, Nepal has established itself as a unique tourist destination for visitors of different interests and age groups from around the world. Among the various possibilities within the tourism sector, wellness tourism has recently been emerging as a growing segment in the global tourism market. Historical records and documents indicate that, since ancient times, Nepal has attracted spiritual practitioners, yogis, and healers seeking inner peace and spiritual enlightenment. This demonstrates that the development of the wellness tourism sector in Nepal has evolved naturally and historically. Wellness tourism encompasses aspects such as physical health, mental peace, emotional balance, and spiritual well-being.

Recent policy provisions have further highlighted the importance of the health and wellness tourism sector. Recognizing the need for a wellness tourism strategy to guide the tourism industry and promote Nepal as a competitive and holistic wellness tourism destination, this strategy and action plan have been formulated.

1.2 Need for Wellness Tourism in Nepal

Nepal possesses immense potential for wellness tourism due to its unique cultural heritage, spiritual traditions, and natural environment. Despite the rapid expansion of the global wellness economy, Nepal's traditional healing practices and peaceful natural retreats have not yet been fully utilized. The growing demand for wellness tourism presents an opportunity for the development of sustainable tourism. It can also help reduce dependence on seasonal adventure tourism and conventional cultural tourism, while contributing to improvements in Nepal's travel and tourism development indicators in the global market.

The unique combination of natural beauty, cultural richness, and spiritual dimensions makes Nepal one of the world's most attractive destinations for wellness tourism. By utilizing its historical sites, traditional healing practices, peaceful environment, and affordable options, Nepal can provide authentic and globally competitive wellness experiences.

Nepal's policies and plans have incorporated health and wellness tourism as a strategic area of development alongside tourism. The Investment Board Nepal has included wellness tourism among its priority sectors for potential investment. Based on this, it is anticipated that new partnerships, regulatory systems, and promotional initiatives for development will receive stronger institutional support in the future.

This strategy encompasses four major areas: Spa and massage, Ayurvedic Clinics, Yoga and Meditation, and Spirituality and Healing.

2 Vision, Mission, Goals and Strategic Foundations

2.1 Vision

“Wellness Tourism Destination Nepal, Foundation for Economic Prosperity”

2.2 Mission

To develop and promote Nepal’s wellness tourism sector through authentic traditional practices, world-class facilities, skilled professionals and responsible environmental stewardship, while preserving cultural and natural heritage, delivering measurable wellness benefits to visitors, and ensuring inclusive economic growth.

2.3 Goals

These goals translate the vision and mission into clear strategic directions. The proposed strategies are pragmatic and realistic for Nepal with a historical foundation in wellness tourism.

Goal 1: Transform Nepal from a mountaineering, trekking and adventure-only image into a recognized holistic wellness destination

- The number of wellness-oriented travellers will expand to 11% of international tourist arrivals by 2030 beginning from their current small numbers.

Goal 2: Develop a diverse portfolio of high quality, Nepal specific wellness products and destinations.

- By 2030, establish at least five wellness hubs with integrated wellness facilities.
- By 2035, Nepal wellness sector will achieve high visitor satisfaction levels (average rating $\geq$ 8.5/10).

Goal 3: Build trust through clear quality standards, certification and safe, reliable infrastructure.

- The National Wellness Standards and Code of Conduct will become operational by the end of 2027. By 2030 all major wellness tourism facilities are certified fulfilling the basic national requirements and Nepal's framework is internationally recognized and aligned with the international best practices.

Goal 4: Develop an experienced pool of wellness professionals who will provide services and ensure inclusive benefits to the local community.

- By 2030, train and certify 2000 new wellness professionals through accredited programs in Nepal. Ensure at least 30% of new jobs created in wellness tourism go to women, youth and local communities.

Goal 5: Promote a strong brand visibility and grow Nepal’s share of regional and global wellness travel.

- By 2027, launch a dedicated “Wellness Nepal” marketing initiative.

2.4 Objectives

The following objectives convert the broad goals into specific outcomes which can be measured.

Objective 1: Establish a network of integrated wellness centres which will serve as a base to establish Nepal as a wellness destination.

Objective 2: Create substantial economic value which should include various types of economic benefits.

Objective 3: Build and train a certified wellness workforce which will meet international standards.

Objective 4: Achieve recognition for authentic Himalayan wellness services that guests seek and come.

Objective 5: Ensure wellness tourism operations protect Nepal's social and environmental assets instead of causing damage.

Unofficial Translation

3 Strategy and Policy Action

3.1 Destination Development and Product Innovation Strategy

This strategy will support the development of integrated wellness destinations by incorporating cultural heritage and natural attractions while promoting business innovation and entrepreneurship. The strategic approaches of this strategy are as follows:

Policy Action

1. *Identify and Develop Wellness Hubs*

Through the identification and development of integrated wellness centres, this strategy has selected several strategic locations to establish wellness destinations capable of offering transformative life experiences to visitors.

- **Kathmandu Valley: Spiritual and Cultural Integration:** The historic city of Kathmandu serves as a Himalayan wisdom centre which contains multiple Buddhist temples and healing shrines and heritage yoga centres and spas. The hub will focus on providing spiritual and cultural wellness activities which include Buddhist meditation and energy healing and yoga teacher training and sacred rituals to establish the Valley as Nepal's leading destination for spiritual travellers and holistic education.
- **Pokhara and Annapurna Region: Nature Immersion and Yoga Capital:** Pokhara can be promoted as Nepal's Yoga Capital because of its beautiful lakes and mountain scenery which will include lakeside wellness resorts and forest-based healing trails and nature-based retreats. The Annapurna trails will provide wellness trekking circuits which combine physical activity with mindfulness practices and herbal treatments and scenic rejuvenation.
- **Lumbini: Spiritual Wellness Sanctuary:** As the birthplace of the Buddha, Lumbini can evolve into a global spiritual wellness sanctuary. The program will offer three main programming elements which include monastery-based meditation retreats and mindfulness centres and pilgrimage-wellness itineraries that combine Buddhist teachings with peaceful monastic settings.
- **Hill Stations (e.g., Nagarkot, Dhulikhel, Sarangkot): Eco-Retreats and Community Wellness Villages:** These accessible hill towns can adopt wellness development through community-based initiatives. Development of properties that operate as eco-retreats which combine yoga shalas with organic farm-to-table dining and wellness homestays to support regenerative tourism and local business development.
- **High Himalayas (e.g., Manang, Mustang): Altitude Wellness and Remote Spiritual Immersion:** The elevated mountainous areas can provide guests with high-altitude wellness programs which include staying at monasteries, practicing deep meditation and shamanic healing and seeking spiritual solitude. The facilities will attract seasoned

practitioners and adventure-wellness travellers who want to experience deep transformation through their visits to unique outdoor locations.

The development of wellness tourism in Nepal could be piloted through these carefully selected hubs which will create integrated destination experiences that include complete wellness services.

2. Innovative Product Development

The development and promotion of unique wellness products which deliver high impact results will be primary to establish Nepal as a wellness travel destination. It is important to shift from the current practices of providing fragmented, incidental offerings into purposeful and globally appealing experiences which highlight Nepal's distinct natural beauty, spiritual and cultural heritage.

The following product categories represent signature experiences which will establish Nepal as a wellness tourism destination that attracts both primary wellness travelers and secondary wellness travelers who seek wellness experiences as part of a broader itinerary.

Flagship Product Categories

- **Wellness Trekking Circuits:** Develop multi-day trekking tours which integrate yoga practice with meditation sessions, herbal treatment programs, and traditional medicine. The program combines physical body movements with spiritual practices which use Nepal's natural landscapes and ethno-botanical knowledge. Examples include Mindful Annapurna Circuit, Everest Base Camp Wellness Trek and Langtang Valley Meditation Trek.
- **Monastery Meditation Retreats:** Operates residential programs which take place in Buddhist monasteries where visitors engage in guided meditation and practice mindfulness and spiritual learnings. The authentic spiritual experiences in Nepal exist because of its active Buddhist-Hindu religious practices and its operational monastic facilities.
- **Ayurveda and Detox Retreats:** Develop and promote 7–14-day Panchakarma-based detox programs using local Himalayan herbs and traditional practices, positioned as affordable “Himalayan Ayurveda.” The unique market position of Nepal emerges from its varying altitudes, purity and ancient wellness systems providing a unique advantage compared to other regional peers.
- **Sound and Energy Healing Journeys:** The Himalayan Healing Journeys program offers complete wellness experiences through its combination of Nepali traditional healing methods which include singing bowl therapy, Reiki, and indigenous shamanic rituals. They will cater to people across the world who have developed keen interest in energy-based treatments and alternative health solutions.

- **Yoga + Adventure Packages:** Nepal offers visitors a chance to experience its world-famous adventure activities through yoga and wellness practices while they trek, raft and explore the local culture. Design special travel packages which combine exciting activities with spiritual experiences through its wellness recovery programs based on farms and rural retreats.
- **Seasonal Wellness Programming:** Align wellness product offerings with Nepal's natural seasonal patterns and the Ayurvedic calendar to enhance therapeutic outcomes and establish a distinctive market positioning. Seasonal detox retreats can be designed to operate year-round, guided by the Ayurvedic concept of Ritucharya, ensuring that programs are synchronized with climatic transitions to optimize health results.
 - **Monsoon Detox (June–September):** Organize monsoon detox retreats during this period, offering Ayurvedic cleansing and purification therapies.
 - **Winter Immunity Program (November–January):** Conduct winter wellness programs focused on thermal therapies, herbal tonics, and immunity-boosting treatments to help strengthen the body during colder months.
 - **Spring Renewal (February–May):** Implement spring renewal programs featuring outdoor yoga practices, nature-based activities, and energy-balancing sessions.
 - **Autumn Gratitude (September–November):** Promote autumn gratitude programs aligned with the harvest season, incorporating forest bathing, self-reflection, and healthy local food experiences.

3. *Pilot Projects and Flagship Facilities*

To build up the momentum and demonstrate its potential as a premier wellness travel destination it would be important to launch specific high-impact pilot projects. These programs will function as demonstration projects and serve as proof-of-concept, displaying the quality, viability, and diversity of integrated wellness experiences in Nepal.

- **Flagship Himalayan Wellness Retreat Center:** By the end of 2027, partner with the private sector to establish an international-standard wellness retreat in either Pokhara or Kathmandu Valley. The center will offer full suite of spa, yoga, meditation, and holistic therapies, establishing itself as a premium wellness destination to draw wellness travelers.
- **Wellness Village in Lumbini:** Establish a monastic retreat model in Lumbini- the birthplace of the Buddha where visitors can experience the combination of meditation, Ayurvedic healing, mindful living, and cultural immersion in a serene environment. The village will blend religious spirituality with therapeutic wellness services in a format accessible to both pilgrims and global wellness travellers.
- **Boutique Hill Station Wellness Village (e.g., Nagarkot):** A community-owned eco-village featuring lodges, a communal yoga shala, farm-to-table organic dining and traditional herbal therapies. The mid-market product provides budget-friendly wellness retreats which allow travelers to experience authentic local culture.

4. Leverage Cultural and Natural Assets

Nepal's main strength for wellness tourism lies in its authenticity because it draws from traditional spiritual practices, rich cultural rituals, and pristine natural environments. All wellness products must reflect this uniqueness through thoughtful integration of local elements that create a deep sense of place and purpose.

- **Traditional Therapies and Botanicals:** The spa and wellness center should use locally available healing plants and oils together with traditional methods to create treatments which include Himalayan herbal baths and Terai mustard oil therapies and incense made from local plants.
- **Cultural Wellness Rituals:** The spiritual activities within the itineraries should include chanting in the temples/monasteries at dawn, astrology sessions, prayer rituals, and traditional purification ceremonies to enable visitors to experience Nepal's active cultural heritage.
- **Nature-Immersive Experiences:** The wellness programs should use Nepal's natural beauty to create nature-based experiences which include mountain-view yoga sessions, meditation by waterfalls, forest bathing in national parks and riverside mindfulness walks.

5. Foster Innovation and Investment

Development of Nepal as a wellness travel destination needs both local business development and international business partnerships. This includes empowering innovators, attracting responsible investment and encouraging diverse business models that align with Nepal's cultural and ecological values. Key actions include:

- **Innovation Challenge and Incubation Support:** Special initiatives will be undertaken to identify and support wellness tourism enterprises focused on technology-friendly wellness solutions, innovative retreat concepts, wellness platforms, and authentic healthy food products. Financial support will be provided to new business concepts through grant and financing support programmes, alongside necessary mentoring and assistance for market access.
- **Public-Private Partnerships:** A clear public-private partnership framework will be developed to support infrastructure development for wellness parks, thermal spa resorts, and integrated wellness zones.
- **Attract International Expertise:** Global wellness brands and institutions will be actively engaged through joint ventures and collaborative partnerships.
- **Adaptive Reuse of Infrastructure:** Infrastructure and land assets will be optimized and repurposed through Build-Own-Operate-Transfer (BOOT) financing models.

6. Product Design Philosophy

To ensure authenticity, impact and market readiness all wellness tourism products being developed can be guided by five core design principles:

- **Beyond a List of Services: Creating a Transformative Experience:** Each wellness offering will be designed not merely as a service package, but as a holistic journey. The experience will begin with the visitor's arrival and grounding, gradually guiding them through a process of personal transformation, and concluding with renewal, reflection, and integration of new energy.
- **Integration of Diverse Practices:** Effective wellness programmes will not focus solely on yoga, but will comprehensively integrate meditation, Ayurvedic practices, nature immersion, spa experiences, and traditional cultural rituals.
- **Ensuring Measurable Transformation:** Tourism services and facilities will be designed to deliver tangible and clearly perceptible health and wellness benefits to visitors.
- **Showcasing Nepal's Unique Identity:** All tourism services and facilities will reflect Nepal's Himalayan beauty, distinctive spiritual traditions, indigenous healing practices, and warm hospitality. Nepal's authentic values and traditions will be positioned as key competitive advantages in the global market.
- **Hassle-Free Booking and Easy Accessibility:** Service booking systems will be made simple and transparent through digital platforms, ensuring easy access to travel programmes, bundled wellness services, and pricing information. The principles enable Nepal to create authentic high-quality wellness tourism products which compete successfully in the worldwide market.

7. Implementation Strategy:

This strategy prioritizes a phased implementation approach to ensure compliance with quality standards. It aims to build sustained market confidence and ensure excellence in initial services before pursuing broader expansion.

- **Phase 1: Perfect the Flagship (2026–2027):** During this phase, 5 to 8 premium wellness facilities will be established in collaboration with 10 to 15 certified operators. The primary focus will be on service refinement, workforce training, and outcome measurement. The strategy aims to attract 500 to 1,000 international visitors during this period to validate service effectiveness, with a revenue target of approximately USD 1–2 million.
- **Phase 2: Scale What Works (2028–2029):** Building on the success of the first phase, more than 10 signature wellness facilities will be expanded across major tourism hubs in partnership with over 40 certified operators. This phase will also introduce an integrated booking platform and aggressive international marketing initiatives. The target is to serve 3,000 to 5,000 wellness travellers annually and generate revenues of approximately USD 6–12 million.

- **Phase 3: Reach Market Maturity (2030 onward):** In this phase, more than 25 specialized wellness programmes will be operated to cater to diverse segments and types of visitors. Nepal will be positioned as a leading global wellness destination, with wellness trails, Himalayan Ayurveda, and monastic meditation practices serving as its core pillars. The market is expected to reach its full potential by attracting more than 10,000 visitors annually and generating revenues of approximately USD 20–30 million.

3.2 Legal and Institutional Framework

The implementation of this strategy will help establish a strong foundation for effective leadership, promote multi-stakeholder collaboration, and maintain stable policy and institutional mechanisms capable of responding flexibly to the evolving demands of wellness tourism.

The Tourism Policy 2082 and the national budget for FY 2082/83 have formally recognized and prioritized wellness tourism through promotional activities and supportive policy measures. The Investment Board Nepal has also identified wellness tourism as a key investment focus within its tourism sector portfolio. Under this strategy, the following strategic approaches have been proposed:

Policy Actions

1. Inter-Agency Coordination Committee

The Ministry of Culture, Tourism and Civil Aviation will establish an Inter-Agency Coordination Committee to coordinate matters related to wellness tourism. The committee will include representatives from key ministries and agencies, including tourism; health (including the Department of Ayurveda and Alternative Medicine); forests and environment (for medicinal herbs and natural sites); education and skills development institutions such as the Council for Technical Education and Vocational Training (CTEVT) and the Nepal Academy of Tourism, Hotel and Mountaineering (NATHM); the Nepal Tourism Board; and the Investment Board Nepal. The committee will also include representatives from the private sector and experts from the wellness sector.

2. Regulatory Framework

a. Environmental and Sustainability Standards for Wellness Infrastructure and Facilities:

To strengthen Nepal's commitment to sustainability, mandatory environmental and sustainability standards will be incorporated into the licensing framework for all wellness-related infrastructure and facilities.

b. Professional Code of Conduct for Wellness Practitioners: The Ministry of Health and Population, in coordination with relevant councils and professional bodies, will formulate a professional code of conduct for yoga instructors, Ayurveda practitioners, spa and massage therapists, and energy healers. The code will define professional boundaries and standards of practice to further professionalize the wellness sector workforce.

c. Consumer Protection Guidelines: Consumer protection guidelines will be issued requiring wellness service providers to clearly disclose comprehensive service information, practitioner qualifications, programme risks, and the responsibilities of guests and participants.

d. Voluntary Self-Certification and Orientation: Wellness service providers will be encouraged to undertake voluntary self-certification and orientation on wellness standards. Providers will be required to self-declare that their services comply with established standards and guidelines.

3.3 Infrastructure and Quality Standards Strategy

To develop globally competitive wellness tourism products and realize the sector's full potential, both high-quality physical infrastructure and a robust quality assurance system are essential. Two fundamental components are required for this purpose. The first is physical infrastructure, including reliable transportation systems, electricity and water supply networks, digital connectivity, and effective sanitation services. The second is service infrastructure, which includes service quality standards, certification programmes, accreditation systems, and health and safety measures. Under this strategy, the following strategic approaches have been proposed:

Policy Action

1. *Physical Infrastructure Development for Wellness Tourism*

The goal of Nepal to become a globally recognised wellness tourism hub depends on its ability to deliver clean, safe and connected experiences in harmony with the natural environment. Wellness travellers are highly sensitive to issues such as hygiene, access and peaceful surroundings. The framework establishes a clear and planned approach to build both basic national infrastructure and targeted infrastructure for specific locations throughout the nation.

