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*Lifetime
Experiences!*



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Government of Nepal
Ministry of Culture, Tourism and Civil Aviation
Singhadurbar, Kathmandu, Nepal



Prem Bahadur Ale
Minister

Ref: No.:

Message

It gives me immense pleasure to learn that Nepal Tourism Board (NTB) is celebrating its 23rd Anniversary on December 31, 2021. First of all, I congratulate the NTB Executive Committee and dedicated staff for coming a long way establishing itself as a model institution.


It is gratifying to share that NTB was awarded the Gold Award - Best Response to the Pandemic (Tourist Board) Award, for one of the most prompt and efficient responses to COVID-19 pandemic by Wanderlust, the leading travel magazine of UK. This speaks in volumes about relentless efforts done by team NTB and the partners in responding to the crisis. We need to keep this momentum going with continued support from the industry.

In spite of the looming global decline taking toll worldwide and the fierce competition for retaining market share, with shoe-string budget available at its disposal and uncertain atmosphere, NTB had to adopt strategies to position Nepal as a prime tourist destination. In a bid to revitalize our tourism industry, Government of Nepal will leave no stone unturned with collective efforts from all stakeholders in the tourism fraternity.

Tourism is one of the sectors that accelerate with the pace unmatched with any other industries, as our country has tremendous natural and cultural diversified products. It is the time for us to concentrate all our effort on repositioning the country's image as a safe and secured destination.

At this juncture while celebrating its 23rd Anniversary I request NTB Executive Committee and the entire staff to work in tandem for achieving goal amidst this crisis and challenge. NTB has played a pivotal role in bringing private and public sector together in the spirit of public-private partnership (PPP), which is also a mandate given to it by the Government, I wish this spirit to continue in the days to come.

Nepal at present is embracing all kind of social, economical and political agendas to keep country's economic prosperity on the track focusing particularly on tourism. Let us work together to make our tourism industry reach a greater height of success.


Prem Bahadur Ale
Minister
Hon'ble Prem Bahadur Ale
Minister



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Ministry of Culture, Tourism and Civil Aviation
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Message from the Chairman

At the outset, I would like to express my pleasure to be a part of the 23rd Anniversary Celebration of Nepal Tourism Board (NTB). I am delighted to learn that it is releasing its yearly souvenir "In Focus 2021" on the auspicious occasion.

The past two years have been the most challenging for Nepal's tourism industry. COVID-19 has wreaked havoc in global health and economy since 2020, and tourism is one of the most affected sectors. Despite these difficult times, NTB has stood steady to promote Nepal, carrying on with its regular duties and intervening to develop innovative programs to sustain the industry even in the direst circumstances.

We applaud NTB's proactive approach during the pandemic: for rescue and evacuation of tourists; coordination between stakeholders for prompt outreach and communication; timely release of "Health & Hygiene Protocol" to ensure safety for all; partnerships with international organizations like UNDP, IFC, World Bank etc. to pioneer productive tourism programs in preparation for revival.

In addition to revival and recovery, focus on quality, sustainable and resilient tourism is the right way ahead in the wake of the pandemic. We must also opt for market-based strategic promotion prioritizing digital marketing through social media platforms for better connection with the audience worldwide. In this connection, I request NTB to initiate programs through cohesiveness, cooperation and collaboration with the tourism fraternity to take Nepal's tourism to the next level. Tourism is among the top priorities of Nepal Government, and we assure our full support to facilitate the industry where policy matters are concerned.

Once again, I thank NTB for playing an exemplary role in leading Nepal's tourism industry towards hope and unity. With this I extend my Congratulations and Best Wishes to the entire team at NTB and the Tourism Industry of Nepal for the successful execution of public-private partnership in the last 23 years!

Maheshwor Neupane

Chairman – Nepal Tourism Board

Secretary – Ministry of Culture, Tourism & Civil Aviation



नेपाल पर्यटन बोर्ड

Nepal Tourism Board

Message from Vice Chairman

I would like to extend my Congratulations to all the employees of NTB on the 23rd anniversary of its operation in the true spirit of public private partnership. When tourism not only in Nepal but around the world is facing the brunt of COVID pandemic for over two years, NTB has stood by the industry to boost its morale and held rounds of virtual meetings with national and international tourism stakeholders to find out new and innovative ways in running the businesses in new normal scenario.

NTB being established with an aim of promoting private sector has always played the role of building a friendly and cooperative relationship by bridging the gap between the Government and private sector. In addition, the private sector needs the continuous support of NTB for sustenance, revival and recovery.

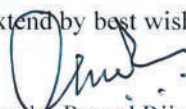
I would like to appreciate NTB's role in the rescue of stranded tourists during the initial phase of COVID crisis. In recognition of the unprecedented efforts done by NTB, it was awarded the Wanderlust Gold Award - Best Response to the Pandemic Award 2021 in London, UK.

Besides, NTB's prompt communication for the entry protocol updates timely release of 'Health and Safety Protocol to ensure safety for the tourists and tourism sector is highly commendable. Most importantly, the continuous co-ordination with the Government to facilitate tourism sector has helped to boost the confidence and morale of the private sector tremendously.

In the wake of the pandemic, NTB needs to work very closely with the private sector in synergizing all efforts for a sustainable and resilient tourism industry. I am positive that NTB will be able to bring fresh ideas and innovative concepts in promoting Nepal's tourism in changed context and take the tourism industry to an unprecedented height of success in the days to come.

With this once again I would like to congratulate the whole team of NTB for the completion of 23 years successfully.

I extend my best wishes to entire NTB team.


Chandra Prasad Rijal
Vice Chairman

Nepal Tourism Board Executive Committee





नेपाल पर्यटन बोर्ड Nepal Tourism Board



Message from the CEO

It is my greatest honor to usher in the Nepal Tourism Board to its 24th year with 23 successful years of exemplary partnership and leadership in public-private partnership. From the initial years of a few hundred thousand tourists to more than a million in 2018, NTB has been through umpteen number of triumphs as well as trials, only to emerge more dynamic and perseverant in the changing context of time.

NTB operated seamlessly for effective crisis communication and response in the midst of COVID-19, in addition to its regular promotional work. NTB's digital platforms disseminated fresh communication updates and destination promotional stories every day throughout. Similarly, regular meetings and networking sessions through online platforms with stakeholders has helped us stay in close touch with the industry and prime markets all through the pandemic period.

We are grateful to the Government of Nepal and our resilient Tourism Fraternity for their continuous support in carrying out priorities with a steady hand even during the most daunting times; firstly, for rescue and evacuation of tourists to safety, for sustaining of the tourism industry, and for recovery and revival. Together we worked round the clock to facilitate tourist movement for evacuation and safety in the throes of the initial lockdowns.

The prompt response by Nepal was applauded worldwide. In November 2021, NTB was the proud recipient of the **Wanderlust Gold Award for Best Response** to the Pandemic at a special program in London, UK. The Award recognizes the culmination of our enduring partnership through the years! Similarly, our consolidated effort to move forward through timely release of the "Tourism Health and Hygiene Protocol" during the lockdown of 2020 was appreciated much by the industry and worldwide. Since mid 2020, we have been working at every level of tourism through collaboration with top international organizations to build back a sustainable and resilient industry.

I take this opportunity to thank my fellow colleagues at NTB who have worked at war footing ensuring NTB's professionalism and delivery remain intact through every hurdle of these challenging times. We move forward to 2022 with hope and anticipation, our top priority being the revival of tourism as well as health and safety of all; ensuring "quality" over "quantity", "collaboration" over "competition", "sustainability" over "ultra consumerism", and "authenticity" over "commercialization".

A Happy and Healing New Year 2022 to us all and our beloved tourism industry!

Dr. Dhananjay Regmi
Chief Executive Officer

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Tilicho Lake, Manang – Pic : Rohini Khanal

Tourism Marketing & Promotion



Mount Kanjirova South and its range from from Bhatu lekh Bhatu lekh is the highest pass to Jajarkot from Jumla. Soraj Shahi, #photoNepal

NTB CEO's Video Message to Indian Travellers

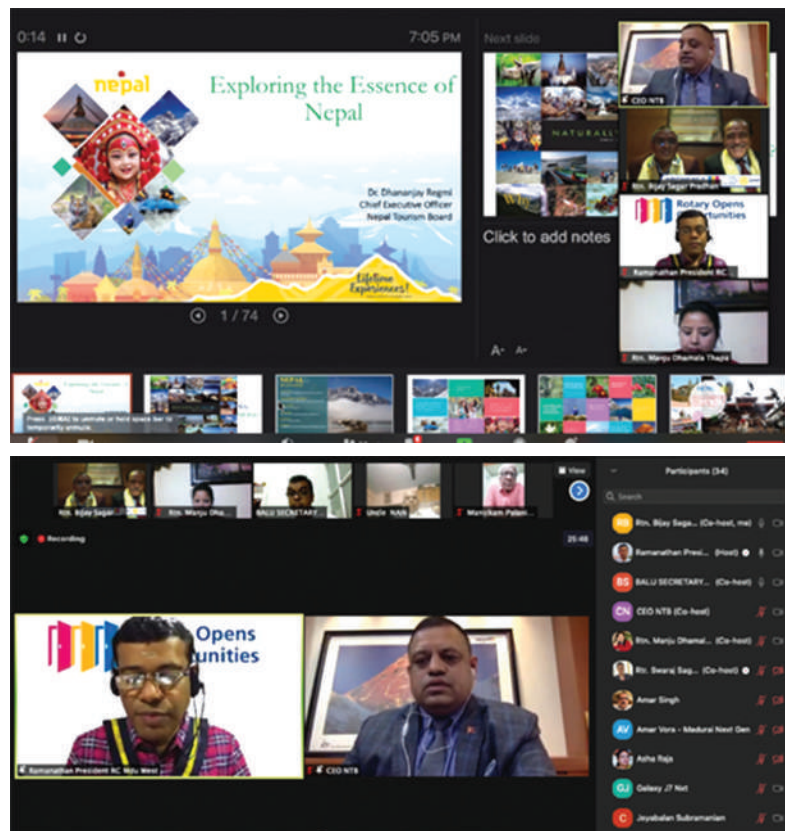
India has always been a very important and promising market for Nepal since there is so much in common between the two countries. The open border, similar culture, and no visa requirement has made it all the more easy for Indian and Nepalese people to cross borders. Due to this facility, Indian visitors come by air and road without any problem.

The world today is in a very difficult situation due to the COVID-19 pandemic affecting all sectors of life. The situation is more worrisome for countries whose economy strongly relies on tourism. Nepal also faces the same where tourism shares a major pie of the economy.

In this light, to update prospective Indian travellers to Nepal on latest tourism information, entry procedures, documentation, health and safety protocols and its detailed guidelines etc. a 2 minute video was made in January 2021 to disseminate amongst the travellers for their comfort and clarity before travelling to Nepal. The video is hoped to circulate positive message among all Indian travellers.

Indo-Nepal Joint E-Meeting Of Madurai West

Nepal Tourism Board (NTB) attended an International Inter District Joint Meeting of Rotary (Indo-Nepal Joint Online Meeting) on Friday, January 8, 2021. NTB CEO Dr. Dhananjay Regmi, Guest Speaker, at the meeting, delivered a brief presentation on the essence of tourism in Nepal and the current situation of tourism in the country. He stressed on the fact that Nepal re-opened the tourism sector maintaining the safety protocol issued by the Government of Nepal that ensured safety in areas of food, transportation and hotel facilities. The presentation was followed by a 15 minutes question and answer session. To the end, the Rotary Club of Madurai West, India, issued a Certificate of Appreciation to Dr. Regmi and presented vote of thanks to NTB team.



Kathmandu & Patan Heritage Walk with Miss Nepal

With the objective of promoting cultural tourism within inner city of Kathmandu and Patan, Nepal Tourism Board, Museum of Nepali Arts and The Hidden Treasure jointly organized Kathmandu and Patan Heritage Walk on Jan. 23 and 30, 2021, respectively. The heritage walk was organized to showcase and promote Kathmandu Valley including Patan's artistic heritages to establish the valley as a high value destination among cultural tourists.

The first route from Kathmandu Durbar Square to Thamel was walked through the heritage sites : Kumari Ghar, Jana Bahal and Pottery Market, Itum Bahal, Kateshimbu Stupa, Chhusya Bahal and Museum of Nepali Art. The second route in Patan covered Patan Durbar Square, Hiranya Varna Mahavihar- Golden Temple, Aila Galli, Mahabouddha Temple and Rudra Varna Mahavihar.



Nepali Mountaineers Felicitated for Historical Wintertime Ascent of Mt. K2

Nepal Tourism Board in coordination with Nepal Mountaineering Association organized a welcome and felicitation program on 26th January 2021 in honor of the 10 members Nepali Team who successfully created history by summiting Mt. K2, the World's second tallest mountain, the first time ever in Winter season. The ascent was also historical as Mr. Nirmal Purja MBE, the team leader summited without using bottled Oxygen.

The Team arrived Nepal on 26 January

2021. The team was impressively welcomed at the TIA by officials from Ministry of Culture, Tourism and Civil Aviation, Nepal Tourism Board and members from Nepal Mountaineering Society.

Rt. Hon'ble Prime Minister of Nepal K.P Sharma Oli felicitated the Team Members with Letter of Appreciation at a separate program organized by NTB at the PM's residence, Baluwatar. The Team presented Prime Minister with the Nepali flag which they hoisted atop K2 Peak.

Nirmal Purja, the team leader shared the Team's experience and hardships they had to face during the climb. "It's time for the World to know and recognize the real Mountain Heroes" quoted Mr. Purja who is also a Guinness World Record holder for climbing all 8000mts peak in 6 months.

Addressing the gathering Rt. Hon'ble Prime Minister congratulated the Team for their historic achievement which has not only value added the image of Nepali Mountaineers but also have glorified the image of Nepal in the World especially in the international Adventure and Alpine sector. The Prime Minister has also announced to initiate Special Award in the Mountaineering/ Expedition Sector and also assured of financial and procedural support for Record Breaking Nepalese Expeditions in future.

Dr. Dhananjay Regmi, Chief Executive Officer of NTB compared this accomplishment by the Nepali Team as the second big thing in Mountaineering Sector after the Everest triumph in 1953. He emphasized that such feat in Mountaineering by Nepalese Team will be paramount in enhancing Nepal's image in the international Alpine Community which shall further support in Nepal's tourism promotion.

NTB Collaborated in The Amazing Motor Rally

Nepal Tourism Board collaborated with Waterfront Resort by KGH Groups of Hotel for in organizing 8th edition of The Amazing Motor Rally held from 12th Feb 2021. The rally was organized in the most frequently used tourist route, Kathmandu-Chitwan-Pokhara with the objective of promoting domestic tourism and bringing people together for a drive to thrive the touristic activities in Kathmandu, Chitwan & Pokhara route. The rally aimed at creating opportunity for building confidence in mobility in the society amidst pandemic, business networks and interactions among the potential customers in promoting the domestic tourism in the country.

The Rally along with fun also initiated the charitable events in an association with Rotary Club of Bagmati for solidarity in building awareness and fighting against Cervical Cancer in Nepal. 40 vehicles completed the route scheduled for The Amazing Motor Rally.



Mother Mayadevi Maternity Exploration Tour & Interaction on Lumbini Branding



Nepal Tourism Board organized Mother Mayadevi Maternity Route exploration tour & Interaction on Lumbini Branding with stakeholders at Lumbini on 7th & 8th March 2021 respectively.

The maternity route Lumbini – Kapilvastu that Mayadevi took after giving birth to Siddhartha starts from Lumbini and passes through Padariya, Manauri, Sibalwa, Bijuwa, Sisahaniya, Dohani, Niglihawa and ends in Tilaurakot, the capital of the ancient Shakya Kingdom. The main objective of this Mayadevi Maternity Route is to increase the length of stay of tourist/ visitors in Lumbini Area and develop new activities and tourism products along with its feasibility study.

Dedication of NTB since this fiscal year has enabled in getting a draft copy of Lumbini brand. The unique brand logo, guidelines,

slogan / taglines that serve as an USP backed up by the relevant promotional content including photographs, videos and articles is most important when the new international airport is in its final stage of completion and ready to open doors to tourists.

The programs were organized in presence of Members from Buddhist Circuit Tourism Promotion Committee, officials from Lumbini Development Trust, Ministry of Industry, Tourism, Forests and Environment of Lumbini Province, Travel Trade of the Province, experts on Lumbini Archeological sites, media personnel & enthusiastic tourism entrepreneurs of the Province to build ownership among the concerned stakeholders. The programs generated creative,

relevant and unique suggestions from the stakeholders to enhance various aspects of the Lumbini brand.



Nepal's Presence at ITB Berlin 2021

Nepal Tourism Board successfully participated in the ITB Berlin Now from 9 – 12 March 2021. ITB Berlin this year was held in virtual format due to the pandemic. The entire virtual meet-up for the Travel Industry had 3,300 exhibitors representing destinations, hotel chains and tech companies from 120 countries. The event was covered live by 1000 keen media representatives and travel bloggers from 54 countries. The programs and events of ITB had around 52600 registered participants, some 700 speakers at more than 400 discussion rounds at the convention through lectures, interviews, presentations and press conferences to share views on ways to overcome the effects of the pandemic and initiate a successful recovery. In other words, the interaction helped adopt innovative solutions for everyone in the tourism industry to meet new partners, be inspired by others, do successful business and stay in contact with industry peers.



A country presentation by NTB CEO, Dr. Dhananjay Regmi was made on 12th March for 30 minutes along with Q&A session. The presentation was an insight on the regular tourism products along with mid hills, a new concept for tourism development.

Nepal's In-Person Participation at SATTE 2021

For the first time since the World Health Organization declared the coronavirus a pandemic, Nepal promoted the country's tourism in the international market with direct participation in South Asia Travel and Tourism Exchange (SATTE), one of the leading fairs of South Asia. The event held from March 24 – 26 in Greater Noida, India was led by Nepal Tourism Board and participated by 25 Nepali travel companies including the national flag carrier, Nepal Airlines Corporation.



*Meeting with
Travel & Trade
Association Heads*

Besides SATTE, NTB organized a host of promotional activities in India ahead of the fair which included top Travel Agents, OTAs, Travel & Trade Association heads and the Media. The activities focused to promote new religious sites, new destinations in the mid hills, casinos and nightclubs for Indian youngsters. In a new approach, Nepal is trying to reach the Tier II and III cities of India

through tourism promotion apart from the regular metropolitan cities like Delhi, Mumbai, Chennai and Bengaluru.

NTB Connects Digitally With China Market at COTTM 2021



Nepal Tourism Board successfully participated in the virtual China Outbound Travel & Tourism Market (COTTM) 2021 from 14 – 15 April 2021. COTTM is the leading B2B travel fair in China in which Nepal has always been participating since long. But this year due to pandemic, it was held in the virtual format.

In the event, Nepal Tourism Board held around 15 meetings on 15th April with the Chinese buyers, individuals and those interested in Nepal. The meetings mainly discussed tourism of Nepal, Chinese people and their interest to travel to Nepal again prioritizing proper health and safety protocols during travel.

A country presentation by NTB CEO, Dr. Dhananjay Regmi was made on 14th April for 20 minutes along with Q&A session. The presentation was an insight on the regular tourism products along with mid hills, a new concept for tourism development and the present tourism scenario.

NTB CEO Meets Russian Diplomats

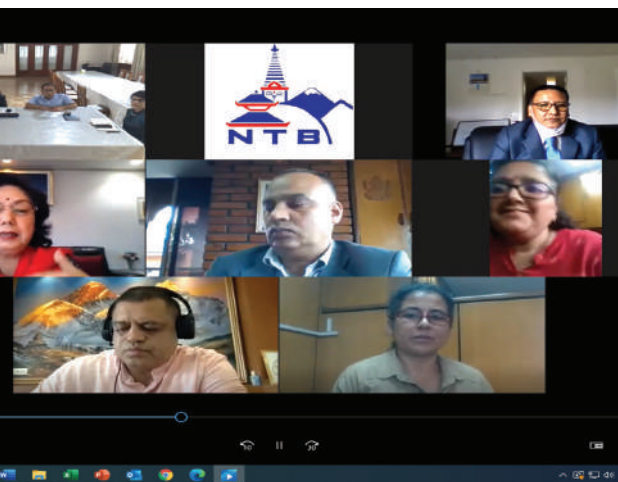
Nepal Tourism Board CEO, Dr. Dhananjay Regmi held a meeting with officials from the Embassy of Russian Federation in Kathmandu on 29th June 2021 at his office Nepal Tourism Board. The meeting was about the updates in protocol pertaining to prospective visitors from Russia for tours, trekking and others. The CEO briefed the diplomats about the current scenario of pandemic and ways to operate tourism once the situation would move into normalcy. He talked about the interest of the Russian tourists about various products and activities in Nepal and expressed commitment for all possible facilitation to the Russian tourists.

The CEO also requested the diplomats to suggest some prominent Russian media/tour operators/celebrities for FAM trip to Nepal. They expressed their willingness to extend possible cooperation to NTB including visa procedure to NTB officials while participating in Fairs or organizing Sales Mission in Russia.

The Diplomats were very keen to learn more about Nepal and to continue exchange and sharing of information between both the institutions.



Online Meeting Between NTB & Diplomatic Missions of Nepal Abroad



Chief Executive Officer of Nepal Tourism Board, Dr. Dhananjay Regmi, had a series of zoom meetings with Nepalese Ambassadors and officials abroad. Due to different time zones, the meetings were scheduled in different clusters on 1st, 2nd, 6th and 20th July in Middle East, North East Asia, Europe, the Americas and South Asia respectively. CEO Dr. Regmi made presentations on Nepal with the latest updates on tourism protocol for tourists and visitors to Nepal.

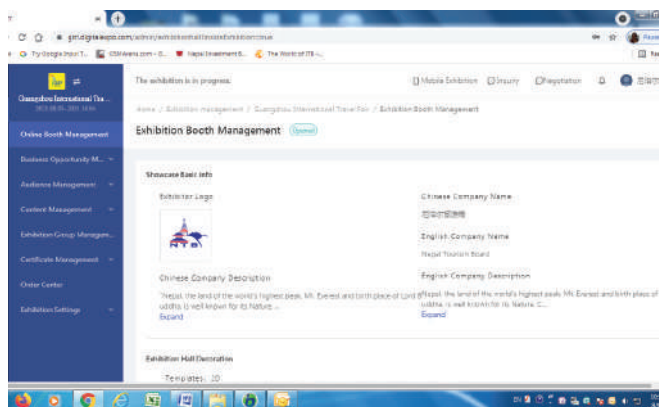
The interaction focused on various ways to promote Nepalese tourism through Nepalese diplomatic missions abroad with the use of promotional materials like videos, TVCs, PPTs, NTB websites and other promotional print and digital collateral. The meeting also focused on the need for further cooperation and collaboration with NRNs, student clubs, other associations/forums abroad for more effective promotion of Nepal. Participants from the Nepali diplomatic missions suggested NTB to participate/organize promotional

programs: fairs, exhibitions, joint promotions. Necessity of organizing frequent interactions between NTB and Nepali diplomatic missions abroad was also noted in the meeting.

Nepal's Presence at Virtual GITF 2021 in China

Nepal Tourism Board successfully participated in the virtual GITF from 5 – 7 August 2021. The fair is one of the most influential B2B and B2C travel fair focusing on outbound/inbound travel and MICE. With 28 years of experience it has evolved into a prominent platform for mutual communication and cooperation among the global travel industry. For this reason it has acclaimed itself as one of the most significant annual international travel fairs in Southern China as well in the Asia – Pacific region for its intensive influence on the tourism map at home and abroad. There were participants from more than 50 countries and regions in the event.

The fair was held in both online and offline format. The online exhibition established digital virtual halls with multiple platforms promoting real time interactions and intelligent



business negotiations with series of exhibition activities with latest hot topics, market trends/demands, forums and presentations. As for the offline part, many participants took this opportunity to participate to keep abreast of the most trendy tourism information and hold perfect business communication meetings with global exhibitors and buyers.

NTB disseminated information and shared some videos as part of Nepal promotion. Many curious and interested visitors visited NTB profile to gather the needed information. Overall it was an opportunity not to be missed by anyone in the tourism industry to meet new partners, be inspired by others, do successful business and stay in contact with industry peers.

Nepal's Successful Participation at Virtual PTM 2021

Nepal Tourism Board Participated in Virtual PATA Travel Mart 2021 (Virtual PTM 2021), organized by PATA Headquarter in conjunction with the Sichuan International Travel Expo (SITE) in Leshan , China from

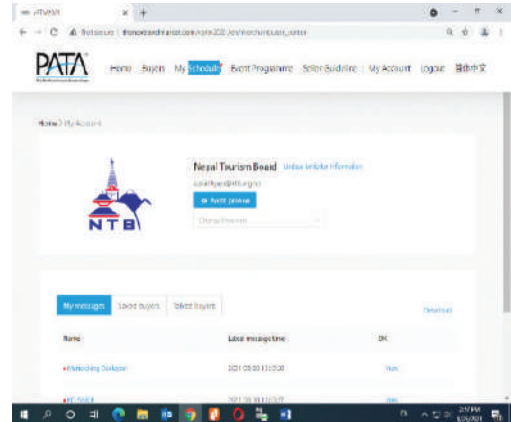
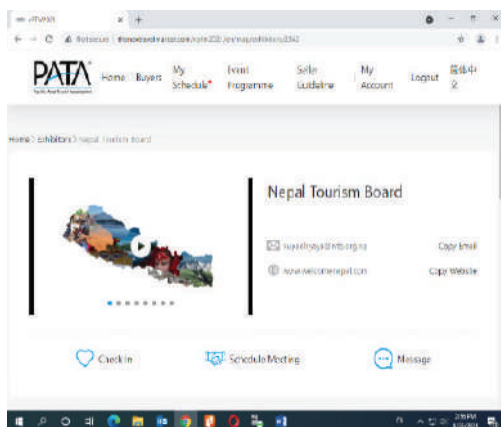
2nd - 5th September 2021.

Virtual PTM 2021 attracted 573 delegates from 69 global destinations. The delegate numbers embraced 242 sellers from 226 organizations and 30 destinations, along with 163 buyers from 156 organizations and 39 source markets.

In the event, NTB held around 15 meetings, with the buyers from various countries, individuals and those interested in Nepal. The meetings mainly discussed tourism of Nepal and current situation for traveling in Nepal with proper health and safety protocols.

CEO of Nepal Tourism Board Dr. Dhananjay Regmi shared a platform in VPTM 2021 titled "Destination Recovery Insights" along with Azerbaijan and Thailand and made a presentation on various strategies that Nepal has been undertaking for sustainable tourism and destination recovery amidst the ongoing pandemic.

Virtual PTM 2021 officially opened on Thursday, September 2 and ran until Sunday, September 5. The event offered two full business days of business appointments across all time zones on September 2-3, as well as two trade visitor days on September 4-5.



2nd Edition of Mount Everest Fashion Runway Concludes

The second edition of the Mount Everest Fashion Runway was organised on 23rd September 2021 at an altitude of over 5,800 metres in Gokyo of the Mt Everest region.

