



Tourism Vision 2020



GOVERNMENT OF NEPAL
MINISTRY OF TOURISM AND CIVIL AVIATION
KATHMANDU, NEPAL

TOURISM FOR PEACE, PEOPLE AND PROSPERITY

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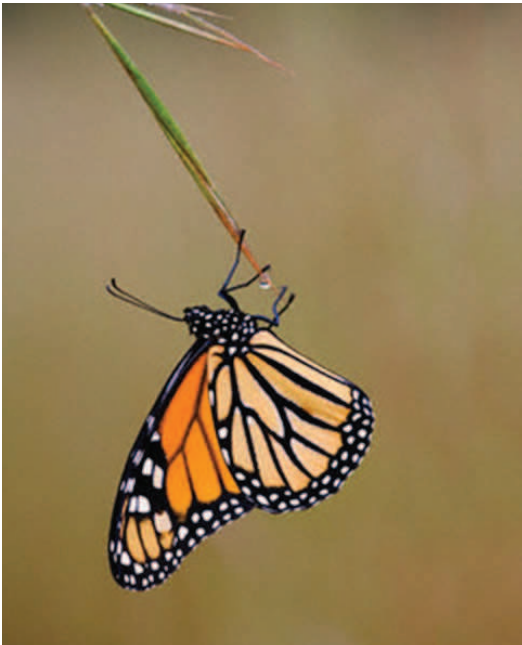
Website : www.tourism.gov.np
Photographs : Nepal Tourism Board
Thomas Kelly

Preamble

Nepal is uniquely endowed with rich and diverse natural and cultural attractions due to its geographical location in the Himalayas. Nowhere else on earth is there such an incomparable cultural heritage nor such a rich environmental spectrum from the highest mountains to the Terai plains. Strategically located between two fastest growing countries of China and India, tourism in Nepal is a sector of comparative advantage which can be instrumental in spreading benefits and providing alternative economic opportunities to build Peace and Prosperity for the people of the New Nepal.

The Ministry of Tourism and Civil Aviation in consultation with its industry partners has produced Nepal Tourism Vision 2020 to guide tourism development throughout the country. The Vision complements the national endeavour of economic reform and incorporates a spirit of inclusiveness for a broad-based enabling environment that sets the pace of gradual but focused change in tourism sector.





Background

Since Nepal opened its doors to tourism in the early 1950s and Hillary and Tenzing first climbed Mt. Everest in 1953, visitors have been mesmerized by the magic of Nepal's kaleidoscopic natural scenery and the cultural mosaic of its people and history. Even Lord Shiva during ancient past settled back in Nepal due to its fascination motivating Hindu pilgrims to visit holiest places. Similarly birth of Lord Buddha has drawn attention of global Buddhist community. Nepal is strongly positioned as a preferred nature, culture and adventure destination in the world tourism map with a wide range of products to offer visitors.

Using tourism as a powerful driver of development, the Vision seeks to build on past planning initiatives. The sector has developed faster since the first tourism Master Plan 1972. Whilst private sector agencies took the operational lead from the beginning, the government supported with tourism infrastructure during the 1970s and 1980s. The 1995 Tourism Policy aimed at developing tourism as an important sector of national economy, diversifying tourism to rural areas. Successful observance of Visit Nepal Year 1998 campaign created awareness towards tourism. The Civil Aviation Authority of Nepal (CAAN) and Nepal Tourism Board (NTB) were formed in 1999.

Visitor arrivals to Nepal succumbed to various international and internal crises, declined sharply in the first few years of new millennium. But the peace accord between the CPN (Maoist) and the then government of Nepal in 2006 and the resilient nature of Nepalese tourism helped recovery with record arrivals of 526,705 in 2007. Encouraging trends in 2008 and 2009 show restored confidence of international operators in Nepal. To sustain the growth and spread benefits across the nation, one million annual arrivals are targeted declaring Nepal Tourism Year 2011 as national campaign.