- **Foundational Improvements in Wellness Hubs:** To establish a baseline standard of comfort and safety, investments in foundational infrastructure across government identified wellness hubs shall be prioritised. This should include better road connections to retreat centres and spiritual locations together with dependable power supply and pure drinking water and enhanced waste disposal and sanitation facilities. Remote wellness locations need broadband internet and mobile connectivity to run their safety systems and digital booking systems.
- **Cluster-Based Infrastructure Development:** Rather than developing scattered small-scale wellness zones across the country, a strategy will be adopted to concentrate infrastructure improvements within selected wellness clusters. These clusters will serve as model destinations for integrated wellness services and will be supported through coordinated infrastructure planning. For example, the Lakeside area of Pokhara could be developed as a pedestrian wellness corridor featuring community yoga gardens, shared meditation spaces, and enhanced visitor information systems. In the Kathmandu Valley,

spiritual wellness circuits could be created by connecting monasteries and sacred sites through basic walking trails, interpretive signage, and designated rest areas. The master plan of Lumbini could support the establishment of an international-standard Buddhist wellness zone as a global model destination. In Chitwan, programmes could be advanced to integrate nature-based tourism with community-operated spa and yoga services. The overall implementation process will be carried out in coordination with local development plans and through a phased, partnership-based approach while ensuring compliance with environmental protection standards.

- **Infrastructure as a Catalyst for Wellness Innovation:** Infrastructure investments will serve not only to meet baseline expectations but to enable the development of innovative products which will improve visitor experiences. The infrastructure needs to transform into a creative platform which should include forest bathing trails and rooftop yoga decks with panoramic views and shared areas for performing traditional therapies. These initiatives will need to be promoted through public-private partnerships and community participation. Throughout, the priority will be to maintain the cultural and natural essence of Nepal's wellness landscapes during all infrastructure development work. The facilities will have designs which match their surroundings while they present elements that represent Nepalese values which include basic design and environmentally friendly construction and spiritual authenticity.

2. Development and promotion of Nepal Wellness Quality Standards (NWQS)

The Nepal Wellness Quality Standards (NWQS) will serve as a national certification system. These standards will establish Nepal as a credible wellness travel destination for international visitors. The NWQS will implement a three-tier certification system which includes.

- **Bronze (Nepal Wellness Certified):** This is the entry-level certification tier. Under this category, wellness centres and institutions are required to meet minimum basic standards of quality and safety.
- **Silver (Nepal Wellness Excellence):** This tier recognizes centres that provide high-quality services, maintain well-structured operational systems, and ensure regular training and capacity-building programmes for their staff.
- **Gold (Nepal Wellness Sanctuary):** This is the highest level of certification. It is awarded to exemplary service providers that deliver internationally benchmarked holistic wellness programmes, adopt strong sustainability practices, and systematically integrate community participation into their operations.

Certification protocols will be adapted to the diverse types of wellness operators in Nepal, such as traditional ashrams, community-based centres, and high-end wellness resorts, according to their respective needs and operational contexts. At the same time, these protocols will be aligned with relevant international standards for wellness services, such as ISO 17679.

3. Practitioner Licensing and Registration

The establishment of Nepal as a global wellness destination needs both quality wellness facilities and skilled, qualified and trustworthy practitioners. To ensure professionalism, safeguard traveller well-being and build credibility in international markets, Nepal will introduce a practitioner licensing and registration system across key wellness disciplines. In the initial phase, this system will focus on the following three main categories:

- **Yoga and Meditation Teachers:** Registration will be based on internationally recognized training hours (for example, certified 200-hour or 500-hour yoga teacher training programmes), verified teaching experience, and, where relevant, formal recognition of traditional guru–shishya (teacher–disciple) lineage.
- **Spa and Massage Therapists:** Assessment will be based on nationally recognized technical and vocational qualifications, along with practical skill assessments. The evaluation process will be aligned with international wellness service standards.
- **Ayurvedic and Traditional Healers:** Certification will be based on formal academic qualifications and registration with relevant professional councils. This includes recognized degrees such as Bachelor’s or Master’s degrees in Ayurveda and related medical sciences, as well as certified Ayurvedic health assistant qualifications. Provision will also be made for practitioners trained under traditional systems to be certified through appropriate mechanisms, thereby preserving the authenticity of indigenous and local healing practices.

All certified wellness tourism facilities will be required to employ licensed practitioners. The registration process requires professionals to finish continuing education programs while they must follow a professional ethics code which helps them maintain their expertise and professional conduct. This practice balances modern quality assurance with respect for Nepal’s diverse healing traditions, enabling the integration of formal and indigenous knowledge while protecting the integrity and safety of the wellness experience.

4. Health, Safety and Hygiene Protocols

All certified wellness tourism facilities need to create full health and safety protocols which support guest safety while they maintain Nepal's reputation and create standardized industry practices. The established protocols will use ISO 17679 (Wellness Spa Services) and GSTC (Global Sustainable Tourism Criteria) frameworks which will be customised to suit Nepal's current operational environment and available resources.

The established protocols will protect essential wellness service segments which include spa operations, yoga and meditation safety, Ayurvedic treatment methods, food handling and communicable disease preparedness. All facilities that want to get NWQS certification need to follow established compliance rules which require all staff members to receive necessary training to implement these systems effectively.

The organization needs to establish the following key requirements:

- **Sanitation and Hygiene Management:** All areas used by guests must be maintained in a fully clean, dust-free, and pathogen-free condition. Regular cleaning, pest control measures, and continuous monitoring of hygienic environments will be made mandatory.
- **Health Screening System:** All participants engaging in intensive wellness activities such as detox programmes, fasting practices, and challenging trekking activities must undergo pre-health screening and receive appropriate medical consultation.
- **Rights Awareness and Emergency Response System:** Procedures will be developed to ensure participants are clearly informed about their rights, service conditions, and safety arrangements. An effective emergency response system will be established in coordination with local health institutions.
- **Food and Drinking Water Safety Standards:** Strict and effective standards for food hygiene and safe drinking water supply will be implemented, particularly in remote and environmentally sensitive retreat locations.
- **Infectious Disease Prevention and Control Measures:** Building on lessons learned from the COVID-19 pandemic, clear protocols for the prevention, detection, and control of infectious diseases will be developed and enforced. The implementation of these protocols, Nepal will build trust with wellness travellers, reduce risks and reinforce its commitment to delivering safe, high-quality wellness experiences which respect local traditions and natural surroundings.

3.4 Investment and Enabling Environment Strategy

To attract both domestic and foreign investment for the development of infrastructure, facilities, and services in Nepal's wellness tourism sector, an open, transparent, and competitive investment environment will be ensured. This will be achieved through financial incentives, simplified and predictable regulatory frameworks, mobilization of innovative financial instruments, and the effective implementation of strategic public-private partnerships.

Policy Actions

1. *Establishment of a One-Stop Investment Facilitation Mechanism*

To expand access for entrepreneurs and wellness service providers to small and medium enterprise credit schemes, green financial instruments, and grants and financial tools provided by development partners and donor agencies, a dedicated Wellness Investment One-Stop Facilitation Mechanism will be established under the Investment Board Nepal or the tourism authority. This mechanism will function as a coordination and contact point between financial institutions and development partners.

2. *Investment Incentives*

The Government of Nepal will design and implement a targeted and effective investment incentive package to attract diverse investors, ranging from international resort operators to local entrepreneurs. The package will provide financial and non-financial incentives based on

investment scale, technology transfer, job creation, and contribution to environmental sustainability.

3. Establishment of a Wellness Tourism Development Fund

To address financial access constraints in the sector, a “Nepal Wellness Tourism Development Fund” will be established in collaboration with development partners and private sector investors, including private equity and venture capital providers. Through this fund, a blended finance mechanism will mobilize a range of financial instruments, including concessional loans for large anchor projects, targeted credit for SMEs in expansion phases, microfinance support for homestays and herbal cooperatives, and innovation grants for wellness technology startups and digital platforms.

4. Public–Private Partnerships

Priority will be given to public–private partnership models for the development of wellness parks in Pokhara and Lumbini, transformation of heritage and cultural sites into wellness centres, development of thermal water resources, and implementation of large-scale projects in collaboration with international resort companies.

5. Green Finance and Eco-Wellness Bonds

To align environmental sustainability with wellness tourism development, eco-wellness bonds will be issued to mobilize long-term financing for carbon-neutral resorts, water-efficient spa facilities, green building-certified retreats, and nature-based wellness infrastructure. Investors and operators meeting national sustainability and environmental standards will also be eligible for concessional green credit facilities.

6. Foreign Investment Promotion

The Government of Nepal will actively engage in targeted and strategic outreach to the global wellness investment community to attract foreign direct investment (FDI), through coordinated promotion, partnerships, and international collaboration.

7. Domestic Investment Promotion

The "Wellness Enterprise Incubation Program" will be implemented to enhance and strengthen the investment readiness of local entrepreneurs. Through this program, services such as consultancy, assistance in business plan preparation, training on investment pitching skills, and opportunities for access to seed capital for early-stage (startup) enterprises will be provided.

3.5 Human Capital and Skills Development Strategy

Through the expansion of high-quality training programmes, formalization of professional standards, and establishment of clear career development pathways, Nepal’s wellness workforce will be made globally competitive while preserving traditional knowledge, authenticity, and cultural integrity. At the same time, this strategy will prioritize the development of inclusive and

equitable human capital by creating skills development and decent employment opportunities for women, youth, and marginalized communities across the country. Under this framework, the following strategic approaches have been proposed:

Policy Actions

1. Integrate and adopt a three-track training system

To address the growing demand in the wellness tourism sector and enhance service quality, a three-path training system will be adopted with the objective of developing certified, client-friendly, and culturally competent human resources

- **Track 1: Professional Certification Programs-** From Track 1, formal certification programmes will be implemented in four key wellness sub-sectors: spa and massage therapy, yoga and meditation instruction, Ayurvedic wellness services, and spiritual healing assistance. These programmes will be developed and delivered in collaboration with accredited academic institutions and leading wellness service centres. A modular learning system will be adopted to ensure national recognition while also meeting both national and international regulatory standards.
- **Track 2: Skills Upgrading and Continuing Education-** Short-term targeted training programmes will be introduced to enhance the professional capacity of currently active wellness practitioners. These programmes will provide knowledge on modern technologies, digital solutions, and specialized wellness service innovations.
- **Track 3: Crosscutting Skills -** This pathway will focus on developing essential professional, linguistic, and interpersonal skills required for effective guest interaction and service delivery. It will include wellness-related English language training, quality service delivery standards, cultural sensitivity, and communication and behavioral competencies required for key international source markets.

2. Human Resource Management

To make the wellness tourism sector professional and competitive, a targeted campaign will be implemented in collaboration with the industry to attract, motivate, and retain skilled wellness professionals. A clear career development pathway will be developed to guide the professional growth of personnel engaged in wellness services. Under this framework, employees working as spa therapists, yoga instructors, and Ayurvedic assistants will be provided with opportunities to progress gradually toward roles such as trainers, managers, and entrepreneurs.

Minimum wage standards for key positions will be defined and linked to service licensing and institutional quality certification, thereby ensuring fair remuneration systems in certified wellness institutions. To promote excellence and create inspirational benchmarks, national-level awards such as “Best Spa Therapist” and “Best Yoga Instructor” will be introduced on an annual basis.

To support continuous professional development, a joint government–industry Continuing Education Fund will be established. This fund will provide up to 50 percent subsidy for training costs for professionals pursuing further studies and advanced training.

3. Institutional Development and Partnerships

A National Wellness Training Academy will be established as the central academic institution, expanding its network at federal and provincial levels to deliver specialized curricula, training programmes, and research activities in the wellness sector.

Under the national training system, the technical and vocational education framework of the Council for Technical Education and Vocational Training and academic programmes of the Nepal Academy of Tourism, Hotel and Mountaineering will incorporate wellness-specific courses such as yoga instructor training, spa therapy, and retreat management.

In addition, tourism and hospitality education programmes will be enriched with wellness tourism content to enhance curriculum relevance. International partnerships will also be promoted with academic institutions in countries such as India and Thailand, as well as other countries with best practices in wellness tourism, for faculty exchange, capacity-building training, and curriculum development.

3.6 Market Development and Brand Positioning Strategy

Wellness experiences based on spiritual depth, natural serenity, and cultural authenticity will be promoted through effective market access, public trust, and strategic brand development. For this purpose, global understanding of Nepal's unique wellness offerings will be enhanced by targeting high-potential market segments and promoting certified wellness destinations and services. At the same time, a strong wellness tourism base will be expanded while safeguarding cultural and environmental values.

Policy Actions

1. Build a Clear Wellness Brand for Nepal

Nepal's wellness brand will build its distinct identity on the foundations of spiritual authenticity, cultural heritage, holistic healing, and the serene environment of the Himalayan region. It will position Nepal as a "Himalayan Wellness Sanctuary," with the goal of promoting transformative wellness experiences grounded in living cultural heritage and natural surroundings. Brand promotion materials will be guided by an integrated visual and narrative identity system, which will define standards for logo design, colour palette, messaging guidelines, and tone of voice.

2. Define Priority Markets and Segments

To maximize market access, tourist participation, and business conversion rates, the wellness tourism promotion strategy will focus on specific visitor segments and key international markets. The major target segments for the development of Nepal's wellness tourism are as follows:

- **International yoga practitioners** who want to experience complete teacher training, retreats and long-term stays.
- **Spiritual seekers** who practice spirituality and want to experience culturally based activities including staying at monasteries and practicing silent meditation and following wellness paths during pilgrimages.
- **Health and wellness tourists** pursuing Ayurveda, detox and preventive care, especially in structured program settings.
- **Adventure-wellness hybrids** combining trekking, rafting, nature exploration with restorative practices including massage, yoga and hot springs.
- **Spa and leisure wellness travellers** looking for short-stay, relaxation-focused experiences including massage services, thermal baths and nature-based rejuvenation particularly among couples, solo travellers and midlife professionals.
- **Corporate wellness groups** and leadership retreats for the internal team and staff members to manage stress through mindfulness practices that developed their teamwork abilities.
- **Family wellness travellers** consisting of multi-generational groups who want to experience accessible and inclusive programs which combine cultural exploration with light physical activities and wellness practices.

The marketing strategy for each segment includes specific content and handpicked travel examples which include "Trek and Restore" and "Himalayan Healing Journey" and "Mindfulness in Monasteries" to guide both travellers and operators.

The Geographic Market Prioritization strategy will concentrate on:

- **Tier 1** markets like USA, Europe, Germany, UK, Australia because these are mature wellness travel markets with a strong interest in authentic, spiritual and nature-based healing.
- **Tier 2** markets consist of Japan, South Korea, India and the Middle East because these locations offer close geographical access, increasing wellness awareness and interest and growing outbound travel.
- **Tier 3** markets consist of China, Brazil and France because of growing interest in high-value wellness travel, to be explored through targeted campaigns.

3. Integrated Marketing and Promotion

Nepal will adopt a pragmatic, digital-first marketing strategy to position itself as a credible and compelling wellness destination. Given resource constraints and the digital behaviour of wellness travellers, promotional efforts will prioritize cost-effective, high-impact tools focused on storytelling, visibility and credibility.

- **Digital Promotion:** As the primary mechanism for establishing effective international market linkages, digital promotion will be adopted as the core access strategy. The Nepal Tourism Board will develop a portal or supporting website titled "Heal in Nepal." This

portal will include a directory of certified wellness service providers, curated retreat packages, thematic travel options, and essential information for tourists.

- **Social Media Campaigns:** Social media campaigns will showcase authentic wellness stories of Nepal through short videos, profiles of wellness practitioners, and testimonials from tourists. The content will feature sunrise yoga sessions near Himalayan lakes, monastery-based meditation practices, sound healing therapies, and traditional Ayurvedic healing methods. By encouraging the sharing of experiences between local experts and visitors, the strategy will promote user-generated content and collaboration with influencers to expand reach and build trust in Nepal's wellness tourism offerings.
- **International PR and Traditional Marketing:** Participation will be ensured in global wellness and tourism platforms such as ITB Berlin and the Global Wellness Summit, along with promotional activities through targeted media channels and influential personalities/influencers. In coordination with the Nepal Tourism Board, annual familiarization (FAM) trips will be organized for international tour operators, journalists, and wellness tourism promoters, providing them with firsthand experience of Nepal's authentic wellness centres, services, and products. Editorial coverage will also be facilitated in leading wellness media outlets, blogs, and vlogs to strengthen the global credibility and visibility of Nepal's wellness tourism sector.
- **Strategic Partnerships:** Distribution networks will be expanded through collaboration with online travel agencies (OTAs), international wellness booking platforms (such as BookYogaRetreats and SpaFinder), airlines, and tour operators to jointly promote wellness tourism products. In partnership with certified service providers, specialized wellness travel packages will be developed to ensure quality and consistency of offerings.
- **Domestic and Regional Market Activation Programmes:** In order to maintain year-round market demand, domestic wellness promotion programmes will be implemented alongside international marketing activities. Targeted campaigns will position wellness tourism as an integral part of the Nepali lifestyle, encouraging urban residents to undertake short wellness retreats focused on weekends and stress management. These platforms will particularly target working professionals, their families, and corporate employee groups through customized wellness packages and locally relevant promotional messaging. Furthermore, the wellness tourism strategy will be aligned with national health and mental well-being promotion initiatives to strengthen domestic awareness and participation in wellness tourism.

4. Brand Trust and Product Visibility

As Nepal builds its wellness tourism brand, ensuring trust and visibility is essential to attract discerning travellers and industry partners. The strategy fulfils two objectives by tracking quality standards, and it recognizes exceptional performance through its delivery of authentic wellness experiences through powerful storytelling and efficient visual communication methods.

- **Nepal Wellness Seal:** To strengthen Nepal’s credibility as a wellness destination and ensure alignment between branding and on-the-ground quality, a set of brand trust tools and promotional content assets will be developed. Central to this will be the introduction of the “Nepal Wellness Seal” a visible certification mark awarded to facilities that meet national wellness standards. The seal will appear across websites together with promotional content and physical locations to demonstrate safety standards and professional expertise and genuine experiences for travellers who visit from within the country and abroad.
- **Wellness Excellence Awards:** The “Annual Wellness Excellence Awards” will simultaneously honour facilities and practitioners and wellness service delivery innovations which demonstrate exceptional performance. The awards system serves two purposes by creating industry competition through their awards program and by showing Nepal's leading products to international markets.
- **Wellness guidebooks:** The global promotion initiative through the development of high-quality “visual and narrative assets” including the storytelling materials which will include wellness travel guidebooks, image and video libraries and curated documentation of traditional healing practices of Ayurveda and meditation and indigenous therapies. The materials will create a unified narrative which will run across different platforms while they will improve media relations and support travel intermediaries.
- **Documentary series:** Produce a short documentary series, tentatively titled “Healing Himalayas”, which explore different wellness experiences throughout the country by featuring monastery retreats and forest bathing and Ayurvedic therapies and traditional local healing practices. Virtual retreat previews which enable potential visitors to experience actual retreat activities to establish emotional bonds and increase their confidence about immersing in these wellness activities.