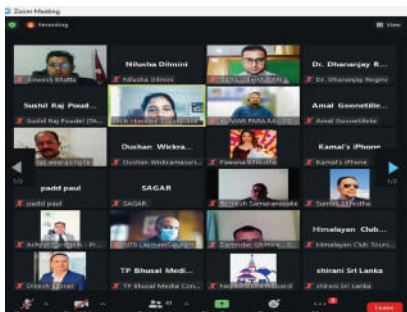
Italian Prince Cosimo de Medici along with supermodels of 10 different countries walked the ramp wearing dresses of Nepali design. This has helped promote Nepal's tourism and fashion together bringing the Nepali fashion, garments, style to the world. Further, the show has also helped in marking it as an international event in the calendar every year. The event was instrumental in bringing the sensitive topic of climate change and the importance of sustainability through fashion. It equally is a good opportunity to raise serious concerns of the adverse impact of climate



change especially in the high mountains and the need to promote its sustainability.

The show made its way into Guinness Book of World Records after this unusual event that created history by staging the show at the altitude of 5340 mts in Kalapathar on 26th January 2020 last year to be the world's highest altitude fashion runway.

Networking Webinar Between Nepal & Srilanka



Nepal Tourism Board organized a virtual interaction between tourism entrepreneurs from Nepal and Sri Lanka to synergize efforts to promote tourism in both countries on 30th September 2021. At the program, Ambassador for Sri Lanka to Nepal Her Excellency Himali Subhashini Arunatilaka, as well as CEO of NTB Dr. Dhananjay Regmi, CEO expressed the need for close cooperation for prompt revival of tourism in both countries. Mr. Paddy Paul, member of Sri Lanka Tourism Development Authority, also participated in the virtual interaction.

The interaction brought representatives from various private sector organizations in Nepal and Sri Lanka. Mr. Achyut Guragain, President of the Nepal Association of Tour and Travel Agents (NATTA), emphasized tourism would prosper only when industries of both countries collaborated together. Spiritual and adventure tourism are prime attractions for Sri Lankan tourists in Nepal while wildlife and maritime tourism in Sri Lanka is highly appealing to Nepali tourists. The direct connection of Srilankan Airlines in late August 2021 between Kathmandu and Colombo 4 times a week is expected to further boost the growth of tourism in both countries.

Interaction Between Nepal & Bangladesh Travel Trade

Nepal Tourism Board (NTB) attended an interaction program on 24th October, 2021 with NTB HPRR for Bangladesh along with tourism entrepreneurs from Nepal and Bangladesh. Discussions on the need to organize more promotional programs along with B to B Sales Missions were raised in the program. NTB CEO, Dr. Dhananjay Regmi and Counselor of the Embassy of Bangladesh in Nepal Mr. M D Masud Alam stressed on infrastructure development and flight increment for Bangladeshi tourists so as to make their stay more comfortable and worthwhile.



Mr. Achyut Guragain, President of NATTA highlighted Bangladesh as one of the potential tourism markets for Nepal. He also added that corporate partnerships with the Airlines, Bangladesh Tourism Board, Tourism Ministry could further strengthen the connectivity and ties between the two countries.

Nepal Revitalizes Tourism At WTM 2021

Nepal participated in the World Travel Mart (WTM) 2021 in London, United Kingdom, from Nov. 1-3. The delegation was led by the Hon'ble Minister of Culture, Tourism and Civil Aviation (MoCTCA) Prem Bahadur Ale, along with Secretary of MoCTCA Mr. Yadav Prasad Koirala, and Chief Executive Officer of Nepal Tourism Board (NTB) Dr. Dhananjay Regmi.

During the travel mart, NTB CEO Dr. Regmi met with travel leaders from different parts of the world and also spoke to global media houses like CNN, BBC, Lonely Planet, regarding Nepal's tourism in the present context and the steps being taken by the Government of Nepal to ascertain the health and safety of international travelers in the "new normal". CEO Dr.



Regmi also participated in the WTM China Forum organized as one of the 6 panelists and deliberated about the efforts taken by Nepal to open up to travelers from all parts of the world.

After a gap of almost two years, WTM 2021 was a grand success with representatives from over 150 countries. One of the biggest travel fairs in the world, WTM is a unique networking platform that brings global destinations, travel industry and professionals

together where they connect to conduct business together. This year the event was organized in a hybrid mode, with Nov. 1-3 event in person at the venue at ExCel, Docklands, followed by Nov. 8-9 as virtual. Compared to previous years when there were around 35 participants, this year Nepal participated with six companies from the private sector. The last WTM was held in November 2019 just before the global pandemic of COVID-19.



Nepal Sales Mission in Sri Lanka 2021



Nepal Tourism Board (NTB) jointly with Nepal Association of Tours and Travel Agents (NATTA) successfully participated in the Sales Mission held in Colombo with focus on Nepal as a destination for everyone, every age and all seasons. The main priority of the event was to highlight the Buddhist Circuit of Nepal especially, Lumbini, the Birthplace of Gautam Buddha, among the Sri Lankan outbound tour operators and media.

A 16 member delegates of NTB officials, NATTA and 11 travel and tour companies participated in the event. During the program, a B2B session was followed by Nepal Night in Ramada by Wandham, Colombo, on Nov. 16, 2021 where Sri Lankan outbound tour operators, officials from Embassy of Nepal in Sri Lanka, Sri Lankan Tourism Promotion Bureau, representatives of UFTAA and IATA, Sri Lankan Airlines and media people participated.

It was an opportunity for participants from both the countries to renew their contacts for business and cooperation. At the same time, Sri Lanka being the 5th largest Buddhist country, it was a good platform for Nepali tourism

trade to launch various packages of Lumbini and surroundings related to Buddhism along with adventure, nature-based products and other popular activities targeting the youth.

During the Nepal evening program, Mr. Bishwash Bhatta, acting head of the Embassy of Nepal in Sri Lanka, highlighted the vast potentialities of tourism in Nepal and further need of co-operation between the two countries for mutual benefits. Mr. Hikmat Singh Ayer, Senior Director of NTB, through his presentation shed light on tourism products of Nepal and the current travel protocols. He emphasized on combining the sea to summit to share mutual benefits to both the countries' trade. He also highlighted the Greater Buddhist and Ramayana Circuit and the newly available facilities in Lumbini and surrounding area at the backdrop of the newly built Gautam Buddha International Airport to be operated soon. Treasurer of UFTAA, Mr. Trevor Raja Rathnam also addressed the audience - the hope to see more tourism traffic between two South Asian neighbors. NATTA President Mr. Achyut Guragain in his closing remarks thanked all audience for their participation in such short notice.

Besides these main events, a series of other informal meetings held with Sri Lanka Tourism Promotion Bureau, IATA and UFTAA for the need to hold regular Sales Missions, FAM trips and affordable airfare.





NTB Reaches Out to Renowned Yoga Guru Ramdev For Promotion Of Nepal As Wellness Destination

Nepal Tourism Board (NTB) reached out to popular Indian Yoga Guru Ramdev for promotion and recognition of Nepal as a holistic spiritual and wellness destination. NTB CEO Dr. Dhananjay Regmi met with the revered Spiritual Guru who was on a short visit to Nepal with his colleague Acharya Bal Krishna, since Nov. 18, 2021. After interaction with Swamiji, NTB also wrote a formal request to him for support in promotion of Nepal by accepting the role of Goodwill Ambassador for Spiritual and Wellness Tourism of Nepal.

The yoga maestro, who arrived in Nepal on Nov. 18, for various spiritual programs, conducted yoga and meditation at Chandragiri on Nov. 19. Similarly, he ran a one-day yoga camp at Pashupatinath, Kathmandu, on Nov. 21, organized by the Ministry of Culture, Tourism, and Civil Aviation (MoCTCA)

which was attended by Hon'ble Minister for Culture, Tourism and Civil Aviation Prem Bahadur Ale.

According to NTB CEO Dr. Regmi, "Nepal is primarily seen as an adventurous destination. However, we want to reach out to the world with the message that Nepal is a mixture of adventure, culture and nature, offering spiritual healing in each of those experiences for ones seeking. We believe our association with Swami ji will help tremendously in recognition of Nepal as a life-changing transformational destination," he said.

At the meeting earlier, Guru Ramdev, Acharya Bal Krishna, and CEO Dr. Regmi, had discussed about advancing the spiritual and yoga tourism of Nepal. Guru Ramdev appreciated Nepal's rich culture of Vedic Sanatan and expressed that he was highly positive about the country's potential in healing and wellness to visitors. "Nepal is the land of Pashupatinath, Muktinath, Mother Sita and the Birthplace of Buddha. I will definitely promote the religious and spiritual tourism of Nepal," he said.

Nepal Sales Mission in Bangladesh Concludes with a Promise of Unprecedented Tourism Prospects

Nepal Tourism Board (NTB) in association with Nepal Association of Tour and Travel Agents (NATTA) successfully completed the Nepal Sales Mission in Dhaka, Bangladesh on Nov. 23, 2021. 14 Tour Operators from Nepal interacted and exchanged business propositions with more than 50 Bangladeshi Tour Operators in a one-day B2B and Destination Promotion Program.

This was the second international Sales Mission after Sri Lanka to be organized by Nepal Tourism Board following the second wave of COVID-19 pandemic. The 26,000

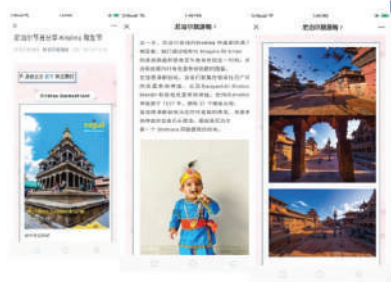
Bangladeshi tourists to Nepal in 2018 saw a sharp decline in the following years due to the global pandemic. It is noteworthy to mention that despite the dense population, Bangladesh has handled COVID-19 crisis relatively well and managed to boost the citizens' confidence. However, tour operators from both the countries seemed very upbeat at the prospect of the growing numbers in 2021 and onwards as Nepal is cautiously opening its international borders for visitors. The sales mission took place concurrently with the commencement of Himalayan Airlines' flight between Kathmandu and Dhaka. According to the representative of the Airlines who participated in the event, the airlines flies twice a week now and is looking forward to increasing flights in future. At the same time, the two flights of Biman Bangladesh between the capitals of both countries has also induced hope of generating competitive price and enough air passage amongst the participants.





Further, the Nepali delegates were apprised of a direct passenger train service between Dhaka and New Jalpaigudi station in India to be operated soon; giving more option for budget travelers. Mr. Kumar Rai, Charge'de Affairs at Nepal Embassy in Bangladesh assured all possible support from the Embassy to the tour operators for Nepal's tourism promotion in Bangladesh. The Nepal Tourism Board comprised of Sr. Director - Kashi Raj Bhandari and Officers Ms. Shushila Baral and Mr. Siddhartha Bishwokarma whereas the NATTA team was led by President Mr. Achyut Guragain.

30th August 2021



Published: 30th August 2021
Promotion Type: Image and Text
Title: Krishna Janmasthan
Promotion Brief: Introduction of Krishna Janmasthan

Engagement:
Followers: 1936
Reader: 1420
Viewers: 1720
Sharers: 692



NTB Wechat Operation

The recent registration of NTB Wechat account in November 2020, has helped NTB to promote Nepal's tourism products in the most popular social media platform amongst Chinese in China. WeChat is the most popular Chinese social media platform that has the highest number of users in China.

The number of outbound tourists from China reached nearly 155 million in 2019, almost three times the figure compared to that in 2010 and today, China is the world's largest source market in both departures and spending. Hence, looking at the country's travel trend, the need to reach out to this volume market was eminent since long.

The world today is digitally moving ahead and the importance to penetrate the digital market for NTB's prominent/impactful presence among the world's largest outbound travellers has been taken with utmost priority. Wechat has been an ideal platform to showcase the Nepalese culture, lifestyle, tourism products, latest events, news etc to update the Chinese visitors with texts, messages, pictures and videos.



Lumbini Branded as "Fountain of Peace & Buddhism"



Nepal Tourism Board has finalized the colors, names, logos and the tagline of Lumbini branding to make it known in the international arena. "Fountain of Peace & Buddhism" has been taken as the tagline of Lumbini branding.

Realizing the need for Lumbini branding as a sacred tourist destination in a simple and clear manner depicting its own identity and characteristics, the branding has incorporated all aspects of Lumbini. These features will help Lumbini to become an attractive destination and be recognized nationally and internationally. The brand combines the art, culture and diversity of Lumbini to give a distinctive visual profile of the city and to iconically capture the religious and historical significance of the city itself.

The Lumbini brand is a combination of Japanese architect Kenzo Tange's architect, Ashokan Pillar inscription in Brahmi script, Burmese font, Devanagari Font and the sacred garden. Including the natural beauty of Lumbini, the resounding atmosphere of Om Mane Padme Hum, the curly hair of Prince Siddhartha, the beautiful ancient city and the Bodhi tree are included in the branding. Similarly, Lumbini's topography map, natural

beauty, pond, Ashoka pillar and birds, ancient architects, forests, flora, traditions and beautiful environment have been given a place in the Lumbini branding.

Various colors of chibar worn by monks and nuns have also been used in the branding work. Lumbini Brand is yet to be launched. After the launch of this brand, the same message will flow from the books, brochures, cards, postcards, bags and audio-visual materials published.

The branding work has been made public by Kathmandu-based art and Design company Corps and Colors after a series of interaction with concerned stakeholders, members of Buddhist Circuit Tourism Promotion Committee (A Committee of esteemed experts formed by NTB for recommending best possible way forward to establish Nepal as best destination for Buddhists around the world) and research at Lumbini, Tilaurakot, Devdaha and Ramgram.



Brhami Lipi in the logo is a uniquely recreated font inspired by the Brahmi Lipi inscription on the Ashoka Pillar which is the nativity pillar that proclaims this location as the Birth place of Siddhartha Gautam.



Nepal Tourism Board Participates in 4th IBTM

Nepal Tourism Board participated in the 4th International Convention of Association of Buddhist Tour Operators (ABTO), 4th International Buddhist Travel Mart – IBTM and International Conference on 2566 Year of

Buddhism Convention on 10-12 December 2021 at Hotel Oaks and Maya Sarovar in Bodh Gaya. The participation was aimed for ABTO Conference, side line B2B events and Invitation to the Buddhism related stakeholders to Nepal for 2nd Buddhist International Travel Mart (BITM, 2021). Mani Raj Lamichhane- Director, Research Planning & Monitoring (RP&M) addressed the opening ceremony conveying Dr. Dhananjay Regmi- CEO, Nepal Tourism Board's congratulation message for the successful hosting of program and request for welcoming Buddhist travel to Nepal. Nepal Tourism Board headed the mission with participation from Tourism associations like NATTA and TAAN.

NTB Awarded Best Pandemic Response By Wanderlust, UK

Nepal's presence in WTM this year from Nov 1 - 3 was accomplished with the Wanderlust Gold Award – Best Response to the Pandemic (Tourist Board) Award, for one of the most prompt and efficient responses to COVID-19 pandemic at the Wanderlust Reader Travel Awards in Kensington Palace on Nov. 2. Hon'ble Minister of Culture, Tourism and Civil Aviation (MoCTCA) Prem Bahadur Ale, received the award on behalf of Nepal.

At the program, Nepal received immense accolades from the international audience for the dedication and diligence to ensure the safety of tourists during the sudden onset of the pandemic in early 2020. For a small country like Nepal, to claim this award is a great achievement in itself.

“Nepal’s widespread strategy involved the Government, local tourism groups, communities, private companies and NGO support,” the leading travel magazine of UK wrote on their website. According to the Wanderlust, judges said: “Their lobbying work on sustainability and tourism development awakened the government to review their monetary policy to support the continuance of their activities which was amazing”, and also admired their “out of the box thinking” when it came to their “Stranded in Nepal” website.

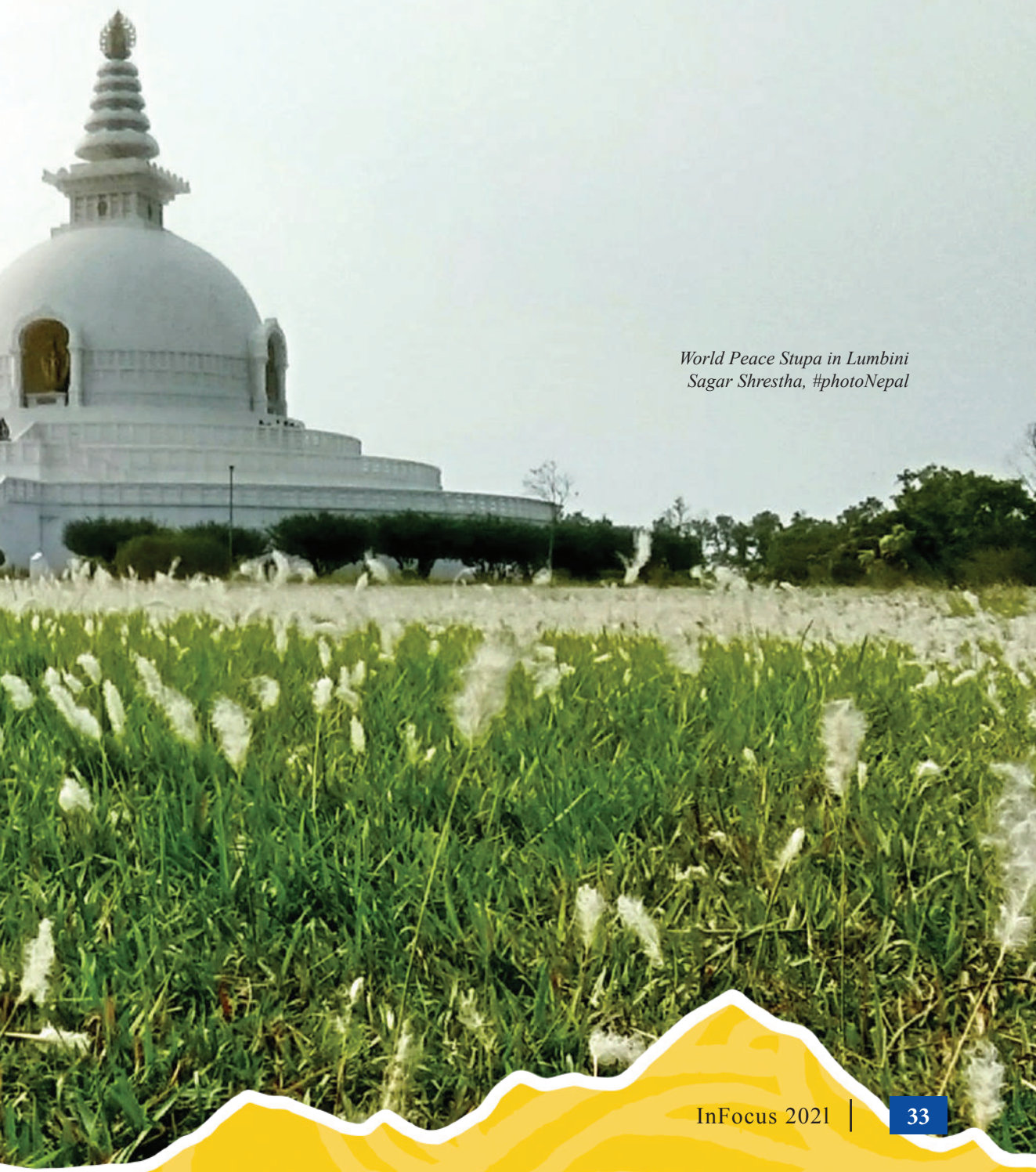
The Crisis Communication Unit of NTB had worked actively to rescue and evacuate stranded travelers across the country in coordination with the Government, Private Sector and Diplomatic Missions of Nepal, in the early stages of COVID-19 and lockdown in March 2020. The capability and outstanding performance of NTB despite challenges and limited resources during the COVID times has earned appreciation from all over the world. Thanks to the dedicated team members who left no stone unturned to achieve this milestone.

Wanderlust, a leading travel magazine in UK covers adventure, culture and special interest travel worldwide. It has routinely recognised the tourism activities and the initiatives Nepal has taken in regards to sustainable tourism that has been in practice. Nepal has been frequently recommended by Wanderlust for premier trekking experiences in the world, for being Asia's leading sustainable tourism destination and a travel hot list among other destinations that surpasses the best travel experiences. This is indeed a great mileage for Nepal to be rated as a top holiday destination.



Public Relations & Publicity

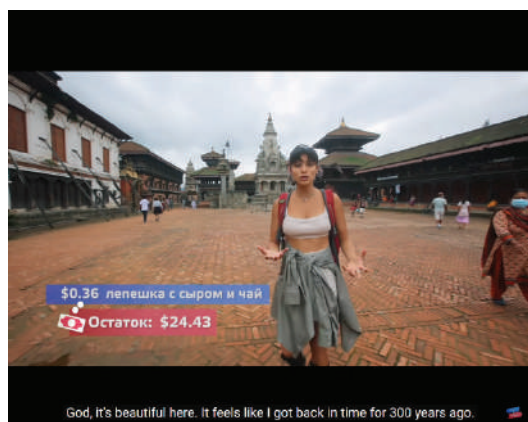




*World Peace Stupa in Lumbini
Sagar Shrestha, #photoNepal*

FAMILIARIZATION TRIPS

Heads & Tails Ukraine



Nepal Tourism Board supported the Ukrainian TV Crew Fam Trip to Nepal. The crew members for the TV Programme "Heads & Tails" produced by Ukrainian Filming Company **'TEENSPIRIT VENTURES LTD'** (teenspirit.tv) visited Nepal from August 2, 2021 for 5 days. The programme is scheduled to be broadcasted through the Ukrainian TV Channel "Novy", YouTube Channel and Social Media.

It has more than 70 million viewers on TV and 6 million in social media platform. The show is on air for 10 years non-stop and it has already filmed more than 500 episodes from countries all over the world.

The crew members of the travel show arrived in Kathmandu on August 2, 2021 for five days to film the unique tourist attractions of Nepal especially focusing on 'people' and their unique cultures and traditions. During their stay in Nepal, they will be filming in Kathmandu, Sherpa culture in Lukla. NTB supported the crew for ground transport in Kathmandu for three days.

Crew members of the team were:

Kyrylo Makashov

Michel Andrade

Oleksandr Kruhlyk

Oleh Rohiv

Polina Poliakova

Ivan Poliakov

Andrei Iavita

The link of Nepal episode of Ukrainian TV show "Heads and Tails"

<https://youtube.com/watch?v=tPqZP9LYkro&feature=share>

World Vlog Challenge 2021



Nepal Tourism Board partnered with Partynepal. Com Pvt. Ltd. to organised the World Vlog Challenge 2021 in Nepal from October 20 to November 5, 2021. Around 10 renowned independent Film-Makers/Vloggers from India, USA, Thailand, Colombia, Australia and Ireland were invited to Nepal with an objective of making the stories of mighty Himalayas in Everest Region and promoting the destination around the world from the Youtube Channels and other Social Media handles. This program also aimed at producing an Adventure Reality Show which shall be focusing on the challenges of climate changes and bringing about the awareness on responsible tourism.

The crew members of the travel show arrived in Kathmandu on October 19/20th, 2021. They did trekking to Mt. Everest Base Camp and made vlog about their journey.

NTB supported for the domestic flight ticket for KTM-Lukla-KTM sector for 15 international delegates and hotel accomodation for the delegates in Kathmandu. In addition NTB also paid for the permits for two drones.

The visiting international vloggers/film makers and their crew members are as follows:

Mr. Bhemaiah Chinapa Kalengada (Nikhil Chinapa)	Indian
Mr. Jaykumar Raju Punjabi	Indian
Mr. Ashish Bhatia	Indian
Mr. Soumesh Pandey	Indian
Ms. Vishakha Dhanraj Fulsunge	Indian
Mr. Juan Esteban Tabares Velez	Colombian
Mr. Kraig Anthony Adams	American
Mr. Jared Steele Davis	American
Mr. Aaron Kent Twite	American
Mr. Wil Lising Dasovich	American
Mr. Daniel Marsh	Irish
Mr. Nathan Tanner Bartling	American
Mrs. Wanlapa Bartling	Thai
Mr. Thotsaphon Phoemkhunthod	Thai
Mr. Todsaporn Thongpal	Thai



Dutch Journalist Team FAM Trip



Three Dutch journalists: Nicole Franken (Journalist), Yvonne Dudock (Bookwriter/Journalist) and Tom Van Cakenberghe (Cinematographer) visited Nepal from November 12-19, 2021 for a feature about the Upper Mustang and people living in the area. The team is writing story about these places which it shall be releasing in its upcoming book "Indigenous". The team has committed to write about Nepal in the magazine/newspaper/book/press release and their social media.

Nepal Tourism Board supported for the domestic return flight tickets for Kathmandu - Pokhara - Lukla sector along with accomodation and ground transports in Nepal for the crew members.



ZIP ZAP ZOOM



Nine member film crew from ME TWO FILMS, India travelled to Nepal from November 15 to December 3, 2021. The filming crew members visited the tourist places of Kathmandu Valley, Chitwan, Lumbini, Pokhara, Parbat, Panauti, etc of Nepal and shoot the places of tourist interests, its culture and people. The Me Two Films shall produce travel documentaries with 13 episodes under the title 'Zip Zap Zoom' focusing Nepal as preferred holiday destination for family and kids from India.

NTB's supported for the accommodation on full board basis, local transportations, mountain flights and entrance fee/charges for the group during their travel in Nepal. The crew members of the filming team were:

Shruti Anindita Vermaa - Producer

Amitabh S Verma - Director

Shrishti Kedia - Assistant Director / Scripts

Anshavi Srishti - Assist., Director / Still
photographer

Jeetender Kumar - DOP

Rishabh - Second Cameraman

Prins Kumar Singh - Sound Recordist and
Camera Attd.

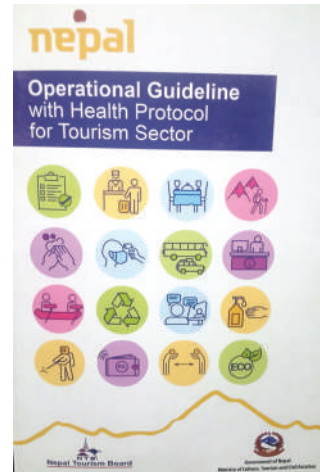
Maanya Verma - Actor

Aarush Varma - Actor

PUBLICATION AND DISTRIBUTION

Publication & Distribution of Health & Hygiene Protocol

Covid -19 has brought the world a standstill since March 2020. The global pandemic has wreaked havoc on human health and crashed tourism economics worldwide. The crisis has changed the travel in ways that will endure for the foreseeable future. The "new normal" creates that the holiday destinations must compete on the basis of health and safety. In this context, Nepal Tourism Board in guidance from Ministry of Culture, Tourism and Civil Aviation and in coordination with Tourism Associations and scholars abroad has launched "Operational Guidelines with Health Protocol for Tourism Sector" which includes various sectors and sub sectors on the tourism industry. It has meticulously laid out protocol covering a wide range of guidelines from a big behavioral change on the part of service providers as well as service receivers to new global standards of hygiene and sanitation. The Protocol includes detailed guidelines for the operation of hotels, restaurants, tourism offices, transportation, packaged tour and adventure activities, is supplemented with environment-friendly recommendations for sustainable and responsible tourism practices. The compiled protocol has been widely distributed to the concerns stakeholders. Different educational trainings has also been conducted for the better implementation of this protocol within the industry.