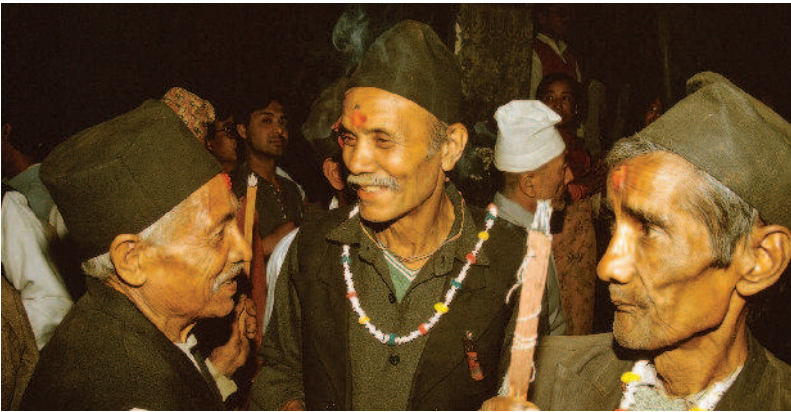
In the context of growing expectation of the people, government intends to develop tourism aiming two million annual arrivals by 2020 adhering people-centered approach amidst the global challenges of climate change, economic disparity, and unstable energy price. Government of Nepal has placed tourism on high priority in its new tourism policy declared in 2009 to mainstream it with national development.



Vision

Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as an attractive, safe, exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society .





SWOT Analysis of Nepalese Tourism

Strengths

- **Unmatched natural products** : Mt. Everest, Himalayan range and eight of the world's fourteen 8,000m peaks, diverse landscape, sublime natural scenery, protected areas with diverse flora and fauna, fast flowing rivers, year-round pleasant weather.
- **Ultimate adventure destination** : Number one destination for mountaineers and trekkers, white water rafting, largest assortment of aerial, terrestrial and aquatic sports.
- **Rich Culture** : Multi-cultural, multi-ethnic; multi lingual yet harmonious society; unique Newari architecture of Kathmandu valley, Lumbini and other UNESCO world heritage sites; Kumari- the Living Goddess; more festival than days in a year; tourist friendly and hospitable people, diverse cultures in Terai region etc.
- **Others** : A model of successful peace process, able private sector, awareness at community level, public-private-people partnership approach, gateway to the Himalaya region.

Opportunities

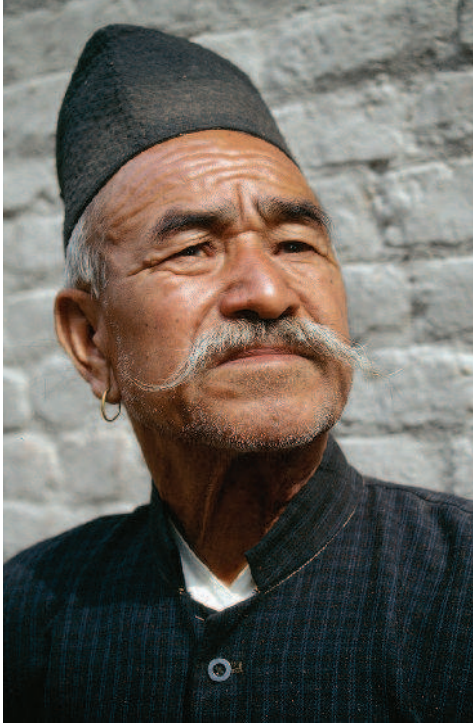
- Government has placed high priority on tourism
- Growing tourism outbound of immediate neighbors
- Competitive ground handling costs
- Spill over effects from adjoining destinations of India and China
- Growing demand for adventure travel
- Sustainability of nature and cultural heritage through tourism economic development.