5. *Domestic and Diaspora Engagement*

To enhance local ownership and brand recognition, Nepal will actively promote wellness tourism among the domestic population through specific marketing campaigns, affordable packages and integration with national health and well-being initiatives. Simultaneously, the Nepali diaspora will be engaged as global ambassadors who will promote Nepal's wellness message across the globe to create interest in genuine wellness experiences which combine traditional cultural practices with modern wellness objectives.

3.7 *Digital Enablement and Technology Strategy*

From destination discovery to booking, post-experience feedback, and long-term relationship management, wellness tourists will use digital tools throughout the entire journey. The use of technology will enable wellness tourism businesses to expand their customer base, reduce operational costs, and develop innovative service offerings such as virtual consultations, educational content sharing, and post-treatment support services.

Policy Actions

1. National Wellness Tourism Portal (Central Digital Hub)

A central digital platform for wellness tourism, the “Nepal Wellness Tourism Portal,” will be developed as the core interface for the sector. To further enhance the visitor experience, a companion mobile application will be launched, offering itinerary suggestions, maps of wellness destinations, pre-arrival digital registration, and a digital wellness passport system.

2. Digital Marketing and Analytics

Digital marketing and data analytics will form a core pillar of Nepal’s wellness tourism positioning strategy, implemented through the National Wellness Tourism Portal. Targeted performance-based campaigns will be conducted on search engines and social media platforms, focusing on priority international and regional markets and audience segments seeking yoga, meditation, spa retreats, and holistic healing experiences. These campaigns will feature high-quality short videos, optimized landing pages, and visually engaging content highlighting key wellness centres and experiences. Service providers will be encouraged to regularly update their digital presence and actively engage with customer reviews and feedback. Special emphasis will be placed on review management across platforms such as TripAdvisor, BookRetreats, Vacayou, Tripaneer, Agoda, and Google Activities to strengthen credibility, visibility, and consumer trust.

3. Technology in Wellness Experience and Operations

The integration of technology into wellness experiences and operations will particularly encourage small and medium wellness enterprises to adopt a basic “digital stack,” including a simple and updated website, online reservation systems, digital payment solutions (including local wallets and international cards), and automated confirmation messaging systems.

To accelerate and simplify technology adoption, three key strategies will be implemented: (1) provision of standardized templates and checklists, (2) collaboration with local technology startups to develop affordable and basic digital solutions, and (3) limited financial or technical assistance during the initial implementation phase.

4. Digital Training, Knowledge Sharing and E-Learning

To preserve Nepal’s wellness heritage and enhance skills development, digital learning platforms will be established. The context-specific e-learning system will provide flexible and low-bandwidth training content suitable for Nepal’s conditions. It will include structured learning materials on hygiene standards, customer service, basic language skills, and foundational principles of yoga and Ayurveda.

Online tools will be integrated with in-person training programmes to ensure equitable access to education, particularly for practitioners in remote and resource-constrained areas. Regular webinars will be conducted with participation from national and international experts, enabling knowledge exchange on advanced topics, emerging research trends, and practical field

experiences. A “Digital Wellness Library” will be established as a central repository to systematically collect and preserve documented knowledge, including recorded experiences of traditional healers, monks, and indigenous practitioners, along with authenticated information on medicinal herbs and case studies from practitioners.

5. *Smart Monitoring and Feedback Systems*

A central digital dashboard will be established for smart monitoring and feedback. It will integrate analytics from the national wellness portal, voluntary reporting by service providers (such as occupancy rates and visitor profiles), and periodic visitor satisfaction surveys conducted both online and at major wellness centres. Key performance indicators will be consolidated to support evidence-based planning and monitoring.

6. *Social Media and Community Building*

To strengthen Nepal’s wellness tourism identity, an official social media channel titled “Wellness Nepal” will be established, aligned with the national brand and supported by the #HealInNepal campaign. This platform will showcase authentic content, including demonstrations by wellness experts, practitioner profiles, retreat activities, and visitor experiences.

User-generated content will be promoted in a respectful, consent-based manner to enhance credibility and social proof. Low-cost engagement strategies such as online wellness challenges, public opinion polls, and regular wellness tip series will be used to organically grow the follower base and strengthen community engagement.

3.8 Sustainability and Community Inclusion Strategy

Environmentally sensitive development models will be promoted across the entire wellness tourism value chain, ensuring the protection of fragile ecosystems, prevention of uncontrolled commercialization, and equitable distribution of socio-economic benefits.

Nepal’s rich cultural and environmental assets, including sacred natural sites, monastic traditions, and indigenous healing systems, will be preserved through standardized sustainability measures and fair benefit-sharing mechanisms. Balanced use of water and energy resources, responsible utilization of endangered medicinal herbs, and carrying-capacity assessments for trekking and wellness trails will also be implemented to ensure long-term environmental sustainability.

Policy Action

1. *Environmental Sustainability*

To ensure the sustainable development of Nepal’s wellness tourism sector, clear and phased environmental sustainability standards will be developed and made mandatory for all certified wellness centres. These standards will also be integrated into overall destination management systems. At the institutional level, priority will be given to eco-friendly building practices using

local materials, maximizing the use of natural light and ventilation, and progressively adopting renewable energy systems throughout different stages of development.

Wellness centres will be encouraged to procure medicinal herbs from certified suppliers, establish their own herbal gardens, and avoid the use of endangered plant species. At the destination level, particularly in Himalayan villages and sacred sites, scientific assessments of environmental carrying capacity will be conducted for wellness-related activities. Access to nature-based programmes such as forest bathing and meditation trails will be regulated in coordination with national park and protected area management authorities.

To ensure compliance with these standards, annual monitoring and certification processes incorporating climate sensitivity assessments will be implemented. These measures will contribute to reducing environmental risks and maintaining long-term ecological balance.

2. Inclusivity

Women and marginalized groups will be prioritized through reserved seats in training programmes, educational scholarships, and targeted capacity-building initiatives. Structured skills development programmes will be implemented in areas such as spa therapy, yoga instruction, and wellness hospitality management. Women's cooperatives will also receive technical and financial support to establish wellness homestays, herbal gardens, and community-based wellness enterprises.

The accreditation framework will incorporate measurable targets related to gender equality and inclusive representation, requiring certified institutions to ensure balanced participation at both staff and leadership levels. Collaboration will also be promoted with indigenous practitioners such as Amchi healers, traditional shamans, and spiritual guides to support the interpretation, preservation, and presentation of their traditional knowledge systems, while ensuring fair benefit-sharing arrangements.

3. Cultural and Spiritual Safeguards

In developing wellness activities based on local spiritual practices such as yoga, meditation, monastic life, shamanic rituals, and indigenous healing traditions, collaboration will be undertaken with monks, priests, healers, and senior community representatives through structured and prior consultation processes to ensure the meaningful involvement of traditional custodians.

Cultural orientation materials will be disseminated through operators and digital platforms to guide tourist and visitor behaviour at sacred sites and promote respectful engagement. Institutional strengthening of monastery schools, herbal gardens, and healing centres will also be supported to ensure the documentation, preservation, and intergenerational transfer of traditional knowledge.

4. Monitoring and Evaluation

A multi-layered monitoring system will be established to comprehensively oversee governance, operations, social impacts, and public accessibility within the wellness tourism sector. Sustainability and social impact assessments will be mandatorily integrated into the National Wellness Centre Accreditation System, requiring certified institutions to undergo periodic audits demonstrating their commitment to environmental sustainability, local employment generation, fair remuneration, and community engagement.

Through the National Wellness Dashboard, key sustainability performance indicators, such as the rate of renewable energy use, proportion of local employment, and progress of community development programmes, will be continuously monitored and analyzed. Through this integrated monitoring and accountability system, Nepal will be positioned globally as a value-driven, credible, and responsible wellness tourism destination.

Unofficial Translation

4 Implementation and Governance

A strong governance system together with implementation structures must exist to achieve the National Wellness Tourism Strategy of Nepal through specific targets which benefit all segments of society and maintain long-term sustainability. Given that wellness tourism intersects with multiple sectors health, culture, environment, education and hospitality- successful implementation of this strategy requires multi-stakeholder co-ordination, institutional arrangements, strong public–private collaboration and structured oversight mechanisms.

4.1 Organisational Structure

1. Directly involved agencies

The following section creates a governance framework to guide strategic execution from 2026–2035 through established institutional roles, coordination protocols, decision-making processes and performance tracking mechanisms. It outlines how government organizations together with private entities, training facilities, local communities and international development organizations will work together to ensure coherence, coordinate their activities to prevent duplicate work and maintain consistent direction. By implementing adaptive management and monitoring systems which enable flexible implementation of strategies for addressing the evolving needs, minimize potential risks and help in becoming a global sustainable wellness tourism destination.

Table 1: Key Stakeholders in Wellness Tourism Implementation and their Roles

Stakeholder Group	Institutions	Roles and Responsibilities	Coordination Mechanism
Government	• Ministry of Culture, Tourism and Civil Aviation • Ministry of Health and Food Safety • Ministry of Agriculture, Forests and Environment • Ministry of Industry, Commerce and Supplies • Ministry of Finance • Ministry of Home Affairs • Ministry of Foreign Affairs • Ministry of Education, and Sports • Investment Board Nepal	Policy direction, Licensing, Infrastructure development, Investment facilitation, Health regulation, Standardization and Accreditation, Environmental oversight	Inter-Ministerial MoU, Bi-annual Coordination Meetings

	• Council for Technical Education and Vocational Training • Nepal Ayurveda Medical Council and Other councils		
Provincial and Local Governments	Provincial Ministries of Tourism; Municipalities and Local bodies	Local infrastructure, Permits, Community mobilization, Destination development, Safety, Grassroots engagement	Local Wellness Tourism Committees
Nepal Tourism Board (NTB)		Marketing, branding, digital platforms, coordination with private sector, secretariat	Lead the thematic working groups
Private Sector Associations	• Federation of Nepalese Chambers of Commerce and Industry • Confederation of Nepalese Industries • Nepal-India Chamber of Commerce and Industry • Hotel Association Nepal • Spa Association of Nepal • Nepal Association of Tour and Travel Agents • Trekking Agencies' Association of Nepal • Ayurveda Doctors Association of Nepal	Delivery of services, investments, co-development of standards and products	
Communities and Civil Society	Local committees, cooperatives, NGOs, indigenous networks	Community engagement, heritage protection, benefit-sharing, destination stewardship	Local Wellness Committees in hubs; civil society representation in working groups
Education and Training	NATHM, CTEVT, Universities with wellness,	Curriculum development, training	Interagency coordination

Institutions	environment, or hospitality programs	delivery, practitioner certification	committee
International Partners	Bilateral and Multilateral Development Partners	Technical assistance, financial assistance	Bilateral dialogues, Interagency coordination committee

2. Inter-Ministerial Facilitation

For the implementation of this strategy, formal memoranda of understanding (MoUs) will be established among the responsible ministries. These agreements will streamline shared responsibilities and inter-sectoral collaboration, enabling institutions to work effectively toward the timely implementation of wellness tourism initiatives. Each ministry will designate a “Wellness Tourism Focal Person” who will serve as the primary contact point for coordination, communication, and problem-solving activities within the respective institution.

4.2 Resource Management

1. Budgeting and Resource Mobilization

- Public Sector Allocations:** This strategy will be implemented through annual budget allocations by the Government of Nepal, including relevant ministries and agencies, as well as the Nepal Tourism Board.
- Provincial and Local Government Budgets:** Provincial and local governments will annually allocate and mobilize budgets for activities falling within their respective roles and responsibilities for the implementation of this strategy.
- Development Partner Support:** Support from development partners will also be mobilized for the implementation of this strategy.

2. Incentives mechanisms

The Government of Nepal will establish incentive mechanisms to promote and support the growth of wellness tourism enterprises. Necessary arrangements for such incentives will be made by the federal government, provincial governments, local governments, and the private sector. Innovation-oriented programmes will also be implemented to encourage advancement and entrepreneurship in the wellness tourism sector.

4.3 Monitoring and Evaluation

To ensure that Nepal’s National Wellness Tourism Strategy remains results-oriented, a system will be developed for regular monitoring and for documenting lessons learned from implementation to provide continuous feedback for improvement. The Nepal Tourism Board will be responsible for maintaining monitoring records and related documentation.

1. Results Framework

The results-based monitoring framework development process will begin to provide direction for implementation activities. The strategies will contain defined outcome and output indicators which will show annual targets together with the agencies that need to accomplish these targets. The framework will use quantitative data points (such as certified centre numbers and wellness visitor statistics and training completion rates) together with qualitative information about visitor contentment and community attitudes and benefit accessibility. The following indicators serve as examples for the system.

- a. **Tourism Metrics:** The research assesses tourism performance by using three performance indicators which track annual wellness visitor numbers and their duration of stay and total expenditure (based on survey information and NRB statistical data).
- b. **Facility Development:** facility development metrics consist of two elements which show the number of certified wellness providers and the total number of wellness properties and business openings and community wellness ventures launched.
- c. **Standards and Quality:** The number of facilities which obtained certification stands as a key indicator while complaint statistics along with certified facility adoption of sustainable practices serve as additional performance metrics.
- d. **Human Capital:** Tracks three performance indicators which include the number of trained people who are segregated by gender, age and location and the creation of new wellness jobs and higher participation rates for women and young people, while also continuously monitoring the quality of human resources available and deployed.
- e. **Community Impact:** Household income changes in wellness areas; case studies of reduced out-migration or increased community investment
- f. **Marketing Impact:** The marketing efforts generated three main results which included traffic to the wellness portal and social media reach and official channel bookings and inquiries and brand recognition in survey results.
- g. **Global Rankings:** Progress on Travel and Tourism Development Index sub-indicators; mentions in Global Wellness Economy Reports.

2. Digital Wellness Tourism Dashboard

The Nepal Tourism Board's Wellness Cell will operate an interactive Wellness Tourism Dashboard which enables users to access real-time performance data for both organizational planning and public information purposes. The dashboard will integrate:

- a. Visitor analytics from the national wellness portal
- b. Provider data (e.g., number and type of facilities, certification status)
- c. Feedback from visitor satisfaction surveys
- d. Data on community engagement, employment and inclusion
- e. Environmental performance of certified facilities

3. Data Collection and Feedback Loops

The MEL system will obtain data through multiple sources which will use structured data collection methods.

- a. **Certified Wellness Providers:** The annual reporting process of Certified Wellness Providers requires them to submit data about their visitors and staff members and their services and sustainability programs.
- b. **Visitor Feedback:** Allows visitors to give feedback through post-visit surveys which users can reach through the portal and at wellness locations to capture their visit motivations and their level of satisfaction and their desired enhancements.
- c. **Community Consultations:** The project conducts community consultations to monitor how local stakeholders including cooperatives and homestays and local government officials assess socioeconomic and cultural impacts.
- d. **Administrative and Statistical Sources:** The research will use administrative and statistical sources which include immigration data that contains purpose of visit fields together with labour force surveys and NTB/tourism board records to enhance the available data.

4. Learning, Adaptation and Review Processes

The Program will establish a cultural framework which bases its operations on adaptive management principles.

- a. **Bi-Annual Reviews:** The NWTPS will track official development through dashboard data and implementation reports during two annual review sessions to detect both implementation obstacles and successful results and required assistance.
- b. **Annual Wellness Tourism Report:** NTB will create an annual Wellness Tourism Report which will present public information about success achievements and new market patterns and successful cases and target progress updates.
- c. **Mid-Term Review (2030):** The 2030 independent evaluation will assess the first phase of the strategy by checking target progress and operational success and the delivery of benefits. Findings will inform refinements to implementation for 2031–2035.
- d. **Final Evaluation (2035):** The strategy period will reach its end when external experts perform a complete assessment to determine sustainability together with all system modifications and increased results (2035).
- e. **Learning Exchanges:** The annual learning forums will bring together practitioners and communities and policy actors to present their wellness destination experiences which will help practitioners learn from each other and develop innovative solutions for their local communities.

5. Key Risks and Mitigation Strategies

The table below presents the key risk areas and outlines practical as well as forward-looking mitigation strategies for their management.

Table 2: Key Risks and Mitigation Strategies for Wellness Tourism in Nepal

Risk Category	Specific Risks	Likelihood	Impact	Mitigation Strategies
Global Shocks and Travel Disruptions	Pandemics, global economic downturns, geopolitical tensions affecting international arrivals	Medium	High	Diversify source markets; promote domestic and regional wellness tourism; ensure health protocols and contingency marketing plans are in place; build resilience through flexible, small-group retreat models.
Infrastructure and Quality Gaps	Poor visitor experience due to lagging infrastructure or slow standards implementation	High	High	Focus on “quick win” infrastructure upgrades; prioritize pain-point feedback fixes; phase accreditation rollout and support early adopters; develop interim solutions like shuttles and mobile amenities.
Private Sector Investment Constraints	Low private investment due to risk perception or policy barriers	Medium	High	Strengthen incentives and single-window facilitation; promote successful pilot PPPs; organize investor roadshows; consider guarantees and co-investment schemes; proactively engage reputable international wellness brands.
Cultural and Social Backlash	Misuse of sacred traditions, inequality in benefits, community resentment	Medium	High	Free, prior, informed consent (FPIC); involve cultural custodians in planning; enforce benefit-sharing; build community wellness committees; cultural training for staff and visitors.
Environmental Degradation	Increased waste, overuse of natural resources, climate-related disruptions	High	High	Carrying capacity limits; mandatory green certification; periodic environmental audits; promote off-season and low-impact zones; climate adaptation strategies integrated into development plans.
Execution Capacity and Continuity	Weak institutional capacity or shifting political priorities	High	Medium	Invest in team capacity; embed strategy within formal government programming; document procedures for continuity; maintain multi-party support; mobilize private

				sector and community pressure for sustained execution.
Regional Competition	Rival destinations (India, Thailand, Bhutan) outspending Nepal in branding	Medium	Medium	Focus on authentic differentiation (Himalayan setting, Buddhist lineage); emphasize Nepal's unique spiritual ecosystems; explore regional collaboration (multi-country circuits); leverage low-cost digital channels to increase visibility.
Reputation and Quality Failures	Subpar services, safety lapses damaging Nepal's wellness brand	Medium	Very High	Strict accreditation and audits; rapid incident response protocols; mystery shopper programs; mandatory insurance for wellness operators; continuous service quality improvement training.
Legal and Regulatory Hurdles	Delays in approvals, corruption, or conflicting regulations	Medium	Medium	Inter-ministerial MoU; digital tracking for transparency; strong grievance redress systems; periodic legal review; embed facilitation commitments within focal points across ministries.
Human Capital Deficits	Shortage of trained practitioners, high turnover or migration	High	Medium	Scale up training programs through CTEVT/NATHM and Existing Ayurveda training college; ensure decent wages and career pathways; recognize outstanding service providers; promote certification and mentorship within the sector.