Publication of Taplejung Coffee Table Book



Nepal Tourism Board in joint collaboration with Taplejung Development Journalist Foundation has published a pictorial book of Taplejung District. The book comprises one hundred and one best pictures with its narratives of natural beauty, landscapes, flora and fauna,

people and culture within the district. The pictures were collected through public competition. A website was created where interested freelance photographers can come up with their best shots, more than thousand photographs were received. Among them one hundred and one best shots were selected by the selection committee and the winners were awarded too. Distribution of this pictorial book is free of cost to the concern individual and institutions. This shall definitely boost tourism awareness of the area hence increase the number of visiting tourists in that area.

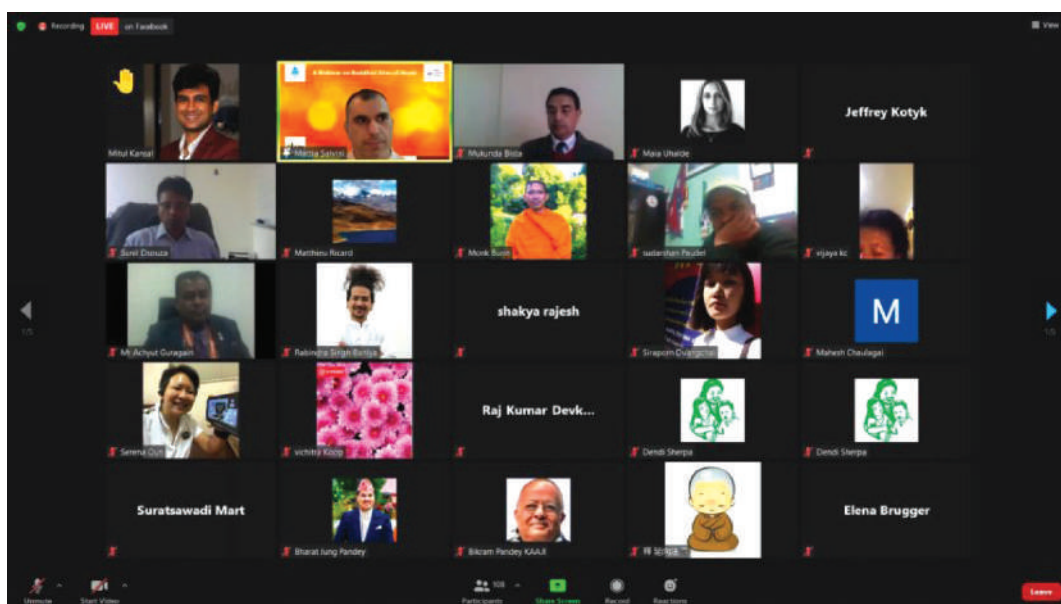
Webinar on Buddhist Sites of Nepal

NTB in close coordination with Nepal Association of Tour and Travel Agents (NTTA) has organized a webinar on Nepal's Buddhist sites with the motto of 'Following the Footsteps of Buddha for Universal Peace and Prosperity' on 10th January 2021 at Kathmandu.

A special remark was given by CEO of Nepal Tourism Board, Dr. Dhananjaya Regmi where he highlighted on the upcoming projects that greatly support the Buddhist Sites of Nepal and rise the tourism industry.

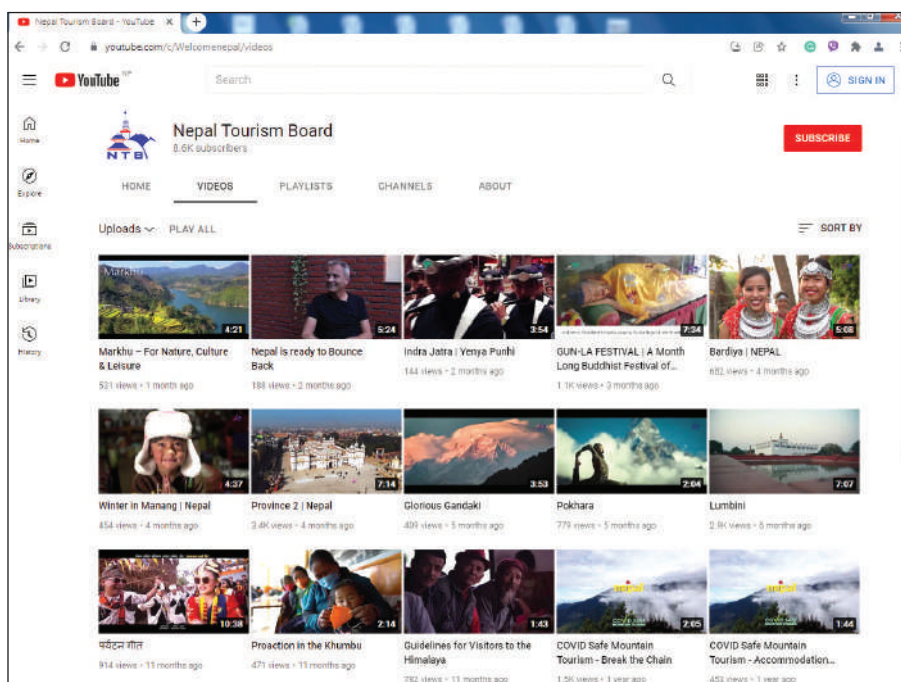
Venerable Ajahn Burin Thitakusalo (Monk Burin), Executive Director of The Middle Way Meditation Institute from New York, USA spoke on the topic 'Lumbini the Fountain of World Peace. Venerable Matthieu Ricard, Buddhist Scholar, Author, Photographer and Former founder President of Karuna Sechen Foundation from France spoke on the topic 'The Sacred Places and Art as a Way to Cultivate Pure Perception. Dr. Jeffrey Kotyk, University of British Columbia from Canada spoke on 'Medieval Chinese Interactions with Nepal.' Dr. Jeffrey started his speaking with the interconnection of Nepal and China how the relation started blooming when Nepal send china a gift, a Bodhi tree. Dr. Mattia Salvini, Dean of Scriptural Language, International Buddhist College from Italy spoke on the topic 'Nepal and Sanskrit Buddhism Revisiting in the Present-day Context.'

All our speakers had their significant perspectives during the Webinar. The philosophical aspect of Buddha's teachings shared during the Session also helped to showcase and publicize important Buddhist sites and Nepal's Buddhist tourism on the global platform. More than 200 participants from different countries has participated in the program.



Videos Produced

3 minutes on Constitution Day, uploaded to NTB Youtube and distributed thru MoCTA/MoFA to Nepal Embassies abroad
1 minute informative video showcasing Health and Hygiene protocol by Nepali tourism industry
2.5 minutes video on Airport safety hygiene and safety protocol
Folk based tourism song
4 minute video on Markhu and 4 short videos on different theme
6 videos of Bardia, Manang and Mustang
7 minutes video showcasing unexplored locations of Province 2
Janakpur video

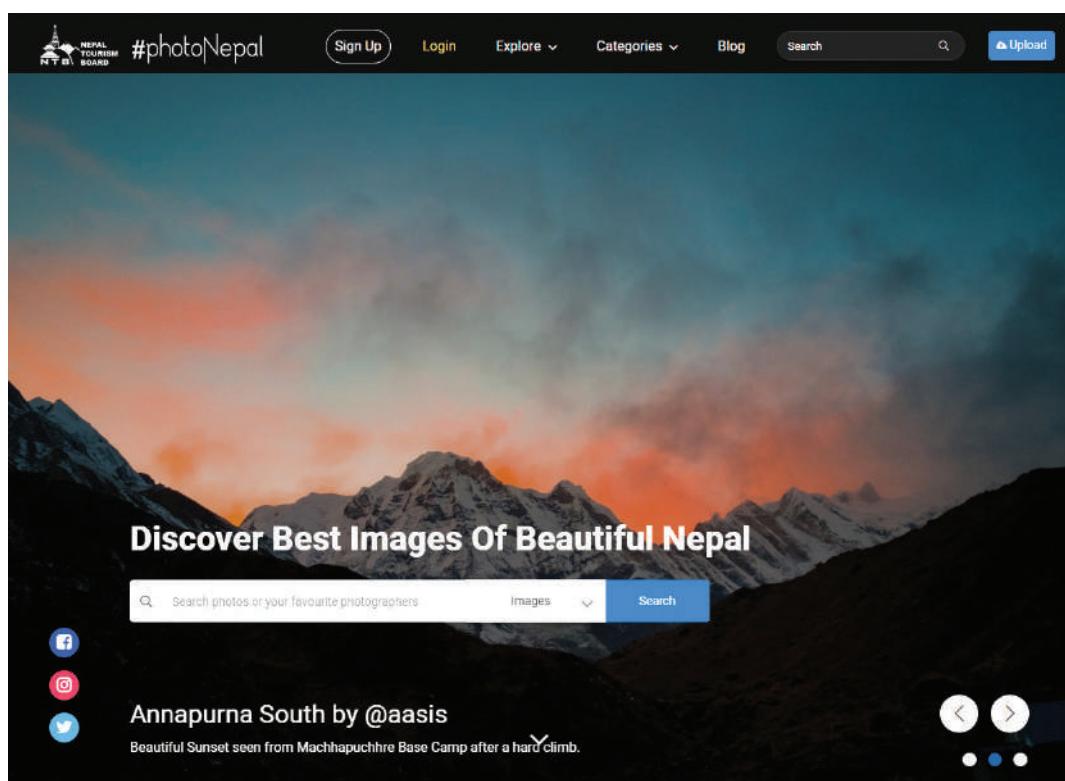


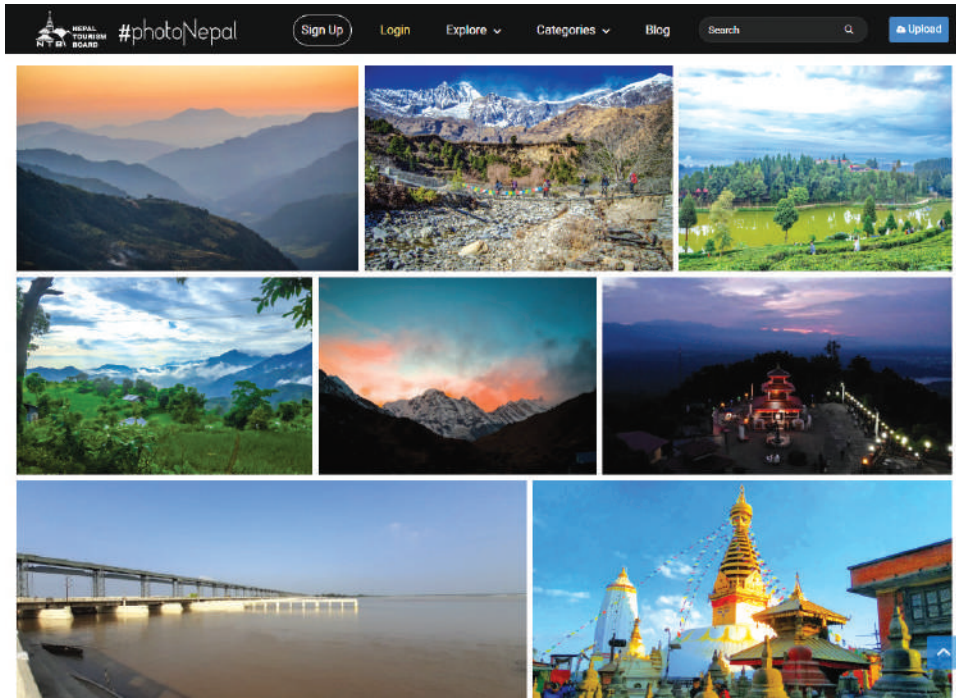
Crowdsourcing of User Generated Photos Through #photosNepal

#photoNepal (photo.ntb.gov.np) campaign is a special platform to exhibit photographs of all including amateur and professional alike and building contacts between photographers and patron. In addition #photoNepal is primarily focused on promoting places, activities and attractions through photography.

#photonepal attracts the domestics and foreign tourists by spreading the maximum materials through photos of touristic places that are in shadow although having immense potential for tourism. Any individuals can upload relevant photo on this portal by signing up.

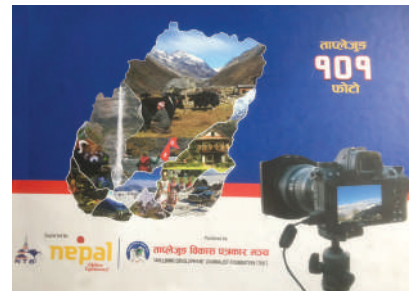
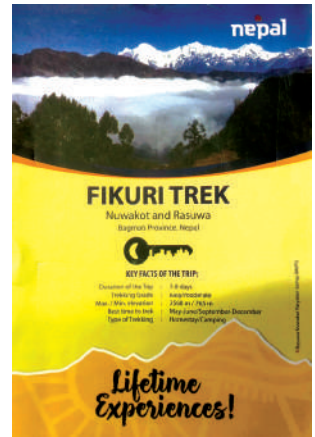
The site has more than 25000 pictures on it from 11000 plus members. Photo contest like Nepal Festival series and campaigns for Barpak, Sindhuli were organized.





NTB PRINT COLLATERALS

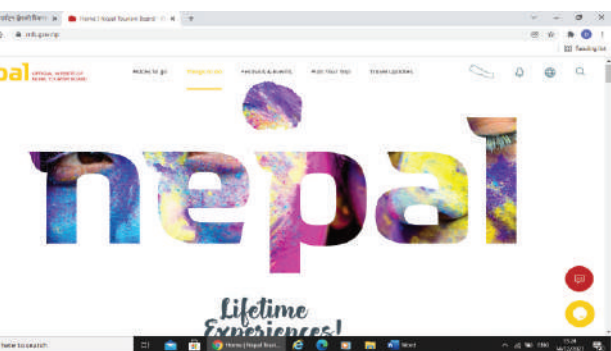




DIGITAL PROMOTION

Launching of New Website “ntb.gov.np”

On the Oct. 26, 2021, newly appointed Minister for Culture, Tourism & Civil Aviation (MoCTCA) Hon’ble Prem Bahadur Ale was welcomed by Nepal Tourism Board (NTB) and the tourism industry in NTB premises at Bhrikutimandap where the new official destination website ntb.gov.np was unveiled.



Nepal Promotion Through Website & Social Media

With the ultra-digital age during the COVID-19 times and with movement outdoors restricted, NTB is working toward repositioning the image of the country most exclusively through digital application, and has prioritized digital promotion as one of the most important tools for communication.

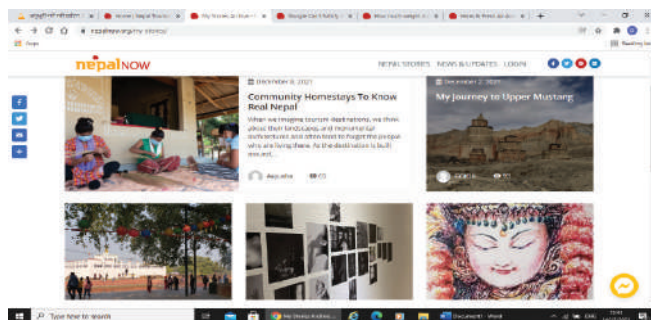
In keeping with the changing trends, NTB in 2021 laid a special emphasis in promotion through NTB Destination website for international promotion and trade website

dedicated to private sector stakeholders. Similarly, language websites in Chinese, Japanese, German, French, Russian and Spanish, were a part of the website to facilitate the different language market segments of destination Nepal.

As trekking is the primary product and attraction of Nepal that attracts more than half a million tourists every year to Nepal, trekking has been given special focus on the website through integration with Great Himalaya Trail website. Current news and positive stories pertaining to the destination were promoted through NepalNOW website while photo blog website Photonepal was useful to create more photo content online through crowd sourcing.

Promotion of Nepal Through Positive Stories of Nepal

As a part of the digital campaign to create visibility and showcase Nepal as an inspiring destination, NepalNOW was revamped with new design and layout, search engine optimization and regular release of content



including stories, photos and messages. Total number of positive stories released on NepalNOW since Aug. 2020 till Dec. 2021 is almost 100. The stories on Nepal are user generated and cover a wide range of topics positioning Nepal in a happy and positive light. During a 3-month collaboration between NTB and IFC in 2020, there was a marked increase in viewer reach and engagement with page speed: 94, audience: 5223 /month, page view: 10,127, new users: 4,770, total impression: 14.6 K (3 month project), SEO page speed Score: 96. NTB has been continuing the platform as an integral part of its digital promotion for user-generated real-time content and stories.

Analytics NTB Official Websites in 2021

S.No.	Website	Users	Sessions	Page Views	Top 5 Countries
1	Destination page	631K	770K	183.6K	Nepal India United States United Kingdom Australia
2	Trade page	22 K	30K	22.5 K	Nepal India United States Netherlands Poland
3	NepalNOW	333 K	195K	--	--
4	PhotoNepal	11.1 K Member	--	--	--

Promotion Through Social Media Sites

NTB has also actively used its official social media handles on Facebook, Twitter, Instagram, Linked In and Youtube, for promotion of Nepal as a destination. The social media handles of NTB were used extensively to reach out to its digital audience worldwide to promote Nepal's nature, culture, festivals, events, food. Content was curated from the available resources at NTB to connect with the audience with the inspirational message.

NTB has been posting 5-20 posts every week on each of its social media handles. NTB also launched official TikTok account and campaigned on it for promotion of new destinations among domestic tourists. The digital portals of NTB have also been providing information about Nepal's entry protocol with fresh updates throughout the year. NTB's online portals have been the primary source of latest protocol information for international travelers. Similarly, around 20-30 queries are responded to directly through its social media inboxes every day, thus, ensuring prompt and seamless information flow to those inquiring about Nepal.

NTB also started Wechat to reach the huge number of potential travelers in China and communicate to them directly about the destination. Digital campaigns targeting specific markets were also run by Nepal Tourism Board in 2021. These campaigns were targeted to specific audience for more effective online promotion.

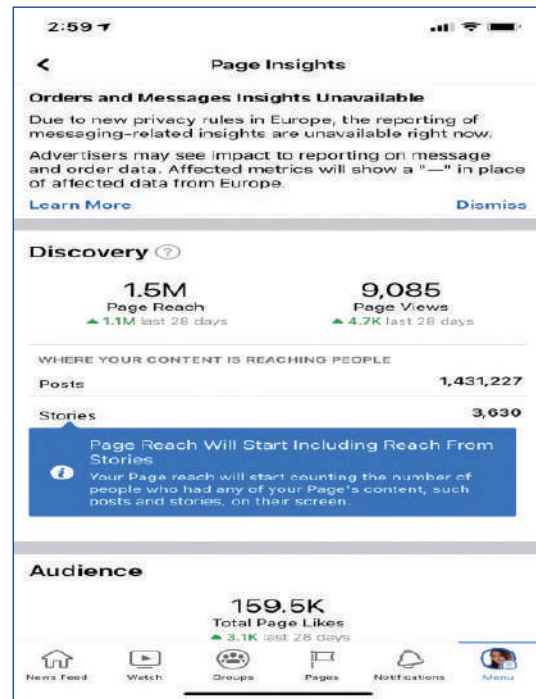
NTB Official Social Media Handles

- NTB DMO FB page: www.facebook.com/nepaltourismboard
- NTB Trade FB page: www.facebook.com/nepaltourismboard.trade
- NTB Instagram: www.instagram.com/nepaltourism
- NTB Twitter: www.twitter.com/nepaltourismb
- NTB Youtube: <https://www.youtube.com/welcomenepal>
- NTB Linked In: www.linkedin.com/company/nepal-tourism-board-official
- NTB has also started Wechat and LinkedIn accounts and is also started TikTok account from January 2021.

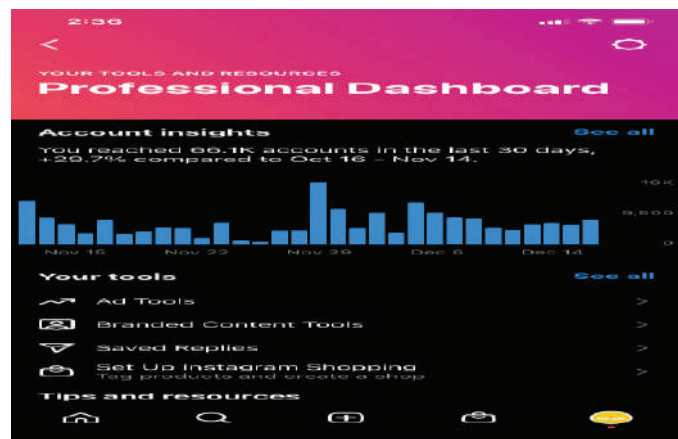
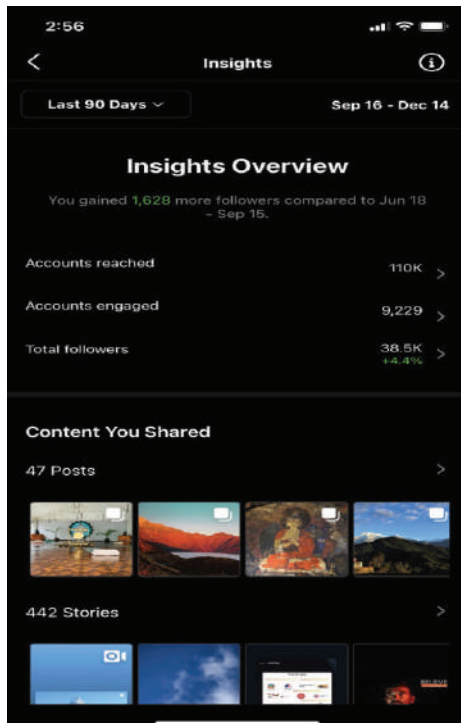
Brief Analytics of NTB Social Media Handles

S.No.	Social Media	Followers	Page Likes/ Followers per month	Ave. People Reached per month	Ave. Post Engagement per month
1	Facebook (Destination)	159.5 K	3K Likes/ 3.2K followers	1.4 M	147 K
2	Facebook (Trade)	10 K	71 Likes	17.8 K	2.1 K
3	Instagram	35.8 K	187 Followers	30.2 K	4.1 K
4	Twitter	37.9 K			
5	Youtube	7.69 K			

Monthly Facebook Insights



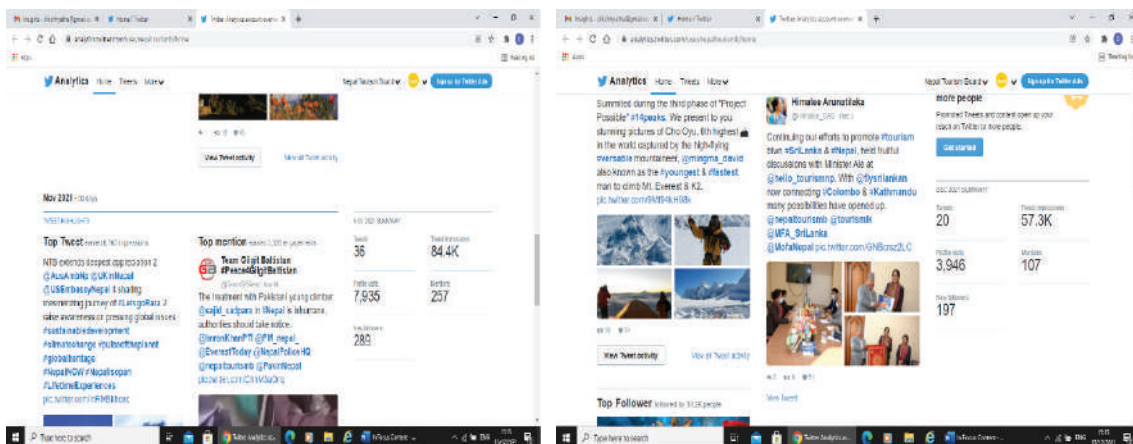
Monthly Instagram Insights



Major Reach Through Videos on NTB Social Media

- Visit Nepal, Dec. 9, 2020, Views: 1.9 K
- Nepal as Spiritual Destination, Dec. 8, Views: 4.9 K
- Everest Base Camp – Dec. 2, Views: 17 K
- Mountain Biking in Nepal, Oct. 28, Views: 1.3 K
- Visit Lamjung, Oct. 19, Views: 3.2 K
- Markhu – For Nature, Culture & Leisure, Views: 6.1 K
- Khasi ko Pakku, Oct. 8, Views: 1.3 K
- Humla, Oct. 5, Views: 1.7 k
- Nepal is Open, Sept. 29, Views: 7.9 K
- Nepal is Open by NTB Officials, Sept. 24, Views: 10 K
- Constitution Day, Sept. 19, Views: 1 K
- Gun La Festival, Sept. 1, 2.5 K
- Mr. Supranational 2021, Aug. 21, Views: 6.4 K
- Darchula, Aug. 10, Views: 3.7 K
- Unification Trail, June 30, View: 5.2 K
- Lumbini – Birthplace of Buddha, May 25, Views: 28 K
- Mithila Art of Nepal, April 16, Views: 28 K
- At Santosh Shah's House by Mannsi Agrawal, April 2, Views: 112 K
- Eat, Pray, Dance & Love in Janakpur, March 19, Views: 256 K
- Shivaratri Festival, March 11-12, Views: 12.5 K
- Khaptad, Feb 26, Views: 510 K
- Far West Nepal, Feb. 23, Views: 4.1 K
- Visit Dolakha, Feb. 17, Views: 2.5 k
- Video for India Market, Feb. 11, Views: 4.3 k
- Indian traveler's experience in Nepal, Feb. 9, Views: 16 K
- East Nepal, Feb. 3, Views: 4.1 k
- Wildlife in Nepal, Jan 12, Views: 4.2 K
- Nepal Ready for India, Jan 8, Views: 4.6 K

Monthly Twitter Insights



Promotion of Tourism Via Virtual Videos of UNESCO WHS of Kathmandu

Nepal Tourism Board created a series of Virtual Reality videos of all seven cultural UNESCO World Heritage Sites located in Kathmandu as a step towards promoting Nepal as a destination for Lifetime Experiences through digital promotion. Because it is well known that visitors from all over the world come to Nepal to observe and experience the country's heritage, the idea of releasing VR videos fit the global marketing standards while aligning with NTB's promotional goals in a cost-effective manner. These Virtual Reality videos, which are known to provide a unique, almost real experience, were created to promote Nepal by offering Virtual Tours of Kathmandu's World Heritage Sites to those planning to visit Nepal.

