



Province Government

Ministry of Industry, Tourism, Forest and Environment

Sudurpashchim Province

Dhangadhi

Nepal

Sudurpashchim Province Tourism Master Plan
2979/80 – 2089/90 BS (2021/22 – 2031/32)
February 2022

VOLUME I

**Province Government
Ministry of Industry, Tourism, Forest and Environment
Sudurpashchim Province,
Dhangadhi,
Nepal**

**Sudurpashchim Province Tourism Master Plan
2079/80 - 2089/90 BS (2021/22-2031/32 AD)
February 2022**

Planning Expert Team Members

Dr. Pranil Upadhayaya: Team Leader/ Tourism expert
Dr. Kumud Raj Kafle: Forest and environment expert
Dr. Prem Khatri: Cultural expert
Sushma Shrestha Joshi: Sociologist
Dr. Niranjana Devkota: Economist
Dr. Moti Lal Ghimire: GIS expert
Ashwin Bir Singh Tamrakar: Civil engineer

Associate Technical Team

Pawan Kumar Mallik: Tourism expert
Ananta Narayan Tandukar: Tourism expert
Nimesh Bakunchhe: Rural Development expert
Jeevan Thapa: Rural Development expert
Anjana Timilsina: Cultural expert
Sushmita Shrestha: Tourism analyst
Naresh Shrestha: Civil engineer

**Final Technical Advisory Support from Gender and Social Inclusion Advisor
Strategic Engagement Unit, UNDP**

Lead Technical Advisor, Rabi Jung Pandey. National Tourism Expert, UNDP

ACKNOWLEDGEMENTS

The final technical team expresses its sincere thanks to the Ministry of Industry, Tourism, Forest and Environment, Government of Sudurpashchim Province, and Gender and Social Inclusion Advisor and Strategic Engagement Unit, UNDP, Country Office, Nepal for the excellent support and cooperation extended.

The team also expresses its appreciation to the valuable contributions made by stakeholders in the Sudurpashchim Province, tourism sector and individuals consulted in the process of formulating the Tourism Master Plan, and also to the planning study team for the admirable work done.

EXECUTIVE SUMMARY

Tourism Master Plan, 2079/80 – 2089/90 BS (2021/22 – 2031/32 AD) is the Government of Sudurpashchim Province's term strategic plan aimed to help achieve the much needed directions and guidance for the growth of tourism in the province. With a 10-year horizon and a 5-year Action Plan, the strategy outlines how the government of Sudurpashchim Province plans to address the key challenges confronting tourism in the first five year of its implementation. The priority action plans set forth for this period have been discussed widely and agreed in partnership with government agencies and other private sector stakeholders.

This Master Plan spells out the Government's tourism vision for Sudurpashchim Province: to be a leading tourism destination in the country and developing tourism as a significant contributor to the economy to promote and diversify current tourism offerings wider from the existing limited areas and provide a range of experiences and interests of domestic and international visitors from key economies. Though the tourism industry currently does not contribute significantly on the overall economy of the province, however, tourism is increasingly becoming important to Sudurpashchim's economy.

The unrivalled natural and cultural resources are Province's major tourism assets. Together with 3 protected areas, range of tall Himalayas, and the gate way to the sacred place Kailash Mansarowar is in this Province. To manage these unparalleled and immense tourism resources and make the best out of them, this plan pursues strategic vectors for product development, improvement and diversification, and several best practices that could stimulate and improve wider participation and benefit sharing mechanism at local levels, are presented in this Plan.

The Tourism Master Plan thus sets out key interventions to improve the tourism economy that includes (i) promotion of private sector investment, and public-private partnership by improving the investment environment; (ii) improvement of infrastructure with more focus on roads and aviation; (iii) a focus on product development around the periphery of the infrastructure that is being developed; (iv) prioritization of conservation and enhancement of natural and cultural heritages, cultural circuits as new tourism products; (v) improvement of support to facilitate the women, disadvantaged groups and local communities; (vi) improvement of the policy and regulatory frameworks to boost tourism in the province; (vii) development of mid-level human resources; (viii) promotion of the use of local resources through cross-sector linkages; (ix) support to promote micro enterprises and indigenous knowledge in tourist destinations; and (x) post COVID-19 recovery plan.

The interventions are laid out in **10 specific strategic areas** which are:

1. Tourism Products and Activities Development goals: to develop new tourism areas and tourism activities.
2. Tourism Infrastructure Development and Standardization goal: to provide clear guidelines of necessary tourism infrastructure development that will be incorporated into MoITFE's policy and work plans for immediate implementation.
3. Tourism Information Management System Enhancement goal: to make tourism, touristic information and statistical system reliable, punctual, efficient, disable friendly and easily available for tourism planning, development and management practices.
4. Institutional Framework for Destination Management and Governance goal: to provide an effective institutional, regulatory framework to support the development and growth of the sector for better practices and optimum use of resources, minimization of negative impacts on environment and society and maximization of participations of and socio-economic benefits for local communities.
5. Human Resource Development for Quantity and Quality Services in Tourism goal: to improve the human resource capacity, quality, quantity and performance in the tourism sector, and to help province minimize the numbers of youths going abroad for employment and utilize those human resources in Nepal.