Weaknesses

- Insufficient infrastructures
- Inadequate investment in tourism sector
- Limited air connectivity and weak national carrier
- Poor coordination among different agencies
- Weak public- private partnerships
- Scarcity of resources for massive publicity and consumer promotion
- Tourism patterns limited to only in a few geographic areas

Threats

- Transitional phase of political environment
- Global terrorism
- Cross- border disease
- Strong competing destinations
- Unfavorable travel advisories
- Global economic downturn
- Climate change



Goals

- Increase annual international tourist arrivals to Nepal to two million by 2020.
- Augment economic opportunities and increase employment in tourism sector to one million.

Objectives

1. To improve livelihoods of the people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities, and spreading the benefits of tourism to the grassroots level,
2. To develop tourism as a broad-based sector by bringing tourism into the mainstream of Nepal socio-economic development, supported by a coherent and enabling institutional environment,
3. To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities,
4. To publicise, promote and enhance the image of Nepal in international tourism source markets,
5. To enhance the flight safety and aviation security, extend air connectivity, and improve capacity and facilities of national and inter-national airports,
6. To attract new investment in creating new tourism facilities, products and services.



Strategies

1. Strategies related to objective no. 1: Improving Livelihoods and Spreading Benefits of Tourism

1.1 Based on the strength of the tourism site, volume of tourism activities, and existing infrastructures, one district in each ecological belt and development region will be selected for tourism epicenter (hubs) as below:

SN	Development Region	Ecological Belt			
		Mountain	Hills	Terai	Total
1	Eastern	Solukhumbu	Ilam	Sunsari	3
2	Central	Rasuwa	Kathmandu / Kavre / Sindhupalchowk	Chitawan	5
3	Western	Manang	Kaski	Kapilvastu / Rupandehi	4
4	Mid-Western	Mugu	Pyuthan	Bardia	3
5	Far-Western	Bajhang	Doti	Kanchanpur	3
	Total	5	7	6	18

Source: Tourism Master Plan 2008 (Draft)

- 1.2 Around each hub, identify and develop potential tourist places as tourism satellite sites,
- 1.3 Develop and promote new tourism products such as The Great Himalaya Trail ,
- 1.4 Increase government spending in tourism sector to create infrastructures e.g airports, trails, tourism attractions and facilities,
- 1.5 Attract investment from private sector in creating tourism facilities eg hotels, cable car, theme parks etc.,
- 1.6 Extend tourism activities in remote and rural areas of the country,
- 1.7 Improve coordination among Human Resource Development institutions eg. NATHM, CTEVT and private institutions,
- 1.8 Provide capacity building for service providers and improve service standards,
- 1.9 Emphasise needs based human resource development initiatives,
- 1.10 Launch awareness campaigns in order to preserve and conserve intellectual creations by marginalized groups and women,



Aerial:

Mountain Flight, Hang gliding, Paragliding, Cable Car, Bungee Jumping, Ultra-light Aircraft, Hot Air Ballooning, Sky diving etc.

Terrestrial:

Mountaineering, Trekking / Hiking, Jungle Safari, Wildlife Tourism, Honey Hunting, Mountain Biking, Rock Climbing, Caving, Skiing, Golf, Elephant polo, Motor Rally, Himalayan Marathon, Triathlon, Pony Treks, etc

Aquatic:

Rafting, Kayaking, Canoeing, Boating, Fishing, Angling, Canyoning, Cascading, Jet Ski etc.

Niches:

Eco-tourism, Village tourism, Community-based tourism, Agro-tourism, Culture tourism, Pilgrimage and Spiritual tourism, Educational tourism, Health and Wellness tourism, Special interest tours etc.



- 1.11 Encourage affirmative actions to involve marginalized groups and women to engage them in tourism activities through training and skill development programs.