Tiktok Deshdarshan Campaign

Following the launch of NTB's official Tiktok account, the Digital Marketing Unit organized a campaign titled Deshdarshan, which was announced during NTB Anniversary. The Tiktok campaign was created for user-generated content for domestic tourism promotion that would give viewers a visual



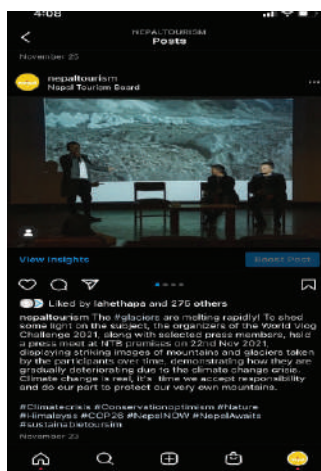
representation of Nepal, its out-of-the-ordinary destinations, and tourism products. The campaign was divided into four thematic units, including destination, culture, cuisines, and others, into which participants were expected to submit their content. Winners were chosen from the 20 shortlisted videos submitted out of the total number of videos submitted and announced fortnightly, with a cash prize of Rs. 20,000. Five winners were chosen based on the highest number of likes and comments.

Promotion of Offbeat Destinations via Social Media Campaigns

NTB in collaboration with Routine of Nepal Pvt. Ltd promoted Unification Trail, the trail used by Nepal's founder King Prithvi Narayan Shah while unifying different kingdoms to form single Nepal. Gorkha which is the highlight of the Unification Trail is also enlisted as a Tentative World Heritage Site by UNESCO and the trail runs through places with immense historical importance and scenic beauty that are unexplored. Because many people and potential visitors are still unaware of the trail, the collaboration was formed to promote it among domestic tourists to promote offbeat destinations of high cultural significance.

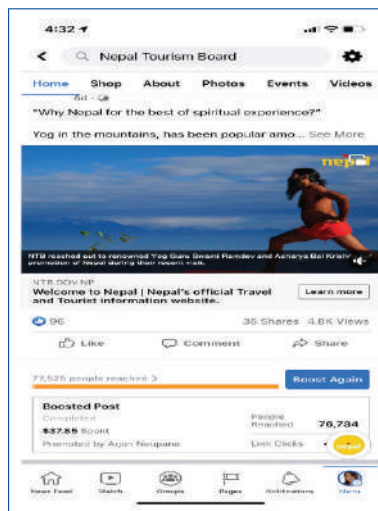
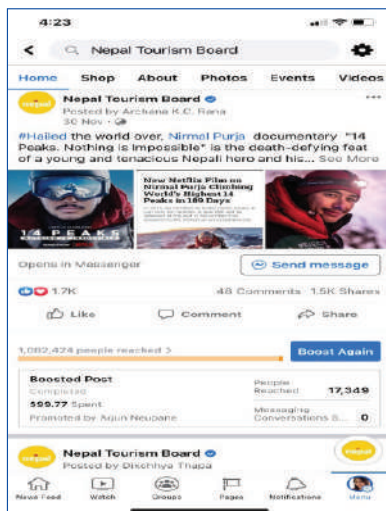
Digital Promotion of Mega International Events

NTB regularly promotes cultural and national events of Nepal through its digital platforms. Mega tourism events by private sector organized in coordination with NTB, are also promoted through its official digital media platforms. Thus, NTB by implementing digital promotion along with organic social media tactics boosts attendance, visibility and extends reach to a large target audience. The recent private sector events promoted by NTB are: World Vlog Challenge, Mt. Everest Fashion Runway, Kathmandu International Film Festival, Tree of the Year 2021.



Reaching the Prime Market Through Digital Promotion

NTB engages with the target audience by posting on trending topics and adopting routine boosting as its social media tactics. “14 peaks :Nothing is Impossible” is NTB's top performing post which has a reach and resonance over 1 M people and involves mixed category of viewers. The post was boosted in the Europe market to reach the audience interested in the content, thereby, increasing visibility of Nepal as a top adventure destination. Similarly, the story of Yog maestro Ramdev's visit to Nepal and promotional interview with Acharya Bal Krishna was boosted targeting the Indian wellness market which reached and resonated over 800 K viewers. The post created visibility about Nepal as a wellness destination among the targeted Indian audience. Post on Janakpur by Ms. Mannsi Agrawal in it has also shown excellent results by displaying high reach to the audience by reaching over 500 K viewers. The post was also boosted among the audience of North India market of Nepal's tourism. NTB has been using the analytics and data from its digital portals to reach out to its market through the best content available. This is expected to grow strategically in the coming year with more focused planning.



FB Placemats For Promotion of Nepal by NRNs

In keeping the momentum of partnership ongoing with Non Resident Nepali community all over the world, NTB recently published Nepal-branded placemat designs for use in restaurants owned by Nepali people in different parts of the world. NTB requests for support

to ensure that the placemats are forwarded to all Nepali restaurant owners in your residential country/ region. Please click here to download the placemat designs: <https://trade.ntb.gov.np/downloads-cat/placemat/>

Janakpur Promotional Campaign



In an effort to increase the visibility of Janakpur and the cultural tourism of Province 2, NTB collaborated with renowned social media influencer Ms. Mannsi Agrawal to create apt and inspiring video stories of Province 2 for India market, which is the primary market for the region. Ms. Agrawal created four video stories of Janakpur which were released simultaneously on NTB as well as Ms. Agrawal's social media platforms in March-April 2021, that generated wide appreciation and response from audience. The total reach of the videos was almost 500 K from NTB's platforms alone.

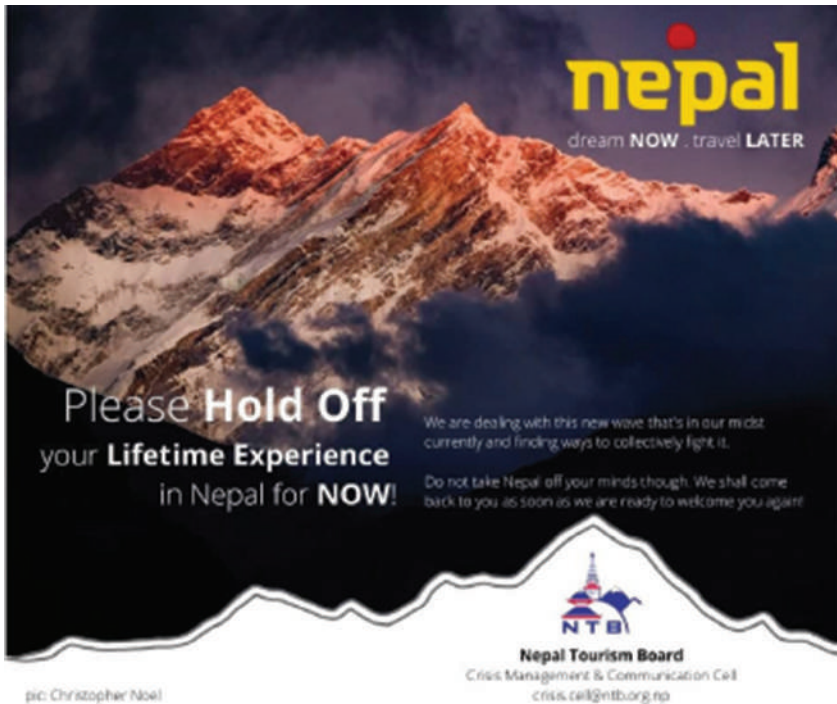
Regular Dissemination of Tourism News Through E-Newsletters

NTB has been disseminating tourism trade news to the Nepal tourism stakeholders worldwide through its digital newsletters, thereby, staying in a constant loop with its domestic and international trade. E-newsletters are released on monthly basis providing fresh communications and updates regarding Nepal tourism. The e-newsletters are distributed digitally worldwide to the audience as per the database available at NTB over the years. Archives of the e-newsletters are available on the trade site of NTB trade.ntb.gov.np



CRISIS AND COMMUNICATION

Activities completed by NTB for the Crisis Communication and Management after the Lockdown (Phase 2)



Communication Management

- Reactivation of Crisis Communication and Management Unit at NTB
- #StrandedinNepal Portal (www.strandedinnepal.com) was activated to gather the details of the Stranded Tourist
- Social Media Mobilization for Information dissemination was done on regular basis. Periodic situation updates were generated and circulated through digital media.
- Activation of NTB Hotline Service (answering more than 1000 telephone calls and 200 emails)



COVID-19 STATUS UPDATE May 01, 2021

nepal
Lifetime Experiences!

Kathmandu Valley is under lockdown since April 28 till May 5, 2021, with the surge of second wave of COVID 19 as per directive given by the Government. Lalitpur, Bhaktapur and several districts across the country are under lockdown to stop the spread of COVID 19. With many tourists in and around country, there are concerns about their discomfort during lockdown. In this period of crisis, Nepal Tourism Board (NTB) is committed to ease access to information and facilitate tourists and private sector partners, through its Crisis Management and Communication Cell.

Key Issues



Entry Procedure

As per information released by the Department of Immigration (DOI) ongoing visa services provided to travelers arriving to Nepal as final destination and departing from Nepal will be continued as usual. However, arrival of foreigners intending to travel to third countries via TIA is restricted from April 28, 2021.



Protocol for Visitors

As per recent announcement by the Government all visitors/ travelers to Nepal must present the following to ensure entry:

- COVID 19 Negative Report of swab taken within 72 hours*
(*Please check with airlines too regarding the time period for the COVID 19 Negative Report.)
- Proof of hotel booking for 10 days hotel quarantine for visitors
- Proof of hotel booking for 10 days hotel quarantine or confirmation of home quarantine for Nepali people arriving by air

Indian Visitors

- COVID 19 Negative Report of swab taken within 72 hours
- Proof of hotel booking for 10 days hotel quarantine
- Permission from local administration

Chinese Visitors

- Visa of Nepal obtained beforehand
- COVID 19 Negative Report of swab taken within 72 hours
- Proof of hotel booking for 10 days hotel quarantine



Movement in Kathmandu Valley

- Restriction to enter Valley
- Restriction to move within Valley
- Passes for urgent conditions to be availed from District Administration Office (DAO)
- Domestic and international flights are available to enter the Valley
- Green plated authorized pre-paid taxis are available for city-airport transfer



Transfer to/ from Airport

- Valid air ticket/ passport/ visa required
- Authorized pre-paid taxi service available

Please Call: 9803053351, 9803146122, 9860015513 (For International)
9841070623, 9841281270 (For Domestic)
014499159, 014474014 (For Office)



Departure for Tourists

- Allowed from land or airport for those in Nepal
- Suspended for all traveling to third countries from Nepal

** Due to the continuously changing situation, the release may have to be quickly revised. All information is accurate as per Government sources at the time of release of the Status Update - 1/ May 1, 2021. Any change will be updated immediately in the subsequent release. We welcome your input in case of error or lack of clarity.



NTB Crisis Cell E-mail: crisiscell@ntb.org.np
COVID Hotline: 9851255839, 9851255837, 9851255834
Tourist Police: 1144/014247041
Sukraraj Hospital, Teku, Kathmandu: 014253396
Gandaki Hospital, Pokhara: 061520967



@nepaltourism
f nepaltourismboard
nepaltourismb



COVID-19 STATUS UPDATE May 03, 2021

nepal
Lifetime Experiences!

As per Government regulation against surge of global pandemic, Kathmandu Valley & several districts are under lockdown since April 28, 2021. With tourists in & around country, there are concerns about their discomfort due to current movement restriction. In this period NTB is committed to ease access to Information & facilitate tourists & private sector partners, through its Crisis Management and Communication Unit.



Traveler Locator

Please fill up the Traveler Locator forms (Individual/ Agency) on NTB website www.welcomenepal.com to ensure safety of all Travelers.



Flight Status

- International: All flights suspended from midnight May 6 until midnight May 14
- India: 2 flights a week as per Air Bubble Agreement, effective from May 6
- Domestic: All flights suspended from midnight May 3 until midnight May 14

Source: <https://www.opmcm.gov.np/>



Traveler Protocol

To ensure entry travelers must present:

- COVID 19 Negative Report of swab taken within 72 hours* of departure time (*Please check with respective airlines on swab test time limit.)
 - Passport or Valid Photo ID Card
 - CMCC Form with Barcode
 - Tourists: Proof of hotel booking for 10 days Quarantine in Nepal Government approved hotels
 - Nepali: Proof of hotel booking for 10 days Quarantine in Nepal Government approved hotels or confirmation of Home Quarantine
- Monitoring of Hotel Quarantine compliance by MoCTCA, NTB & Nepal Police daily

Source: <https://www.immigration.gov.np/>



Movement

- Restriction to enter & move within Kathmandu Valley
 - Restriction to enter & move within several districts across Nepal
 - Authorized pre paid cabs available for Ktm City-Airport Transfer, with valid documents
- For Ktm City-Airport Transfer: 9803053351, 9803146122, 9860015513 (For International)
9841070623, 9841281270 (For Domestic)
014499159, 014474014 (For Office)

Source: <https://caanepal.gov.np/>

** All information is accurate as per Government sources at the time of this release. Due to changing situation, information may have to be revised continuously. Updates will be made immediately in subsequent release. NTB welcomes your input in case of error or lack of clarity.

Just in Case

NTB Crisis Cell E-mail: crisiscell@ntb.org.np
COVID Hotline: 9851255839, 9851255837, 9851255834
Tourist Police: 1144/ 014247041
Sukraraj Hospital, Teku, Kathmandu: 014253396
Gandaki Hospital, Pokhara: 061520067



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www.welcomenepal.com






STRANDED IN NEPAL

SUPPORT NETWORK FOR TRAVELERS
BY THE NEPAL TOURISM BOARD

TRAVELLER LOCATOR SURVEY

THIS IS WHAT YOU SHOULD DO NOW

(In order to help keep you informed and facilitate your departure)


1. Please fill up this SHORT FORM to HELP NTB KNOW where you are! 
2. Please join the HelpLine Chat Groups Below 
3. Please contact your Embassies / Consulates and get on their information lists
(list of Embassies linked below )

 NEED TO GO HOME? FILL THIS FORM

(maintained by SELF HELP group & used to petition the Government via Embassies)

→ [CHARTER NEWS - follow @strandedinNepal on twitter]

 **COVID MEDICAL HOTLINE**
9880035000

 **VISA VALIDITY | UPDATE 07 May 2021**

Are you stranded with a visa running out soon?

Quarantine Management

- Facilitation for listing and updating the Hotels for quarantine service in coordination with Private Sector and Government was done by NTB.

Travel Locator Portal

- Tracking of around 1200 foreign travellers in different parts of Nepal in coordination with diplomatic missions, Embassy and private sector.



Facilitation to Rescue Foreign Tourist

- NTB facilitated and coordinated to rescue more than 126 tourists in various trekking trails, and other destinations with the commitment for mandatory 5 days quarantine in Kathmandu, before flying back to respective countries in coordination with Local administration, locals bodies, tourist police and private sector.

Quarantine Monitoring for Air Bubble Passenger

- Daily monitoring of the arrival and quarantine management for the air bubble passengers arrived from Nepal Airlines was done by the Nepal Tourism Board and was reported to Ministry of Culture Tourism and Civil Aviation and CCMC on daily basis.





Tourism Products & Resources Development





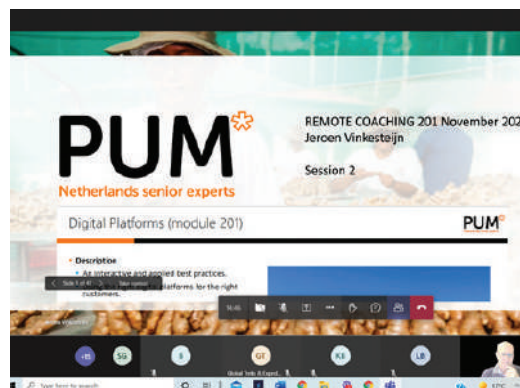
Morning in Rara
Roshni Poudel, #photoNepal

HUMAN CAPITAL DEVELOPMENT INITIATIVES

Online Training

NTB coordinated online digital marketing training in association with PUM, Netherlands for 3 groups from 26 April to 17 May 2021, 27 April to 13 May 2021 & 15 November to 1 December 2021 respectively. In terms of level, the sessions were divided into 3 groups comprising Module 1, 2 and 3. Altogether 60 persons from different tourism associations (HAN, NATTA, TAAN, NMA, HPFN, SOTTO etc.) were benefitted from this program.

The aim of the training was to enhance the digital and social media skills for business communication and outreach.



Vehicle Staff Training

NTB supported a special training program to tourist bus owners and staff regarding Health and Hygiene Protocol, food hygiene along the highway restaurants and other eating points, basic communication skills and tourist etiquettes among others conducted by Tourist Bus Association for its members from 3 to 6 February 2021.

The trainee group comprising of 21 members were also taken on an educational and observation tour to Lumbini and Bardiya to accumulate an outdoor and on-the-field experience for delivering better tourist service. Dr. Dhananjay Regmi, CEO, NTB observed this program.



Nature Guide Training

NTB supported Basic Nature Guide Training for a group comprising of 25 members organized by Dept. of National Parks and Wildlife Conservation, based in Shuklaphanta, Kanchanpur from 7 to 9 February 2021.

Altogether 25 participants were benefitted in the session to enhance their skills and provide better tourist information. Mr. Hikmat Singh Ayer, Sr. Director represented NTB in this program.



Porters' Awareness Training

NTB supported Porters' Awareness Training conducted by Kathmandu Environment Educational Program (KEEP) in Rasuwa from 17 to 19 February 2021 where 203 trainees participated in the session.

The training imparted lessons on altitude sickness, first aid skills, tourist etiquettes and mountain safety.



Outdoor Safety Training

NTB supported Climbing Guide Refresher Training coordinated by Nepal National Mountain Guide Association (NNMGA) in Kathmandu from 21 to 22 February 2021 where 113 trainees attended the session.

The session shed light on altitude sickness, tourist etiquettes, safety and risk assessment while working in the mountain. Mr. Suman Ghimire, Manager from NTB presented the synopsis of Tourism in Nepal.

Health & Hygiene Training

NTB supported orientation training on Health Hygiene, food hygiene, Communication among others to Tourist Vehicle owner and staff being held in Kathmandu conducted by Nepal Tourist Vehicle Association (NTVA) on 4 March 2021.

The training session was participated by 112 where health safety and hygiene was focused for upgrading tourist service focusing on the pandemic. Mr. Suman Ghimire, Manager from NTB shared his presentation on Tourism Promotion in Nepal.



Safety & Etiquette Training

NTB supported an orientation program for Taxi Drivers, Rickshaw Drivers and others in Kathmandu conducted by Tourist Police Unit, Kathmandu on 6 March 2021.

The session which deliberated on the tourist security, road safety, tourist hospitality and etiquettes was attended by around 100 trainees. Mr. Suman Ghimire, Manager from NTB shared his presentation on Tourism Promotion in Nepal.



Orientation on Homestay Tourism

NTB supported an orientation program on Homestay tourism during the pandemic conducted by Home Stay Association of Nepal (HOSAN) at Surkhet in Karnali on 13 March 2021.

The session attended by 75 trainees from all the 7 provinces, was focused on Homestay Tourism on Post covid era providing better services and hospitality for the guests. Mr. Suman Ghimire, Manager from NTB observed the program and shared his presentation on Promotion of Homestay Tourism in Nepal.



Community Homestay Training

NTB supported Homestay Training at Tokha, Kathmandu conducted by Tokha Municipality and implemented by Shivapuri Community Homestay from 22 to 28 March 2021.

The session attended by 25 trainees was focused on delivering better service for guests. An observation and education tour was conducted for the trainees to Amaltari Home Stay, Sirubari village and Bandipur. Ms. Sushila Kumari Baral, Officer from NTB shared the presentation on the Role of Homestay in Tourism of Nepal. Ms. Janaki Prasad Upadhyaya and Ms. Pragya Ghimire from NTB represented NTB in the observation tour.



Hospitality Management Training

NTB supported Hospitality Management Training conducted by Hotel Professional Federation Nepal (HPFN) in Kathmandu and Chitwan on 3 to 4 April 2021 & 16 to 17 April 2021.

The purpose of the training was to enhance the hospitality and communication skills of small hotels and lodge operators.

Altogether 168 trainees from Small Hotel and Restaurant from all provinces participated and benefitted from the session.

Dr. Dhananjay Regmi, CEO from NTB addressed the participants emphasizing the role of hoteliers in reviving tourism sector in post-covid situation. In the program at Kathmandu, Mr. Hikmat Singh Ayer reiterated the need of transforming the knowledge and skill from the training into valuable outcomes. Mr. Suman Ghimire, Manager from NTB shared a presentation on Tourism Marketing and Promotion in Nepal.



River Guide Training

NTB supported River Guide Training conducted by Nepal Association of Rafting Agencies' (NARA) and Nepal Academy of Travel and Hotel Management (NATHM) in Kathmandu from 5 to 20 April 2021.

The purpose of the training was to involve new entrants to the field of rafting and provide professional service to the rafters. Altogether 34 trainee attended the session.



Digital Marketing & Product Packaging Training

NTB supported Digital Marketing and Product Packaging Training conducted by NATTA Eastern for travel trade professionals of Province 1 in Biratnagar from 26 to 28 April 2021.

The aim of the training was to enhance the digital and social media skills for business communication and outreach. Altogether 32 trainee were attended and benefitted from the session. Mr. Suman Ghimire, Manager from NTB shared a presentation on Tourism Marketing and Promotion in Nepal.

Online Training in Sudur Paschim Province

NTB supported Online Digital Marketing and Product Packaging Training conducted by NATTA for travel trade professionals of Sudur Paschim Province from 3 to 7 July 2021.

The aim of the training was to enhance the digital and social media skills for business communication and outreach. Altogether 22 trainee participated in the session.

Training Manuals

During the lockdown period, Tourism Product and Resource Development Department prepared manuals on Homestay, Small Hotel and Lodge Management, Hospitality and Communication Skills, Tourism Environment Awareness Program and Local Tour Guide to facilitate the training programs. The team includes Diwakar Bikram Rana, Uday Bhattarai, K.B. Shah, Suman Ghimire, Prem Prasad Bhattarai, Shiva Raj Pandey, Kundan Mishra and Sushila Kumari Baral.



Tree Plantation

Nepal Tourism Board organized 'Tree Plantation Program' on the occasion of 42nd World Tourism Day 2021 celebrated with the theme "TOURISM FOR INCLUSIVE GROWTH" in collaboration with Rastriya Shahid Tatha Shanti Park, Nijamati (Smarak), Yagyadole (Jagdole) Community Forest Eco-tourism Promotion and Garden Management Committee at Rastriya Shahid Tatha Shanti Park, Nijamati (Smarak), Yagyadole (Jagdole) Gokarneswor - 4. The program was inaugurated by Mr. Yadav Prasad Koirala, Secretary, MoCTCA. In spite of the Covid-19 Pandemic, the program was accomplished in the remarkable presence of representatives from different organization like UNESCO Commission, Nepal Airlines Corporation, XcelTrip Nepal and local stakeholders. Speaking in the formal program Mr. Koirala focused on joint collaboration of Federal Government, Local Government and other related stakeholders for development of park as an attractive destination.



Tourism Product Development

Nepal Tourism Board, with partnership of Local Governments and the tourism associations has implemented the infrastructure projects to develop the existing and new destinations of Nepal in year 2021. Due to COVID-19 being spread all over the world, among the annual approved projects, the following work of establishing signage has only been completed. National Parks and Wildlife Conservation in coordination with NTB implemented these signage projects. Its main objective was to provide necessary information to the tourists.

S. N.	Projects	Tourist Destination	Signage Installed Areas	Implementation Agency
1	Establishment of Signage	Kanchenjunga Region	Panpema, Lonak, Khmbachen, Hajare Odhad, Ghunsa, Gyabla	Department of National Parks and Wildlife Conservation
2	Establishment of Signage	Langtang Region Langtang Trekking Route, Gosaikunda Trekking Route	<u>Langtang Trekking Route:</u> Syaprubeshi, Tiwari, Domen, Pahi, Bumbu, Rimiche, Lama Hotel, Riverside, Ghodabela, Thaisyap, Langtang, Mundum, Sindum, Kyanjing, <u>Gosaikunda Trekking Route:</u> Dhunge, Ghattekhol, Deurali, Dhimsa, Chandanbari, Cholangpati, Lauribina, Buddhamandir, Gosaikunda	Department of National Parks and Wildlife Conservation

Events & Tourism Activities

Nepal Tourism Board, with partnership of Ministry of Culture, Tourism and Civil Aviation and the tourism associations implemented several programs to support events and tourism activities in 2021. Due to the continuing impact of COVID-19 all over the world, among the annual approved events and activities, Events and Tourism Activities unit could carry out very limited programs.

There were several FAM tours and B2B programs to support the tourism stakeholders to make domestic tourism activities alive. During the hard time for international tourism this unit created several B2B programs and familiarization tours for promotion of domestic tourism through stakeholders in different provinces.

Events Completion FY 2077/78				
S. N.	Name of the Events	Name of the Co- organizers	Venue	Completion Date
1.	Familiarization trip of Tourism Stakeholders and Media	NATTA, Lumbini Province, DTRC	All the districts of Lumbini Province	2077/09/24
2.	Familiarization trip of Tourism Stakeholders and Media	NATTA, Province 1, DTRC	Dhankuta, Bhojpur,	2077
3.	Familiarization trip of Tourism Stakeholders and Media	DTRC Province 2	All the districts of Province 2	2077/10/24
4.	Familiarization trip of Tourism Stakeholders and Media	DTRC, SudurPaschim Province	All the districts of Sudur Paschim Province	
6.	B2B program with tourism stakeholders	NATTA Province 1	Janakpur, Chitwan, Pokhara, Bhairahawa	
7.	B2B program with tourism stakeholders	NATTA, Sudurpaschim province	Bhirahawa, Chitwan, Pokhara, Palpa	2077/11/02

8.	World Heritage Day	Nepal Heritage Society	Kathmandu	2078/01/05
9.	World Tourism Day 2021	MoCTCA, Tourism Associations	Auditorium Hall, NTB	2078/05/11
10.	Travel Story Contest		Digital	2078/05/11
11.	Hero X Plus to Lomanthang	Hero Motorcorp	Kathmandu, Pokhara, Lomangthang	2078/07/22



Nepal Celebrates World Tourism Day 2021



Nepal celebrated the 42nd World Tourism Day with various programs. The program was organized by Ministry of Culture, Tourism and Civil Aviation, Nepal Tourism Board and various other tourism stakeholders. This year Nepal Tourism board organized heritage E-cycle tour, Plantation and interaction program in the auditorium hall.

Addressing the participants of the program, MOCTCA,

Secretary, asked the tourism fraternity which was languishing for last two years to slowly initiate the tourism activities following the travel protocols. He urged the tourism stakeholders to comply with the New Travel protocols that help s in opening the tourism activates.

Meanwhile, Board's vice Chair Chandra Rijal asked the state authority to help in promotion of tourism to compensate the loss of Covid related closure. He stressed on the direct and indirect loss of nearly 10 lakhs employed forces in tourism and appreciated the role of Tourism Board and UNDP for creating transitional time jobs.

Board's CEO Dhananjay Regmi was optimistic on slowly opening up tourism activities. He appreciated the role of MoCTCA on timely introduction of the Travel Protocol and urged the tourism stakeholders to share the positive of tourism.