6. Tourism Marketing and Promotion goal: to achieve consistently high growth in tourism arrivals throughout the year and significantly improve the value derived from visitors in terms of revenues, seasonality and geographic spread as well as to establish a universally recognised Sudurpashchim Pradesh's tourism brand and a desirable tourism image locally and abroad.
7. Coordination between inter governments, inter provinces and public and private sectors goal: to contribute to greater GDP growth and employment, reduce poverty and increase sustainable development.
8. Access and Participation of women, Disadvantaged Groups for sharing in Tourism goal: to attract investment and improve/ expand commercial tourism facilities and services in the sector and to share the tourism benefits to the wider group including women, disadvantaged group and local community.
9. Natural and Culture Heritage Conservation goal: to protect, preserve and promote the diverse tangible and intangible cultural heritage of Sudurpashchim Province and generate income and employment through sustainable tourism development and also to minimize the impact of tourism on the natural environment through a proactive planning and implementation strategy and promotion of good practices.
10. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province goal: to attract investment and improve/ expand commercial tourism facilities and services in the sector and also to improve the quality of accommodation, food, safety and public sector services to enhance the tourism experience in Sudurpashchim Province.

Tourism and economic projections: Following the implementation of the strategic plan, the economy is expected to benefit through multidimensional effects such as (a) increase in tourist arrivals; (b) increase in length of stay; (c) increase in receipts per tourist and total revenue; and (d) increase in employment. The average annual tourist arrival growth is expected to be 30% by 2022 with 20% growth of Indian tourists, 40% growth of Domestic tourists and 20% growth of International tourists. Correspondingly, tourist arrivals are expected to increase to 11,30,526 by 2025/26 and 25,04,847 by 2031/32. Tourists' length of stay is expected to be 6 days by 2025/26 and 12 days by 2031/32 for Domestic, 6 days and 10 days for Indian tourists and 20 to 22 days for International tourists respectively. Likewise, per day expenditure for Domestic, Indian and International tourists will be increased to USD 30 to 40, USD 80 to 100 and USD 120 to 150 by 2025/26 to 2031/32 respectively. Tourism receipts as a percentage of GDP will rise to 6% by 2025/26 and 10% by 2031/32. The overall assessment of the Tourism Master Plan in nutshell is as shown below:

Plan Period	
Years	Duration
2021/22-2031/32 AD (2079/80 - 2089/90 BS)	Ten Years
Vision	
Sudurpashchim province will be recognized as a tourists' friendly, safe, quality and appreciated destination equipped with fundamental standard infrastructures for world tourism market to transform it on the pathway of durable prosperity.	
Goal	
To contribute for the sustainable socio-economic development of Sudurpashchim, while protecting its natural, cultural, and environmental heritages on which its tourism sector is profoundly based	
Objectives	
Objective-1: To support the development of Sudurpashchim as an attractive, safe and quality tourism destination through the means of exploration, identification, conservation, proper management, development, promotion and protection of its outstanding and unique natural, cultural, religious, biodiversity, historical, archeological and manmade heritages and products	
Objective-2: To formulate necessary strategies and action plans for the sustainable development and diversification of tourism as nature (eco), recreational, aquatic, religious, adventure, wildlife, community based, rural tourism types, etc. by identifying and analyzing existing strengths, weaknesses, opportunities and threats of tourism sector in the province	

Objective-3: To develop tourism as an engine for the socio-economic prosperity and development of Sudurpashchim Province while facilitating the participation and inclusion of and benefits for the disadvantaged communities in tourism

Objective-4: To develop environmental and cultural heritage friendly tourism infrastructures through single as well as the integrated efforts between government, private sector and local communities

Objective-5: To develop and strengthen the policies, institutional framework, and human resources for achieving sustainable tourism development in Sudurpashchim province

Objective-6: To support for the increment on the tourism sector related revenue of government of Sudurpashchim

Strategic Areas (Components)

1: Tourism Products and Activities Development	6: Tourism Marketing and Promotion
2: Tourism Infrastructure Development and Standardization	7: Coordination between inter governments, inter provinces and intra sectors (public and private)
3: Tourism Information Management System Enhanced	8: Access and Participation of Women and Disadvantaged Groups for Sharing in Tourism
4: Institutional Framework for Destination Management and Governance	9: Natural and Culture Heritage Conservation
5: Human Resource Development for Quantity and Quality Services in Tourism	10: Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province

Overall Focus of the Tourism Management Plan

Vision	Goal	Objectives	Broader Strategies	Strategic Areas (Components)	Strategies	Action Plans
1	1	6	9	10	41	155