4.4 Enablers for strategy implementation

The table below outlines the fundamental elements that will be essential to reach their strategic objectives successfully.

Table 3: Critical Success Factors

Critical Success Factors	Description
Political Will and Continuity	Government commitment across election cycles; enshrine key components into policy and budget; maintain cross-party support and formal mandates.
Strong Institutional Architecture	Functional taskforce, working groups and local wellness committees coordinating action; clearly defined roles and accountability.
Private Sector Dynamism and Innovation	Entrepreneurs and industry leaders committed to ethical, inclusive business development; strong industry representation (e.g. Wellness Tourism Association of Nepal) and creation of innovation ecosystem
Community Ownership and Inclusion	Communities as co-creators and beneficiaries; recognition of indigenous knowledge and equitable benefit-sharing; bottom-up involvement through local planning committees.
Unwavering Commitment to Quality	High standards, continuous upgrades and globally benchmarked services; excellence in service delivery and visitor care to build lasting reputation.

4.5 Monitoring Mechanism

A Monitoring Committee shall be constituted as follows to oversee the implementation of the Wellness Tourism Strategy and recommend necessary improvements during the course of implementation. The Committee shall determine its own terms of reference within its respective mandate.

- Coordinator: Secretary, Ministry of Culture, Tourism and Civil Aviation
- Member: Joint Secretary, National Planning Commission
- Member: Joint Secretary, Ministry of Education and Sports
- Member: Joint Secretary, Ministry of Culture, Tourism and Civil Aviation
- Member: Director General, Department of Tourism
- Member: Private sector tourism entrepreneurs (related to the concerned sectors)
- Member Secretary: Chief Executive Officer, Nepal Tourism Board

5 Five Year Strategic Action Plan for National Wellness Tourism Strategy

This section presents the Five-Year Strategic Action Plan (2026–2030) that operationalizes Nepal’s National Wellness Tourism Strategy 2026–2035. The document presents a step-by-step plan with a budget which supports the Strategy’s VMGOs and its eight strategic pillars and its overall purpose. The implementation of the strategy is driven by the action plan to link policy with practice because its success depends on effective implementation.

Each table translates high-level strategic objectives into concrete, time-bound interventions clearly identifying what must be done, when, by whom, with what resources and how progress will be measured. The plan also factors in cross-cutting actions such as governance, digital enablement, risk mitigation and community inclusion that underpin success across all pillars.

Activities have been phased realistically across three timeframes:

- Immediate (Year 1): foundational actions, legal/institutional setup and early wins
- Medium-Term (Years 2–3): rollout of standards, infrastructure upgrades, investments and skills programs
- Long-Term (Years 4–5): scaling of programs, deeper impact and consolidation of gains

The different stakeholders from public, private sectors, community and civil society organizations have been allotted responsibilities for taking forward the activities. The Action Plan includes budget estimates together with priority ratings and monitoring indicators which will help with performance assessment and adaptive management practices. This Action Plan is designed to function as an active document which will receive periodic updates for handling performance reviews and adaptive management.

5.1 Destination Development and Product Innovation

Integrated wellness hubs and innovative products form the backbone of Nepal’s wellness strategy. The plan calls for identifying key hubs (Kathmandu, Pokhara, Chitwan, Lumbini, Himalayan trekking routes) and creating complete wellness experiences (retreats, trekking circuits, monastery programs, etc.). Activities below focus on designating hubs, developing flagship projects, and curating unique wellness packages rooted in local culture.

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Identify and Develop Wellness Hubs Identify priority hub locations and develop integrated destination plans (land use, zones, incentive packages)	Immediate (Y1)	Lead: Ministry of Culture, Tourism and Civil Aviation, Department of Tourism, Provincial Govts Support: Local governments, Tourism entrepreneurs	High	• Official designation of hubs • Master plans developed	• # of hubs designated • Hub master plans approved	37,000
2.	Pilot Flagship Retreats Facilitate PPP development of high-impact pilot projects (e.g., an international-standard Pokhara retreat center; Lumbini meditation village; Nagarkot eco-wellness village) with fast-track support	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, IBN, Nepal Tourism Board, Private sector partners Support: Provincial Govts, local communities	High	• Operational model facilities demonstrating Nepal's wellness offerings	• # of pilot facilities established • Occupancy/visitor numbers	1,47,000
3.	Develop Signature Products	Medium (Y2–Y3)	Lead: Nepal Tourism Board,	High	• A portfolio of at least five	• # of new product itineraries	44,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	Create and package innovative wellness experiences (wellness trekking circuits, Ayurvedic detox retreats, sound/energy healing journeys, intensive meditation retreats, yoga-adventure packages, seasonal programs)		Private Sector Associations Support: Local entrepreneurs, Ministry of Culture, Tourism and Civil Aviation, Provincial Govts; Local governments		new market-ready products	launched • Package bookings per year. • Visitor satisfaction survey	
4.	Promote Cultural Wellness Experiences Integrate Nepal's spiritual traditional therapies (monastic meditation retreats, temple rituals, local healing ceremonies) into itineraries, in consultation with custodians	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, Nepal Tourism Board (NTB), Local Community Groups Support: Community leaders, monastic schools, tour operators	Medium	• Authentic cultural wellness offers operational	• # of experiences featuring local rituals • Visitor feedback on authenticity increase in community-led tour operators	147,000
5.	Community-Based Wellness Villages Support development of	Long-Term (Y4–Y5)	Lead: Provincial Govt, Local governments, NGOs	Medium	• At least one community-operated	• # of community wellness enterprises	22,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	eco-retreats and homestay wellness villages (e.g., in hill stations) that blend yoga shalas, organic farms and traditional therapies		Support: Ministry of Culture, Tourism and Civil Aviation, Community-based organizations, Cooperatives		wellness village piloted	Local jobs created	
6.	Innovation grants and entrepreneurship Launch a small grant/seed fund for wellness startups (e.g., spa innovations, Ayurvedic product development) to catalyze new offerings	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, Development partners, Private Sector Associations, NPEA Support: Nepal Tourism Board, Provincial Govts; Local governments	Medium	- Blended financing introduced - Wellness Tourism Fund launched	# of startups funded - Follow-on investment attracted - New products on market	75,000

5.2 Governance and Institutional Framework

Strong governance ensures coordination, standards enforcement, and adaptability. Actions include establishing the multi-stakeholder National Wellness Tourism Promotion Sub- committee (under MoCTCA) and working groups, enacting key legislation, and creating hub-level working groups. A wellness visa category and streamlined licensing should be developed.

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Establish NWTPS and Working Groups Empower High-level National Wellness Tourism Promotion Sub-committee (chair: MoCTCA) and sub-segments working groups for implementation. (issue Government Order expanding the subcommittee's mandate as central coordinating body)	Immediate (Y1)	Lead: Ministry of Culture, Tourism and Civil Aviation Support: Ministry of Finance, Ministry of Home Affairs, Health Councils, Department of Ayurveda & Alternative Medicine, Private Sector Associations, NGOs.	High	Permanent governance bodies in place	- Official gazette notification # of meetings held; decisions issued	7,500
2.	Consumer Protection Issue consumer protection and health-safety regulations (standardized informed consent, disclosure of risks, emergency care requirements for retreats).	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry of Health and Food Safety Support: Nepal Tourism Board, Private Sector Associations	Medium	Issued Consumer Protection Guidelines	- Guidelines published. - Compliance checks reported	7,500
3.	Implement Wellness Visa and Licensing Rules Create a long-stay wellness	Medium (Y2)	Lead: Ministry of Culture, Tourism and Civil Aviation,	Medium	Increased ease of entry for wellness	Wellness visa category announced.	1,470

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	visa and simplify licensing for centers and teachers		Department of Immigration Support: Ministry of Home Affairs, Ministry of Education and Food Safety, NTB		visitors and students	• # of visas issued	
4.	Secure Annual Budget and Finance Institutionalize dedicated budget lines (tourism/health) and mobilize PPP grants/donation	Immediate (Y1)	Lead: Ministry of Finance, Ministry of Culture, Tourism and Civil Aviation, Support: NTB, Development Partners, Private sector	High	• Stable funding to implement the strategy	• Funding allocated per year • % of projected budget met	

5.3 Infrastructure and Quality Standards

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Upgrade Hub Infrastructure Invest in roads, power,	Immediate (Y1)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry	High	• Improved access and utilities in	• Km of new/upgrade d roads.	147,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	water, sanitation, and telecom at priority hubs. Ensure waste treatment, clean water, and broadband connectivity at retreats		of Infrastructure Development, Province Govt., Local Govts Support: Donor agencies (ADB, World Bank)		hubs (e.g., 80% uptime water/power)	• % hubs with reliable utilities and internet	
2.	PPP Framework and Projects Create PPP guidelines for shared infrastructure, viability gap funding, incentives, and BOOT models for reusing public land and buildings (e.g., convert unused government sites into wellness centers)	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry of Infrastructure Development, IBN, Local Govts Support: Donor agencies (ADB, World Bank)	Medium	• Operational PPP framework and incentive mechanism adopted	• # of PPP agreements signed • Private investment mobilized for infrastructure	14,700
3.	Nepal Wellness Quality Standards Integrate wellness quality, safety, and environmental standards into licensing (mandate that only certified facilities can	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry of Health and Food Safety (Department of Ayurveda & Alternative Medicine and Councils),	High	• NWQS certification framework published. • First facilities certified.	• % of facilities meeting basic standards for licensing • International recognition (alignment	30,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	register/operate). From a multi-agency committee to draft and launch a 3-tier (Bronze/Silver/Gold) accreditation scheme by 2027		National Bureau of Standards, NTB, Private Sector Associations Support: DFTQC, Development partners, GWI- International experts			with ISO 17679) • Time taken for certification	
4.	Practitioner Licensing and Registration Implement a licensing system for key wellness professionals (yoga/meditation teachers, panchakarma therapists, spa therapists, Ayurvedic practitioners, healers)	Medium (Y2–Y3)	Lead: Ministry of Health and Food Safety, Ministry of Education and Sports, CTEVT, Respective Councils (NAMC, NHPC, NNC, NPC) Universities Support: Ministry of Culture, Tourism and Civil Aviation, NTB	High	• Legislation framework • Register and license certified practitioners	• Professional Legislation passed • # of practitioners licensed per category • Compliance rate	14,700
5.	Enforce code of conduct Issue a national code of conduct and operating procedures for facilities (e.g., client safety,	Immediate (Y1)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry of Home Affairs, Ministry of Education	High	• National code of conduct is issued and enforced	• Code published • % of wellness businesses formally	7,500

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	hygiene, therapist credentials) and integrate compliance into NWQS		and Sports, CTEVT, Respective Councils (NAMC, NHPC, NNC, NPC) Support: NTB, Universities, Private Sector Association			signed up to code	
6.	Health, Safety and Hygiene Protocols Adapt international standards (ISO 17679, GSTC) for spas, yoga, and retreat centers. Train staff in infection control and emergency response	Medium (Y2–Y3)	Lead: NTB, NWTB, Ministry of Culture, Tourism and Civil Aviation, Ministry of Health and Food Safety, Support: World Health Org, GSTC, GWI, Development partners	High	Standardized HSE protocols in all certified facilities	% of staff trained in HSE - Audit pass rate on hygiene checks	4,400
7.	Digital Connectivity for Wellness Partner with telecom/power companies to ensure broadband and renewable energy in retreat areas. Support remote hubs with	Medium (Y2–Y3)	Lead: Ministry of Information and Communication (Communications), Local Govts Support: Ncell, NTC, Rural electrification	Medium	Most hubs equipped with high-speed internet and backups	% of hub facilities with broadband % electricity from renewables	75,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	solar/battery and Wi-Fi		agencies, Renewable Energy providers				

5.4 Investment and Enabling Environment

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Wellness Investment Window (One-Stop Desk) Establish a dedicated facilitation desk (under IBN or DoT) to assist investors with approvals, land, and financing assistance	Immediate (Y1)	Lead: IBN, Ministry of Culture, Tourism and Civil Aviation (DoT), NTB Support: WB, ADB, Development Partners	High	Investors receive streamlined services; faster deal closure	# of projects assisted - avg. approval time reduced	30,000
2.	Investment Incentive Package Develop tax/visa incentives for wellness projects (tax holidays, VAT exemptions, wellness visa) and	Immediate (Y1–Y2)	Lead: Ministry of Finance, Ministry of Culture, Tourism and Civil Aviation; Tax Dept Support: Ministry of	High	Incentives formally approved by Cabinet/Parliament	- Adoption of incentive measures # of firms applying	7,500

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	special land terms		Home Affairs, NTB				
3.	Nepal Wellness Tourism Development Launch a special mechanism for developing startups, SMEs, and green projects	Medium (Y2–Y3)	Lead: Ministry of Finance (Economic Affairs), NRB, ADB, World Bank, BII, Commercial Banks, Insurance Companies Support: Ministry of Culture, Tourism and Civil Aviation, NTB, NPEA	High	% increase of SMEs in the wellness sector	Number of enterprises that received support	75,000
4.	FDI Promotion and Safeguards Conduct international roadshows (wellness summit, expo) to attract FDI; strengthen legal protection (dispute resolution, repatriation) for wellness investors	Medium (Y2–Y3)	Lead: Ministry of Finance, Ministry of Industry, Commerce and Supplies, Ministry of Culture, Tourism and Civil Aviation, NRB, IBN Support: NTB, Foreign embassies, Private Sector Associations	Medium	MOU or investment commitments from foreign wellness firms.	- Value of FDI inflows # of MOUs signed with foreign entities	17,400

5.5 Human Capital and Skills Development

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Developing Accredited Curricula and Institutions Collaborate with education authorities to create standard curricula (certificate/diploma programs) and accredit training centers	Medium (Y1–Y2)	Lead: Ministry of Education and Sports, Ministry of Culture, Tourism and Civil Aviation, Ministry of Health and Food Safety, CTEVT, NATHM, NTB Support: Universities, Private Sector Associations	High	Nationally recognized training courses and accredited providers	# of accredited programs - student enrollment figures	17,400
2.	Scholarships and Inclusive Programs Reserve training slots and funds for women, youth, and marginalized candidates. Provide mentoring and loans for underrepresented groups	Immediate (Y1)	Lead: Ministry of Education and Sports, Ministry of Culture, Tourism and Civil Aviation, Ministry of Women, Children, Gender and Sexual Minorities, and Social Security, NTB, NATHM, CTEVT Support: Universities,	High	Diverse pool of 3,000+ new certified professionals	% of trainees from target groups # of scholarships granted	7,500

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
			NGOs, private sponsors, Women's Coops, Community Organizations				
3.	Faculty Development and Exchanges Facilitate faculty training (abroad/online) and international mentoring and exchange (with India, Thailand, etc.)	Medium (Y2–Y4)	Lead: Ministry of Culture, Tourism and Civil Aviation, NTB, Universities, NATHM, CTEVT Support: International Wellness Schools, UNWTO, GWI	Medium	• Trainers equipped with latest methods; updated curricula	• # of faculty trained internationally; new courses introduced	11,000
4.	Continuous Professional Development (CPD) Launch an online CPD platform for practitioners and mandate regular skill updates	Medium (Y2–Y3)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry of Health and Food Safety, NWTB, NTB, Ministry of Education and Sports, Councils Support: Professional associations, Private Sector Association	Medium	• Active CPD system with periodic credential renewal	• Active user registrations • CPD course completions	17,400

5.6 Market Development and Brand Positioning

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Launch “Wellness Nepal” Brand and Campaign Develop visual identity (logo, tagline) and marketing materials; roll out global digital campaign	Immediate (Y1)	Lead: NTB, Branding Company, Agencies Support: Ministry of Culture, Tourism and Civil Aviation, Ministry of Foreign Affairs, Private Sector Associations, Embassies	High	• Consistent brand presence • Initial media coverage	• Brand recall metrics. • # of digital impressions.	30,000
2.	International Fairs and Influencers Exhibit at wellness/travel expos (ITB Berlin, WTM London) and host familiarization trips for bloggers/influencers	Medium (Y2–Y3)	Lead: NTB, Agencies Support: Ministry of Culture, Tourism and Civil Aviation, Ministry of Foreign Affairs, Private Sector Associations, Embassies, Airlines	High	• Media articles and social media buzz on Nepal wellness	• # of events attended • # media mentions • # influencer posts	30,000
3.	Targeted Market Campaigns	Medium (Y2–Y3)	Lead: NTB, Branding Company,	Medium	• Increased bookings from	• # of targeted campaigns	30,000

	Tailor promotions to key source markets (Ayurveda, yoga in Europe/US, spiritual tourists in Asia, diaspora) with trade partnerships Develop Domestic and Regional Market		Agencies Support: Ministry of Culture, Tourism and Civil Aviation, Ministry of Foreign Affairs, Private Sector Associations, Embassies		priority segments/markets	• % increase in visitors from target markets • Package sales	
4.	Content Development and Outreach Produce wellness guidebooks, videos and a national portal highlighting Nepal's offerings	Immediate (Y1)	Lead: NTB, Branding Company, Agencies Support: Ministry of Culture, Tourism and Civil Aviation, Private Sector Associations	Medium	• High-quality content assets shared online/offline	• # of downloads/views • engagement on wellness portal	30,000
5.	Integrate Wellness into "Visit Nepal" Campaign Ensure official tourism marketing (decade campaigns) includes wellness itineraries and imagery	Immediate (Y1–Y2)	Lead: NTB, Branding Company, Agencies Support: Ministry of Culture, Tourism and Civil Aviation, Private Sector Associations	Medium	• Unified national tourism messaging with wellness included	• Inclusion of wellness segments in Visit Nepal materials	3,000
6.	Nepal Wellness Seal	Medium	Lead: Ministry of	Medium	• Nationally	• Number of	17,400

	and Excellence Awards Wellness Seal certification mark; Annual Excellence Awards (facility, practitioner, innovation)	(Y2–Y3)	Culture, Tourism and Civil Aviation, NTB, NWTB Support: Private Sector Associations, Corporates		recognized Wellness Seal and Excellence Awards system established	facilities awarded the seal. • # media mentions of awards	
7.	Strategic Partnerships Build strategic partnerships with online travel platforms and global tour operators (OTAs, airlines, wellness publishers)	Medium (Y2–Y4)	Lead: NTB, NWTB Support: Private Sector Associations, Corporates, Airlines, Online Travel Agencies(OTAs)	Medium	• Strategic partnerships established	• # of partner promotions • OTA listings featuring Nepal	30,000