Rudra Singh Tamang, DG, Department of Tourism, announcing different appreciations and recognitions in tourism sector for 2020 and 2021 said, 'We were unable to do our best in tourism in the last two years mainly due to the effect of covid pandemic'. Senior Director, Hikmat Singh Ayer was happy to share the positive vibes of the tourism fraternity after the release of new tourism friendly protocol.

There was a E- Heritage Cycle rally in the morning that was inaugurated by Mr. Yadav Prasad Koirala, Secretary, MOCTCA. Similarly, there was plantation program at Rastriya Sahid and Shanti Park, Jagdol, Gokarneshwor Municipality where MoCTCA Secretary, Koirala, Deputy Secretary Taranath Adhikari, Nepal Airlines, DG Dim Prakash Poudel, Board's Director Hikmat Singh Ayer, UNESCO Club Member Dr. Baburam Poudel and park's President Sudarshan Sigdel participated in the plantation program.



Travel Story Contest Organized

Nepal celebrated the 42nd World Tourism Day with various programs. One of the program was Travel Story Contest. Travel blog writers were encouraged to write their travel story of any destination. This program was conducted to keep travel enthusiast mind busy and think about their new destination within Nepal. Domestic tourism promotion and content generation were the other motives of this program. Out of several travel story NTB received Mr. Biplav Poudel from Pulchowk Campus was awarded the winner with Cash Prize and certificate in the World Tourism Day program celebration day.



Fishtail Race in Pokhara



Himalayan Trail Running organized an international Fishtail Trail race on 4th December 2021 at Pokhara Valley. Race was organized in three different Categories 42 KM, 21KM, AND 8 KM of male female category with 125 participants from 18 different countries. This race was organized in a most spectacular trail of Pokhara Valley in route to Fishtail mountain area, where we can see Lake, Mountain and Annapurna range with Fishtail Mountain on the backdrop.

The event has been successfully conducted at Zostel Pokhara by Anuj Adhikari as a Race Director and Deepak Bhatta as Event Coordinator. The Closing and prize distribution ceremony of the Race was conducted at Zostel Pokhara. Nepal Tourism Board Sr. Director Hikmat Singh Ayer represented in this Race as Chief Guest. In his closing remark, he had given emphases about the needs of such sport events like Fishtail Race in Pokhara surrounding area throughout the year to promoting tourism more aggressively especially after Covid-19 troubles.

Research, Planning & Monitoring





*Beautiful sunset at Koshi Barrage
Srijana Nepali, #photoNepal*

GIS (Digital) Database

GIS Database for Strengthening Tourism Development & Planning

NTB has initiated the systematic process for tourism GIS database development for comprehensive planning in Nepal. As per the provision of NTB's Budget for last FY 2077/78 the project was initiated by procuring the service from Tribhuvan University, Central Department of Geography as provisioned procedure of procurement in Nepal Tourism Board Financial and Procurement Bylaws, 2072, under direct procurement from Government Organization (G2G). The contract of the project was signed by CEO Dr. Dhananjay Regmi on behalf of NTB and Prof. Dr. Hridaya Lal Koirala, Head of Department, signed from CDG, TU. GIS maps includes spatially recorded information that will be useful in better analysis of tourism database for the purpose to generate, compile, and integrate tourism information comprehensively at the national level for investment, product and destination development and tourism diversification and preparation of marketing strategies. Hence, to fulfill the mandate given by Nepal Tourism Board Act, 2053 the project has been initiated and is under the process of materialization till now.

The project could not be completed within the stipulated time because of global outbreak of COVID-19 which caused long lockdown in Nepal as well; upon receiving request from TU, CDG and legal consultation the project has been extended till 2079 Jestha 23, as per provision of continuity of the program in the Program and Budget of NTB for this FY 2078/79.



GIS Project Signing Ceremony, 2077



GIS Project Singing Ceremony, 2077

TU, CDG submits the progress report of the task on the monthly basis, as per the report submitted to NTB till now, the field survey is completed in 61 districts covering most of the Tarai region, Hill and few mountain districts. Tourism Database collected form 50 districts have been compiled. A total of 40 thematic maps preparation work have been also completed of those district. Similarly, total of 88 mountaineering route maps have been completed and for remaining others, GIS database has been undergoing in preparation and compilation by TU CDG. Currently field survey is ongoing in 5 districts and few of the Himalayan districts will be surveyed in this autumn. The project will be accomplished by the end of 2079 Jestha. The list of progress and sample of GIS maps are as below:

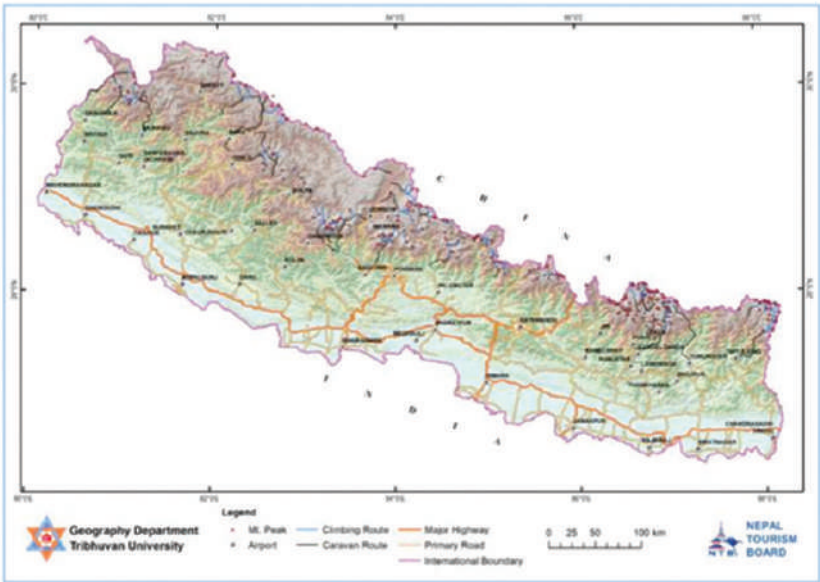


Presentation on Pilot Study of GIS at N

Table: List of Districts of Survey Completion

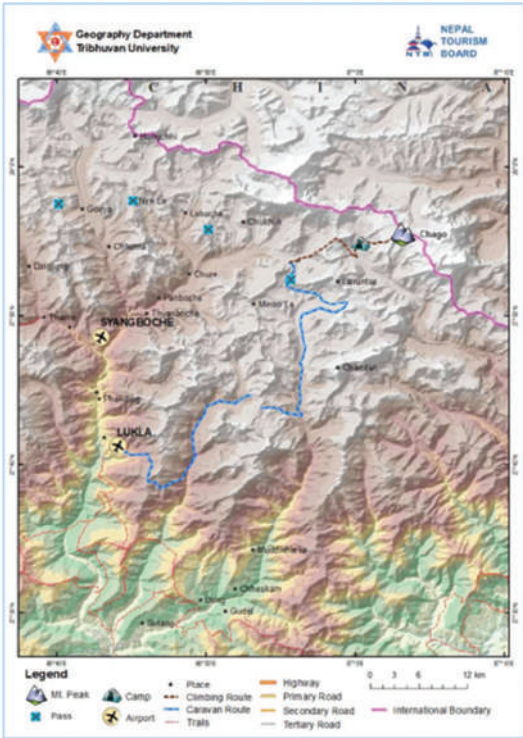
Field Survey Status 26 Mangsir, 2078 Completed			
SN	Districts	SN	Districts
1	Achham	32	Makawanpur
2	Arghakhanchi	33	Manang
3	Baglung	34	Mustang
4	Baitadi	35	Myagdi
5	Bajhang	36	Nawalparasi East
6	Bajura	37	Nawalparasi West
7	Banke	38	Nuwakot
8	Bardiya	39	Okhaldhunga
9	Bhaktapur	40	Palpa
10	Bhojpur	41	Panchthar
11	Chitawan	42	Parbat
12	Dadeldhura	43	Pyuthan
13	Dailekh	44	Rasuwa
14	Dang	45	Rolpa
15	Darchula	46	Rukum_e
16	Dhankuta	47	Rukum_w
17	Dhanusha	48	Rupandehi
18	Dolpa	49	Salyan
19	Doti	50	Sankhuwasabha
20	Gorkha	51	Saptari
21	Gulmi	52	Sarlahi
22	Ilam	53	Siraha
23	Jajarkot	54	Solukhumbu
24	Jhapa	55	Sunsari
25	Kabhrepalanchok	56	Surkhet
26	Kailali	57	Syangja
27	Kanchanpur	58	Tanahu
28	Kapilbastu	59	Taplejung
29	Khotang	60	Terhathum
30	Lamjung	61	Udayapur
31	Mahottari		

Mountaineering Routes of Nepal

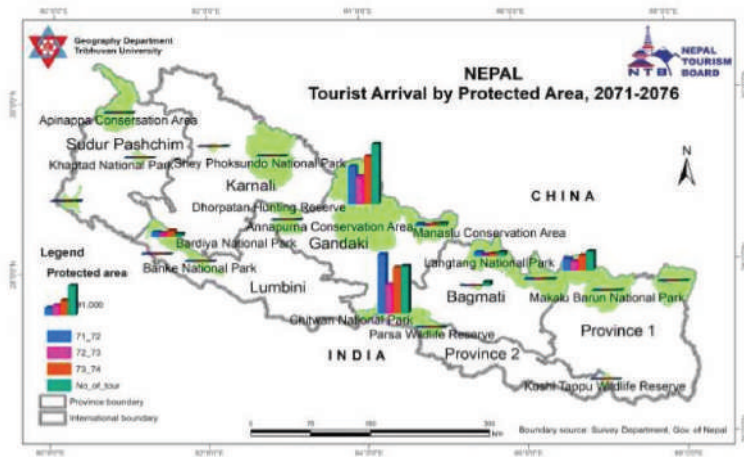


Sample GIS Map of Nepal

Mountaineering Route Chago



Sample GIS Map of Mountain Route



GIS Map showing Tourist Arrival data from 2071-2076

Glimpses of Field survey work under Development of GIS Database for Strengthening Tourism Development Project

Nepal Tourism Board and Central Department of Geography, Tribhuvan University



Orientation program for Field Surveyors



Project Status (Field survey) briefing Presentation at NTB



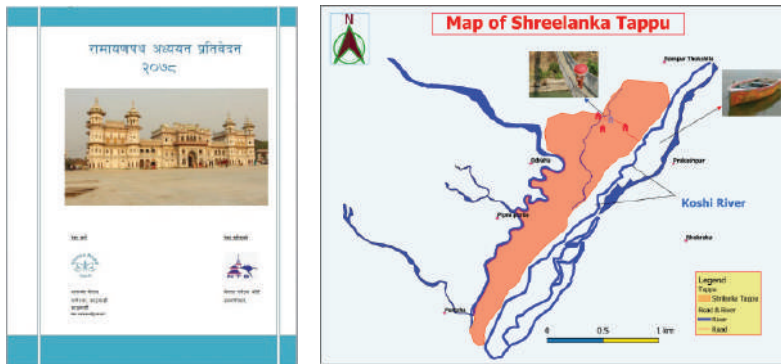
Interaction with locals in Nagarkot



Meeting locals in Manang for data collection

Ramayan Circuits and Tourism Feasibility Study in Sri Lanka Tapu

In order to diversify the concept of Religious Circuits and tourism related potentialities with adjoin destinations, NTB has conducted a feasibility study on Ramayan Circuit in Janakpur and Thori Area. Similarly, the tourism feasibility associated with Srilanka Tapu was also done in order to diversify the tourism activities in its surrounding.



Activities with Nepal Army

Partnership for Unification Trail Programme

In order to streamline the Historical Tourism in Nepal and revive glory of Nepalese Army role during the unification of the nation, NTB and Nepal army jointly coordinated to study the Feasibility of Unification Trail. The Unification Trail encompasses strategic prowess shown by Gorkha Army, Forts and Castles used during the war, along with preserving battle ground and trails that falls between Gorkha to Kathmandu. Second Episode of Unification Trail Seminar was organized on Magh 22-25, 2077 at Army Headquarter by Nepal Army amidst historians, scholars, intellectuals, officials from local level, and travel-trade sector. NTB participated in the seminar making a presentation regarding the potentialities of Historical tourism turning Unification Trail into tourism products. The seminar was successful as it helped participants to better understand the Unification Trail.



Photographs: Mani Raj Lamichhane, Director of NTB Presenting on Unification Trail Seminar



Photographs: Route of Unification Trail from Gorkha to Kathmandu (Source: Nepal Army)



Photographs: Monitoring Field Visit on the route of Unification Trail

Institutional Partnership in Safa Himal Avhiyan 2021

Nepal Tourism Board has an institutional partnership with Nepal Army for the Safa Himal Avhiyan 2021 (Mountain Cleaning Campaign 2021). This was the prioritized programme of Nepal Government in Leadership of Nepal Army and coordination with NTB and other tourism related stakeholders. Collection of 27,670 Kg of waste was collected from the High Himalayas including Mount Everest.



Photographs: Mountain Cleaning Campaign 2021 (Source: Nepal Army)



Photographs: Interaction on partnership for Mountain Cleaning Campaign 2021

NTB is also continuing the partnership for the Safa Himal Avhiyan 2022, in which Nepal Army is leading the campaign for the cleaning the Everest, Lhotse, Kanchanjunga and Manaslu Mountain in coordination with various Tourism Stakeholders and Local Bodies.

Tourism Statistics Management and TSA

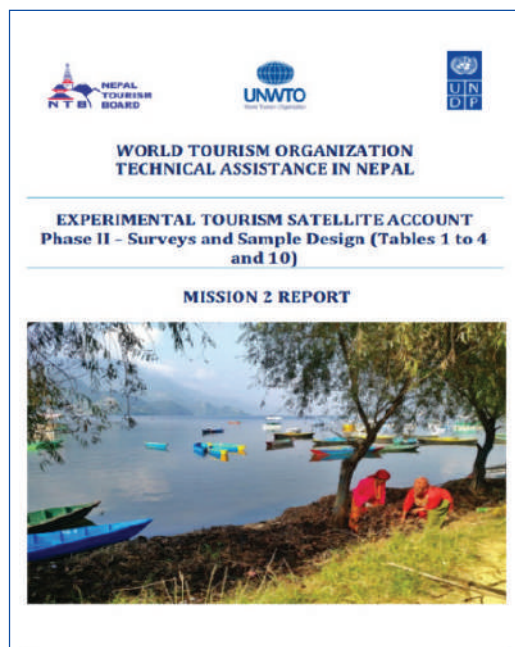
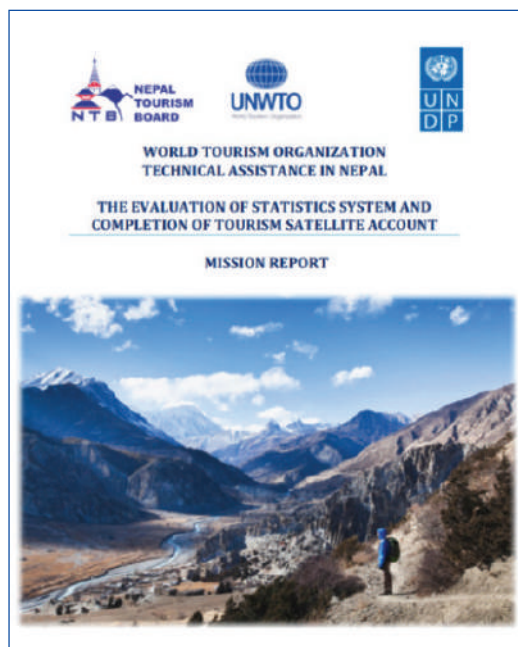
Experimental Tourism Satellite Accounts

Nepal Tourism Board in close coordination with Ministry of Culture, Tourism and Civil Aviation (MoCTCA), Central Bureau of Statistics (CBS) and Nepal Rastra Bank (NRB) and Technical Assistance with UNWTO and UNDP have initiated the process of developing the Experimental Tourism Satellite Accounts (TSA) framework for Nepal. TSA is an internationally-accepted standard tool to accurately measure the contribution of tourism sector to the country's economy.

Major Highlights of TSA framework Preparation till date are as follows:

- Stock Analysis of TSA was completed to identify the availability of data in order to compile the Experimental TSA of Nepal. Similarly, Study of Investment in Hotel, Survey of Indian visitors overland has been completed.
- Two different UNWTO Missions (Evaluation of Statistics System of Nepal and Sample and Survey Design) have been completed in technical assistance with UNWTO.
- Survey manual (draft) and final questionnaire for Domestic Tourism Survey have been developed in support with MoCTCA and CBS. In this regards, a micro level model survey has been completed in four districts (Nuwakot, Chitwan, Nawalparasi and Tanahu) to validate the questionnaire. Regarding the Visitors Expenditure Survey, survey manual and questionnaire have been developed in coordination with NRB.

- In order to update the Supply and Use Table (SUT) for the year 2017/18 and to disaggregate the data of Labor Force Survey implemented by Central Bureau of Statistics, two different studies has been completed



*Photographs:
Interaction/ Orientation
of the Tourism
Economic Impact
Survey with private
Sector*

Tourist Arrival Data Analysis

INTERNATIONAL VISITORS ARRIVAL SUMMARY-2021			
<i>Period: January- November</i>			
Monthly Arrival	Months	Arrival	Departure
	January	8874	7292
	February	9146	6889
	March	14977	9587
	April	22450	17577
	May	1468	9977
	June	1143	3606
	July	2991	3157
	August	5917	5083
	September	9898	6942
	October	23284	14222
	November	26135	26487
	December		
	Total	126,283	110,819

Region wise Arrival	Region	Arrival	% Share
	SAARC	60793	48.14%
	ASIA (other than SAARC)	8814	6.98%
	EUROPE	20927	16.57%
	OCEANIA	1328	1.05%
	AMERICAS	21437	16.98%
	OTHERS	12984	10.28%
	Total	126283	100.00%

Top Five Market	Countries	Arrivals	% Share
	India	56360	44.63%
	USA	19347	15.32%
	China	5919	4.69%
	UK	6419	5.08%
	Bangladesh	2871	2.27%

International Visitors Arrival (January to November; By Air)				
Country of Nationality	January-November (by Air)		% Change	% Share January-November 2021
	2021	2020		
ASIA (SAARC)				
Bangladesh	2,871	4,647	-38.2%	2.3%
India	56,360	38,885	44.9%	44.6%
Pakistan	884	1,041	-15.1%	0.7%
Bhutan	333	2,107	-84.2%	0.3%
Srilanka	345	6,285	-94.5%	0.3%
Sub-Total	60,793	52,965	14.8%	48.1%
ASIA (OTHER)				
China	5,919	18,536	-68.1%	4.7%
Japan	644	5,141	-87.5%	0.5%
Malaysia	243	3,323	-92.7%	0.2%
Singapore	124			0.1%
S. Korea	1,088	6,499	-83.3%	0.9%
Chinese Taipei	75	1,589	-95.3%	0.1%
Myanmar	299	11,874	-97.5%	0.2%
Thailand	422	11,676	-96.4%	0.3%
Sub-Total	8,814	60,140	-85.3%	7.0%
EUROPE				
Austria	382	672	-43.2%	0.3%
Belgium	1,012	1,116	-9.3%	0.8%
Czech Republic	453	312	45.2%	0.4%
Denmark	379	940	-59.7%	0.3%
France	2,510	4,186	-40.0%	2.0%
Germany	2,541	4,218	-39.8%	2.0%
Israel	719	644	11.6%	0.6%
Italy	534	1,523	-64.9%	0.4%
The Netherlands	1,101	2,284	-51.8%	0.9%
Norway	222			0.2%
Poland	663	1,104	-39.9%	0.5%
Russia	1,911	1,506	26.9%	1.5%

Switzerland	815	1,082	-24.7%	0.6%
Spain	916	1,528	-40.1%	0.7%
Sweden	350	552	-36.6%	0.3%
U.K.	6,419	11,164	-42.5%	5.1%
Sub-Total	20,927	33,321	-37.2%	16.6%
OCEANIA				
Australia	1,253	6,469	-80.6%	1.0%
New Zealand	75	677	-88.9%	0.1%
Sub-Total	1,328	7,146	-81.4%	1.1%
AMERICAS				
Canada	2,090	2,885	-27.6%	1.7%
U.S.A.	19,347	16,550	16.9%	15.3%
Sub-Total	21,437	19,433	10.3%	17.0%
OTHERS	12,984	19,596	-33.7%	10.3%
Total	126,283	192,604	-34.4%	100.0%

Source: Immigration Department

Analyzed & Compiled by: Nepal Tourism Board

CeTMIS Interaction in Pokhara and Kathmandu

MoCTCA has introduced the Centralized Tourism Management Information System (CeTMIS). In order to orient the major tourism stakeholders of Kathmandu and Pokhara about the portal and its application, NTB in coordination to MoCTCA, had organized an orientation and interaction programme. Also, the feedbacks from the stakeholders were also collected in order to improve the mechanism.



Photographs:
Interaction
of CeTMIS in
Kathmandu



Photographs: Interaction with Private Sector Tourism Ways Forward



Photographs: Interaction with Private Sector on Leave Travel Concession

UNWTO Asia Pacific Executive Program on Tourism Policy & Strategy



Photographs: NTB CEO, Dr Regmi addressing the Special Session in 15th ETP in Maldives

Dr. Dhananjay Regmi, CEO, represented Nepal at the United Nations World Tourism Organization (UNWTO) Asia Pacific Executive Program on Tourism Policy and Strategy at Male in the Maldives from Oct. 5-8, 2021. At the executive program, Dr. Regmi presented Nepal's current tourism scenario including the anticipated revival of international tourism with the ease of entry procedures for the fully-vaccinated; the ongoing acceleration of domestic tourism; and the exemplary role played by Nepal Government, NTB and the industry to sustain tourism during

the most challenging times of COVID-19 global pandemic. The presentation slotted during special session of the program was well appreciated by the audience that included global leaders of the industry and trade.

During the course of the program, Dr. Regmi also met and interacted with top UNWTO officials, Secretary General Mr. Zurab Pololikashvili and Regional Director Mr. Harry Hwang, with whom he discussed prospects of support from the UNWTO to Nepal for tourism recovery, sustainable tourism development, institutional capacity and other current pressing issues in tourism. The high-level UNWTO officials expressed optimism on possibilities of UNWTO support to Nepal in the near future. Dr. Regmi also met and interacted with Hon'ble Tourism Minister of Maldives Dr. Abdullah Mausum, with whom he talked about cooperation and synergizing of effort on tourism promotion between Nepal and the Maldives.



Photographs: Bilateral Meeting with UNWTO General Secretary HE Zurab Pololikashvili and Hon Minister of Tourism of Maldives, Dr. Abdhulla Mousoom



Photographs: Glimpse of 15th ETP in Maldives with UNWTO Representatives and delegates

Nepal's Presence at UNWTO 24th GA in Spain

Nepal showed the presence on 24th Session of UNWTO General Assembly. A delegation led by Joint Secretary of Ministry of Culture, Tourism and Civil Aviation, Mr Tokaraj Pandey participated on 24th Session of UNWTO General Assembly in Madrid, Spain on 29th November to 3rd December, 2021. Delegation consisted of Mr Kabindra Bhatta, Officer from Nepal Tourism Board and Mr Arjun Adhikari, Charge DE 'affairs of Embassy of Nepal in Spain. The theme of the general Assembly was "Building for the Future: Innovation, Education and Rural Development". Representatives of 131 UNWTO Member States, including 59 Ministers and Vice-Ministers of Tourism, attended the Assembly in the Spanish capital, Madrid.



Photographs: Newly elected UNWTO General Secretary Zurab Pololikashvili for his second term and Nepal's presence in 24th Session of UNWTO General Assembly

Interaction with International Relations Committee of Federal Parliament

Nepal Tourism Board organized periodic interaction and feedback session with the members of International Relations Committee of Federal Parliament on updating and planning for further tourism development and promotional activities in Covid context.



Photographs: interaction and feedback session with the members of International Relations Committee of Federal Parliament

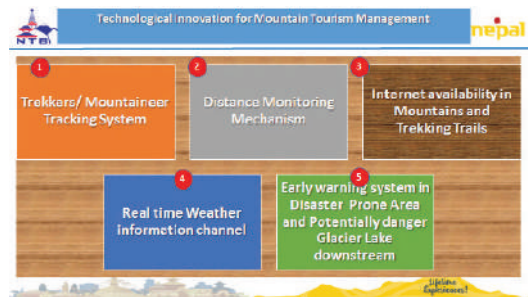
Institutional Presence & Partnership in Tourism

NTB has also shown its institutional presence and partnership in several national and international tourism related direct and indirect sessions and program.

- An approach to Green Recovery in Tourism was highlighted where the concept of post-COVID Tourism Recovery and Nature-based tourism powered with green recovery was prioritized for the new normal.
- NTB has initiated a preliminary partnership with Asian Development Bank for the development of Hill Station Guidelines and feasibility studies. Mid-hills with enormous opportunities in tourism could be guided by the systematic development and planning process in sustainable manner.
- NTB has also extended its partnership with UNDP, Green Climate Fund via in kind contribution on tourism related capacity building to the stakeholders in relation with Glacier Hazard and Early Warning System.
- Special session on Glacier Hazards and Tourism: General Overview in Nepalese Himalaya was presented on GLP Asia Conference 2021, which has prioritized sustainable land use planning and trail modality and has emphasized the need of joint effort for the preparedness on glacier and mountain hazard to maintain the safety of entire mountain tourism community.
- Concept of Ecological Restoration in tourism was prioritized on the World Environment Day 2021 exploring the prospects and benefits of eco-tourism at conservation areas for Ecosystem Restoration.



- Sustainable Mountain Tourism is one of the priority areas of NTB. On the occasion of International Mountain Day 2021, with the theme "Sustainable Mountain Tourism", a thematic concept on "Sustainable Mountain Tourism; Challenges and Opportunities" was presented by Dr Dhananjay Regmi. Similarly, the issues of Mountain Ecosystem and Security in Mountain Tourism were reviewed in the webinar organized by National Security Council/ Nepal Army, as a guiding document for implementing National Security Policy 2075.



- NTB in coordination with WWF Nepal has developed a concept on Responsible Tourism Framework. Furthermore, NTB is also planning to diversify the nature based tourism and wildlife tourism in close coordination with WWF Nepal.
- NTB has extended its partnership with UNWTO. Interaction with Regional Department of Asia Pacific has identified the possible areas of partnership in capacity building, sustainability and statistical strengthening.



Photographs: Meeting with UNWTO Asia Pacific Regional Director and RDAP Team in UNWTO headquarter

Research Support for University Students

NTB has provided platform to researchers, policy specialists, development practitioners to disseminate research and scholarly work on various thematic issues related with tourism and development as an impetus to form knowledge-based discipline. In this regard NTB implemented the result-oriented partnership with young individual researchers and students (Masters/Bachelors/MPhil and PhD) of different faculties to conduct research for various purpose as a requirement of fulfillment of academic degree, which ultimately adds value for the tourism fraternity.