Envisioned Tourism Zones

Zones	Districts	Epicenters	Gateways (National / International)	Product Focuses
#1: Terai plain landscape tourism zone	Kailali and Kanchanpur	Attaria, Godavari & Ghodaghodi	N: Chispani, Karnali as eastern gateway I: (a) Trinagar-Banbasa (b) Gauriphanta Ghaddachauki (c) Bhajani/Khakraula	Wetland (Lakes), National Park, Community forests, Religious sites, River corridor, Dolphin area, Casino, Manmade parks (fun parks, religious heritage, museum) and monuments , Religious sites, Differential bridges (Single pillar and suspension), Indigenous (Tharu) traditional culture, Tharu Community Homestays (Bhada, Rana Tharu, Maghi)
#2: Mid hills religious and recreational tourism corridor zone	Dadeldhura , Baitadi, Doti and Achham	Syaule, Amargadhi, Khodpe, Patan, Dipayal – Silgadhi, Safebagar	N: Attaria I: (a) Champawat (Tamali)/Bhageshwar Village Municipality (b) Jhulaghat/Julagat towards India	Religious sites (Gods and Goddesses), Hill stations, Cool Climate, Himalayan panorama, River rafting, Archeological sites (forts), Natural caves, Lakes, etc.
#3: High Mountain landscape based adventure tourism zone	Darchula, Bajhang and Bajura	Gokuleshwar, Khalanga, Chainpur, Martadi	N: Khodpe and Silgadhi I: (a) Urai /Taclakot (b) Tinker Bhanjyang (c) Darchula	Himalayan ranges, Mountain valleys, Cultural attractions of Byasi people, Adventure foot trails (Api Himal Base Camp, Saipal Base Camp), Conservation are (Api- Nampa), Archeological remaining (Uku Durbar), Religious sites (temples, masta), Eco walking trails, Nature Hot springs, Homestays

Envisaged Tourism Products (Types)

#1: Protected area, Wilderness Region, Community Forests and Pristine Landscapes based Park and Nature observation Eco-tourism Products
#2: Hill stations, Cool Climatic elements, and Special Interest based Recreational and Sports Tourism Products
#3: Water (rivers/lakes) based Aquatic Tourism Products
#4: Sacred sites based Circuits, Religious and Spiritual Tourism Products
#5: Mountains, Nature, and clean Environment based Terrestrial and Aerial Adventure Tourism Products
#6: Community, Individuals and their Unique Culture Tradition based Homestay Tourism Products
#7: Historical, Archeological and Cultural Heritage based Tourism Products
#8: Meeting, Incentives, Conference and Events (MICE) and Business related Tourism Products

Budget Estimation for Strategic Areas (Components)

Strategic Areas	Budget (NRs. In 000)	Percentage (%)
1. Tourism Products and Activities Development	6163000	22.8168
2. Tourism Infrastructure Development and Standardization	17801000	65.90327
3. Tourism Information Management System Enhancement	157000	0.581249
4. Institutional Framework for Destination Management and Governance	95000	0.351711
5. Human Resource Development for Quantity and Quality Services in Tourism	117600	0.435381
6. Tourism Marketing and Promotion	255000	0.944067
7. Coordination between inter governments, inter provinces and intra-sectors (public and private)	11000	0.040724
8. Access and Participation of Women and Disadvantaged Groups for Sharing in Tourism	188000	0.696018
9. Natural and Culture Heritage Conservation	2031000	7.519215
10. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province	192200	0.711567
Total	27010800	100

Plan Period Targets

Visitors' arrivals, length of stay, expense and Income (GDP)

Indicators	By 2021/22	By 2025/26	By 2031/32
# of Visitors Arrival- All (30% [Average Annual growth(AAG) Rate])	452,781	1130,562	2,504,874
# of Visitor Arrival- Indian (25% AAG Rate)	300,000	675,000	1,143,750
# of Visitor Arrival- Domestic (40% AAG Rate)	150,000	450000	1,350,000
# of Visitor Arrival- International (20% AAG Rate)	2,781	5,562	11,124
Host-Guest ratio at provincial level	3:1	2:1	1:1
Visitor length of stay (day)- Domestic	4 days	7 days	12 days
Visitor length of stay (day)- Indian	4 days	6 days	10 days
Visitor length of stay (day)- International	16 days	20 days	22 days
Per day expenditure (US \$)Domestic	20 US\$	30 US\$	40 US\$
Per day expenditure (US \$)-Indian	70 US\$	80 US\$	100 US\$
Per day expenditure (US \$)International	100 US\$	120 US\$	150 US\$
Tourism's contribution to Province GDP (%)	<1%	6%	10%