2 Strategies related to objective no. 2: Economic Mainstreaming

- 2.1 Organise international tourism promotional campaigns, activities, festivals etc in various parts of the country,
- 2.2 Encourage coordination and involvement of government agencies, non-government agencies, travel trade entrepreneurs, communities, people in tourism activities such as national tourism fair, international trade shows, sales missions, promotional campaigns etc.,
- 2.3 Promote tourism awareness throughout the country to engage local communities in tourism benefits,

3 Strategies related to objective no. 3: Expanded Product Offering

- 3.1 Develop new tourism areas as identified by concerned institutions in response to market demand,
- 3.2 Apply sustainable development principles in tourism by minimising the environmental impacts and maximizing local ownership, employment opportunities, community initiatives, self-reliance and economic benefits,
- 3.3 Improve linkages of tourism with other sectors of the economy,
- 3.4 Develop and promote tourism based on five major product clusters: Culture, Heritages and People; Cities and Leisure; Outdoors and Adventure; Religion and Pilgrimage; Nature and Wildlife.
- 3.5 Highlight and promote the following (but not limited to) outdoors, adventure and niche tourism products:

Nepal
Airports of Nepal

Legend

● International Airport	- 1
● Regional Hub Airport	- 5
● Other Domestic Airport	- 41
■ Airport Underconstruction	- 7
Total	- 54
▲ Proposed Airport	- 6

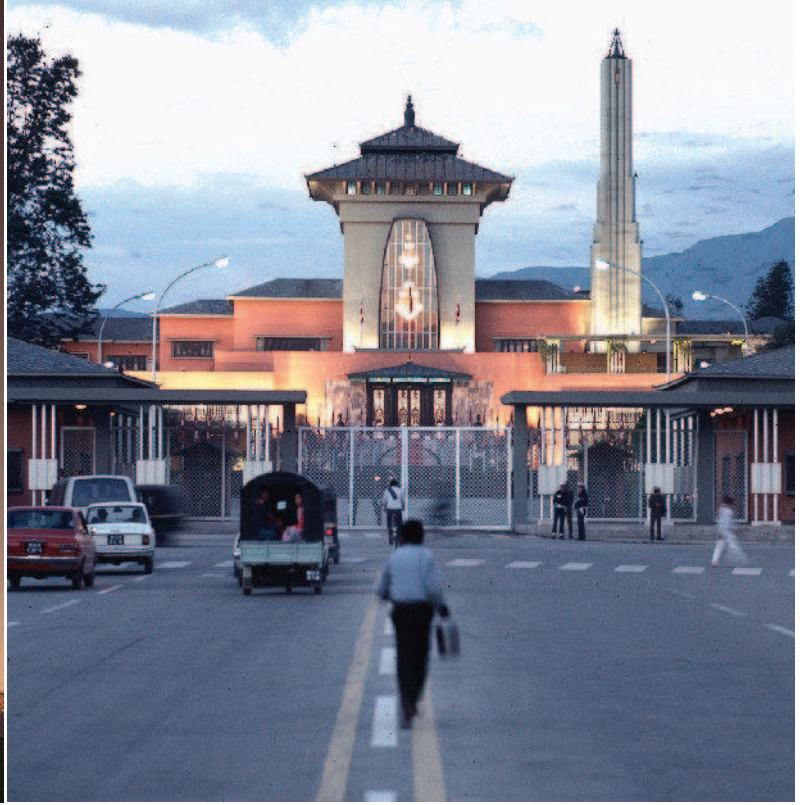


4 Strategies related to objective no. 4: Destination Marketing

- 4.1 Destination promotion of the country with established tourism brand and other sub brands,
- 4.2 Vigorous tourism promotion campaigns in partnerships with private sector, airlines and other national and international organizations,
- 4.3 Target tactical regional tourism promotion campaigns in regional source markets ie India, China and South East Asia etc.,
- 4.4 Use internet marketing to promote Nepal in international source markets,
- 4.5 Coordinated approach in managing external as well as internal crises response activities,
- 4.6 Strengthen the capacity of Nepal Tourism Board as the national tourist organization.