Joint Projects Between NTB & UNDP



*Bhedetar
Lila Baniya, #photoNepal*

Immediate Livelihood Support for the Most Vulnerable Workforce in Tourism Sector

As a response to the severe impact of the pandemic COVID 19, where the normal flow of tourist altered, tourism related economic activities came to a standstill, affecting the daily life of the formal and informal tourism workers. Both United Nation Development Programme (UNDP) and NTB jointly initiated Immediate Livelihood Support for the Most Vulnerable Workforce in Tourism Sector to support most vulnerable frontline workers of tourism industry. The project was designed as an immediate livelihood support for the most vulnerable workforce in tourism sector by engaging them in cleaning and beautifying trekking routes and tourist sites of Pokhara Metropolitan City, Madi Rural Municipality, Annapurna Rural Municipality of Gandaki Province; Khumbu Pasang Lhamu Rural Municipality of Province 1; and Janakpurdham of Province 2.

NTB collaborated with local bodies of the respective sites for the effective and fast implementation of the project. NTB duly signed MoU with respective local bodies and local bodies selected the beneficiaries based on pre-set criteria by the Board. Gender and Social Inclusion were ensured in the selection of the beneficiaries. More than 285 workers have been benefitted from the project. The project helped the most vulnerable workers whose livelihood was directly dependent on tourism and who were jobless since the start of the pandemic. It is believed that the project has helped workers to remain in the same profession even during the time of pandemic.

Major Highlights of the Project

- **Hidden Trail in Madi unveiled and managed amidst the Pandemic**

Madi Rural Municipality in coordination with UNDP and Nepal Tourism Board, managed the Tony Hagen trail named after famous Swiss Geographer, nearly forgotten trail, hidden for decades inside the Annapurna Conservation Area. Around 100 local tourism workforce for 45 days including trekking guides, porters and local homestay operators from Sikles and Tanting were engaged in trail maintenance, stone-stairs construction and signage installation in the trail.



- **Pandemic: An opportunity to be an Accessibility Champion**

An Accessible Trekking Trail of Kaskikot, the first accessible trekking trail in Asia, was opened in 2018. The trail is the only certified trekking trail which can offer any traveler irrespective of their physical condition, an opportunity to trek along the trail with panoramic views of Mt. Dhaulagiri, Mt. Annapurna and Mt. Manaslu. As a part of the program, vulnerable workforce who was out of their jobs was provided short term employment in different tourist destinations of the country. Further, 20 workers of Pokhara municipality were supported as they worked for upgrade and beautify of the accessible trail. Under the project, workers of tourism sector who were unemployed since the pandemic worked for 45 days.



- **Community Integration through Tourism Recovery Program in the Annapurna Region**

The Ward 11 of the Annapurna region in Gandaki Province was one of the pilot program areas for the Sustainable Tourism Livelihood Recovery Programme by Nepal Tourism Board in coordination with United Nations Development Programme (UNDP) during of the COVID-19 period in Nepal from September to December 2020. The program supported maintenance and repair of trekking trails on the route to the Annapurna Base Camp at four major areas: Jhinu to Chhomrong, Chhomrong to Sinuwa, Durbin Danda to Taule Danda, and Durbin Danda to Ghorchung.



- **Tourism Workforce in Sanitation and Hygiene Campaign**

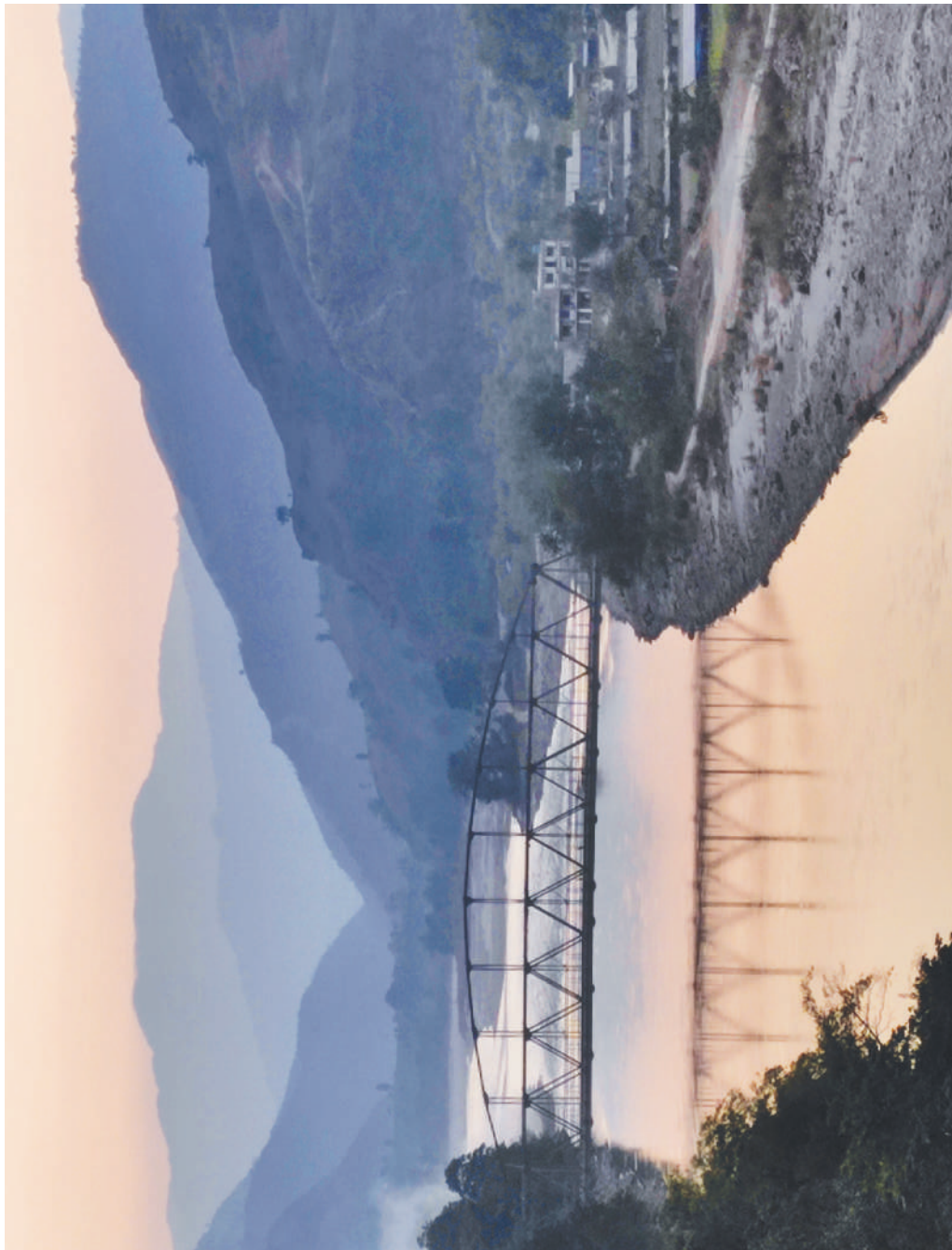
Janakpurdham Sub-Metropolitan City has been conducting Sanitation and Hygiene Campaign since 2075 BS which was affected by widespread pandemic Covid 19. Most of the workers working formally and informally in the tourism sector lost their jobs. Janakpurdham Sub-Metropolitan City, in collaboration with NTB and UNDP had implemented the project employing 28 tourist workers for the cleaning, garbage management and garden cleaning at Janaki Temple, Ram Mandir, Barha Vigaha area, Nocha Pokhari, Mani Mandap, road belts etc.



- **Landslide Removal by Tourism Workers in Khumbu**

Khumbu Pasang Lhamu Rural municipality has completed a Short Term Job Retention Programme by providing a short term employment for about 60 Tourism Workers for the Landslide removal and stone stairs construction and maintenance on Toktok area of Everest Base Camp Trail.





Pic: Sunil Sharma

Sustainable Tourism for Livelihood Recovery Project (STLRP)



*Triveni, Khaptad –
Pic : Rohini Khanal*

Sustainable Tourism for Livelihood Recovery Project (STLRP)

NTB and the UNDP have jointly launched a new project “Sustainable Tourism for Livelihood Recovery” to support the recovery of Nepal’s tourism, one of the sectors hardest hit by the COVID-19 pandemic. The US\$ 2.05 million project to be co-funded by NTB and UNDP will create short-term jobs for the affected communities, particularly women and people from disadvantaged groups, whose livelihood is dependent on tourism. NTB and UNDP signed Memorandum of Understanding (MoU) on to collaborate on the project.



Memorandum of Understanding (MoU) on to collaborate on the project.
Dr. Dhananjay Regmi, CEO of NTB, and Ms. Ayshanie Medagangoda-Labe, Resident Representative of UNDP – Nepal, signed the MoU for STLRP

To be implemented through NTB, the two-and-a-half-year project will also initiate activities to support the long-term revival of the tourism sector by creating sustainable jobs and livelihood opportunities in partnership with the private sector; developing human resource capacity; supporting the creation of tourism-based enterprises; strengthening sector-related data and information management and digitalization; and articulating a comprehensive tourism recovery strategy. The project will help in strengthening the institutional capacity of the NTB through the formulation of a comprehensive tourism recovery strategy, as well as through increased digitization and other efforts for future disaster risk management.

The partnership between NTB and UNDP after a gap of almost 13 years has brought enthusiasm and anticipation on both sides to further the goal of Sustainable Tourism Development. Earlier, NTB had worked with UNDP from 2002 till 2007 on Tourism for Rural Poverty Alleviation Program (TRPAP).

PROJECT SUMMARY	
Project Title	Sustainable Tourism for Livelihood Recovery Project (STLRP)
Implementation Modality	National Implementation Modality (NIM)
Implementation Partner	Nepal Tourism Board, MoCTCA, Provincial and Local governments, Tourisms Associations/ Private sector and other related stakeholders
Time frame	2021 to 2023 (two and half years)
Total Budget	USD 2.05 million (UNDP – 1.05 M, NTB - 1M)

Background

COVID-19, a global pandemic, continues to spread across the globe, affecting more than 200 countries and territories. With billions of people around the world having experienced a lockdown (to varying extents), flows of goods and people have been severed and economic activities stalled. In Nepal, the lockdown of almost four months in a row, with restrictions of movement and business operations, have resulted in negative consequences across economic sectors, with the travel, tourism and entertainment sectors have been hit particularly hard by the pandemic.

Nepal is favorite destination for mountaineering and trekking, with thousands of tourists visiting Nepal every year - in 2019, 1.17 million tourists visited Nepal. These activities are a major source of jobs for hundreds of thousands of local people who serve as porters, trekking guides or work in hotels etc., most of who come from poor backgrounds. These people now have severely reduced incomes or have lost their jobs entirely due to the COVID-19 crisis. In addition, Nepal is also famous for cultural tourism with the presence of several UNESCO cultural heritage sites. While no official data exists, it is understood that the informal sector associated with tourism and travel is large. It is estimated that at least one million jobs are associated with tourism, out of which, up to 40 percent might have been directly affected by the pandemic. Retaining these human resources – ensuring people return to their jobs – is a vital challenge to be addressed, not only to protect the livelihoods of those affected, but also to protect the tourism sector as a major economic driver in Nepal beyond the crisis.

Special attention is therefore needed to protect communities dependent on tourism and investments in the tourism sector. The Sustainable Tourism for Livelihood Recovery Project – a joint project of the NTB and UNDP – aims to support the revival of the tourism sector. In light of the need for immediate livelihood opportunities, the project will focus on providing short-term employment opportunities to the vulnerable communities whose livelihood is dependent on tourism. In parallel, the project will also initiate activities to support the long-term revival of the tourism sector by creating sustainable jobs and livelihood opportunities in partnership with the private sector; developing human resource capacity; supporting the creation of tourism-based

enterprises; strengthening sector-related data and information management and digitalization; and articulating a comprehensive tourism recovery strategy. Aligned with sustainable tourism concepts, project activities will be oriented towards promoting a green economy. The project has three interlinked outputs:

1. Vulnerable tourism dependent communities particularly women and people from disadvantaged groups in the tourism sector that have lost their source of income due to COVID-19 have received short-term employment opportunities to meet immediate livelihood needs;
2. Entrepreneurs and other workers in the tourism sector have enhanced opportunities for employment and income generation through the renovation and development of tourism sector in major tourist destinations;
3. The institutional capacity of the NTB is strengthened through the formulation of a comprehensive tourism recovery strategy, as well as through increased digitization and other efforts for future disaster risk management.

Implementation Strategy

This project is being implemented by the NTB, MoTCA, the Department of National Parks and Wildlife Conservation, and with tourism associations as key stakeholders.

Thus, this project aims to support the recovery of the tourism sector by providing short-term employment for vulnerable and most affected people. For the medium to long term recovery, the focus will be on creating jobs and livelihood opportunities, human resources development, and supporting tourism-based enterprises at community level, primarily targeting:

- Towards sustainable tourism and green
- Bioengineering, Disaster Management and Weather Information Channel
- Sustainable Trail and Eco-friendly Infrastructure
- Promotion of domestic tourism
- Digitization –of the tourism sector
- Alignment to National priorities, Partnership with the Provincial and Local Governments and other Government Ministries
- Partnership with the private sector and tourisms associations
- Partnership with UN agencies and other development actors
- Gender Equality, Social Inclusion and Poverty Reduction

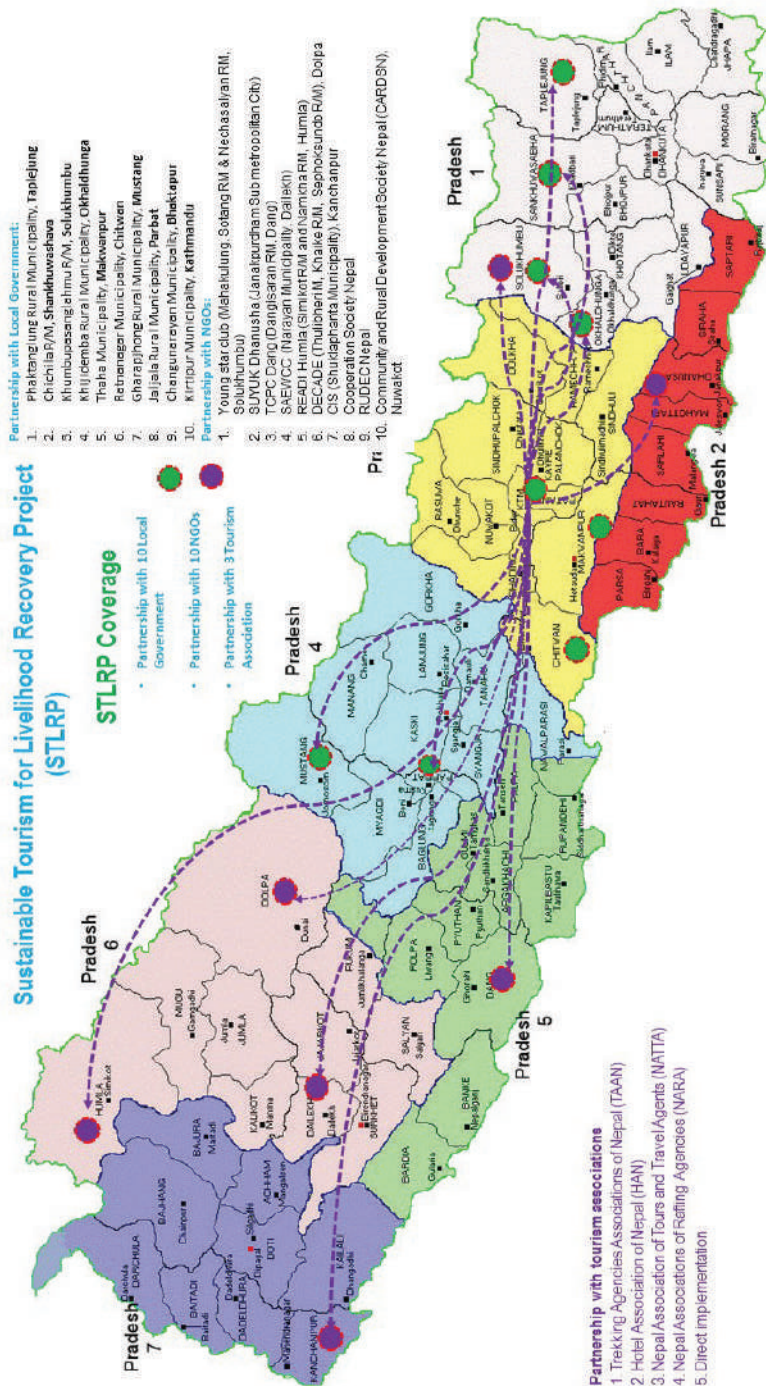
Expected Results

Output 1 – Vulnerable tourism dependent communities, particularly women and people from disadvantaged groups in the tourism sector, that have lost their jobs or income due to COVID-19 have received short-term employment opportunities to meet immediate livelihood needs.

Results Achieved in 2021

The Project has been implementing this activity of employing unemployed workers of Tourism industry as follows:

S. N	Activities	Unit	Target (2021)	Achievements	Achievement %
1	People benefitted from short term employment	People	1,600	5,645	353
2	Installation of Waste Management Bins	Number	200	205	103
3	Renovation of Wooden bridges	Number	5	9	180
4	Drainage and/ or Stone Stairs renovation	km	50	70	141
5	Number signage installation and Maintenance	Number	50	124	248



Working With Municipalities

STLRP /UNDP launched short-term employment creation opportunity to vulnerable tourism workforce for supporting their immediate livelihood needs as a tourism recovery strategy in 16 municipalities and 22 Rural Municipalities.



Working in Various Municipalities

Working With Tourism Associations

STLRP built working partnership with six Tourism Associations 1. Trekking Agencies' Association of Nepal (TAAN) 2. Hotel Association of Nepal (HAN), 3. Nepal Association of Tours and Travel Agents (NATTA), 4. Nepal Association of Rafting Agencies' (NARA), 5. Restaurant and Bar Association of Nepal (REBAN) and 6. Nepal Tourist Vehicle Association (NTVA).



Agreement with Various Tourism Associations

Working With Tourism Workers Unions

We also worked with all the tourism sector workers Unions to bring in most vulnerable workers who have lost their jobs or temporarily lost their or seasonal workers and created short term employment for them.

In this year 2021, STLRP reached 5,645 vulnerable tourism sector unemployed workers through cash for work of which 1,304 (23%) were women and created 76,948 person days of total employment including 18,281 women employment person-days.

- STLRP has mobilized total of USD 938,947 on cost sharing basis of which STLRP contributed USD 762,500¹ and USD 174,750 from the project partners; 38 Rural/Municipalities, four tourism sector associations, user committees and other development partners.
- The target selected beneficiaries were hardest hit poor and vulnerable tourism workers like; tourist guide, trekking helper, porter, cook, waiter, housekeeping, gardener, driver, river guides etc. in short-term employment opportunities through cleaning,
- Rehabilitation and construction of small-scale tourism infrastructure.



Output 2: Entrepreneurs and other workers in the tourism sector have enhanced opportunities for employment and income generation through the renovation and development of tourism products in major tourist destinations

S.N.	Activities	Target	Achievements	Remarks
1.	Small scale tourism infrastructure	30	36	
1.1	Wooden bridges- built and renovated		7	Built
1.2	Tourism Information Centre's		1	Renovated
1.3	Resting places		6	Built
1.4	Foot trail		16	Built 57 km
1.5	Cycle trail		3	15 km built
1.6	Others		3	River protection

- This partnership completed 36 small scale tourism infrastructures, 86 short-term employment generation schemes; cleaning sanitation and maintenance of 16 cultural heritage sites and 6 parks, cleaning maintenance and upkeep of 41 trekking and hiking trails in 2021.



Exchange rate 1 USD=NRP 118.00



Cleaning Campaign at Lumbini and Swayambhunath Temple

- It included development of 56.7 km of foot trails at 16 different locations, 12.8 km cycle trail at three locations, seven wooden bridges, one tourist information centre, six tourist resting shelter, renovated nine wooded bridges along the trails, installation of signage at seven trekking trails and cycling tracks, installation of waste management bins on seven trekking trails.



Photographs: Installation of Trekking Trails, Cycling Tracks, Wooden Bridges, Signage and Waste Management Bins

Output 3: The institutional capacity of the NTB is strengthened through the formulation of a tourism recovery strategy, as well as through increased digitization and other efforts for future disaster management.

Tourism Recovery

The objective of the project being support to recovery strategy, project created a short-term employment opportunity to the Covid-19 affected workers of the tourism industry especially from hotel industry, trekking industry, travel and travel sector, and rafting sectors.



Consultative Workshop on National Tourism Recovery Strategy

To address the policy of the Tourism industry STL RP has initiated:

- The STL RP project has initiated development of “National Tourism Recovery Strategy” which will be a guiding policy document for the country.
- Tourism Satellite Account (TSA) development process being carried out in partnership with UNWTO.

- STLRP contributed towards development of film documentary to be shown at the COP 26 Glasgow as a part of sustainable tourism initiative for Hindukush Himalayas views to the climate summit 2021.
- The project has also initiated two tourism industry level service standards for “Food and Beverage Service Standards” for Restaurant and Bar in coordination with REBAN and “Tourist Vehicles Operating Standard Guidelines” in coordination with Nepal Tourism Vehicle Associations (NTVA) to be completed by 2021.



Workshop on Food and Beverage Service Standard for Restaurant and Bar

Gender and Social Inclusion

STLRP promoted participation of women and people from excluded communities. The project was able to reach a total of 5,645 vulnerable individuals. Among the total beneficiaries, 4% were Dalit, 75% Janajatis and 21% others. STLRP prioritised involvement of female tourism workforce by publishing an enlisting notice only for them due to which project reached 23% female participation.



Female Participation in Various Locations

Celebration of World Tourism Day 2021 in Project Area



Plan for the Year 2022

The project aims to support tourism industry Entrepreneurs and other workers in the tourism sector have enhanced opportunities for employment and income generation through the renovation and development of tourism products in major tourist destinations. It also includes building capacity of the existing workers and developing new industry skilled workers to replace the displaced workers due to COVID-19. The beneficiaries benefited from skill training / Vocational Training will be provided to 100 individuals in each province.

The project also aims to create employment through construction of small-scale tourism of infrastructures, either renovated or reconstructed. This will include i) wooden bridges, ii) Resting places iii) Waste Management Systems iv) Signage v) Stone Stairs vi) Tourism Information Centers.





Pic : Sunil Sharma

Gandaki Province Office



*Rays of sun peek through the high hills and Mt. Himalchuli in Memepokhari, Lamjung.
Rishav Adhikari, Ghumante, #photoNepal*

PROGRAM ACTIVITIES OF NEPAL TOURISM BOARD GANDAKI PROVINCE IN 2021

Support to 22nd REBAN Street Festival



Glimpse of the 22nd edition of REBAN Street Festival

Nepal Tourism Board Gandaki Province supported to organize the 22nd edition of the Street Festival, which takes place every year at Lakeside of Pokhara. Taking the effects of Covid-19 into consideration, the Festival did not run for some days as in the past, and it was organised on 1st January 2021 only.

' Pokhara, Pure as Paradise ' has been launched with refreshing colors

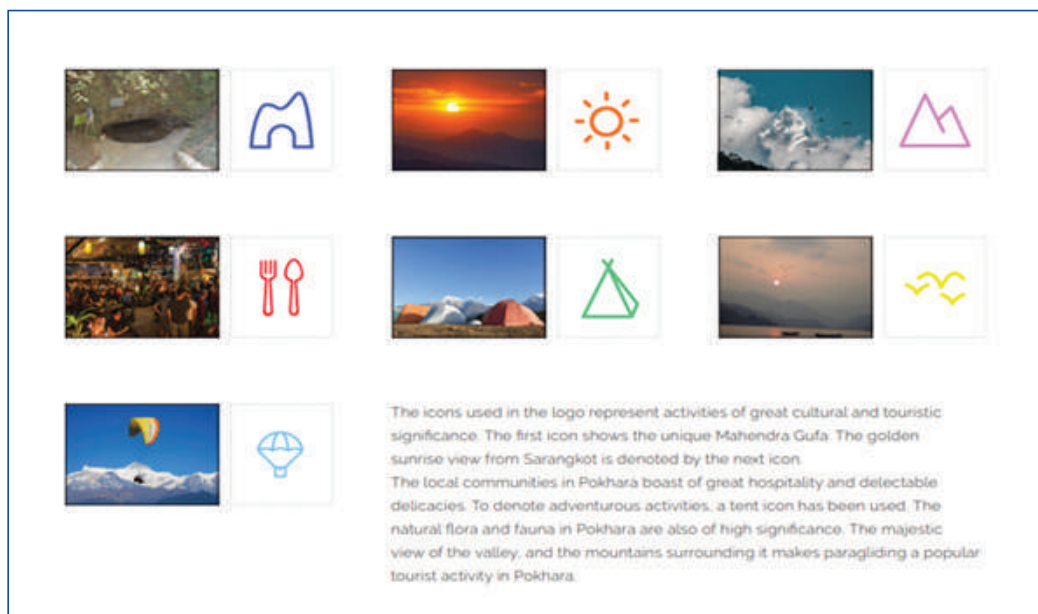
With an aim of destination as well as business promotion of Pokhara and its surrounding tourism endowments, Nepal Tourism Board, Gandaki province has unveiled the new brand ' Pokhara, Pure as Paradise '. As Pokhara offers vivid experiences to the visitors, "Reflections of Lifetime" and "Dwan to Dusk" have been identified as the sub-brands. Earlier, one of the most popular destinations in Nepal was branded as Paradise Pokhara.

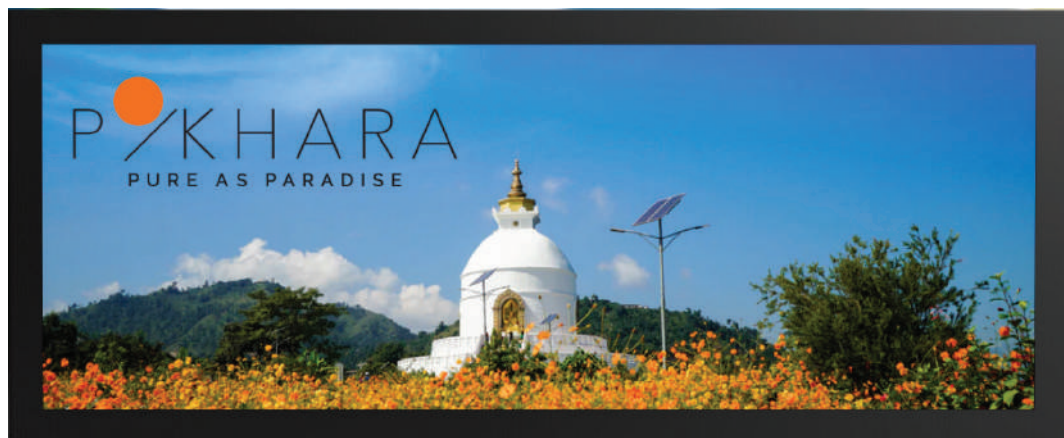
The new brand of Pokhara draws the concept from the natural setting of Pokhara and what the visitors experience here; the panoramic backdrop of Annapurna range, the rolling hills, its pleasant climate, and a wide range of tourism activities and sports it offers to them. The new tourism brand captures the symphonic landscape of Pokhara along with its tourism endowments and comes with the splash of fresh and colorful icons, murals, sketches featuring the appealing combination of static graphics and GIFs. The fresh and bright colors of logo have been chosen in order to attract attention of the visitors as these give natural and positive vibes.