ABBREVIATIONS

AD	Anno Domini
AAGR	Average Annual Growth Rate
ABCTC	Api Base Camp Trek Circuit
ANCA	Api Nampa Conservation Area
ATM	Any Time Machine
4As	Attractions, Accommodations, Accessibility and Amenities
BCN	Bird Conservation Network
BOOT	Build, Own, Operate and Transfer
BS	Bikram Sambat
C	Celsius
CA	Conservation Area
CAAN	Civil Aviation Authority of Nepal
CBS	Central Bureau of Statistics
CGLTDB	Comprehensive Ghodaghodi Lake and Tourism Development Board
CoC	Code of Conduct
COVID-19	Corona Virus Disease- 2019
Das	Destination Areas
DBG	Dewariya Botanical Garden
DCC	District Coordination Committee
DLPW	District Level Planning Workshop
DMC	Destination Management Company
DMO	Destination Management Organization
DoT	Department of Tourism
DPR	Detail Project Report
FAM tour	Familiarization Tour
FGD	Focus Group Discussion
FWU	Far Western University
GACPAF	Ghodaghodi Area Conservation & People Awareness Forum
GDP	Gross Domestic Product
GHT	Great Himalaya Trails
GIS	Geographical Information System
GLA	Ghodaghodi Lake Area
GoN	Government of Nepal
GPS	Global Positioning System
H/A	Historical/Archaeological
HAN	Hotel Association of Nepal
HOSAN	Homestay Association of Nepal
HRD	Human Resource Development
HTEA	Hotel and Tourism Entrepreneurs Association
IBBA	Important Bird and Biodiversity Areas
IMST	Information Management System in Tourism
IMTCC	Inter-Ministerial Tourism Coordination Committee
INCLUDE	Inclusive Development of the Economy Programme
ITB	International Travel and Trade Show, Berlin
KBA	Key Biodiversity Area
KCCI	Kailali Chamber of Commerce and Industry
KII	Key Informant Interview
KNP	Khaptad National Park
m	Meter
MBDA	Melauli Bhagawati Development Area
MICE	Meeting, Incentive, Convention and Exhibition
MoCTCA	Ministry of Culture, Tourism and Civil Aviation
MoEF	Ministry of Environment and Forest

Mt.	Mount
NA	Not Available
N/A	Natural/Adventurous
NARA	Nepal Association of Rafting Agents
NATHM	Nepal Academy of Tourism and Hospitality
NATTA Far west	Nepal Association of Tour and Travel Agents, Sudurpashchim Province Association
NMA	Nepal Mountain Academy
NPC	National Planning Commission
NTIS	Nepal Trade Integration Strategy
NTSP	National Tourism Strategic Plan
PA	Park Authorities
PHA	Professional Hotel Association
PLCPW	Province Level Consultation and Planning Workshop
PPCP	Public-Private-Community Partnerships
7Ps	Product, Price, Place, Promotion, People, Process and Physical Evidence QA = Quality Assessment
R/C	Religious/Cultural
REBA	Restaurant and Bar Association of Nepal
RM	Rural Municipality
RTOs	Regional Tourism Organization
SAARC	South Asian Association for Regional Cooperation
SNP	Suklaphanta National Park
SP	Sudurpashchim Province
SPRT	Source of Provincial Revenue through Tourism
SPTB	Sudurpashchim Province Tourism Board
SPTCC	Sudurpashchim Province Tourism Coordination Council
Sq. km/ km ²	Square Kilometer
STMP	Sudurpashchim Tourism Master Plan
STOL	Short Takeoff and landing
SWOT	Strength, Weakness, Opportunity and Threat
TAAN	Trekking Agencies' Association of Nepal
TAGs	Tourism Action Groups
TAs	Trekking Agencies
TDA	Tourism Development Areas
TDS	Tourism Development Society
TIC	Tourism Information Centre
TOs	Tour Operators
TT	Trans-boundary Tourism
UNWTO	United Nations World Tourism Organization
USD	United States Dollars
USPs	Unique Selling Propositions
VFR	Visiting Friends and Relatives
WNTA	West Nepal Tourism Alliance
WTTC	World Travel and Tourism Council
ZBTO	Zoning Based Tourism Offices