5.7 Digital Enablement and Technology

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
1.	Develop Wellness Tourism Portal A central web/app platform with facility and practitioner directories, booking engine, content library, and reviews	Immediate (Y1)	Lead: NTB, IT Firm Support: Ministry of Culture, Tourism and Civil Aviation, Ministry of Foreign Affairs, Private	High	• Portal live with 150+ listings and booking functionality	• Portal launch date • # of registered facilities/practitioners • Monthly users	30,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Indicators	Monitoring	Estimated budget (in NPR thousands)
			Sector Associations,					
2.	Data Analytics and Dashboard Integrate immigration/tourism data to track arrivals, satisfaction, economic impact; publish an annual “Wellness Index”	Medium (Y2)	Lead: NTB, IT Firm Support: Ministry of Culture, Tourism and Civil Aviation, CBS, Immigration	Medium	Real-time dashboards operational for policymakers	- Dashboard refresh rate - Reports published - Data accuracy		75,000
3.	Tech Adoption Assistance Offer webinars and subsidies (e.g., for property management systems, e-bookings) to small operators	Medium (Y2–Y3)	Lead: NTB; OTAs Support: Ministry of Information and Communication, Private Sector Associations	Medium	Increased digital readiness of SMEs	# of facilities using PMS/online booking; online seminar participation.		7,500
4.	Cybersecurity and Data Protection Enforce data privacy and security standards for all digital platforms (GDPR-like policies, Secure payment gateway, PCI	Medium (Y2)	Lead: Ministry of Information and Communication Support: NITC, legal experts.	Medium	Secure platforms with minimal breaches	Security audits conducted; incidents reported/resolved.		3,000

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR thousands)
	compliance)						
5.	Smart Tourism Solutions QR codes at wellness sites; Virtual concierge chatbot; Virtual tours; Wearable device integration	Immediate (Y1)	Lead: NTB, IT Firm Support: Ministry of Culture, Tourism and Civil Aviation, Private Sector Associations	Medium	Enhanced visitor experience, accessibility, and data-driven management	# of wellness sites equipped with QR codes # of virtual tours developed and user engagement metrics (views, average time spent) # of wellness facilities integrating wearable or smart device-enabled services	30,000

5.8 Sustainability and Community Inclusion

Sustainability and inclusivity are core principles. Actions include enforcing facility-level green standards (water/energy use, waste reduction) and promoting social equity. Specific measures: no single-use plastics, water recycling, renewable energy targets; plus, strict quotas for local hiring and support for community-owned wellness enterprises. Cultural safeguards (consultation with indigenous healers) and ongoing monitoring will preserve authenticity.

Activity #	Activity Details	Timeline	Lead and Supporting Agencies	Priority	Expected Outcomes	Key Monitoring Indicators	Estimated budget (in NPR
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							thousands)
	Enforce Environmental Standards Require accredited facilities to meet benchmarks (≤ 200 L water/day/guest, $\geq 60\%$ renewable energy, zero single-use plastics)	Medium (Y2–Y3)	Lead: Ministry of Agriculture, Forests and Environment, NTB, NWTB Support: GSTC, Private Sector Associations	High	Facilities complying with green standards; reduced footprint	% facilities with energy/water targets met; recycling rates	17,400
2.	Community Ownership and Training Support cooperatives (women's homestays, herbal gardens) and vocational training for locals in wellness services	Medium (Y2–Y3)	Lead: Ministry of Women, Children, Gender and Sexual Minorities, and Social Security, NTB, NWTB , Local NGOs Support: Women Groups, Cooperatives, Private Sector Association	High	>30% of the product services procured from local ecosystem	% of wellness businesses locally owned - local employment share	17,400
3.	Cultural Safeguards Develop guidelines and materials to ensure respectful engagement (consult monks/healers, protect IP, discourage staged rituals)	Medium (Y2)	Lead: Ministry of Culture, Tourism and Civil Aviation, NTB Support: Monastic Associations, Shamanic groups, community groups	Medium	Enhanced preservation of traditions; visitor etiquette improved.	# of cultural guideline brochures distributed - complaints logged	7,500

4.	Inclusive Employment Targets Enforce hiring targets ($\geq 40\%$ female, $\geq 20\%$ marginalized) for training and work at certified facilities, with fair wages and benefits	Medium (Y2)	Lead: Ministry of Culture, Tourism and Civil Aviation, Ministry of Women, Children, Gender and Sexual Minorities, and Social Security, NTB, NATHM, CTEVT Support: Universities, NGOs, private sponsors, Women's Coops	High	- Proportion of local women/youth in workforce increases. - Workforce composition data % facilities meeting quotas	
5.	Sustainability Monitoring and Reporting Implement annual audits of social/environmental impact and publicize results (e.g., dashboards of energy use, local wages).	Medium (Y2–Y4)	Lead: NTB, NWTB, CBS Support: MoCTCA, Private Sector Associations, Third-party auditors, Universities	Medium	- Transparent tracking of SDG indicators for wellness tourism - Sustainability dashboard updated yearly - Audit findings published	44,000

6 Annex 1: Wellness Tourism Products and Services

a. Spa and massage offerings

Category	Products and services
Relaxation and Swedish/European massage	Full-body relaxation and Swedish-style oil massages focused on stress relief, muscle relaxation and improved circulation, usually offered in 60–120-minute sessions.
Remedial Massage - Deep tissue, stretching and therapeutic massage	Deeper-pressure techniques targeting knots and chronic tension, often branded as therapeutic or sports massage for trekkers and adventure travellers.
Signature and traditional massages	Spa-branded signature massages, including traditional Nepali, Newari or Himalayan styles using warm herbal compresses, specialized strokes, or locally inspired rituals.
Aroma (essential oil) Therapy	Use of natural essential oils to promote relaxation, relieve stress and enhance physical and emotional well-being, commonly delivered through massage or inhalation
Ayurvedic oil treatments	Pichu (ayurvedic warm herbal compress), Ayurvedic body massage with warm herbal oils, sometimes combined with steam or localized oil pools, positioned for balancing doshas and easing fatigue.
Thai massage and stretching	Dry or oil-based Thai massage using acupressure, assisted yoga stretches and rhythmic compression for physical and mental rejuvenation.
Trekkers' Healing Massage (therapeutic blend for hikers)- Reflexology and foot massage	Foot reflexology and leg massages aimed at improving overall energy flow and relieving soreness, especially popular with trekkers returning from the mountains.
Cupping and Holistic Therapies	Cupping Therapy: ancient suction-cup method to detoxify and relax muscles. Other holistic modalities (e.g. Herbal-Compress Massage, balm treatments) are also offered. Several Nepali spas explicitly list “Cupping Therapy” describes as a traditional, muscle-relaxing therapy.
Hot stone and heat therapies	Hot stone therapy and other heat-based treatments that place warmed stones or compresses on the body to release deep muscular tension.
Head, neck, back and shoulder massage	Short, focused treatments for head, neck, shoulders, or back, marketed as quick relief options for office workers and travellers.
Body Treatments: Spa Scrubs and Wraps	Exfoliating body scrubs (Brown Sugar Body Polis, Body Salt Glow, Raw Coffee Body Scrub, Aloe Vera Body Scrub) followed by moisturizing wraps (Papaya/Aloe Vera Body Wrap; Red Clay Body Mask), often built into half-day spa packages together with massage and facials.

Facials and skin care	Standard and advanced facials for cleansing, hydration and anti-aging, commonly paired with scalp massage or eye treatments.
Manicure, pedicure and salon services	Nail care, waxing, hair spa and basic beauty-salon services integrated within spa menus, especially in hotel-based outlets.
Hydrotherapy	Steam Baths, Saunas and Jacuzzi: in-house facilities for moist/dry heat and water immersion. Many centres provide steam/sauna sessions and Jacuzzi soaks to detox, flush toxins and relax muscles.

b. Ayurveda clinic offerings

Category	Products and services
Ayurvedic doctor consultation	Initial and follow-up consultations with Ayurvedic physicians including dosha assessment, pulse and tongue diagnosis, prakriti (constitution) analysis and personalized treatment and diet plans.
Panchakarma detox therapies	Full Panchakarma programs (Ayurvedic detox therapies-full-body purification packages) using Vamana (therapeutic emesis), Virechana (purgation), Basti (medicated enema), Nasya (nasal therapy) and Raktamokshana or bloodletting to eliminate toxins and rebalance doshas.
Short Panchakarma retreats	One-week to four-week residential detox retreats combining Panchakarma procedures with yoga, meditation, Ayurvedic diet and lifestyle counselling.
Ayurvedic massage (Abhyanga)	Therapeutic full-body warm oil massages using medicated herbal oils to support circulation, joint health, nervous-system calming and as preparation for Panchakarma.
Snehana (oleation therapy)	Application of warm herbal oils to nourish the body, improve circulation, reduce stiffness and prepare the body for detoxification, promoting balance and relaxation within holistic wellness programs
Svedana (herbal steam/sudation therapy)	Therapy that uses herbal steam to induce gentle sweating, helping to relieve stiffness, improve circulation and support detoxification while promoting deep relaxation and bodily balance.
Shirodhara and head treatments	Shirodhara (steady stream of warm medicated oil on the forehead), Shirovasti (oil retained on head), head and scalp treatments and related therapies for insomnia, anxiety and mental relaxation.
Localized treatments (Basti, Kati Basti etc.)	Local oil-pooling therapies such as Kati Basti (for lower back), Greeva Basti (neck), Janu Basti (knees) and other region-specific oil or poultice applications for musculoskeletal issues.
Herbal steam and sudation (Svedana)	Herbal steam baths or localized steam therapies used with oil massage and other pre-Panchakarma procedures to promote sweating and toxin elimination.
Nasya and sinus care	Nasya procedures with medicated oils or herbal preparations introduced into the nasal passage for sinus, headache and head-region disorders.

Ayurvedic pharmacy and herbal remedies	On-site or affiliated pharmacies dispensing classical Ayurvedic medicines, herbal powders, oils, tablets and tonics according to physician prescriptions.
Lifestyle, diet and wellness counselling	Guidance on daily routine, seasonal regimens, nutrition, yoga and stress management aligned with individual constitution and health goals.
Training courses and internships	One-month and shorter training programs in Ayurvedic massage, basic Ayurveda, introductory Ayurveda, Panchakarma assistance and basic theory for wellness professionals and students.
Integrated Ayurveda-yoga programs	Combined packages offering yoga, pranayama, meditation and Ayurveda therapies as holistic healing or rejuvenation retreats.

c. Yoga and meditation offerings

Subcategory	Typical products and services
Multi-day yoga retreats	3–14-day residential yoga retreats combining daily asana classes, guided meditation, pranayama, vegetarian meals and nature walks in settings such as Pokhara, Nagarkot and hilltop sacred temples.
Daily yoga classes	Drop-in hatha, life energy, vinyasa, ashtanga, yin, restorative and mixed level classes are often scheduled morning and evening for in-house guests and external visitors.
Meditation retreats (Vipassana style)	Seven to Ten-day guided silent mindfulness/meditation courses following a standardized technique such as Vipassana with strict schedules, noble silence and donation-based participation at dedicated centres.
Residential meditation courses	Residential 3–10+ day courses offering instruction in yogic exercises, mindfulness, breath awareness and energy meditation, sometimes integrated with teachings on ethics and concentration.
Yoga teacher training	100/200/300/500-hour certified yoga teacher training programs/courses that cover philosophy, asana, anatomy, pranayama, dharana, urja dhyana and teaching methodology, often accredited for international certification.
Yoga and trekking packages	Combined trekking and yoga/meditation itineraries where participants hike in the Himalayas and practice sunrise or sunset sessions along the route.
Yoga for beginners and intensive courses	Short-term introductory courses and intensive programs focusing on foundational postures, breathing, alignment and basic meditation suitable for new practitioners.
Mindfulness and relaxation sessions	Guided mindfulness, body-scan, breathing and relaxation practices offered as standalone classes or add-ons to retreat stays.
Specialized meditation techniques	Structured sessions using Chakra, dynamic, kundalini and other active energy meditation methods developed within spiritual traditions, offered at communes near Kathmandu.

d. Healing and spiritual offerings

Subcategory	Typical products and services
Sound healing and sound-bath sessions	Group or one-to-one immersive sound-healing experiences using singing bowls, gongs and other instruments to support relaxation and emotional release, frequently integrated into yoga retreats.
Reiki Healing Sessions (energy healing therapy)	A gentle energy-healing practice that promotes deep relaxation, emotional balance and overall well-being by channelling universal life energy to support the body's natural healing processes.
Chakra Healing Sessions (Life energy healing therapy)	A basic to medium to advanced kundalini (life) energy-healing practice that promotes chakra (energy centre) healing and awakening, yogic exercises, deep relaxation, emotional balance and overall well-being by channelling universal life energy to support the body's natural healing processes.
Integrated yoga, hiking and healing retreats	Holistic homestay or retreat programs combining yoga, guided meditation, village or mountain hiking and sound-healing or energy-balance sessions in rural or hillside locations.
Spiritual commune retreats	Stays at spiritual communes that emphasize meditative therapy groups, energy meditation, satsang (discourses) and living in a community designed around specific spiritual teachings.
Silent spiritual retreats	Structured silent retreats in monastic or retreat-centre environments that focus on inner observation, ethical precepts and intensive meditation practice.
Buddhist monastic stays	Short-term residential programs in or near monasteries allowing guests to participate in chanting, meditation and learning basic Buddhist philosophy as a spiritual experience.
Holistic wellness and energy work	Packages include elements like chakra healing or energy-balancing sessions, spiritual counselling and ritual-inspired practices framed around emotional healing and personal transformation.
Crystal and Alternative Modalities	Crystal-gemstone therapy and esoteric treatments (e.g. chakra balancing, aura cleansing)
Mind-Body Movement	Healing movement practices like Tai Chi and Qigong for energy flow and wellness
Sacred/Mantra Meditation: (e.g. group chanting, mantra sessions) [common in spiritual centres]	Involves the repetition or chanting of sacred sounds or mantras often practiced in groups to calm the mind, deepen spiritual awareness and foster inner balance and collective harmony.

Zen Tarot Reading (spiritual guidance by tarot)	A reflective spiritual guidance practice that uses tarot symbolism to support self-awareness, insight and mindful decision-making, often focusing on personal growth rather than prediction.
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7 Annex 2: Standard Criteria and Code of Conduct

7.1 Spa and Massage Centres

7.1.1 Minimum Standard Criteria for Enterprises

(a) Registration and Licensing

- All wellness and spa businesses must register with the concerned authority, and they need to renew their registration status each year
- Valid business registration (PAN/VAT registration)

(b) Facility Infrastructure

Space Requirements:

- Minimum 2 treatment rooms for day spas (hotel spas may integrate with hotel infrastructure if properly separated)
- The minimum area for each treatment room needs to be at least 12 square meters
- The facility includes two distinct changing areas which are separated by gender and equipped with lockers for storage
- The facility needs to provide at least two accessible toilets which should have running water and hand-washing facilities for users

Treatment Room Standards:

- Doors with emergency exit
- Adequate ventilation (natural or mechanical) -adjustable lighting which should have dimmed capability as the preferred option
- The facility offers privacy screens and curtains and modesty towels/robes for patient use
- Treatment tables, floors and counters should have non-porous washable surfaces
- Clean shower rooms clearly marked male and female, especially if oil-based treatments or scrubs are offered
- The rooms which perform wet treatment procedures including scrubs and hydrotherapy need to have floor drains

Safety and Hygiene Infrastructure:

- Fire extinguishers (serviced yearly) and clearly displayed emergency exits

- The reception and treatment areas display an easily accessible evacuation plan which is posted for all to see
- First-aid kit (checked and restocked quarterly) accessible to all staff
- Separate clean linen storage and soiled linen collection areas
- Hand-washing stations with soap and paper towels in each treatment room

Hydrotherapy/Thermal Facilities (if applicable)

- Documented water quality testing
- Daily pH and chlorine/sanitizer residual checks (recorded in logbook)

(c) Operational Standards

Client Safety:

- The client intake form contains all the following information- name, age, gender, address and contact number
- Ask about relevant health conditions or risk factors, such as high blood pressure or heart conditions, recent surgeries or injuries, skin allergies, pregnancy status or any medications that might affect the treatment
- The facility displays a list of forbidden medical procedures which staff members show to every patient
- Access to medical professionals when needed (e.g. if someone has a condition that massage could aggravate, advise them to consult a doctor)
- Emergency contact information collected

Service Delivery:

- The reception area needs to show all available services with their prices through both physical displays and website content (if available)
- Clear description of each treatment (duration, technique, benefits)
- Operating hours comply with Government rules
- No hidden charges or additional fees. Any taxes, service charges or optional gratuity policies should be communicated upfront
- Ensure a relaxing, professional atmosphere always (e.g. moderate music volume, maintain privacy and a calm environment)

Hygiene Protocols:

- Provide fresh clean linens and towels to all clients, without any reuse between clients
- Any tools or equipment (like hot stones, cupping glasses, etc.) must be properly sanitized or disinfected between uses
- Single-use disposable items (such as paper table covers or disposable undergarments for body treatments) should be used wherever appropriate and discarded after single use

- Use hospital-grade disinfectants to sanitize all tools and equipment which they cleaned between each client service
- Put all their used linens into closed bins marked for soiled laundry after finishing their treatment
- The treatment area needs complete disinfection and cleaning procedures to be done after every client session

(d) Governance and Compliance

Documentation:

- The facility maintains a written document which shows all staff members along with their positions and their qualifications and training certificates that can be reviewed by inspectors
- Service records of clients together with treatment logs must be stored for a minimum period of 1 year
- System for clients to provide feedback or complaints and designate a staff member or manager to handle complaints

Insurance and Legal:

- Enterprise should have active liability insurance coverage that covers accidents or injuries to clients on the premises
- The enterprise needs to follow all labour laws which exist at the national level for minimum wage requirements and working hour restrictions and employee leave policies
- The establishment maintains a zero-tolerance policy which bans all staff members from providing sexual services and it imposes instant termination and license suspension penalties for any rule breaking that happens
- Internal policy stating that sexual solicitation by clients or therapists is unacceptable and outlining steps for staff to handle such situations (e.g. politely decline and inform management)

Staff Welfare:

- No employment of persons under 18 years of age
- The workplace gives staff members safe working conditions with adequate breaks
- Clear job descriptions and employment contracts