The new brand logo of Pokhara was finalized after a series of consultations with various concerned stakeholders and incorporating their feedback. NTB hopes that the governments, tourism sector and media will extend their support for the adoption, implementation and ownership of the new brand of Pokhara in domestic as well as international market for the revival of tourism affected by the Covid-19 pandemic.



Proposed Tourism Brand and Tagline for Pokhara







Sample Branding Collateral for Tourism Brand of Pokhara



P / KHARA
DAWN TO DUSK



P / KHARA
REFLECTIONS OF A LIFETIME

Tourism Brands and Sub-brands of Pokhara

Radio Program to promote Domestic Promotion of Gandaki Province

Special tourism programs highlighting the tourism products, attractions, activities of Gandaki Province were aired by Annapurna FM each week. Additionally, in cooperation with Pokhara Tourism Council, a training programme was conducted for Pokhara-based travel trade on tourist attractions, services and facilities and their promotion through digital and social network.

Development of Promotional Videos

A 2-minute long Pokhara specific tourism promotional video and another four-minute long Gandaki Province specific tourism related videos have been developed in order to promote Pokhara and Gandaki Province in domestic and international markets.

Development of Mobile App

In cooperation with VITOF Gandaki Province, a Mobile App featuring home stays in Gandaki Province has been developed and launched. It facilitates the visitors to get prompt information on different homestays and village tourism of Gandaki Province.



Promotion of Homestay and Village Tourism

Nepal Tourism Board Gandaki Pradesh supported to develop and promote homestays among Magar communities in Putalibazaar Municipality in Syangja district. Dhande Hulak Homestay and Kolma Homestays were provided with financial and technical supports towards infrastructure development, purchase of ethnic dresses and promotional materials.

Tourism Facilitation: Support to Tourist Police

Nepal Tourism Board Gandaki Pradesh supported Tourist Police unit in Pokhara with office equipment, utilities and other basic facilities in order to facilitate Tourist Police in execute its daily tasks.

Crisis Management

Tourism rescue related equipment and materials have been handed over TAAN, Western Region Development Chapter managed. Similarly, rescue training was conducted for addressing the possible crises in trekking tourism in close coordination with Tourist Police and TAAN, Western Region Development Chapter.

Similarly,



Brochure for 1st Khaste Nyureni Festival



Tourism Festival

First Khaste Nyureni Festival, 2077 was celebrated at Kharane flatland, ward no 26, Pokhara Metropolitan City. Nepal Tourism Board Gandaki Province Office supported the festival by organizing press meet, developing brochures and promotion and publicity of the festival.

Liglig Cycle Race Competition



Nepal Tourism Board Gandaki Province supported Palungtar Municipality, Gorkha to organize the first ever Liglig Cycle-race competition which on 7 Falgun, 2077. The race was organized to promote historical tourism in and around Ligligkot and to expose the rich heritages of culture, history and the natural beauty of surrounding areas.

The great event was organised to mark the occasion of democracy day on February 19. Nepal Tourism Board Gandaki Province and Palungtar Municipality were the main sponsors and promoters of the event while Rainas Municipality and Gorkha's Sirnachowk Rural municipality were co-sponsors of the program.

Mr. Laxman Malla of Armed Police Force bagged the men's title in the Liglige Cycle Race organized who crossed the 52.9 km distance in 2 hours 22 minutes and 55 seconds. to win the Liglige Cycle Race. Sony Gurung of Armed Police Force won the women's title covering the distance in 2 hours 56 minutes and 7 seconds. Similarly Laxmi Magar and Usha Khanal finished second and third respectively in the competition.

Familiarisation and Promotional Tour

In partnership with various travel trade associations and active participation by media in Pokhara, several familiarization, observation and tourism revival tours have been organized by Nepal Tourism Board Gandaki Province. These tours have immensely helped mitigate the negative impact of Covid-19 and promote domestic tourism. The major such tours were as follows:

- In partnership with Trekking Equipment Sellers' Association (TESA), recovery of trekking and promotional tour to Mardi Himal was organized.
- In cooperation with Women Tourism Entrepreneurs' Forum, a hiking to the surroundings of Pokhara was organized.
- Nepal Tourism Board Gandaki Province supported Nepal Journalists' Federation, Gandaki Province, for a familiarisation and Recovery tour from Triveni Dham to Dhorpatan.
- A revival and familiarization tour from Ghalekharka to Sikles through Tara Hilltop was organized in partnerships with the trekking workers' association.
- A hiking and cleaning programme in cooperation with TAAN, Western Region Development Chapter was organized on the occasion of World Earth Day.





Training for the Mountaineers and Peak Climbing

Tourism entrepreneurs working in the field of adventure tourism especially mountaineering were given an on-site training on climbing mountain peaks. Nepal Mountaineering Association Annapurna Chapter organized the training and peak climbing program with support from by Nepal Tourism Board Gandaki Province. The preliminary training took place in Yak Kharka of Mustang district in Dhaulagiri area near Marpha. Similarly six Nepalese including tourism entrepreneurs and media persons successfully reached the summit of Dhaulagiri Peak, 6012m.

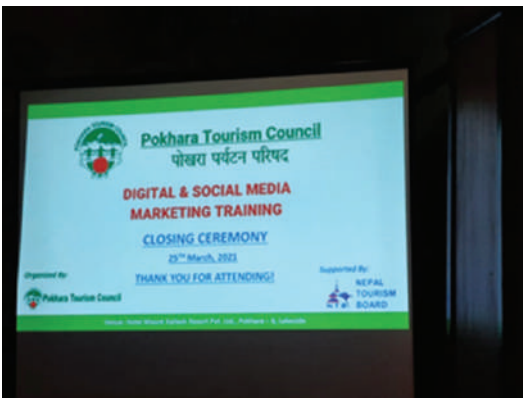


6 Nepali at the peak of Dhaulagiri Peak, 6012 m.

Digital and Social Media Marketing Training

Nepal Tourism Board Gandaki Province supported several training programmes to the tourism stakeholders to enhance their capacity for the promotion of tourism business through digital and social networks were conducted. Major such programs are as follows:

- Digital and Social Media Marketing/ publicity promotion and trainings to city tour guides of Pokhara,
- Digital and Social Media Marketing/ publicity promotion and training to omen tourism entrepreneurs of Pokhara,
- Digital and Social Media marketing/ publicity promotion and training to the travel agents in cooperation with NATTA, Gandaki Province,
- Advanced Digital and Social Media marketing/ publicity promotion and training to entrepreneurs in trekking business in cooperation with TAAAN, Pokhara.
- Advanced Digital and Social Media marketing/ publicity promotion and training to tourism entrepreneurs in cooperation with Pokhara Tourism Council, Pokhara.



Training for guides on Religious Tourism

A training programme was conducted for the Students of Panini Seminary (Gurukul) in Syangja in order to train them as religious tourism guides. They were also taken for familiarization tour to Lumbini and Swargadwari in Pyuthan.

Tourism Research and Studies

Studies on the trekking routes to Kapurdanda, Kori and other trekking routes in Kaski and Lamjung have been carried out in partnership with TAAN, Western Region chapter. Similarly a short study has been conducted to assess the impact of COVID-19 on tourism in Nepal. Nepal Tourism Board Gandaki Province has supported Nepal Mountaineering Association in preparing a brief profile of mountain peaks in Gandaki Province.



Domestic Tourism Revival and other Promotional Activities in Gandaki Province

The secretariat of Domestic Tourism Revival Committee for Gandaki Province has been established in Nepal Tourism Board Gandaki Province Office, Pokhara to carry out the tourism revival activities in Gandaki Province. Similarly Domestic Tourism Revival Sub-committees in all 10 districts of Gandaki Province have been constituted.

- Interaction programmes among the members of Domestic Revival Committees of Province 1, Farwest Nepal and tourism entrepreneurs were carried out in Pokhara.
- An interaction programme on tourism development in Panchase was carried out in presence of the Right Honorable Chairperson of National Assembly, Mayor of Pokhara Metropolitan City and Chief Executive Officer of Nepal Tourism Board.
- Nepal Tourism Board Gandaki Province has supported a Car Rally from Chitwan to Jomsom and Infield Motorbike Rally from Kathmandu to Pokhara.



- Nepal Tourism Board Gandaki Province has organized cleaning program in Damside of Fewa Lake in cooperation from various stakeholders.
- Mata Tal Barahi Pooja Committee has been financially supported to carry out daily evening Arati on the bank of Fewa Lake.



Excursion Visit of their Excellencies Ambassadors and Heads of International and Regional Organizations (26-28 Sepetemebr, 2021)



To celebrate the World Tourism Day, 27 September 2021, Nepal Tourism Board Gandaki Province in close coordination with Gandaki Province Government, Foreign Ministry of Government of Nepal organized a three-day excursion tour for Ambassadors and Heads of Development Partners Organizations based in Nepal. VIP delegates including ambassadors of 11 different countries and heads of

International Organizations like UN, UNDP, UNESCO, WFP, ICIMOD, IOM. The event was a hisotoric one in that ambassador of eleven countries gathered together for an excursion tour.

The excursion tour was organised on the occasion of World Tourism Day was to help Nepal's Covid-19-hit tourism industry get back to its previous status. The Amabassadors and Heads of the Organization created tiktok and videos and posted in the websites and social platforms

of their personal and the respective organizations to give message to the potential visitors that Nepal is safe and it's open for the tourist.

The team of diplomats visited Sarangkot, hiked along the Accessible Trekking Trail in Kaskikot, enjoyed boating on Fewa lake and overved the famous Davis' Fall. Nepal Tourism Board Gandaki Province also promoted newly unveiled tourism brand Pokhara: Pure as Paradise

Chief Executive Officer of Nepal Tourism Board had presented a power point presentation to the VIP delegates on various aspects of Covid-19-hit tourism and way forward.



Goodwill Visit of Hon'ble Chief Minister of Province 2 to Pokhara

In the cordial invitation of Gandaki province government and Nepal Tourism Board and lead initiation taken by NATTA province 2 and 4, Province 2 Chief minister Hon. Lal Babu Raut along with the president from BICCI, FNCCI, NYEF, JSCCI and other stakeholders from Birgunj, Janakpur and Simara were invited to Pokhara for domestic tourism revival and destination promotion program. During this an understanding had also been signed between NATTA province 2 and 4 in the presence of two province chief ministers for cordial promotion and coordination of tourism activities between two of the provinces. Taking this opportunity Nepal Tourism Board Gandaki Province Office also highlighted its role in promoting and facilitating the stakeholders and shared a token of love to the distinguished delegates.





Chief Ministers of Gandaki Province and Province 2 and participants

Visit of PATA-Bangladesh Delegates to Pokhara

Nepal Tourism Board Gandaki Province Office along with the collaboration with PATA Nepal Chapter and Pokhara Tourism Council organized B2B meetings along with the aim of promoting domestic tourism promotional campaign inviting PATA Bangladesh Chapter delegates in Pokhara. This program was conducted on 18th November, 2021 at Hotel Barahi, Pokhara. This networking program was witnessed with the enthusiastic participants of 70 plus tour operators and service providers from the tourism fraternity. This program turned out to be very vital for coordination between the stake holders and promoting the destinations of Pokhara.



NTB Gandaki Province Chief Addressing the Programme



PATA Bangladesh Chapter Chairman Addressing the Programme

Observation Visit to Todke, Myagdi and Kalopani, Neurikot and Titi lake of Mustang (6-8 December, 2021)

Nepal Tourism Board Gandaki Province Office in cooperation with NATTA, Gandaki Province organized a three day long Observation Tour to various potential tourism spots of Myagdi and Mustang districts. The observation group was composed of entrepreneurs from tourism travel trade of Pokhara, Mediapersons and representative from Nepal Tourism Board Gandaki Province. The group had observed the developing tourism spot, Todke, in Myagdi district and Kalopani, Titi lake and Neurikot in Mustang district. During the observation tour, interactions with the leaders and representatives from travel trade, business sectors and local governance were also made to identify and understand the real situation in fields.



*NTB Gandaki Province & NATTA, Gandaki
Observation Tour Group*



View from Todke, Myagdi



View from Titi Lake, Mustang

Sustainable Tourism Livelihood Recovery Program

Under the banner of NTB and UNDP jointly funded Sustainable Tourism Livelihood Recovery Program (STLRP) Nepal Tourism Board Gandaki Province Office carried out cleaning and maintenance program of adventure tourism sites in Gandaki Province. Accessible Trekking Trail in Kaskikot, Few Dam to World Peace Pagoda route, Mardi Himal Trekking route, Ghalekharka to Sikles trail, Trails connecting Annapurna Base Camp have been repaired and maintained by 200 trekking workers for 10 day. Similarly tourism workers associated with rafting and kayaking collected garbage and other wastes from Seti River and cannal of Fewa Lake.

In addition to the cleaning program Nepal Tourism Board Gandaki Province Office also supported Sustainable Tourism Livelihood Recovery Program (STLRP) in drafting of national tourism recovery strategy by organising a workshop in Pokhara.



Support to Interaction between American Citizen Services and Tourism Stakeholders in Pokhara

The American Citizen Services, US Embassy in Nepal in cooperation with Nepal Tourism Board Gandaki Province Office held a discussion programme with Tourism Stakeholders, mainly the different Tourism- Associations in Pokhara. The objective of the discussion was to build relationship with stakeholders of tourism and help US embassy understand the tourism-related issues so as to maintain quality of tourism services, safety, security, and rules and regulation of Government of Nepal pertaining to tourism.



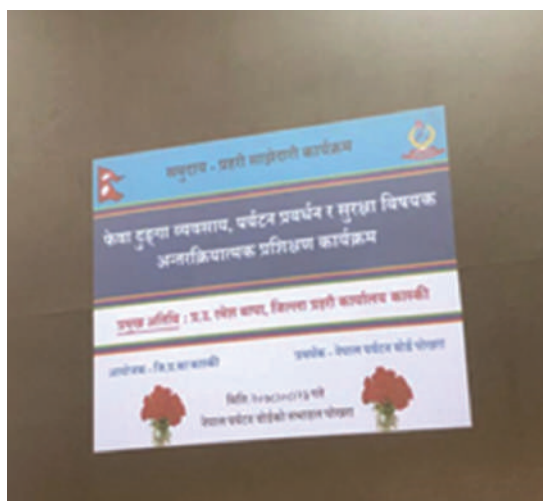
First Aid Training for Mountain Guide

Nepal Tourism Board in coordination with Trekking Agencies' Association of Nepal (TAAN) Western Regional Association, Pokhara, a training programme titled "First Aid Training For Mountain Guide" was conducted for the guides associated with trekking and Mountaineering. The training programme was conducted with the help of French experts from International Center for the Exploration of the Himalayas, France.



Support for the Interaction between Boat Association and District Police Office, Kaski.

Support for interaction among the members of boat association of Fewa Lake and District Police Office in the matter of safety and security of Domestic and International visitors travelling to Pokhara. The chief of District Police Office, Kaski has pledged all possible support to minimize untoward incidents that might take place in lakeside area.



Promotion of Swarna Trikon (Golden Triangle)

The concept of Swarna Trikon (Golden Triangle) connecting Pokhara to Bharatpur (Chitwan) and Lumbini (Rupandehi) is to promote the natural, cultural, religious, historical and man-made attractions in Gandaki, Bagmati and Lumbini Province mentioned above and more that can be visited during the visit. Saswat Dham and Vulture restaurant in Nawalpur, historical city of Tansen, Rani Mahal and Bhairavnath Temple in Pala, Manahunkot in Tanahu are some examples of these tourist attractions.

The first promotional tour to highlight the golden triangle and the tourism attractions that are associated with it, Nepal Tourism Board, Gandaki Province organized from December 18 to 22 December 2012 a familiarization and Revival Tour in close coordination with Bharatpur Metropolitan City, Lumbini Development trust, travel trade and media from Pokhara, Kathmandu, Bharatpur and Lumbini. Altogether 20 journalists and three tourism entrepreneurs participated at the promotional tour.



Interaction in Bharatpur Metropolitan City



Participants in Lumbini



Interaction in Pokhara

Support to Interactive Training Programme on Safety & Security Issues in Tourism Business

Nepal Tourism Board Gandaki Province supported an interactive training programme jointly organized by Pokhara Tourism Council and District Police Office, Kaski held on 4th & 5th Poush 2078. The training programme was mainly focused for the front-line officials and workers in tourism business, which is operated mainly in the night time such as restaurant, bar, pubs, etc. Then training programme had the objective of addressing the issues arisen in the night-tourism business. The trainees were given orientation and information on sensitive issues relating to the image of tourism business and tourism destination.



Participants in the interactive training

Corporate Services



*We could see Eight peaks of 8000 meter plus including Everest from
this point of Temke Danda, in Mundum Trail, Bhojpur
Hikmat Singh Ayer, #photoNepal*

Commentary

The disruption caused by COVID-19 in tourism sector both in terms of tourist arrivals and revenue generation continued in the year 2021 too. Corporate Service Department completed the following activities:

Administration

S.N.	Activities	Output
1	Farewell to Sr. Manager Mr. Diwakar Bickram Rana with Token of appreciation	Recognition and appreciation of outgoing employee
2	<i>Tally software and Accounting and Taxation</i> training to staff	Improvement in productivity of staff in day to day operation
3	Renovation of CEO's Room and Board Room	Improvement in aesthetics of the Rooms
4.	Installation of cupboards in Accounts and Administration	Improved filing and storage system
5.	Started web based Archiving system and e-job order system	Files in the office are now saved in web and job order can now be tracked with ease
6	Issued visa recommendation to 5335 trekkers	Tourist facilitation
7	Software for online registration of TIMS card initiated	98 percent of trekkers using the online registration platform now
8	NTB's provincial office established in Dhangadhi, Sudur Paschim Province	Expansion, Decentralization and province-level facilitation
9	Internal Audit upto FY 2076/77 accomplished by TAAN as per advice from NTB	Settlement of TAAN payables as per the MoU and as per advice in OAG report
10	Tourist Information Centre operation at TIA new arrival tunnel	Tourist facilitation at the point of arrival
11	Teej Celebration Program (BY NTB Employees Union)	Culture preservation and teambuilding

Finance & Accounts

S.N.	Activities	Output
1	Improved return on idle fund from periodic fixed deposit plans through competitive proposals	Reduction of opportunity cost through efficient use of idle cash (Interest income totaling to Nrs. 3.60 crores in FY 2077/78 and FY 2078/79 First half)
2	Completed Internal Audit for Financial year 2077/78	Annual Internal Audit
3	Review of Final Audit observations for FY 2070/71 to 2073/74	Final Audit from Office of Auditor General
3	External Audit (from Office of Auditor General) for FY 2074/75 and 2075/76 ongoing and Financial for FY 2076/77 submitted for audit.	Final Audit from Office of Auditor General
4	Full Audit of Tax for FY 2073/74 completed. Defended three tax charge cases (Income tax, TDS and VAT) of FY 2073/74 by filing administrative review appeal to Inland Revenue Office	Full Audit from Inland Revenue Office and waiver or reduction in additional tax payments
5	Obtained service of Nepal Clearing House for online receipt of any form of revenue and other deposits.	Revenue and other deposits collection made online.
6	Implementation of Enterprise Resource Planning (ERP) ongoing.	Overall system automation with internal controls and efficient reporting.
7	Formally completed and closed the VNY2020 designated liabilities settlement	VNY2020 financial closing
8	Defended TDS charge case on retirement payment of retired staff through administrative review to IRD	Waiver or reduced additional tax payments
9	Initiation for enabling online payment, SOP approval is underway	online payment system
10	Online registration and payment system for TIMS developed and under implementation phase	Online system for TIMS registration and payment
11	Internal audit of TAAN for 2072/73 to FY 2076/77 through independent audit firm.	TIMS financial transaction audit and review among TAAN operations

Procurement

S.N.	Procurement Category	Procurement Method	Nos.	Status
1	Procurement of Insurance Service	E-Sealed Quotation	1	Completed
2	Procurement and Supply of Human Resources through Outsourcing	E-Tender	1	Ongoing
3	Procurement of Driver Service through Outsourcing	E-Tender	1	Ongoing
4	Procurement of Security Service	E-Sealed Quotation	1	Ongoing
5	Flooring Works at NTB Head Office	E-Sealed Quotation	1	Ongoing
6	Procurement of Laptop for Officers	Sealed Quotation	15	Completed

Others

S.N.	Activities	Output
1	Attended CCMC Meetings & regularly updated Ministry and CCMC regarding quarantined visitor status	The relevant authorities could monitor the status of quarantined visitors
2	Hotel monitoring for quarantine facility assessment	Despite the threat of Covid 19, NTB Officials attended Hotel Monitoring of more than 500 hotels in Kathmandu Valley for quarantine purpose. During the course of duty, Mr. Hira Bahadur Dhakal, one of our colleagues contracted Covid 19, and passed away

Tourism Service Fees (TSF) Details

TSF is dependent on number of non-Nepalese passengers departing from International Airport of Nepal (TIA as of now). TSF of Rs.1000 (and VAT 13%) is charged as part of ticket per non-Nepalese passenger departing from TIA. Details of outgoing non-Nepalese passengers below:

Period: 1-Jan-2021 to 30-Nov-2021	
Month	Non-Nepalese Passengers (Nos)
January	6319
February	6079
March	8289
April	12348
May	11244
June	3169
July	2827
August	4107
September	5460
October	11870
November	22727
Total	94439

Note: TSF is Rs.1000 per non-Nepalese passenger departing from TIA.

CEO's Secretariat

Programs Implemented by Nepal Tourism Board Executive Committee & CEO's Secretariat

- Tour De' Thakurdawara (Magh 23-24, 2077)
- Support to Holi Mahotsav (Chaitra 7, 2077)
- DPR of View Tower and Link Road at Khani Danda, Chure Rural Municipality, Kailali
- Support to Interaction on Tourism Potential of Budhanilkantha and surrounding areas (Baisakh, 2078)
- Support to 11th Jeetpur Simara Gold Cup (Chaitra 26, 2077- Baisakh 4, 2078)

Formulation of Bylaws & Procedures

- Bylaws on Fund Mobilization of Trekkers' Information Management System (TIMS) Joint Account (Project Implementation and Management), 2077
- Bylaws on Trekking and Mountain Tourism Workers' Welfare (Account Operation, Management and Loan Mobilization), 2077
- Nepal Tourism Board Vehicle Operation System, 2077
- Procedures on Program Implementation and Procurement of Nepal Tourism Board in Foreign Countries, 2078

Drafting of Guidelines

- Guidelines on Selection, Appointment and Mobilization of Honorary Public Relations Representatives of Nepal Tourism Board, 2078



Halesi Bazar, Khotang – Pic : Rohini Khanal

NTB Creative Minds



Mount Kanjirowa South and its range from from Bhalu lekh. Bhalu lekh is the highest pass to Jajarkot from Jumla. Soraj Shahi, #photoNepal



कोशीको तिरैतिर



हिकमत सिंह ऐर



कोशीको तिरैमा चखेवाको जोडी,
ए! मन मलाई पनि पूर्व उडाई लग,
उडिरहेछन् ती जसरी।

बगिरहेछ सप्तकोशी समेटेर सातै नदी,
इन्द्रेणीको झझल्को दिइरहन्छ सधैंभरि।

कोशीको फाँटमा छ पवित्र भूमि,
रामधुनी, चतरा, बराहक्षेत्र छन् त्यही।

माथि पहाडमा उग्ले पुगिन्छ धरान, धनकुटा,
बाटैमा रहेको विजयपुर, भेडेटाको डाँडा।

मन मुग्ध हुन्छ, नमस्तेको झरना हेरी,
स्नान गरे दिन्छ सितलता सम्झिने गरी।

मनमोहक छ नागबेली,
बाटो हिले तेह्रथुमको,
गुराँसले ढकमक्क छन्,
गाउँघर बसन्तपुरको।

हिले पश्चिम लेगुवामा अरूण तरी,
भोजपुर, मुन्दुम ट्रूलमा फन्को लगाइन्छ।
उत्तरमा दिङ्गलाहुँदै फेरि अरूण तरी,
खाँदबारी, चैनपुर पुगिन्छ।

हिले र गुफाको बेग्लै छ आर्कषण,
छिनछिनमा कुहिरहेले लुकाउँदै, देखाउँदै,
खेलिरहन्छन् लुकामारी सधैं।

गुफाको पोखरीमा, आफ्नो प्रतिबिम्ब हेर्दा,
मकालुदेखि कन्चनजंघा झुल्केको देख्छु,
सँगै हिम शृङ्खला पोखरीमा उत्रेको पाउँछु।

साँच्चैमा रमणीय छ मेरो कोशीको तिरैतिर,
अनेकौँ छन् गाउँ ठाउँ झुल्के,
प्रकृति अनि पूर्वेली संस्कृतिसँग मिल्ने।



कृषि र घरवास बाह्र मास!



हिममत सिंह राय



ग्रामीण परिवेशमा हुर्केका हामी।
कृषि नै हो, हाम्रो प्रमुख आधार।

वर्षादेखि गर्दै आईरहेछो
त्यहि खेतीपाती र गाउँघरको व्यवहार।

गाउँ नै गाउँले बनेको यो देश।

प्रत्येक गाउँको आफ्नै छ
मौलिक संस्कृति र पहिचान।

तराईका फाँट र पहाडका गैरी खेत नै हुन्
हाम्रा अन्नबाली र फलफूलका भण्डार।

कृषिले नै ओगटेको छ यहाँ ठूलो स्थान।
झन्डै सयकडौं को पेशा र त्यही छ वास्तव्य।

कृषि हाम्रो पेशा हो कि बाध्यता?
यो कुरा अझै बुझ्न सकिएन।
खेतीपाती नगरी, खाने पुग्दैन।
यसैमा लागौं, उम्कनै सकिन्न।

कृषकको लगानी र श्रम उठ्ने सक्ने।
बिना बजारको पहुँच र प्रविधि केही गर्न सकिएन।

कृषकको मेहनत खेतमा।
सरकारको सहयोग र लगानी रेतैमा।
बिचौलियाको मनोमानी, मिलोमतोमा।

मिठो मसिनो खान, सबै जानि सक्थौं।
पुग्ने अन्नबाली उब्जाउनु कहिले हो ?
बाहिरदेखि नकिनी पुग्दैन जहिले पो !

हामी कृषि प्रधान देश रे!
जहाँ सधैं आकासको छ भर।
छिमेकीले दिए मात्र खेतमा छ मल !