VOLUME I

TABLE OF CONTENTS

Acknowledgement.....	iii
Executive Summary.....	iv
Abbreviations.....	viii
Chapter 1. BACKGROUND.....	1
1.1. Contextual Background.....	1
1.1.1 Tourism Trends in Nepal.....	1
1.1.2 Tourism History of Nepal.....	1
1.1.3 Tourism Plans and Policies.....	1
1.1.4 Tourism Geography.....	2
1.1.5 Need for a Tourism Master Plan for Sudurpashchim Province.....	2
1.2. Sudurpashchim in general.....	2
1.3. Rationale.....	4
1.4. Brief Objective.....	8
1.5. Scope of work.....	8
1.6. Structure of Master Plan.....	9
Chapter 2. STATE OF ART OF TOURISM IN SUDURPASHCHIM PROVINCE: CURRENT SITUATION AND FUTURE POTENTIALS.....	11
2.1. Brief Overview of Tourism in Sudurpashchim Province.....	11
2.2. Tourist Market Segments.....	13
2.3. Tourism Establishments Providing Services.....	16
2.4. Tourism Based Employment Ration.....	16
2.5. Major Tourism Institution and Actors.....	17
2.6. SWOT Analysis of Sudurpashchim Province Tourism Sector.....	18
2.6.1 Strengths, Weaknesses, Opportunities and Threats for tourism development in Sudurpashchim Province.....	18
Chapter 3. GUIDING FRAMEWORK AND METHODOLOGY OF PLAN FORMULATION.....	22
3.1. The Planning Approach.....	22
3.2. Methodology Utilized.....	23
3.2.1 Collection and Review of Relevant Literature.....	23
3.2.1.1 District level Planning Workshop.....	23
3.2.1.2 Province Level Consultations and Planning Workshops.....	24
3.2.1.3 Focus Group discussions.....	24
3.2.1.4 Key Informant Interviews.....	24
3.2.2 Observatory Field Visits.....	25
Chapter 4. STRATEGIC TOURISM ZONES, PRODUCTS AND ACTIVITIES.....	27
4.1. Selection of Strategic Tourism Zones.....	27
4.2. Key Factors for the Division of Three Tourism Zones.....	28
4.3. Primary Objectives of Strategic Tourism Zones.....	28
4.4. Profile of Selected Tourism Zones in Brief.....	29
4.5. Profile of Selected Tourism Zones in Details.....	30
4.5.1 Terai Plain landscape Tourism Zone.....	30
4.5.2 Mid-hills based religious and Recreational Tourism corridor Zone.....	32
4.5.3 High Mountain landscape based Adventure Tourism Zone.....	35
Chapter 5. GUIDING PRINCIPLES, APPROACHES AND MANAGEMENT FRAMEWORK.....	39
5.1. Guiding Principles.....	39
5.2. Plan Period and Approach to Development.....	40
5.2.1 General Approach.....	40
5.2.2 Specific Approach.....	41
5.3. Management Framework.....	43

5.4. Plan Period	44
Chapter 6. MASTER PLAN'S OUTLOOK: VISION, GOAL, OBJECTIVES, STRATEGIES, GUIDING PRINCIPLES AND TARGETS	45
6.1. VISION	45
6.2. Goal	45
6.3. Objectives.....	45
6.4. Broader Strategies	46
6.5. Strategic Areas	46
6.6. Strategic Targets	47
Chapter 7. STRATEGIC TOURISM AREAS /COMPONENTS	49
7.1. Tourism Products and Activities Development	49
7.2. Tourism Infrastructure Development and Standardization.....	50
7.3. Tourism Information Management System Enhancement.....	59
7.4. Institutional Framework for Destination Management and Governance.....	61
7.5. Human Resource Development for Quantity and Quality Services in Tourism	63
7.6. Tourism Marketing and Promotion	64
7.7. Coordination between inter governments, Inter-provinces and Intra-sectors (public and private)	65
7.8. Access and Participation of Women and Disadvantaged Groups for Sharing Benefits from Tourism	66
7.9. Natural and Cultural Heritage Conservation	70
7.10. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province	76
7.11. Chapter 7 Annexures	77
7.11.1. Annexure 7A.....	78
7.11.2. Annexure 7B.....	82
7.11.3. Annexure 7C	84
7.11.4. Annexure 7D	87
7.11.5. Annexure 7E	88
7.11.6. Annexure 7F	94
7.11.7. Annexure 7G	98
7.11.8. Annexure 7H	99
7.11.9. Annexure 7.4	102
7.11.10. Annexure 7.6	110
7.11.11. Annexure 7.9	117
7.11.12. Annexure 7.10.....	124
Chapter 8. ACTION PLAN	129
8.1 Ten Years Action Plan.....	129
Strategic Area 1: Tourism Products and Activities Development.....	130
Strategic Area 2: Tourism Infrastructure Development and Standardization	141
Strategic Area 3: Tourism Information Management System Enhancement.....	149
Strategic Area 4: Institutional Framework for Destination Management and Governance	152
Strategic Area 5: Human Resource Development for Quantity and Quality Services in Tourism	154
Strategic Area 6: Tourism Marketing and Promotion.....	156
Strategic Area 7: Coordination between inter governments, Inter-provinces and Intra-sectors (public and private)	158
Strategic Area 8: Access and Participation of Women and Disadvantaged Groups for Sharing Benefits from Tourism	159
Strategic Area 9: Natural and Cultural Heritage Conservation	161
Strategic Area 10: Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province	164
8.2. Chapter 8 Annexures	168
Annexure 8.2.1: Achham: Ramaroshan	169
Annexure 8.2.2: Achham: Vaidhyanath Dham	171
Annexure 8.2.3: Baitadi: Melauli Bhagwati temple	173
Annexure 8.2.4: Baitadi: Tripurasundari temple	174
Annexure 8.2.5: Bajhang: Moyana Hill View Point.....	175
Annexure 8.2.6: Bajhang: Natural Hot Spring (Tatopani) at Talkot	176