7.1.2 Minimum Standard Criteria for Therapists

(a) Minimum Qualifications

- Therapists must be adults (18 years or older)
- A person needs to present their valid national ID together with their police certificate
- Hold a CTEVT/TVET diploma in spa therapy or massage or an equivalent qualification of at least three months duration
- Each therapist or spa technician should have adequate on the job training - a minimum of 200 hours of training in massage therapy and bodywork is recommended
- Understanding of basic anatomical and physiological concepts which include the muscular and skeletal systems and circulatory system functions
- Therapists are required to finish at least 12 hours of annual training which must include all necessary components- hygiene updates, new techniques, customer care and safety protocols

(b) Skill and Technique

- Therapists must demonstrate the ability to perform treatments safely and effectively
- Therapists should use proper techniques to avoid injuring the client (or themselves)
- Therapists must also be able to modify pressure or technique based on client feedback and physical condition
- Therapists should communicate clearly with clients, albeit minimally during relaxation treatments

(c) Health and Hygiene

- All therapists received an annual health check-up which produced a medical certificate that remains stored in the company records
- Therapists need to receive all scheduled vaccinations which should include Hepatitis B immunization
- Must not work when they are ill (contagious infections like a cold, flu, skin infections) to avoid infecting clients
- Open cuts or wounds on the therapist should be properly covered and treated

(d) Ethics and Boundaries

- Spa staff must maintain professional boundaries
- No inappropriate touching or sexual remarks and never engaging in any sexual activity with clients
- Staff should also keep their personal lives separate, for instance, not soliciting clients for dates or favours

7.1.3 *Code of Conduct for Spa and Massage Wellness Service Enterprises*

a. Client-Centred Care: Every client must receive professional treatment with dignity and respect and professional service no matter what their background or appearance looks like. The client requires absolute priority for their safety and comfort and well-being above all other considerations including sales and profit goals.

b. Honesty and Transparency: Enterprises need to give customers complete and exact details about their services together with their operational procedures. The practice of making deceptive statements about treatment advantages must be avoided because it includes false statements about massage therapy healing diseases. All advertising and marketing should be decent and factual – avoid any content that is sexually suggestive or misleading about what is offered. Make sure clients understand that therapies are for wellness/relaxation and not medical treatments (unless you have licensed medical staff and are explicitly offering such services).

c. Privacy and Confidentiality: Safeguard clients' personal information and privacy. I will protect all health information and personal details which clients share with me by keeping them confidential and I will use their information only for their medical care. All client information and names need protection from disclosure to others unless you obtain their direct authorization for disclosure. The facility needs to have a physical setup which protects client privacy through unnecessary exposure of the client's body, private changing spaces and soundproofing or low noise levels to prevent clients from hearing each other.

d. Professional Integrity: Professionals must keep their required licenses and registrations and permits because these documents represent their ethical duty which extends past what the law requires. Cooperate fully with any government inspections or inquiries. The team must notify appropriate authorities together with industry bodies whenever they experience any major incident which includes injuries or allegations of misconduct.

e. Staff Welfare and Ethics: Enterprises needs to create an environment which protects staff members through equal treatment for all employees. This includes zero tolerance for any harassment or exploitation of staff. The Enterprises should establish therapist compensation rates which start at minimum wage and rise for experienced therapists while following all labour laws that govern work hours and employee benefits. Enterprises needs to back its employees through their career development- a professional team reflects well on the business and industry.

f. Environmental Responsibility: Operate in an eco-conscious manner. Try to use environmentally friendly products (oils, lotions, detergents) that are biodegradable or natural when possible. The facility needs to handle waste appropriately through proper disposal of used spa materials and biomedical waste when they are provided. Conserve water and electricity and explore optimum utilization through alternative technologies.

g. Zero Tolerance for Illegal Activities: The facility operates under a zero-tolerance policy which makes all sexual services and drug use and every other illegal activity completely forbidden throughout the building. If any staff is found to be involved in such misconduct, the Enterprise needs to start right away with employee termination procedures and must file reports with authorities. The

system should maintain a blacklist which includes problematic clients who need to be reported to authorities when they request illegal services. The Enterprise needs to share this policy with all staff members while also making it clear to clients through signs which state that only professional massage therapy services are available and any inappropriate behaviour will result in consequences.

Unofficial Translation

7.1.4 *Code of Conduct for Spa and Massage Therapists*

a. Professional Boundaries: Always maintain clear professional boundaries with clients. The therapist needs to stay away from all forms of flirting because they must keep their professional boundaries intact by never forming relationships with their clients and by only interacting with them during scheduled therapy sessions. Therapists need to present themselves through professional clothing which includes either a uniform or appropriate modest and clean attire to create a professional atmosphere. Avoid sharing excessive personal information with clients or becoming too familiar, friendly but professional is the goal.

b. Respect and Empathy: Treat each client with empathy, respect and cultural sensitivity. You should understand how different cultures handle physical contact and body exposure because this knowledge will help you decide between asking questions and selecting appropriate safe interactions when you are not sure. The client needs to provide consent before always beginning treatment and during the process when any changes or sensitive procedures need to be performed. If a client says they are uncomfortable with something, immediately adjust or stop.

c. Competence and Safety: Work only within the scope of your training. Don't attempt techniques you are not trained in. You need to watch for any conditions that make treatments inappropriate because high blood pressure patients should avoid hot treatments and strong pressure applications until their doctor gives permission and injury patients need to avoid treatment of their injured areas unless they receive proper therapeutic education. You need to stop your work when you meet a client condition that goes beyond your professional skills or when you see any unexplained medical signs including skin rashes or chest pain. Never give medical advice or promise cures, that is not the role of a spa therapist.

d. Hygiene and Cleanliness: All hygiene protocols need to be executed by following the original procedures which have been established. Wash hands before and after every session and anytime they may have become contaminated. Keep your workstation clean. The practice requires clients to receive their own set of clean linens while you should put on gloves when your hands show cuts or when the treatment needs them (although most massage work involves using bare hands after washing your hands properly). You need to inform your manager about your illness while you should avoid contact with clients until your health condition improves because it is better to delay appointments than to risk infecting your clients. Personal hygiene needs daily bathing and clean uniform wear to stay in good condition.

e. Confidentiality: Treat clients' personal communications as confidential. The treatment process enables clients to share their personal emotions and stress, but healthcare providers need to keep all disclosed information completely confidential. The staff should avoid any discussion about their clients with each other. Keep any client records or contact info secure.

f. Continuous Improvement: Embrace a mindset of learning. You should ask your supervisors and clients to provide feedback which will help you enhance your technical skills. Participate in any training the spa provides. Stay updated on best practices – for example, learning a new sanitation

procedure or a new modality that is in demand, as long as it's within the spa's offerings. Your career development will benefit from this method which produces better results for your clients.

g. Integrity and Accountability: Integrity and Accountability: Be honest and upright in your conduct. Do not attempt to solicit tips or gifts – while clients may offer tips, never make them feel it's expected and graciously accept or decline per the spa's policy. Never abuse any substances (alcohol or drugs) before or during work; being intoxicated on the job is grounds for dismissal. You must report any unethical or harmful conduct from your colleagues to management because it protects both organizational integrity and client security.

h. Prohibited Conduct: The organization demands all staff members to stop all sexual contact and suggestive behaviour which must stay out of reach for clients. You must never steal any client belongings or spa property because you received their trust. Any breach of these fundamental rules can result in immediate termination and possibly legal action.

Unofficial Translation

7.2 Ayurveda Clinics

7.2.1 Minimum Standard Criteria for Clinics

(a) Registration and Licensing

- Ayurveda clinics must be registered with the concerned local authority and a license or recognition from the concerned authority or Department of Ayurveda and Alternative medicine - as a health facility for Ayurvedic services) and they need to renew their registration status each year from the concerned entities
- Valid business registration (PAN/VAT registration)
- Clearly define and declare whether the centre is offering “Wellness Ayurveda” (preventive, rejuvenation, lifestyle-focused services for generally healthy clients) or “Clinical Ayurveda” (therapeutic treatments for specific ailments)

(b) Facility Infrastructure

Clinical Space Requirements:

- The facility requires a minimum of one consultation room which ensures doctors can maintain complete privacy when speaking with patients
- The facility requires at least two treatment rooms which should be dedicated to Panchakarma procedures and therapy sessions
- The minimum size for each room should be 12 square meters
- The facility includes two distinct changing areas which are separated by gender and equipped with lockers for storage
- The facility needs to provide at least two accessible toilets which should have run water, hand-washing and provide appropriate bathing facilities for users
- Rooms must have washable, non-porous surfaces on floors and counters
- Adequate ventilation (natural or mechanical) to dispel aroma of oils or medicinal fumes

Hygiene and Support Facilities

- The facility needs to have two clean accessible toilets
- A waiting area with seating for clients or accompanying persons and provide clean drinking water
- The facility needs two distinct areas which should store clean laundry products and soiled laundry items
- The facility operates a waste disposal system which follows all requirements of biomedical waste rules for managing waste
- If the clinic dispenses Ayurvedic medicines then the dispensing pharmacy should be registered in department of Drug Administration, but if the clinic dispenses only OTC herbal products, then set up a small dispensing area. This area should have lockable cabinets for storing medicines, especially any potent herbs or formulas. Organize the

storage by category and ensure its kept in a clean, cool, dry environment to preserve efficacy

- All substances should be labelled and if possible, sourced from quality manufacturers or prepared hygienically in-house. Keep a record of batch and expiry for any prepared medicine
- A small kitchen or preparation area for herbal decoctions, kashayam (if preparing on-site) and special diets as part of therapy

Safety Infrastructure

- Fire extinguishers and emergency exits
- First-aid kit ((with items like bandages, antiseptic etc.) checked and restocked quarterly accessible to all staff
- Basic diagnostic tools on hand- blood pressure monitor, resuscitation equipment, thermometer and pulse oximeter etc.
- Post emergency contact numbers (for ambulance, nearby hospital, etc.) prominently.
- Emergency referral protocol through its agreement with the closest allopathic hospital/clinic which provides emergency transfer services for cardiac emergencies and severe allergic reactions and other similar medical situations

(c) Clinical Oversight and Governance

Medical Oversight

- The clinic must have at least one qualified Ayurvedic physician involved as the primary treating physician. An assistant Ayurveda Health worker can be a fulltime staff if the clinic provides only preventive Panchakarma purvakarma services only. A Bachelor of Ayurvedic Medicine and Surgery (BAMS) graduate or equivalent should either be on-site or on-call whenever preventive treatments are happening. If the clinic is providing therapeutic clinical procedure, then consultants registered on Nepal Ayurveda Medical Council should be on call. For Major Panchakarma procedure like Vamana Virechana Panchakarma consultants should be on call.
- The physician needs to perform first consultations before creating treatment plans and monitoring all Panchakarma intensive procedures
- The physician should check wellness centre protocols occasionally but remain available to provide medical care if clients develop health issues
- The development of written treatment protocols needs to establish predefined treatment protocols for routine medical procedures. The practice should have established procedures for performing Panchakarma and more routine therapies like Abhyanga (oil massage), Shirodhara (pouring oil on forehead), etc. If major procedure like vamana virechana are to be performed consultants should be on call attending the procedure.
- The guidelines provide therapists with a standardized protocol to perform the procedure which helps protect patient safety. Update these protocols either once a year or at any other time he deems necessary

- Infection control policy because its treatments involve bodily fluids during Panchakarma procedures and minor surgical methods. This includes regular hand hygiene for staff, proper sterilization of instruments (using an autoclave for any reusable instruments like metal enema nozzles or needles or otherwise using disposable ones)
- Ensure linens are thoroughly washed (hot water wash and sun-drying or machine drying at high heat) after each use, especially if soaked in oil or other substances
- Segregate waste- general waste vs. biomedical waste (like used gloves, swabs, any sharps) and dispose of biomedical waste per health regulations (perhaps through the municipal health department or a medical waste service)

Operational Standards

- All clients who want to receive Ayurvedic treatments must include a consultation.
- A complete medical history form which includes all present medical conditions such as diabetes and hypertension and other relevant health information. Current medications (both allopathic and herbal), allergies (to foods or oils/herbs), diet and lifestyle, etc.
- A physician needs to perform complete assessments for intensive programs which include determining both Prakriti (constitution) and Vikriti (imbalance) of the client before starting therapy
- Always explain the proposed treatment plan and get informed consent in writing. The consent form needs to explain all the things which the client will experience during the process and they acknowledge understanding
- Establish clear criteria for when someone should not undergo certain Ayurvedic therapies, people who have acute infections or fever. Pregnant women people with severe heart problems and unmanaged diabetes need to receive additional care during their treatment
- The Centre needs to create a system which enables clients to always contact staff members throughout the day and night because residents need immediate access to emergency services
- The treatment needs to use only secure herbal products and ayurvedic medicines which is manufactured by reputable production facilities

(d) Governance and Documentation

- Keep credentials of all key staff. Ayurvedic physicians must be registered on Nepal Ayurveda Medical Council and licensed as per law (. The Ayurveda Health worker must also be registered in Nepal Ayurveda Medical council or Nepal Health Professional Council.
- Therapists (sometimes called Ayurveda technicians or Panchakarma therapists) should have formal training in Panchakarma techniques, preferably from recognized institutes
- If you employ yoga instructors or meditation guides as part of an Ayurveda retreat, ensure they meet the standards given in the Yoga section of this framework
- Maintain a file for each client which should include all their treatment information when they participate in multiple-day programs. The documentation should contain the patient's

intake form together with their daily treatment notes and all observed information and final discharge summary or post-treatment recommendations

- If anything goes wrong – e.g. a client has a fainting spell or an allergic reaction to an oil – document the incident, actions taken and outcome. If serious, also report to the health authority as required. Learn from incidents to improve protocols
- Periodically review outcomes. Encourage clients to give feedback after completing a program. Track any patterns (e.g. if multiple clients complain about a certain aspect, address it)
- Have your Ayurvedic doctor review and sign off on any new therapy introduction or changes in protocol
- Enterprise should have active liability insurance coverage that covers accidents or injuries to clients on the premises
- The enterprise needs to follow all labour laws which exist at the national level for minimum wage requirements and working hour restrictions and employee leave policies

Unofficial Translation

7.2.2 *Minimum Standard Criteria for Personnel*

Ayurvedic Physicians

(a) Qualifications

- Ayurveda Consultant must have a MD/MS Ayurveda degree and registered in Nepal Ayurvedic Medical Council as specialist of Ayurveda in different subject specialities.
- Ayurveda Physician Must have a BAMS degree or equivalent education from an authorized educational institution and registered in Nepal Ayurvedic Medical Council
- Practitioners must be certified by the Nepal Ayurvedic Medical Council
- They should possess a strong foundation in classical texts as well as basic modern medical understanding
- Engage in ongoing learning through seminars, reading research, etc. Document some CPD hours (many countries require a certain number per year to keep a license). This keeps the physician updated on both Ayurvedic advances and relevant biomedical knowledge

(b) Skills and Experience

- The lead physician should have at least two years of clinical experience according to the recommendation. The subject consultant should be on call.
- They should be familiar with conducting Panchakarma and managing any minor complications thereof
- New Physicians should work under the guidance of the supervisor for at least two years
- Ability to perform Ayurvedic diagnostic techniques (pulse examination, tongue, etc.) formulate treatment plans and supervise therapies
- The practitioner needs to recognize which medical conditions exceed Ayurvedic treatment's scope and refer to allopathic care for situations like medical emergencies, surgical conditions, etc.

(c) Communication

- Possess the ability to present Ayurvedic principles through basic terms which clients can understand (local people and foreigners might be unfamiliar with terms including dosha and others)
- Usage of local language (for locals) and good English proficiency is a plus in a tourism context

(d) Ethics

- Follow ethical standards which demand welfare and protection of patient health and obtain consent for treatment and maintain confidentiality
- The practitioner must not exaggerate what Ayurveda can do (e.g. not promise a cure for cancer through Ayurveda alone). Encourage integrative approaches when beneficial

Panchakarma Therapists / Ayurvedic Technicians

(a) Qualifications

- Ayurveda health assistant and Auxiliary Ayurveda health workers registered in Nepal Ayurveda Medical Council or at least should have completed a formal training program in Panchakarma therapy, typically of at least 6 months to 1 year duration from an Ayurvedic centre or school or CTEVT/TVET
- Training on how to administer massages, oil therapies, steam, shirodhara, enemas, etc.
- Essential knowledge about first aid and basic anatomy and hygiene

(b) Skills and Competence

- Must be adept at preparing treatment materials (oils, decoctions for basti, etc.), performing therapies as per the protocols and monitoring the client's condition during therapies.
- Understand and follow instructions given by the physician and follow them accurately (e.g. "do massage for 45 minutes with moderate pressure" or "administer 500 ml enema and have client retain for X minutes")

(c) Hygiene and Safety

- Rigorously follow all hygiene protocols - wearing gloves and protective gear as needed (especially for procedures like enemas or handling vomit during Vamana)
- Never perform an invasive or risky procedure unsupervised
- If a client shows signs of distress (fainting, pain, etc.), they should stop and alert the doctor
- Ensure all equipment is clean or sterile
- Know the fundamental first aid techniques and understand when to seek medical help from a doctor

(d) Patient Care

- Exhibit a caring and calm demeanour while handling the patients especially senior citizens throughout their treatment period
- Managing client's physical needs (helping them to bathroom if dizzy, etc.)
- Provide reassurance to patients while using gentle guidance during Panchakarma procedures which might cause discomfort (such as during Vamana when they need to manage their nausea)
- Respect the client's privacy and modesty (proper draping during massages etc. and gender-sensitive assignments as appropriate)

(e) Ethics

- Maintain professional boundaries through all their work activities while staying away from any inappropriate behaviour
- Do not give medical advice on their own - any questions about illness or prognosis should be directed to the Ayurvedic doctor

Unofficial Translation

7.2.3 *Code of Conduct for Ayurveda Clinics*

a. Patient-Centred Care: The provider must always make the client's health and safety and their right to make informed decisions their top priority. Provide compassionate medical care which respects the cultural and personal background of all patients. All clients maintain their right to stop or refuse any treatment they receive so you must always honour their autonomy.

b. Clinical Excellence and Authenticity: Commit to high standards of Ayurvedic practice. Treatments should be based on classical Ayurvedic principles and sound judgement, possibly blended with modern evidence-based practices if available. Do not offer dubious services that are not genuinely Ayurvedic just because they might sell (e.g. calling something “Ayurvedic” without basis). Ensure all staff are qualified and that therapies are provided in a safe, proper manner.

c. Honesty about Efficacy: Be transparent about what Ayurveda can and cannot do. You should avoid making statements about treating serious medical conditions including cancer and HIV and advanced diabetes unless there are evidence and validation from trustworthy sources. Ayurveda has strengths in many chronic and lifestyle diseases but position your services appropriately - often as complementary to modern medicine. The delivery of wellness therapies requires clients to understand these services exist for health benefits and not a substitute for needed medical treatment. The patient needs to understand all expected treatment results and must know how long the therapy will last and what changes need to be made to their daily routine.

d. Regulatory Compliance: Adhere strictly to all regulations from health authorities without making any exceptions. The practice requires healthcare providers to use only authorized Ayurvedic medications which have passed quality control tests and to follow Ministry of Health- Department of Ayurveda, established hygiene and practice protocols and maintain their licenses through proper renewal procedures.

e. Confidentiality: Safeguard all client health records and personal information as per privacy laws. During an Ayurveda consultation patients need to reveal personal details about their physical body functions together with their mental state. The information needs to remain protected from disclosure to others. The protection of stored records requires them to be kept in locked file cabinets or password-protected systems while disclosure should be restricted to those directly involved in care or if legally required.

f. Fair Business Practices: Be ethical in all dealings. The business needs to establish prices which customers can afford while showing customers their receipt with detail breakdown of costs. Do not collude with the dispensary in deceptive sales practices which force customers to buy unnecessary herbs and supplements at higher prices for profit purposes. All referral agreements with laboratories and other specialist providers need to be transparent and do not accept kickbacks. If you offer package programs, explain all program contents together with their refund policy.

g. Continuous Improvement: As a business, invest in keeping your services up to date. Develop training programs which will bring experts to teach staff members through guest lectures and tailored training programs. Monitor recent studies about Ayurveda and integrative medicine that could enhance your service and offerings. Have an ongoing system for result monitoring to re-

evaluate procedure whenever it isn't working well for clients. Strive to improve quality based on feedback and evolving best practices.

h. Respect for Tradition and Environment: Preserve and respect traditional practices and natural surroundings through its daily practice of starting treatments with small ceremonies which include optional mantras. If using a lot of herbs, try to source them sustainably (support local farmers, ensure no endangered species are used). Promote preservation of medicinal plant knowledge and perhaps contribute to community or conservation efforts to safeguard their indigenous ecosystems. Operate with environmental consciousness (proper disposal of herbal waste, etc.) in line with Ayurveda's ethos of harmony with nature.