विश्वका कुन देश कृषि बिना बनेका छन् ?
सबैको बत्तै आधार कृषि नै रहेछ।
जनताको पेटपाली गर्छन् अन्य व्यापार।

कृषिले नै खोल्ने छ दिगो समृद्धिको बाटो एक हिं
विविध भूगोल र वनस्पति नै हुन् प्रमुख आधार।
राम्रो निती र प्रविधि ल्याई सम्भव छ कृषिको वि

कृषिलाई पर्यटनसँगै पनि लान सकिन्छ।
एकले अर्कालाई तान्न सकिन्छ।
विश्वभरि मौलाएको छ अर्गानिक खानपान।
गाउँघरको वास,दिन्छ नेपाली मौलिकताको आ

गाउँ मै बसी खेती र घरवास गर्न सकिन्छ।
आफ्नै खेती हेरी,पर्यटकको सत्कार गर्न सकिन्छ
समुन्नत खेती सँगै,पर्यटनमा नयाँ आयाम थप्न सार्
हुन त सिरुवारी,घलेगाउँदेखि यो लहर चलिसक
विगत एक दशकमा देशभरि थुप्रै घरवास बनिस

अब कृषक र खेतको व्यवस्थापन गर्न जरुरी छ।
टुक्रा टुक्राको,भन्दा सामुदायिक खेतीमा जानु बे

अब हामीले आफ्नो गाउँ घर छोड्न पर्दैन।
यी दुई पेशा जोडी,काम गर्दा विदेशिनु पर्दैन।

त्यसैले अब सम्भव छ।
कृषिको समय कृषि,बाँकी समय घरवासा।
त्यसैले चल्छ अब हाम्रो चुलो बाह्र मास!

प्रकाशित मिति: रविवार, असार २२, २०७८, १५:५७:००

TRAVEL LEAVE:- POTENTIAL TOURISM SAVIOR

As the world is facing the devastating consequences of the COVID-19 pandemic, the tourism sector is among those being affected most severely (UNWTO). Travel is down, fear is up, and the future is uncertain.

In countries like Nepal where tourism contributes a respectable share in the country's total GDP, the impacts are already seen in the livelihood of people whose primary source of income is fully dependent on Tourism. Furthermore, different agencies have already estimated direct financial loss of more than 250 million (NPR) in the economy due to lockdown and closing of Tourism businesses. On the other side, indirect losses are high and have multiplier effects; as there are severe cases of job loss, closing of businesses, lack of conservation of biodiversity, lack of preservation of cultural heritages, loss of flow of foreign currency and others. This depicts the importance of tourism for all lives. In the context where international movement is not as convenient as usual, different destinations have prioritized boosting domestic tourism.

Domestic Tourism has been one of the most underrated and unrecognized contributor, yet one of the most powerful tools of the survival and thriving of the tourism industry. The recent pandemic has made the tourism fraternity realize the importance domestic tourism possesses. Domestic Tourism is estimated to be six times larger than international tourism (UNWTO, 2018). The United Nations World Tourism Organization (UNWTO) claims that approximately 9 billion domestic tourist trips (overnight visitors) were recorded in 2018, of which well over 50% in Asia and Pacific. Different countries are slowly opening their destinations and almost all has started from domestic visitors. After the lengthy homestay, people are looking forward to visit and experience the places. For instance: different destinations of Nepal have witnessed record number of visitors in a single day. For this, social media played a pivotal role. Some new destinations like Tindhare Waterfall of Kavre- Bagmati Province; Manungkot of Tanahun- Gandaki Province are the destinations which became overnight favorites on the bucket list among domestic tourists after their promotion in social media.

Travel Leave - Anticipated Driver of Domestic Tourism

The Government of Nepal has provisioned Travel Leave/ Tourism Leave of 10 days for all the government employees in the Budget and Program of Fiscal Year 2078/79. Obviously, the provision is one of the most welcomed steps of the government towards tourism recovery. The government employees can now have 10 days of paid leave to travel to different parts of the country. The provision is expected to have multiplier effects on recovering tourism and improving performance of the employees.

Retreat to the employees stressed due to the pandemic

The pandemic has severely affected every sector. Employees, especially those who had to work and go to office during lockdown, have had severe impacts on their mental

wellbeing as they worked amidst stress and fear of the COVID 19. So, the provisioned travel leave would make employees travel to unusual places which will help them get refreshed.

Balancing Work and Family Life

The best part of the Travel Leave is the provision of travelling with family members and incentives to cover their expenses as well. Balancing work and family life is one of the major tough tasks employees have to face. On failure of doing so, negative consequences are reflected in both work performance and family relations. The Travel Leave would help employees balance work and family life.

Opportunity to Explore the Country

The Travel leave would help employees explore different places, cultures, lifestyles and cuisines of different communities of the country. The employees are supposed to travel to places other than the native place of the employees and family members. This would help employees explore new areas and new experiences of the country.

Motivated Staff performs the best

Motivation is a key determining factor of an employee's performance. When an organization recognizes the staff and treats them as assets, the employees are motivated to perform better. It can be anticipated that the Travel Leave would motivate staff and ultimately would help them perform at their best.

Experiences from different parts of the world

Different countries have been practicing this model of incentive travel. Further, some destinations have run campaigns to boost such travel leave and motivate employees to take leave to travel. For instance: in 2005, Tourism Australia initiated a research project to search at annual accrued leave in Australia, and the observations recommended that there was a major problem with companies. As a result, Tourism Australia launched the campaign No leave, No life, which initially aided Australia tourism to get into the ground with a small number of employees on vacation in the First six month of the campaign but has since grown to be a huge success.

Food for thought

The provisioned travel leave will certainly boost tourism, however, the question is "Will government employees willingly take leave to travel? There might be doubts that civil servants might be in dilemma to utilize the provision and contribute in achieving the goal of the provision. Therefore, similar campaigns might help civil servants take leave and travel. The campaign might be something like

"Take Leave & Travel to Make Life Magical"

By:

Sitaram Dahal & Shristy Dhakal
Nepal Tourism Board

THE KATHMANDU POST

Without Fear or Favour

Friday, December 24, 2021

COLUMNS

Tourism for inclusive growth

Tourism needs a proper ecosystem with necessary infrastructure to make the destination accessible.



Post file photo

Sunil Sharma

The global economy has been greatly affected by the Covid-19 pandemic. According to *Foreign Affairs*, global growth declined by 4.4 percent in 2020 and has been further pushed down to \$11 trillion this year. Around 100 million people are projected to have been forced into extreme poverty last year—the first rise in two decades. Lower-income countries have to bear the brunt of a global crisis in the form of war, terrorism, an outbreak of deadly diseases, petroleum crisis, and climate change. According to the IMF, advanced economies have been able to withstand the economic crisis with their monetary and fiscal stimulus packages equivalent to about 24 percent of their GDPs.

In comparison, lower-income countries have only managed less than two percent. There isn't much to cheer about as the world stares into what appears to be the bottomless abyss of an economic downturn. The malaise runs deep. The pandemic has wrought, wreaked, and created havoc that forced entire industries to a standstill.

According to the United Nations World Tourism Organisation (UNWTO), in 1950, only 25 million people travelled across the globe. By 2019 (before the advent of Covid-19), the number had grown to 1.5 billion, and their spending was around \$1.5 trillion. The World Trade Organisation believed that international travel made up 6.5 percent of global exports in 2019.

The UNWTO termed 2020 as the worst year in tourism history with 1 billion fewer international arrivals. International tourist arrivals dropped by 85% in January-May 2021 compared to the same period of the pre-pandemic year 2019, or 65% over 2020. According to the UNWTO, the impact of Covid-19, at least from an economic point of view (an additional 32 million people were pushed into extreme poverty in 2020), has been more devastating than any other crisis in recent history.

UNWTO emphasises, "the most vulnerable members of societies, have been less able to cope with the social and economic effects of the pandemic...low-paid workers, youth, the elderly, indigenous communities, and differently-abled people, are in many cases also less likely to have the resources or opportunities to bounce back from adversity." Understanding the gravity of the situation in tourism, UNWTO has designated 2021, 27 September, as a day to focus on Tourism for Inclusive Growth, primarily focusing on the economic part. The message is simple; if tourism grows, then social and economic benefits grow along with it.

UNWTO has also highlighted differently-abled people among the most vulnerable groups. World-wide accessible tourism is gaining popularity, including in Nepal. Accessible tourism produces an understanding that endures, and for most, it is a journey full of inspiration.

Interestingly, accessible tourism has full potential to connect economic activities, and a transformative journey—that always makes a great experience at the destination. According to Lonely Planet, 50% of people with disabilities would travel more if suitable facilities were available to them wherever they travelled. Studies show that around 88 percent of people with disabilities take a holiday each year.

NTB has developed the Pioneer Accessible Trekking Trail in Naudanda, Kaskikot, Pokhara, Lekhnath Metropolitan City. The trail is 1.24 Km length and about 6 feet in width, which runs around the altitude of 1,535 to 1,568 m. The trail has adequate signage and basic infrastructure to ensure the visitors' safety and enhancement of their trail. This trail is specially designed for wheelchair users, senior citizens and slow walkers. It is rapidly gaining popularity amongst visitors.

It should be understood that accessible tourism means "Tourism for All". However, it needs a proper ecosystem that includes all hotels, restaurants, washrooms, sidewalks, etc., that have the necessary infrastructure to make the destination more accessible and tourism-friendly.

The tourism sector is the third-highest contributor to the GDP of Nepal. It not only brings foreign money but also gives employment to millions, and indirectly it has more multiplier effects on other sectors. Tourism in Nepal has suffered a great loss due to the Covid-19 pandemic leading to significant job losses. Hundreds of thousands of people who rely on tourism in Nepal, such as tour guides, trekking guides, mountain guides, porters, and tea-houses in trekking areas, have been severely affected by the pandemic, losing their jobs entirely and pushing them to abject poverty.

In 2020, in response to the severe impact of the pandemic, United Nations Development Programme (UNDP) supported the Nepal Tourism Board (NTB) to help the most vulnerable frontline workers of the tourism industry. The project was designed as an Immediate Livelihood Support for the Most Vulnerable Workforce in the Tourism sector by engaging them in cleaning trekking routes in the mountains and major tourist destinations in Nepal. Five places were selected for the purpose: Pokhara Metropolitan City, Madi Rural Municipality, Annapurna Rural Municipality, Khumbu Pasang Lhamu Municipality, and Janakpur.

NTB collaborated and coordinated with respective local bodies for the implementation of the project. Stricter selection guidelines were made, so that vulnerable groups are not left behind. Gender and social inclusion were also ensured in the selection of the beneficiaries. The project's workforce comprised 33 percent women. Almost 300 workers benefitted from the project. The project helped the most vulnerable workers whose livelihoods depended on tourism and had lost their jobs to the pandemic. It is believed that the project has allowed them to remain in the same profession even during the pandemic. The entire ideas and experiences have been the basis for the second project, which is currently ongoing.

Currently, NTB and UNDP have embarked on another project, the Sustainable Tourism for Livelihood Recovery that aims to support the revival of the tourism sector and focuses on providing short-term employment to the vulnerable communities whose livelihoods are dependent on tourism. Furthermore, the project also looks upon activities to support the long-term revival of the tourism sector by creating sustainable jobs and livelihood opportunities in partnership with the private sector.

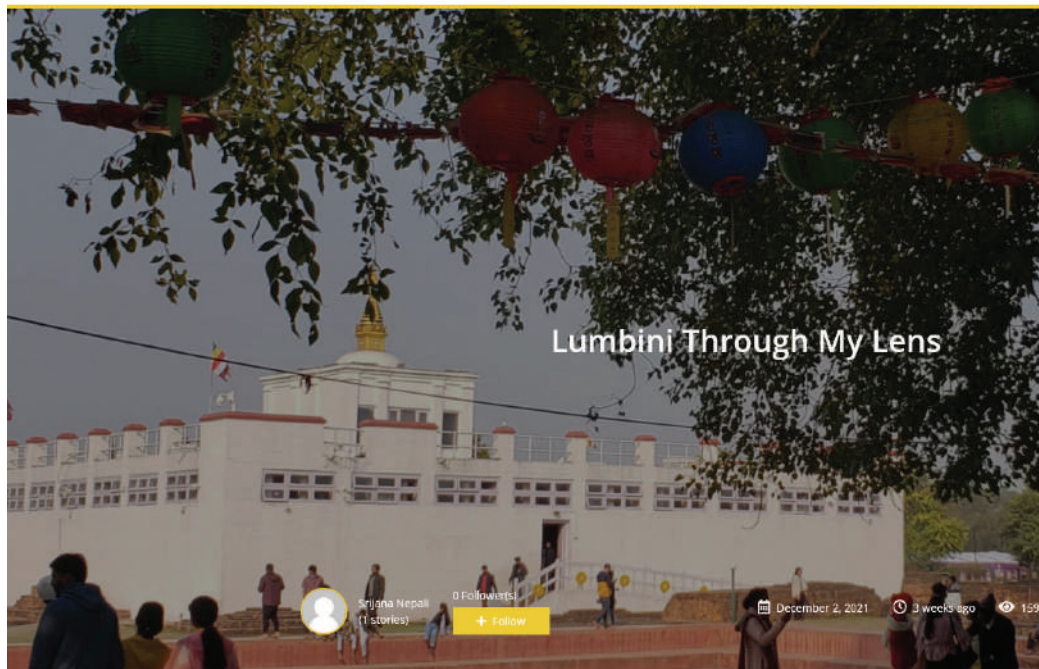
Tourism recovery programmes must incorporate inclusive growth, which is only possible if vulnerable groups or those at the bottom of the pyramid are taken care of with a holistic framework, integrated approaches, and widespread societal participation, as seen in the above projects. With all its financial muscle, the government must have broader visions and strong political will backed by the interventional capability to meet unexpected challenges and ensure that a proper ecosystem is rolled out, so that vulnerable groups are adequately taken care of. Also, to achieve the essence of inclusive growth, digital inclusion, financial inclusion and integration, constant upskilling of the workforce must be equally incorporated into the programmes.



Sunil Sharma
Sharma is a senior manager at Nepal Tourism Board.



View from Lobuche, Everest Region – Pic : Rohini Kharel



★★★★★ 5 (1)

As I swipe through the pictures of my visit to Lumbini - The Birthplace of Buddha, in 2018, it is with fondness that I recall the experiences of one of the most peaceful and welcoming places in Nepal.

Lumbini the place itself was an exotic destination for me. I had an opportunity to participate in International Buddhist Conference 2018 where people from more than 15 countries participated. With a sort of thrill and excitement, I headed towards my destination with a drive from Muglin -Narayanghat Road.

Everyone knows the road transportation and journey from roadways in Nepal but to my surprise, it was indeed a wonderful trip. Before moving forward, I headed to Saswathdham- a major thriving tourist product- Chaudhary Group's initiative. It is a mind scintillating religious place designed in a way to target the Hindu and Buddhist devotees for religious inclination, relaxation and food. It is indeed a place worth visiting for.



I reached Lumbini with a drive of 2 hours. The exotic place has always been a destination of curiosity for me. The slogan 'Buddha was born in Nepal' struck up straight. Without much lingering, I decided to visit the center of attraction Mayadevi Temple, the birthplace of Lord Buddha. The feeling itself can grab visitors to a utopian world. Each step taken led me to the world of peace and serenity. The excavated palace presents the minute details of Lord Buddha's birth story. After seeing the point where Lord Buddha took 7 steps right after his birth, I started imagining. The fantasy world was way out of my imagination. Lumbini is not limited to Mayadevi Temple only. There are more other things to be explored.

After that I was fortunate to visit Kutan- the point where Sakyamuni Lord Buddha met his family after his Enlightenment for the first time. There are 4 different stupas inside where Rahula received lessons from Lord Buddha's disciple, Buddha met his father Suddhodhana for the first time and gave Panchashila to his father and even met his mother and wife. This place carries a huge significance in the unknown point of Buddhist history.



I had a strong urge to at least see the palace where he spent 29 years. Going there, I felt Tilaurakot (Kapilavastu) being the inseparable part of Buddhist history is still not developed and overshadowed from its real charm. Besides the Ashok Pillar in Mayadevi Temple, there are still other two Pillars erected by him to mark the birth place of other forms of Buddha one Gotihawa (King Ashoka's first erected pillar which is found in broken form to mark the birthplace of Krakuchhanda Buddha) and other Niglihawa (King Ashoka's 2nd erected pillar). Kanakmuni Buddha was born there. Its remaining portion of pillar is not found yet). These two places can be projected as a tourist hub but are not yet developed and unnoticed by the travellers. I was blessed to see Ramagrama which is one of the first eight constructed stupas in which Lord Buddha's relics were enshrined and worshipped.

After a detail observation, I felt that this part of land is indeed one of Nepal's true gems, a place that hasn't been marketed enough and has the immense potentiality for tourism development. Let's think about it and visit Lumbini.

Srijana Nepali

Always a learner [View author's profile](#)



अबको हाम्रो पर्यटन



‘पर्यटक आगमन ३३ वर्षयता कै कम’ शीर्षकमा आएका समाचार हामीले पढेकै होउँछ। सन् १९८७ मा २ लाख ४८ हजार ८० अन्तर्राष्ट्रिय पर्यटक भित्रिएपछि सन् २०२० मै हो त्यसयताको सर्वाधिक न्यून २ लाख ३० हजार ८५ को आवागमन।

यस बीचमा नेपाल भ्रमण वर्ष १९९८ मनाएको अर्को वर्ष सन् १९९९ मा करिब पाँच लाख अर्थात् ४ लाख ९१ हजार ५ सय ४ जना, विस्तृत शान्ति सम्झौता पश्चात् २००७ मा पहिलो पटक पाँच लाख पर्यटक संख्या कटेको (५ लाख २६ हजार ७ सय पाँच), नेपाल पर्यटन वर्ष २०११ मनाएको अर्को वर्ष सन् २०१२ मा ८ लाख ३ हजार बयानबन्धे र हालसम्मकै उच्च सन् २०१९ मा ११ लाख ९७ हजार १ सय एकानब्धे भएको पाइन्छ।

सुरुमै पट्यार लाग्दो पर्यटक आगमनको संख्या उल्लेख गर्नुको पछाडि कारण छ। समाचारमा अलि जोडले प्रयोग हुने अनि ठाउँ पाउने शब्द नै ‘सर्वाधिक’ जस्ता विशेषण हुन्, जुन देखिँदा पढ्ने पाठकका आँखा पनि ठूला हुन्छन् र पढ्नका लागि सकसक बनाउँछन्।

यही सर्वाधिक विशेषण २०२० मा अर्को हिसावले नि जोडिँदो रहेछ। औसत बसाई १५.१ दिनको सन् १९७५ मा हिसाब राख्न सुरु गरे यताकै उच्च हो। प्रत्येक पर्यटकले दैनिक गर्ने खर्च पनि ६५ अमेरिकी डलर पुगेको छ। जुन पाँच वर्ष यताको सर्वाधिक हो। २०१६ मा ५३, २०१७ मा ५४, २०१८ मा ४४ र २०१९ मा ४८ रहेको थियो।

पर्यटनबाट हुने आम्दानी तीन वटा कुरामा निर्भर हुन्छ। पर्यटकको संख्या, औसत बसाई दिन र प्रत्येक पर्यटकले गर्ने औसत दैनिक खर्च। हिसावकै भाषामा भन्दा यी तीनको गुणनफलबाट प्राप्त हुने उत्तर नै पर्यटकबाट हुने कूल आम्दानी हो।

लक्ष्यका कुरा गर्दा पनि सुरुमा पर्यटक आगमन संख्याकै कुरो सुनिन्छ। जस्तो १९९८ को भ्रमण वर्षमा ५ लाख पर्यटक, २०११ को नेपाल पर्यटन वर्षमा १० लाख, २०२० को बीचमा रोकिएको भ्रमण वर्षमा २० लाख पर्यटक संख्या लक्ष्य राखिएको थियो। जबकि, यस्ता अभियानको मुख्य लक्ष्य नै पर्यटन आम्दानी वृद्धि गर्नु र त्यो लाभको बिस्तार गर्नु हुन्छ।

नेपाल पर्यटन वर्ष २०११ को अर्को लक्ष्य सो वर्ष आउने पर्यटकमध्ये कम्तीमा ४० प्रतिशतलाई पहिले स्थापित गन्तब्यभन्दा नयाँ गन्तब्य वा क्रियाकलापमा लगाउने रहेको थियो।

अब मूल कुरो, कोरोनाका कारण विश्व हल्लिएको छ, झट्का हाम्रातिर सक्ने महशूस गरिएको छ। पर्यटकका संख्या घटाउने कारक यही नै हो। चाँदीको घेरा जस्तो विषय खर्च र औसत बसाइका दिन बढ्नु रह्यो। अन्य अवयव समान नै मान्दा आएकाहरू चाहेंका समयमा फिर्ता हुन नसकेर पनि औसत बसाइ लम्बिएको हुनसक्छ।

मन गर्नपर्ने र आगामी दिनका लागि मार्ग देखाउने कुरो भनेको बसाइ लम्बाउने, खर्च बढाउने तर संख्यामा केन्द्रित नहुने। नेपाल जुन भौगोलिक विशिष्टतामा रहेको छ त्यसले मूलतः संख्यात्मक पर्यटनलाई भन्दा गुणात्मक पर्यटनलाई नै भरथेग गर्छ।

यहाँ अनुभव गरिने क्रियाकलाप मास अर्थात् एकैपटकमा धेरैले गर्ने किसिमको नभएर क्लास अर्थात् विशिष्ट अनुभव चाहनेका लागि हो। सौराहाको सूर्यास्त, लुम्बिनीको शान्ति, सगरमाथाको उच्चता यही क्लासले उपभोग गर्ने विषय हो।

तनहुँको मानहुँकोट आन्तरिक पर्यटकले भरियो। जानेले सञ्जालमा बादलमाथिको सुन्दर तस्बिर र भिडियो हेरेर उता जाने मनस्थिति बनाएका थिए। स्थानीय ब्यवसायी आफूले धात्रे भन्दा माथिको चाप आएपछि छिर्ने कोटा निर्धारण गर्नसम्म बाध्य भएका थिए। संख्या कै पछि लाग्दा दुख पाइने कुरोको स्थानीय उदाहरण यो हो।

चिनियाँ पर्यटकलाई संसारभर खर्च गर्ने पर्यटकका रूपमा बुझिन्छ। ती यहाँ आउँदा टिप्ससमेत कति दिने भनेर निश्चित गरेर आउँछन्। संसारभर ठीक भएको कुरो हाम्रो ठाउँमा बेठिक मात्र हैन चिनियाँ पर्यटक केन्द्रित ट्राभल एजेन्सीहरू बन्द हुने अवस्थामा पनि भेटिएका छन्।

देश चिनाउने, प्रचार गर्ने काम जटिल लाग्छन् र गन्तब्य अस्पष्ट पनि छन्। त्यही विचारणीय कुरो के छ भने जिम्मी रोबर्टले पदयात्रा, जिम एडवार्ड्सले वन्यजन्तु पर्यटन, एडमण्ड हिलारीले सगरमाथा क्षेत्र बनाएका हुन्, विकास गरेका हुन्। विदेशीले बसालेको जंगलाई बलियो बनाउने जिम्मा अहिलेको पुस्तामा छ। यसको अवयव दीगो पर्यटनको बलमा हाशिल हुनेछ।

अब संख्यालाई दूरदूर र अनुभवलाई बढावा दिने रणनीतिमा जानुको विकल्प छैन। संख्याका प्रधानतले मूल्यको ठूलो प्रतिस्पर्धामा पर्यटनलाई धकेल्थ्यो जुन दलदलबाट उभिन अहिले यो सम्पूर्ण क्षेत्र प्रयासरत छ। विगतमा सांझा उपमा भएको गन्तब्य, सस्तो अनि पैसा बचाउने गन्तब्यमा सिमित रह्यो। यसले नै विस्तार हुने, झार्किने पर्यटनको गुणलाई सुसुप्त बनायो।

रन्थनिएको पर्यटन क्षेत्रलाई मल्टिमपट्टी गर्न अहिले क्रियाशील जनशक्तिलाई बचाउन जरूरी छ। एक दुई वर्ष अस्सर गर्ने प्रक्षेपणमा अब दशक नै भन्न थालिएको छ। यो कथन विदारक छ, संगै यसले सुझबुझका साथ पाइला चाल्न प्रेरित गर्छ। विगतमा नेपालले आफूलाई सबै विधा-साहसिक, सांस्कृतिक, जैविक लगायत सम्पूर्ण क्षेत्रको अगुवा मनिराख्दा धेरै पछि पर्यटनमा बाँचे सरेका देशहरूले हामीलाई माथ गरेकाे तीतो तथ्य हामी माझ ताँजे छ।

संसारभर कहलिएका साहसिक क्रियाकलाप ती चाहे पदयात्रा, जलयात्रा, पर्वतारोहण वा अन्य केही किन नहोऊन् तिनमा नेपाली सिप प्रयोग भएको पाइन्छ नै। यो स्तरको मानव संसाधन र यिनलाई चाहिने उर्वरभूमि नेपाल जतिको उत्तम त बिरलै भेटिन्छ। अबको दिशा भनेको अनुभवमा आधारित पर्यटन पस्कने हो। यी अनुभव भनेको जीवनकाल भरिलाई संग्रहित हुने अनुभव हो।

दिगो पर्यटनलाई आत्मसाथ गरी अनुभवका परिधि ब्यापक बनाउने दिशामा लम्किनुपर्छ। मानव संसाधन र प्रकृतिको अनुपम संगमलाई जोड्ने कडी दीगो पर्यटन नै हो जसले यस क्षेत्रमा आश्रितलाई जिविकोपार्जन, प्रकृतिलाई कम हानी र समुदायमा बढी प्रतिफल ल्याउनेछ।

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HEARTFELT CONDOLENCE



HIRA BAHADUR DHAKAL

Late Hira Bahadur Dhakal, son of the late Hom Bahadur Dhakal and Bhagwati Lamichanne was born in 1967 A.D. in Kathmandu. Mr. Dhakal joined Nepal Tourism Board on May 14, 2000. He was a permanent employee of NTB and served the organization for almost over two decades in the capacity of driver. He was the happiest soul behind the wheels of a vehicle transporting employees to and from office. NTB family remembers him for his unfailing work ethics and gentle nature. He was a very popular team member for his generous spirit, unconditional loving nature, humbleness and pleasant personality.

He passed away on May 21, 2021 at the age of 54 due to COVID-19. His demise is an irreparable loss to the NTB family and his own near and dear ones.

His memory will be cherished forever and kept alive by his adoring wives, Radha Devi Khanal and Bhagwati Lamichanne and sons Hibi Raj Dhakal and Hridayandra Dhakal.



NEPAL TOURISM BOARD FAMILY

Executive Committee of Nepal Tourism Board



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Nepal Tourism Board
Secretary, Ministry of Culture,
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CHANDRA PRASAD RIJAL
VICE CHAIRMAN
MD, See Nepal Travel and Adventure
Mom's Home Pvt Ltd



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Joint Secretary, Ministry of Finance

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RAJ KUMAR KSHETRI
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MD, Hotel Barahi, Pokhara



KRISHNA KUMAR SHAH
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NGAWA NGIMA SHERPA
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