Annexure 8.2.7: Bajura: Badimalika	177
Annexure 8.2.8: Bajura/Bajhang/Doti/Achham: Khaptad	179
Annexure 8.2.9: Dadeldhura: Aalital	181
Annexure 8.2.10: Dadeldhura: Amargadhi Fort	182
Annexure 8.2.11: Dadeldhura: Ganyapdhura	183
Annexure 8.2.12: Darchula: Api-Himal Base Camp Trek	185
Annexure 8.2.13: Dadeldhura: Dallek with Chepulthan park	188
Annexure 8.2.14: Doti: Chahara Jharana	190
Annexure 8.2.15: Doti: Seti River Rafting	191
Annexure 8.2.16: Kailali: Tikapur Park	192
Annexure 8.2.17: Kailali: Bhada Community Homestay	193
Annexure 8.2.18: Kailali: Ghodaghodi Lake Area	195
Chapter 9. PLAN IMPLEMENTATION APPROACH, MODALITY AND MONITORING	202
9.1 Implementation Arrangements and Strategies	202
9.2 Key Implementation Agencies and Their Potential Roles	203
9.3 Supporting Agencies	209
9.4 Resource (Budget) Requirements and Funding Mechanism	210
9.5 Monitoring and Evaluation	211
Chapter 10. GENDER MAINSTREAMING FOR ENHANCING TOURISM POTENTIAL IN SUDURPASHCHIM PROVINCE.. 213	
10.1 Context	213
10.2 The State of Women in Tourism in Nepal	214
10.3 Barriers for Women's Decent Inclusion in Tourism	214
10.3.1 Household Related Barriers	215
10.3.2 Societal Barriers	215
10.3.3 Occupational barriers	215
10.3.4 Barriers for Participation in Planning and Management of Tourism	216
10.3.5 Policy and program Level barriers	216
10.4 Women's inclusion from Gender Perspective: Prospects in Community Based Tourism	216
10.5 Recommendations and Strategic Actions	217
10.5.1 Research and Evidence Generation	217
10.5.2 Engendering Tourism Strategy, Policy and its Effective Implementation	217
10.5.3 Promote Women's Participation in Tourism Sector	218
10.5.4 Involve Women in Campaigning Promotion of Tourism Sector	218
10.5.5 Capacity Building and Leadership Development	219
10.5.6 Support in Women's Entrepreneurship Development	219
10.5.7 Promote Partnership with Private Sectors	219
10.5.8 Provision of Reward	219
10.5.9 Documentation and Dissemination of Good Practices	219
Chapter 11. POST- COVID TOURISM RECOVERY PLAN	220
11.1 Context	220
11.2 Post-COVID 19 Tourism	222
11.3 Impact of COVID Pandemic	222
11.3.1 Human Collateral and Economic Loss	222
11.3.2 Unsafe Destination Image	222
11.3.3 Travel warnings	222
11.3.4 Drastic fall in Visitors Arrivals	223
11.3.5 Added Economic Cost for Rebuilding	223
11.4 Post-COVID Strategy	223
11.4.1 Recovery	223
11.4.2 Re-development	224
11.4.3 Re-positioning	224
BIBLIOGRAPHY	226

List of Tables

Table 1: Brief introduction of Sudurpashchim in nutshell.....	2
Table 2: Evaluation of internal criteria of tourism development of Sudurpashchim by NTSP 2016-25	5
Table 3: Scope of study during formulation of tourism master plan	8
Table 4: Mixtures of tourism assets and attractions available in Sudurpashchim province.....	12
Table 5: Tourists arrival data in Sudurpashchim Province	13
Table 6: Top generating markets to Nepal 2010 to 2018, with market share.....	13
Table 7: Mixtures of tourism activities at various destinations in Sudurpashchim province	15
Table 8: Number of establishment in the major industries of tourism in Sudurpashchim province	16
Table 9: Share of number of establishment in the tourism industry by size of persons engaged in Sudurpashchim Province.....	16
Table 10: Destinations covered by field visits in districts	25
Table 11: Summary of data collection tools used	26
Table 12: Profile of selected tourism zones in brief.....	29
Table 13: Three phases of master plan with duration and implementation focuses.....	44
Table 14: Plan period targets	47
Table 15: List of airports existing in Sudurpashchim	52
Table 16: List of highways in Sudurpashchim	52
Table 17: Feeder and tourist roads in Terai Plain Landscape Zone (Kailali and Kanchanpur)	53
Table 18: Feeder and tourist roads in Mid hills based religious and recreational tourism corridor zone (Dadeldhura, Baitadi, Doti and Achham)	53
Table 19: Feeder and tourist roads in High Mountain landscape based adventure tourism zone (Darchula, Bajhang and Bajura)	54
Table 20: List of recommendations for accommodation facilities installations and improvement	57
Table 21 Strategies and working policies for Information Management System in Tourism.....	60
Table 22: Providing incentives to the existing and potential disadvantaged tourism entrepreneurs	66
Table 23: Scenario of unregistered tourism enterprises.....	68
Table 24: Existing supply chains, manmade skills and future potentials for enterprises development	69
Table 25: List of other trekking trails products	86
Table 26: List of community homestay registered in Sudurpashchim province	90
Table 27: List of individual homestay registered in Sudurpashchim province	91
Table 28: Homestay in operation without registration in Sudurpashchim.....	92
Table 29: Tourism related decisions made by MoITFE and ministries' cabinet	106
Table 30: List of Division Forest Offices in the role of DMOs on forest related issues.....	107
Table 31: DMOs formulated and led by private sector commercial tourism organizations	108
Table 32: The varied target market segments for Sudurpashchim province.....	110
Table 33: Tourism promotional initiations of Sudurpashchim in the past	113
Table 34: Various promotional materials built for marketing of Sudurpashchim	114
Table 35: Various resources for nature based tourism with description	120
Table 36: Controlled Area Permit Fee Structures for the districts in Sudurpashchim and adjoining provinces.....	127
Table 37: Main thrusts and roles in general for the implementation of plan.....	203
Table 38: The Program wise allocation of budget for SPTMP	210
Table 39: Drops in Global Tourism during January to December 2020 – 2021	220
Table 40: Drops in Nepalese Tourism during (January to December 2019 – 2021).....	221