5 Strategies relating to objective no 5: Aviation

- 5.1 Full fledged second international airport shall be developed to accommodate the augmented demand of air travel and to enhance the air connectivity,
- 5.2 Airports in Pokhara and Bhairahawa shall be developed as regional international airports, with adequate infrastructure and facilities to handle flights from immediate neighboring and ASEAN countries,
- 5.3 Airports in the hilly and mountain regions will be upgraded,
- 5.4 To enhance the air safety and security in the aviation sector latest equipments and technology shall be applied as per International Civil Aviation Organization's standards,
- 5.5 Nepal Airlines Corporation (NAC) shall be strengthened to enhance its capacity and reliability,
- 5.6 More regional Air Service Agreements to enhance air connectivity within the region,
- 5.7 Attract new airlines to fly to Nepal with more liberal Air Service Agreements,
- 5.8 Transform seasonal airports into year – around operational airports.



6 Strategies related to objective no.6: Attract New Investment

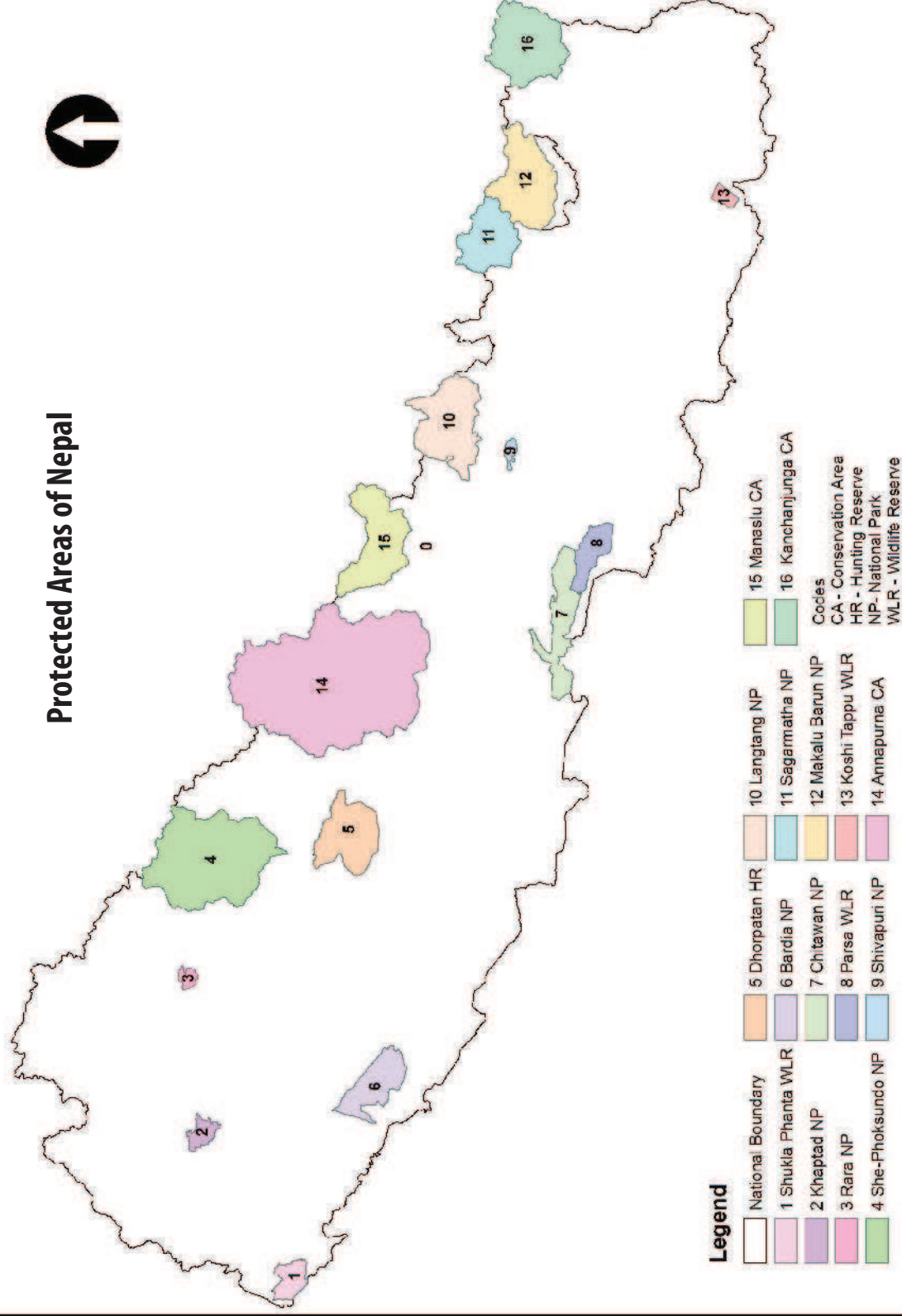
- 6.1 Provide incentives to the international and indigenous investors investing in the rural and remote areas,
- 6.2 Encourage investment with the enactment of operational friendly laws and policies for tourism sector
- 6.3 Avail lands owned by the government for potential investors in the tourism sector.