Unofficial Translation

7.2.4 Code of Conduct for Ayurveda Professionals

(i) For Ayurvedic Practitioners (Doctors - Consultants and physicians)

a. Competence and Scope: Practice within the limits of your training and experience. Do not attempt procedures or treatments you are not qualified for. If a patient's condition is beyond what Ayurveda (or your skill) can manage safely, promptly refer them to an appropriate allopathic healthcare provider. Stay updated with continuing education to enhance your competence.

b. "Do No Harm": Follow the medical principle of *primum non nocere*. Perform thorough screening of patients to identify any conditions which would make them unsuitable for treatment. Avoid any herbal medication or therapy that could potentially harm the patient. Monitor patients throughout during their treatment because they need to act right away when they detect any adverse reaction symptoms. The patient's safety is paramount, even if it means altering or stopping planned therapy.

c. Informed Consent and Communication: Explain both the diagnosis and all suggested treatments to patients through simple language during the informed consent process. The therapist needs to explain to the client what the treatment process will be like and what positive results one can expect while also warning about any potential adverse effects or unpleasant sensations. Ensure they can ask questions. The patient needs to give their consent before starting any procedure which includes Panchakarma and all its invasive and intensive treatments. The patients need to learn about their ability to stop their treatment at any time. Document this consent.

d. Confidentiality: Keep all patient information confidential through total privacy protection of their data. Only discuss case details with other practitioners involved in the care (and even then, without identifiers if possible or with consent). Healthcare providers need authorization from clients before they can share health information with clients during group sessions and training events.

e. Professional Boundaries: Maintain professional boundaries in all interactions with the patients. Do not engage in any romantic or sexual relationship with patients. Prevent all forms of exploitation - financial exploitation through forced medical procedures or emotional and other types of exploitation. If you are treating someone you have another relationship with (friend, relative), be extra cautious to keep it professional during treatment or refer them to a colleague if lines may blur.

f. Integrity and Honesty: Represent your qualifications truthfully. Do not call yourself, say, an Ayurvedic cardiologist unless you have specialized credentials. Do not give guarantees of cure; instead, give realistic hopes ("this treatment has helped in these conditions, we will try it for X months and see"). You should recognize your lack of understanding about a subject when you encounter it or when patients ask about topics which are outside your expertise. You should either perform more research or point patients to alternative resources instead of making up an answer.

g. Collaboration: Embrace an integrative approach when beneficial. The healthcare professional needs to work together with allopathic doctors and physiotherapists and other wellness professionals. The patient should feel free to share information with their medical doctor when they receive care

from both providers. Similarly, if a yoga or diet component would help the patient, collaborate with those practitioners. This team approach often yields the best outcomes.

h. Ethical Prescribing: Prescribe treatments and medicines based on need, not on potential profit or unproven trends. Do not prescribe very high quantities or expensive proprietary medicines if simpler, cheaper classical formulations would do, unless there is a valid reason. The medicines need to be safe for use because patients should be warned about heavy metal contamination and the presence of heavy metals in their medication. Patients need to learn about the correct method for using their medications. Never participate in any kickback scheme with pharmacies or diagnostic centres.

(ii) For Ayurvedic Therapists/Technicians (including Masseurs, Panchakarma Assistants)

a. Competence and Obedience to Protocol: Only perform procedures that you have been trained for and as per supervising Doctor's instructions. You should ask for guidance or supervision when someone asks you to perform a task which makes you feel uncomfortable or you have no experience with. Always follow the clinic's established protocols for each therapy - they exist for safety.

b. Client Care and Respect: Treat clients with kindness and cultural sensitivity. The practice of Ayurvedic medicine includes certain treatments which create feelings of vulnerability in clients during enema procedures and when they undergo induced vomiting. so, maintain their dignity. Drape appropriately during massages (only expose what's necessary for the procedure). Communicate gently – explain steps as you go along (“Now I will ask you to drink this ghee,” or “I will start the steam, let me know if it's too hot”). Listen to the client when they express discomfort because you need to take appropriate action.

c. Hygiene: Strictly adhere to all hygiene procedures which have been established. Wear clean uniforms. The practice demands staff members to wear gloves and masks during two procedures which involve Vamana cleanup and medicated enema applications. Sanitize your hands and the equipment. The therapy room needs to stay clean because oil residue creates slippery surfaces which require immediate cleaning to prevent accidents from happening. The treatment process includes waste disposal following each session because staff members must handle infectious waste with caution because it contains dangerous pathogens.

d. Alertness and Reporting: Be vigilant about the client's condition during and after procedures. For instance, the client develops pale skin while their body starts to shiver which indicates they are experiencing distress. Check in with them: “Are you feeling, okay?” You must notify the Ayurvedic doctor right away whenever you notice anything that seems not right, no matter how small it appears. After the treatment, observe the client for a short while (especially after intensive therapies) to ensure they are stable. Document all unexplained reactions while the supervisor needs to receive notification about these incidents.

e. Professional Boundaries: Wellness professionals need to stay completely away from physical and emotional contact and behaviours with their clients. Your touch must always be therapeutic and professional. Do not make jokes or comments about the client's body. Staff members should refrain

from forming personal bonds because these relationships would affect their professional choices and create ethical problems when they need to work with the clients.

f. Confidentiality: All staff need to maintain confidentiality because they could hear or see sensitive client information which includes private discussions that take place during consultations and when clients share personal matters while receiving massage treatment. Keep all such information strictly to yourself or within the treating team. Never gossip about clients.

g. Learning Attitude: Ayurveda evolves through the discovery of new approaches and better treatment methods which expand the wide range of this traditional practice. Be open to learning from the senior Vaidya or through workshops. You should develop your skills whenever you can do so (such as mastering new massage methods or finding improved methods for enema administration that bring comfort to clients). This not only boosts your career but enhances patient outcomes and satisfaction.

Unofficial Translation

7.3 Yoga and Meditation

7.3.1 Minimum Standard Criteria for Centres

(a) Registration and Licensing

- All Yoga and Meditation Centres must register with the concerned authority, and they need to renew their registration status each year
- Valid business registration (PAN/VAT registration)
- If running Yoga Teacher Training Courses (TTC) that issue certificates, the centre should have:
 - Registration as an educational institution; or
 - Formal affiliation/recognition with a recognized body (e.g. Nepal Yoga Board, Yoga Alliance or CTEVT/TVET), or similar institutions.

(b) Facility Infrastructure

Practice Spaces: Yoga hall/studio

- The space needs to provide at least 2 - 3 m² of floor area for each participant to enable unrestricted movement between participants
- The floor should be clean and non-slippery with either wood or cork or quality vinyl flooring or stable mats that provide good traction
- The space needs to have ceilings that reach at least 3 meters high to enable students to perform standing yoga poses and inverted movements safely
- The space should have good ventilation and natural light access through windows which can be opened for ventilation
- The area needs to be completely free from any loud outside noises

Meditation hall (if separate)

- The area functions as a peaceful area which provides seating through its arrangement of cushions and mats and benches
- The room features soft warm illumination which creates an environment free from interruptions

Support facilities

- The facility needs two separate changing areas for men and women which should include basic lockers and secure storage spaces (these areas must exist for both centres and standard classroom operations)
- The facility must have at least two toilets which should be equipped with water and soap and essential items for cleaning
- Drinking water station (filtered/boiled)
- The outdoor space for yoga and meditation practices should be included as an essential feature to capture outdoor environment (if possible)

Safety features

- The first-aid kit stays available for emergency situations while staff members conduct their scheduled checks of its supplies
- Fire extinguishers and clearly marked emergency exits
- The floor needs non-slip materials or mats which should create safe pathways that prevent people from slipping or falling
- Sufficient props: yoga mats, blocks, straps, bolsters, blankets, cushions – kept clean and in good condition

(c) Operational Standards

Program Transparency

- Clearly display for each class/retreat: Yoga style (Hatha, Vinyasa, Ashtanga, Yin, restorative, etc.) or meditation method (Vipassana, Chakra Mindfulness, Tibetan, Zen, etc.)
- Information on the Class level (Beginner, Mixed, Intermediate, Advanced) and who is qualified
- Provide the details of the duration, schedule and pricing
- The program requires definition of its length and creation of both scheduling and payment systems

For TTCs, publish:

- Full curriculum with hours per subject (philosophy, asana, mantra, meditation, anatomy, philosophy, methodology, practicum)
- Total hours clearly stated (e.g., 200-hour, 300-hour, 500-hour aligned with Yoga Alliance or national standards)
- Detailed information on entry requirements, certification details and assessment criteria
- Information on the lead trainer/coach qualifications and lineage
- Information on the certification recognized nationally or internationally

(d) Health and safety screening

- Simple intake questions for new students about their health status (especially older adults or those with visible conditions): injuries, chronic illnesses, surgeries, pregnancy, blood pressure or balance issues
- Encourage and support participants with severe health problems to obtain medical clearance before they can join active program activities or physically demanding classes

(e) Class management

- Maintain safe teacher–student ratio (e.g. around 1:15–20 for general classes, smaller for advanced or therapeutic sessions)

- Ensure hall/ room capacity is not exceeded - operate at or below its maximum capacity because excessive numbers of people in the hall/room increases risk of injury
- Guidelines and rules which govern late arrival times, cancellation processes and all retreat rules that enforce silence and avoid phone usage

(e) Governance and Compliance

- Maintain accurate and up-to-date documentation to ensure quality control, accountability and compliance:
 - Attendance records (for insurance and certification purposes)
 - Teacher credentials and training certificates on file
 - Complaints/feedback register
 - For TTCs: Student assessment records, certification issuance log
- Ensure appropriate insurance coverage is taken aligned with the nature of their services:
 - Public liability insurance covering client injuries during classes/retreats
 - Professional indemnity insurance for teacher training programs

Unofficial Translation

7.3.2 *Minimum Standard Criteria for Staff (Yoga and Meditation Professionals)*

(a) Qualifications and Training

- Must be adults (18 years or older)
- A person needs to present their valid national ID
- Have completed minimum 200 hours of Yoga Teacher Training (YTT) from an accredited school or program aligned in line with international benchmarks (Yoga Alliance, Yoga Certification Board India, Nepal Yoga Board or similar institutions)
- Training must include:
 - Includes the technique for the six elements which are asana, pranayama, dharana, meditation, mantra and mudra
 - The teaching approach that includes sequencing and cueing and class management and modification techniques
 - Essential knowledge about wellness, human body structure through its anatomy and physiology content which teaches students about musculoskeletal systems and nervous system functions and shows them common injuries and contraindications
 - Philosophy and Ethics: Yoga history, classical texts (e.g. Yoga Sutras, Bhagavad Gita), ethical guidelines
 - Practicum: Minimum 10-20 hours of supervised teaching practice

(b) Core competencies

- Teach safe classes at appropriate skill levels which require proper understanding of class progression
- The trainer needs to give clear verbal guidance through both spoken instructions and physical demonstrations
- Provide modifications for injuries, pregnancy, elderly students or beginners
- Recognize when to advise students to change yoga positions or eliminate from their practice
- Use hands-on adjustments only with consent and proper training

(c) Continuing education

- Complete at least 20–30 hours of additional training every two-year period which includes workshops and anatomy updates and philosophy studies and trauma-sensitive yoga education and regular personal practice

(d) Yoga Teacher Trainers (for TTCs)

- The lead trainers who work at TTCs need to have:
 - At least 500 hours of education and 200 hours of experience with more than three years of teaching experience and 1000+ hours of teaching time
 - Show teaching experience through their documented work and they have proven their ability to teach all subjects in the TTC curriculum

- Experience in curriculum design, mentoring and assessment of trainees
- Strong ethical conduct and teach others to maintain professional conduct

(e) Meditation Teachers

- Training and lineage
 - Documented training program through an apprenticeship or training program with a recognized meditation tradition (Vipassana, Chakra, Zen, Tibetan, Theravada, mindfulness-based programs like MBSR/MBCT, etc.)
 - For lineage-based methods obtain authorization through recognition or endorsement from authorized teachers/gurus or monasteries
 - At least 2 years of regular personal practice before teaching, plus teacher training where available

(f) Competencies

- Ability to guide sessions clearly, manage group energy and timing
- Understand common experiences (restlessness, sleepiness, emotional release) and respond appropriately without stepping into psychotherapy
- Understand and identify three psychological warning signs which include acute psychosis and severe untreated depression and trauma and their need to seek mental health professional help.

7.3.3 *Code of Conduct for Yoga and Meditation Centres*

a. People-Centred Approach

- The classroom environment should provide complete acceptance to students who belong to different age groups and possess various body types and gender identities and national backgrounds and ability levels
- Student safety and comfort and well-being should always take precedence over commercial or marketing goals
- The centre should maintain appropriate numbers which prevent exceeding safe thresholds and overcrowding. Establish a consent-based environment which allows people to refuse any photography request or modelling position or activity which makes them feel unsafe

b. Qualified Instruction

- The Centre needs to select teachers who have completed their education at an accredited yoga school with 200 hours of training or who obtained their meditation certification from an authorized organization
- The Centre needs to check teacher qualifications while maintaining current documentation of their credentials and teachers must operate within their established skill range
- The Centre should provide teachers with continuous professional development which includes anatomy workshops and trauma-sensitive yoga training and philosophy updates and other relevant programs
- Teachers should avoid making medical diagnoses and they should only provide educational interventions which match their professional qualifications

c. Transparency and Honest Representation

- Clearly describe all offerings (classes, workshops, retreats, TTCs) with accurate information on:
 - style (Hatha, Vinyasa, Chakra, Yin, Vipassana, Mindfulness, Energy Meditation etc.)
 - level (beginner, mixed, intermediate, advanced)
 - schedule and duration
 - total retreat or TTC hours
 - pricing and all costs
- The advertising content should prevent any form of deceptive promotion which includes both false product descriptions and unproven benefits and unrealistic guarantees.
 - “Cure anxiety in 3 days”
 - “Guaranteed weight loss”
 - “Achieve enlightenment”
- Clearly state the benefits and limitations of yoga and meditation in non-medical terms.