List of Figures

Figure 1: Interest and attractions of different tourism market segments in Sudurpashchim Province	14
Figure 2: Share of number of establishment in tourism industry by Sex of owners	17
Figure 3: Tourism related stakeholders associated in Sudurpashchim province	17

Figure 4: Likely line of Tourism Destination Management in Nepal.....	104
Figure 5: Organizational Structure of MoITFE	105
Figure 6: Key Implementing Agencies in Sudurpashchim Province.....	204
Figure 7: Barriers for Women's decent inclusion in Tourism	215
Figure 8: Global COVID-19 crisis in Tourism	220

List of Charts

Chart 1: Guiding Principles of Tourism Master Plan	40
Chart 2: Specific Approaches	42
Chart 3: Management Framework (5S Model)	43
Chart 4: Proposed Organizational (Institutional) Architecture for Implementation of SPTMP and Effective Tourism System 202	

List of Maps

Map 1: Province map of Sudurpashchim with 88 local units	3
Map 2: Strategic Tourism Zones for Sudurpashchim Province Tourism Master Plan	27
Map 3: Saipal Expedition Map	84
Map 4: Api Base Camp Trek Map	84
Map 5: Ecological Zones of Study areas	117

1 Chapter

BACKGROUND

1.1. Contextual Background

1.1.1 Tourism trend in Nepal

Tourism, in the context of the present world has become one of the leading sectors for the socio-economic transformation in many countries. As a lucrative industry, tourism is growing rapidly in many developing countries including Nepal. Nepal is a unique natural and cultural destination in the tourism map of the world. The "largely unspoiled and pristine nature" and "age old culture" are key attractions and strong pull factors to establish her as a potential tourist destination in the world.

Nepal is offered not only with few of the only one attractive tourism destinations in the world (e.g Mt Everest as the highest peak, Lumbini as the birth place of Lord Buddha, Kali Gandaki as one of the deepest gorges in the world) but also with some of the most exciting and thrilling varied recreational, cultural, religious, community based village tourism, ecotourism and adventure sport (bungee Jumping, river rafting, paragliding, mountain biking, canyoning, kayaking, glacier walk, high region ultra-marathon, rock/wall climbing, and many more) activities. The mountain landscape based trekking is the core tourism product offering from Nepal. So every year several number of nature, culture and adventure sports enthusiasts travel to Nepal to experience different tourism products apart of engaging in mountain trekking, peak climbing and expedition.

This indicates huge potential of tourism for development and socio-economic transformation. This aspect is further validated by looking at Nepal Trade Integration Strategy (NTIS) which enlists tourism as one of the 19 export potential sectors. The value of the tourism sector of economy in Nepal through its contribution to Gross Domestic Product (GDP) (which is now around 5 percent) was on growing pace in normal situation prior to COVID-19 pandemic.

1.1.2 Tourism History of Nepal

With the formal opening of the country in 1950s after the successful ascend of Mt. Annapurna in June 1950 and Mt. Everest in May 1953, there were sequential efforts to develop varied category of tourism in Nepal. These included the arrivals of jungle hunters and mountaineers during 1940-50s, hippies and backpackers during 1960-70s, mountain adventure seekers like trekkers during 1980s, community based village tourism in 1980s, heritage tour lovers during 1990s, and ecotourism visitors during 21st century. Aforementioned blessed tourism features coincided with development steps milestones (episodes) undoubtedly offer huge potentials for the development of tourism.

1.1.3 Tourism Plans and Policies

For transforming these potentials of tourism for development and economy, Nepal passed through almost six decades of planning with a total of fifteen periodical plans. The process of tourism development in Nepal

through the strategy of economic planning was initiated through the very first national five-year development plan (1965–70) to promote tourism in the country and institutionalize it as a source of foreign currency earning and employment within the country. Furthermore, tourism specific national plan and policies like tourism master plan 1972, first national tourism policy 1995, New Tourism Policy 2008, Homestay Operating procedure 2009, National Tourism Strategic Plan 2016-25, Trail Standards Guidelines 2018 were also formulated to offer proper roadmaps for tourism on equitable basis and its led socio-economic progress and growth. However, the growth and development of tourism in last seven decades (1950-2020) is found to be uneven.