Immediate and Long Term Action

Immediate Actions

- 1 Nepal Tourism Year 2011 shall be observed with active involvement of people and participation from public and private sector,
- 2 Tourism Awareness campaigns shall be organized throughout the country,
- 3 Regional tourism promotion in partnerships with private sector travel trade in India, China and South East Asian countries,
- 4 Appropriate market segmentation and product positioning in the conventional and emerging markets,
- 5 Tactical promotion of sustainable niche tourism products such as eco-tourism, special interest tours etc.,
- 6 Initiation for second international airport, regional airports and upgrading and service improvements of existing international and domestic airports,
- 7 Ensuring flight safety and aviation security in Civil Aviation,
- 8 Transforming seasonal airports into year-round operational airports by installing necessary logistics and equipment,
- 9 Strengthening of Nepal Airlines Corporation (NAC) through the enhancement of its capacity and reliability,
- 10 Enhancing air connectivity by urging international airlines including budget carriers to operate flights to Nepal,
- 11 Announcement of Leave Travel Concession scheme in public as well as private sector institutions to promote domestic tourism,

Protected Areas of Nepal



- 12 Compilation of statistics on domestic tourism movement,
- 13 Wider application of Information and Communication Technology in related government agencies and private sector for tourism promotion.
- 14 Attracting investment to create tourism attractions and facilities
- 15 Preparation of short term tourism strategic planning
- 16 Assist the local bodies in preparing tourism management plan and in integrating it with other development plans
- 17 Coordination with other agencies for better crises management
- 18 Protection of tourism areas and attractions by proper garbage management
- 19 Incentives to the private sector entrepreneurs to expand and extend tourism activities to rural and remote areas,
- 20 Launching of short term tourism projects to develop soft tourism infrastructures, create new tourism products and for human resources development with support/assistance from donor agencies.

Long Term Actions

- 1 Infrastructure development in tourism including construction of second international airport and developing airports in Pokhara and Bhairahawa into regional international airports,
- 2 Identification and development of indigenous tourism products in potential tourism areas,
- 3 Development and promotion of home-stay and community based tourism products,
- 4 Promotion of domestic tourism activities,
- 5 Capacity building of the service providers and improve service standards through training and management development programs,
- 6 Preparation and implementation of long term fleet plan and strengthening of Nepal Airlines Corporation,
- 7 Development of Tourism Master Plan, Integrated Regional Tourism Management Plans of all five development regions and corresponding long term tourism strategic plan
- 8 Formulation of investment friendly policies and regulations to attract indigenous as well as foreign direct investment in tourism sector,



- 9 Lobbying with other government line agencies to create land transportation network to link Nepal with India, Bangladesh and China
- 10 Application of Satellite Accounting System in Tourism Industry.
- 11 Initiatives to mitigate the negative consequences from Climate Change.

Assumptions

- Conducive external and internal environments,
- Supported by periodical plans and annual programmes,
- Continuation of priority on tourism in government economic agenda,
- Improved safety, security and political stability,
- Proactive private sector for partnership approach,
- Stable and normal state of economy.