- The descriptions of teachers should always present their actual educational history and their acquired skills and qualifications.

d. Authentic and Respectful Representation

- Honour the origins and traditions of yoga and meditation, acknowledging philosophical foundations rather than reducing them to purely fitness or commercial products
- The sacred symbols which include Om and mandalas and prayer flags should remain protected from any form of commercial exploitation which uses them for decorative purposes
- Credit lineages, teachers and authentic sources when relevant
- The teachings need to stay true to their original form because any changes made to cultural or spiritual practices would create opportunities for commercial exploitation

e. Ethical and Fair Business Practices

- The company needs to establish pricing and billing systems which function with absolute transparency and equal treatment for all users
- The policy needs to explain all refund and cancellation procedures and deposit requirements and no-show penalties in complete detail
- The following sales methods should be avoided because they use forceful techniques against customers:
 - “Last chance to buy today!”
 - “Enrol now or lose your certification opportunity.”
- The institution should protect clients from additional fees which clients cannot see and from deceptive additional charges that students must pay.
- The organization needs to establish payment systems which treat all staff members equally while upholding fair compensation standards.

f. Safety, Health and Risk Management

- The facilities need to stay safe and clean through all necessary measures:
 - clean non-slip floors
 - adequate ventilation
 - accessible emergency exits
 - working fire extinguishers
 - first-aid kit
- The Centre needs to maintain all props including mats and straps and bolsters through proper cleaning and replacement of items when they reach their expiration date
- The instructor needs to check clients for any health issues which affect their abilities before making necessary adjustments to their work
- The organization needs to keep proper insurance protection in place which includes public liability coverage and facility insurance based on established requirements

- The program needs to establish specific emergency protocols which should address medical emergencies and mental health crises and altitude sickness cases that affect yoga-trek participants

g. Integrity in Teacher Training Courses (TTCs)

- The centres which provide TTCs (200/300/500 hours) should implement the following.
 - Do not certify students who have not demonstrated competency, merely to increase revenue
 - The curriculum needs to fulfil the minimum international criteria which exist for education standards.
 - Asana, pranayama, dharana, meditation
 - Anatomy and physiology
 - Teaching methodology
 - Philosophy, ethics and history
 - Practicum and assessment
- The assessment process for trainees requires fair and transparent evaluation through their participation in teaching demonstrations and their attendance in classes and their completion of assignments
- The training program needs to deliver participants with correct information about their certification status and accreditation standing and complete information about international and national recognition procedures

h. Respect for Personal, Emotional and Physical Boundaries

- The organization must establish a zero tolerance against all forms of sexual harassment and misconduct and exploitation and coercion
- Teachers need to establish distinct limits which separate their professional role from their student relationships
- No romantic or sexual relationships with current students
- No inappropriate touch; hands-on adjustments only with consent and training
- All staff members need to undergo training about professional conduct and maintaining confidentiality and proper communication methods

i. Cultural and Community Responsibility

- Teachers should respect all cultural and religious and spiritual elements which exist in Nepal during their teaching activities at locations near monasteries and temples and sacred areas
- The Centre needs to practice responsible tourism because it will enable staff members to connect with residents who will obtain benefits from business activities
- The presentation of Buddhist and Hindu and indigenous spiritual practices and meditation methods need to occur with respectful attention to their cultural background to prevent any form of cultural simplification or misrepresentation

j. Confidentiality and Privacy

- Always protect client's personal and health information
- The disclosure of client identities along with their photographs and personal stories requires direct authorization from the clients before any disclosure can take place
- The practice requires complete confidentiality because clients share their most personal experiences during retreats and meditation and when they talk to their teachers

k. Accountability and Continuous Improvement

- The system requires clients to have authorized pathways through which they can present their feedback and complaints
- The Centre needs to address all concerns through official procedures while monitoring all major incidents that happen
- The Centre needs to conduct regular assessments which will help them check their teaching standards and safety protocols and governance framework

l. Zero-Tolerance for Misconduct

- Yoga and Meditation Centres need to establish specific internal policies which completely prohibit all forms of discrimination and harassment.
 - sexual misconduct
 - discrimination (gender, caste, ethnicity, body type, religion, nationality)
 - unethical sales practices
 - falsification of credentials
 - unsafe teaching practices
 - emotional manipulation or spiritual coercion
 - substance use (alcohol/drugs) during teaching hours
- The institution will take disciplinary actions against staff who violate rules which include suspension and job loss and course certificate withdrawal and law enforcement notification

7.3.4 *Code of Conduct for Yoga and Meditation Professionals*

(i) For Yoga Teachers

a. Scope of Practice

- Teach only within the limits of your training and competence
- Do not diagnose medical conditions, prescribe treatments or offer physical/mental health advice unless you hold a recognised healthcare qualification
- Recognise when a participant requires professional support and refer appropriately to physicians, physiotherapists, psychologists or other experts

b. Student Safety

- The facilitator should check participants for health issues which include injuries and chronic conditions and pregnancy status during the class start time whenever feasible
- Offer participants who require protected methods to modify their practice by using props and various body positions.
- Participants should not be pushed or forced which encourages them to exceed their physical safety boundaries
- The facilitator should provide participants with specific instructions about all poses which require balance or weight distribution or any form of body stress
- Teach only basic practices which are safe for participants to learn because you should only show advanced risky or intense practices when you have proper training and the participants have reached an appropriate skill level

c. Consent and Professional Boundaries

- Participants need to give direct consent through verbal approval or thumbs-up signals or consent cards for hands-on adjustments to take place
- The practice of touch needs to remain both respectful and professional while keeping contact to the absolute minimum which should only occur for alignment purposes or safety reasons
- Never touch intimate areas under any circumstances
- Maintain strict professional boundaries:
 - No romantic or sexual relationships with current students
 - The professional must stay away from dual relationships which include being both a teacher and employer or teacher and business partner because these situations threaten their professional conduct
 - If mutual interest develops, disclose respectfully and request that the student train under a different teacher

d. Respect, Inclusion and Non-Discrimination

- The program welcomes students who belong to every body type and all age ranges and every gender identity and all religious backgrounds and all ethnicities and all ability levels and all nationalities
- The message needs to adopt inclusive language which replaces all gender-specific greetings with "everyone"
- The practice should prevent any form of comparison and body commentary and all types of shaming behaviour
- The teaching approach needs to recognize and respect the different requirements and cultural origins which students bring to the classroom

e. Confidentiality

- All participant information which includes health details and personal disclosures and emotional experiences must remain completely confidential
- Do not share or discuss participants stories with others without explicit permission

f. Authenticity and Honesty

- You need to show your training history and your lineage and experience through statements which are both truthful and exact
- You must avoid both exaggerating your qualifications and showing fake expertise in teaching methods which you did not receive proper training for
- You should properly recognize your teachers together with your traditional heritage and philosophical background
- You need to recognize your unfamiliarity with a topic before you start searching for new information or educational materials

g. Continuous Learning and Self-Practice

- Teachers need to create their own teaching methods which help them stay true to their professional values and ethical standards
- The team needs to keep developing their skills through workshops and TTC system enhancements and mentorship programs and training programs which teach anatomy and medical ethics
- Welcome feedback from participants and peers and reflect on teaching methods regularly

h. Ethical Conduct

- Do not teach under the influence of alcohol or drugs
- Arrive punctually, prepared and professionally dressed
- Honour commitments to studios, retreat centres, trainees and students
- Treat colleagues and co-teachers with respect and collaboration

i. Cultural Sensitivity and Respect for Yoga's Roots

- Teach yoga philosophy and practices with cultural accuracy and respect.
- People should prevent the superficial or commercial misuse of Sanskrit, chants, rituals or sacred symbols
- Honour yoga as a holistic system, not merely fitness or exercise- while remaining accessible to diverse audiences
- The teacher needs to assist students in learning the material instead of requiring them to accept his individual opinions

j. Prohibited Actions

- The following actions fall under the category of strictly forbidden conduct:
 - Sexual harassment or romantic/sexual relationships with current students
 - Misrepresentation of qualifications or experience
 - Teaching beyond training level in a way that endangers students
 - Bullying, coercion or manipulative behaviour
 - Giving medical, psychological or therapeutic advice outside professional scope

(ii) For Meditation Teachers

a. Qualified Teaching

- Teach only those meditation techniques you are authorised or trained to teach
- Represent your lineage, teachers, tradition or training background honestly and transparently
- Stay within the philosophical and methodological boundaries of your tradition

b. Student Safety and Psychological Awareness

- The research requires participants to finish psychological vulnerability screening tests which assess their mental health condition
 - recent trauma
 - psychiatric diagnoses
 - severe anxiety or depression
 - active psychosis
- For intensive retreats, ensure the presence (or referral pathway) of a qualified mental health professional
- Identify when a student is experiencing panic and dissociation and extreme emotional breakdowns which require immediate grounding or professional help instead of treating these symptoms as spiritual issues

c. Consent, Boundaries and Ethical Power Dynamics

- Students need to understand the meditation technique along with their expectations and rules and possible difficulties they might face before they commit
- Never coerce participation in intense practices (e.g., long hours of silence, repetitive chanting, breath retention)

- Maintain strict professional boundaries:
 - No romantic or sexual relationships with current students
 - No misuse of spiritual authority for influence, control or personal gain.
- Foster an environment of free will, personal agency and psychological safety

d. Honesty and Realistic Representation

- You should avoid making any promises about achieving enlightenment or liberation or developing your third eye or performing miracles or obtaining any form of guaranteed personal change
- Meditation produces benefits which develop at different rates while affecting people in distinct ways and producing multiple effects
- Students need to understand the potential difficulties they will face during the experience which include restlessness and emotional reactions and boredom and fatigue

e. Confidentiality

- All personal disclosures and emotional experiences shared during meditation and interviews and sharing circles need to remain protected from disclosure
- Never share private stories publicly or use them for marketing without explicit consent

f. Ethical Conduct and Integrity

- The practice of financial exploitation through donation requests known as “guru dakshina” and “special blessings” should be avoided
- Be mindful of power dynamics—avoid charisma-driven, ego-centric teaching behaviours
- People need to maintain humility while keeping their feet on the ground and they should demonstrate respect for all religious beliefs which exist
- Avoid teaching under the influence of substances
- The person should demonstrate peaceful behaviour which follows the meditation principles
- Denial of affiliation by Buddhist/Hindu/meditation councils or associations

7.4 Healing and Spiritual

7.4.1 Minimum Standard Criteria for Centres

(a) Registration and Licensing

- All Healing and Spiritual Centres must register with the concerned authority, and they need to renew their registration status each year
- Valid business registration (PAN/VAT registration)
- For monastery- or temple-based programs - the monastery/temple leadership requires a written MoU to define their responsibilities and obtain their approval for using their facilities and to specify community benefits and religious practice protection against commercial activities

(b) Facility Infrastructure

Healing / session rooms

- The facility provides private quiet rooms- 10–12 m² each for one-on-one sessions which include Reiki and sound healing and counselling services and other treatments
- Simple, peaceful atmosphere with comfortable seating or treatment table
- The facility has doors which can be locked while providing an emergency release mechanism from inside

Group spaces

- The area needs to accommodate group sound baths, circles and guided practices which should provide 2–3 m² of space for each person lying down
- Acoustic considerations (sound-absorbing or reverberant depending on modality) by reducing both harsh echoes and outside background noises
- Mats, cushions and blankets are available for use

Meditation/spiritual practice areas

- Dedicated space for people to perform chanting and prayer and conduct rituals and group meditation sessions
- Culturally appropriate décor which respect Buddhist and Hindu traditions and indigenous heritage, but it should remain neutral when the space functions for different religious groups

Support facilities

- Clean toilets; drinking water station
- Reception or waiting area
- The facilities for residential retreats should include clean sleeping areas which can be either dorms or rooms and a basic dining space that serves vegetarian or sattvic meals and provides an outdoor area for guests to practice walking meditation or nature connection

Safety features

- Fire extinguishers, clear exits and visible emergency contacts
- First-aid kit
- Mental health support protocol- contact information for crisis hotline or mental health professional (important for spiritual/healing work that may trigger emotional releases)

(c) Transparency and informed consent

- Clearly describe each service:
 - Modality (Reiki, Chakra healing, sound healing, crystal healing, shamanic healing, energy work, etc.)
 - What to expect (session format, duration, sensations)
- Display a disclaimer prominently:
 - Clearly state that services are complementary/holistic wellness practices, not medical treatment
 - Not a substitute for medical or psychiatric care
 - Post disclaimer in visible location (reception, website)
- Operate as complete wellness systems which deliver complete health advantages instead of being used as medical treatments
- The system does not replace the need for patients to receive medical or psychiatric treatment
- The practice should prevent doctors from using diagnostic terms which state "your aura is broken" to diagnose diseases and doctors must never recommend patients to stop their prescribed medications

(d) Intake and safety

- Brief intake for new clients: physical health, mental health history, current medications
- For intensive emotional release work (e.g. cathartic breathwork, trauma-focused circles), screen carefully and exclude individuals in acute crisis unless you have qualified mental health professionals on board

(e) Rituals and cultural respect

- If using Buddhist, Hindu, shamanic or indigenous rituals, ensure the facilitators are appropriately trained or authorized and that communities are not exploited
- Avoid "tourist show" rituals that trivialize practices or break local norms (e.g. performing certain rites in inappropriate dress/times)

(f) Governance and Compliance

- Maintain accurate and up-to-date documentation to ensure quality control, accountability and compliance:
 - Client session records (date, service, practitioner, any issues)
 - Teacher credentials and training certificates on file

- Complaints/feedback register
- Ensure appropriate insurance coverage is taken aligned with the nature of their services:
 - Public liability insurance covering client injuries during classes/retreats
 - Professional indemnity insurance for teacher training programs

Unofficial Translation

7.4.2 Minimum Standard Criteria for Staff (Healers and Facilitators)

The framework provides adaptable and basic standards which form the basis for this diverse and partially informal or unregulated

(a) Energy Healers (Reiki, Pranic, etc.)

- Show proof of their training on relevant courses (e.g. Reiki Level II or above certification for Reiki healing) from an authorized teaching institution which operates within their tradition
- Scope of energy healing needs to be understood as a supportive practice which does not replace medical treatment for disease management
- Ability to explain practice which should prevent the creation of false or misleading information
- Training and attunements received from qualified Reiki Master
- Minimum 100 practice hours before working professionally (recommended)

(b) Sound Healers / Sound Bath Facilitators

- Training or apprenticeship in safe use of sound instruments (singing bowls, gongs, etc.)
- Minimum 200 hours of sound healing training from recognized program
- Knowledge of basic contraindications which include epilepsy and pregnancy and serious heart conditions and specific volume limits for people who have hearing sensitivity
- Ability to manage group sessions safely and check on participants who feel overwhelmed

(c) Spiritual Counsellors/Coaches

- Demonstrates complete understanding of the spiritual tradition and religious background they represent which includes Buddhist teacher and Hindu guru and other similar roles
- Basic training in active listening and an understanding of when issues are psychological/clinical, requiring referral
- No offering of “future predictions” or “guaranteed outcomes” as a core product – keep focus on self-awareness and guidance

(d) Monastic, Shamanic or Indigenous Hosts

- Monks, nuns, lamas, priests or shamans (jhankri, dhامي) involved in programs must be endorsed by their community or monastery as suitable to guide outsiders
 - Indigenous shamans (Jhankri, Dhامي): Traditional apprenticeship and community recognition
 - Neo-shamanic practitioners: Training from reputable shamanic school (Foundation for Shamanic Studies or equivalent; minimum 2-3 years training)
 - Amchi (Tibetan medicine): Traditional training under Amchi lineage; knowledge of Sowa Rigpa
- New staff members should be trained and oriented with fundamental information about tourist safety and consent procedures and intercultural communication principles which NTB or local government should help create

(e) Across all roles

- The person should always keep their personal integrity while showing humility and maintaining honesty about their actual abilities
- Prevent providers from declaring treatment for cancer and severe mental illness and other dangerous medical conditions
- Honor client's autonomy while upholding their religious beliefs without any effort to modify their beliefs

Unofficial Translation

7.4.3 *Code of Conduct for Healing and Spiritual Centres*

a. Safety and Well-Being of Participants

- Physical, emotional and psychological safety of all clients and retreat participants should be prioritised
- The screening process needs to be done correctly to detect all possible contraindications before beginning work with clients who display multiple high-risk indicators (acute mental illness, recent trauma, psychosis, severe instability)
- Provide proper supervision during all retreat activities and ceremonies and group meetings and emotional-release practice sessions
- Maintain a calm, supportive, non-judgmental environment always

b. Transparency and Honest Communication

- The practice of healing and spiritual practices functions as wellness approaches which do not replace medical or psychiatric treatment
- All statements must be free from any form of deceptive or overstated information which includes- “I will cure your cancer”; “Guaranteed enlightenment”; “Instant trauma healing”
- Provide information about each practitioner which accurately presents their educational background and their ancestral teaching tradition and their acquired expertise and their established experience
- The disclosure section needs to show all potential risks which participants will encounter along with their emotional challenges and their possible difficult situations

c. Cultural Integrity, Respect and Authenticity

- The practice should honour its origins from Buddhist and Hindu traditions as well as Bon and shamanic and ancestral and tribal customs
- Avoid cultural appropriation by:
 - not misrepresenting sacred rituals
 - not using spiritual symbols merely for marketing
 - not commercialising ceremonies in inappropriate ways
- Community approval to initiate indigenous and shamanic and monastery-based programs because cultural guardians need to confirm the program design
- Establish benefit-sharing practices which include paying fair compensation to local workers and creating employment opportunities and making community donations and protecting cultural heritage
- The presentation of sacred knowledge and rituals needs to occur with proper respect because any form of distortion or oversimplification must be avoided

d. Ethical Business Practices

- Establish fair pricing that shows all service fees and retreat costs and donation-based structures when they apply

- Sales process should prevent all forms of forceful or deceptive sales methods which include using spiritual pressure or creating feelings of guilt to make customers purchase
- Honor participants' financial limitations through its payment system which enables fee modifications and donation choices that follow local community donation guidelines
- Establish uniform refund and cancellation policies which should apply to all its business operations

e. Qualified and Competent Practitioners

- Engage only practitioners with appropriate training and experience in their modality (Reiki, sound therapy, energy healing, shamanic work, spiritual counselling, etc.)
- Maintain all practitioner certificates and training records along with lineage acknowledgements and apprenticeship documentation and total training hours
- Practitioners need to stay within their professional abilities and should not perform medical or psychological assessments beyond their training

f. Confidentiality and Privacy

- All personal information which clients share must remain protected from disclosure
- Information about participant experiences during ceremonies and healings and retreats must remain confidential
- Do not use client stories, photos, or testimonials for marketing without explicit consent

g. Referral and Interdisciplinary Collaboration

- Keep the referral network up to date with medical doctors, mental health professionals and emergency response services
- Clients who need it should receive continuous medical or psychiatric treatment as part of their treatment process
- Never tell clients to stop their prescribed medication or to stop their medical treatment
- Refer clients to qualified practitioners when symptoms surpass the treatment limits of the practitioner (e.g. trauma, psychosis, panic disorder)

h. Environmental and Social Responsibility

- Minimise environmental impact, especially in monasteries, sacred sites, forests, caves, rivers, mountains and indigenous lands
- Follow all local rules which govern waste disposal and noise levels and proper conduct within designated cultural and natural sites
- Support communities through its practice of obtaining products ethically and by employing residents from the area and through its community outreach programs
- All natural site ceremonies and rituals need to protect the environment from any form of damage

7.4.4 *Code of Conduct for Healing and Spiritual Practitioners*

a. Honest Representation

- Do not claim supernatural powers, guaranteed miracles, or certain outcomes
- Explain your training, lineage and limitations truthfully

b. Non-Exploitation

- No financial exploitation: avoid pressure for large donations, paid “special blessings,” or tying healing to expensive add-ons
- No emotional or sexual exploitation; never use your position as a healer/teacher to gain favours or intimacy

c. Respect for Tradition and Community

- Use rituals and symbols respectfully, aligned with community norms
- Share benefits with host communities and monasteries where programs are run (e.g. agreed contributions, local employment)

d. Boundaries and Consent

- Maintain clear boundaries with clients and retreat participants
- Obtain explicit consent for any physical touch or emotionally intense processes
- No romantic/sexual relationships with current clients/retreatants

e. Complementary Role

- Reinforce that healing/spiritual work is **complementary** – encourage clients to continue necessary medical and psychological treatments

f. Confidentiality and Dignity

- Keep personal stories shared in sessions confidential
- Do not publicly share photos or stories of participants’ vulnerable moments without informed consent

g. Substance-Free Practice

- No alcohol or recreational drug use before or during ceremonies or sessions (unless it is part of a deeply rooted traditional practice and fully legal – and then only with strict safeguards and full disclosure)

h. Accountability

- Centres should have a way for clients to submit complaints and for serious allegations to be investigated
- Practitioners who violate the code may be barred from the centre and reported to relevant authorities or professional bodies where they exist

Unofficial Translation