1.1.4 Tourism Geography

There was narrow geographical and spatial focus of tourism as it was mainly concentrated on so called "tourism triangle" area (Kathmandu, Pokhara and Chitwan- Lumbini) and Namche Bazar. Pokhara, Kathmandu and Namche Bazar furthermore remained also as the entry and exist points for trekking in Annapurna conservation area, Langtang national park and Sagarmatha National park areas respectively. A look on the total arrivals of tourists in 2019 reveals 19,874 Sq. Km area of Sudurpashchim (with Nepal's 13.28% area) received less than 1% of total international arrivals. Few major problems like poor development and diversification of tourism products and activities, inability to promote tourism at the international level as expected, underdeveloped tourism infrastructure, inability to link entrepreneurship development with tourism development, etc. as indicated for Nepal by the fifteenth periodic plan (Fiscal Year 2019/20 – 2023/24) of National Planning Commission are also largely applicable with Sudurpashchim province for the poor growth of tourism (NPC, 2020).

1.1.5 Need for a Tourism Master Plan for Sudurpashchim Province

As per the Analytical Report Tourism Industry published by Central Bureau of Statistics (CBS) in 2020, proportion of the establishment of tourism industry in Sudurpashchim province is 12.1 percent which is 2nd last amidst 7 provinces. On the same manner, out of 371,140 persons found engaged in tourism industry of Nepal, Sudurpashchim province occupies only 4.6% in this total figure with the total number of 17195 persons engaged in tourism industry. This is 2nd lowest after Karnali province. Sudurpashchim province is comparatively on the backside for tourism promotion and development due the insufficiency on the awareness of local inhabitants towards tourism industry and tourists, lower quantity and quality of tourism related infrastructures, poor entrepreneurial capacity of tourism service providers and lack of strong destination marketing and promotion.

In aforementioned context, the lack of inclusive and destination areas concentrated development efforts (planning and execution) can be reasoned for the poor growth of tourism in Sudurpashchim.

1.2. Sudurpashchim in General

The table 1 below offers the general introduction of Sudurpaschim province in brief.

Table 1: Brief introduction of Sudurpashchim in nutshell

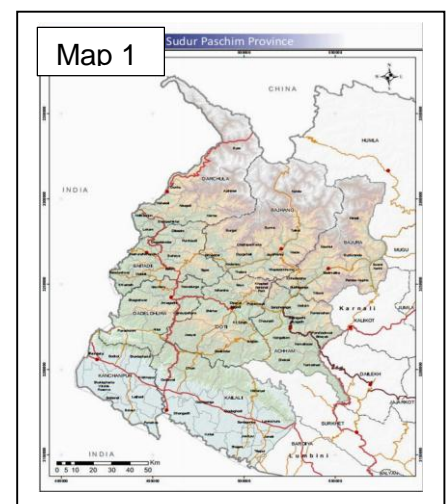
Location	Far-west spread between 28°.22" to 30°.09" northern latitude and 80°.03" to 81. 25" eastern Longitude
Area	19539 Square Kilometer (Sq. km) Mountains region = 7932.834 (40.6%), Hills = 6,748.7706 (34.54%), Terai = 4857.3954 (24.86%)
Provincial boarders	→ East: Province number 5 (Bardia) & Karnali (Surkhet, Dailekh, Kalikot & Mugu) ← West: Pithauragadh district, Utterakhand India ↑ North: Tibet ↓South: Lakhimpur district, Utter Pradesh India
Population	2,552,517 (9.63% of Nepal's total area) (2011 Census)

	Mountains = 462,345 (18.16%), Hills = 862,215 (33.78%), Terai = 1226,957 (48.06%)		
Geography	Inner Madesh, Terai, Hill and Mountains		
Altitude range	109 m (kailali) to 7132 m (Darchula, Api Himal)		
Language	Nepali and local languages		
Distance from Kathmandu	740 km		
Distance from New Delhi, India	350 km		
Identical cultural dance & music	Kailali = Sakhiya and mungrahawa dances, Kanchanpur = Jhijhi (Tharu) and Hori (Ranatharu) , Achham = Hori and Chudke, Doti = Jorail Chaulo, Bajhang = Bhuwacholi, Bajura = Bhuwa baja, Dadeldhura = Badal, Baitadi = Chaliyabaja, Darchula = Dhirbaja		
Political administrative division and governance system			
Capital	Godavari (adjacent to Dhangadhi)		
Zones & districts	Seti (Kailali, Doti, Achham, Bajhang & Bajura) and Mahakali (Kanchanpur, Dadeldhura, Baitadi, & Darchula)		
	Mountain districts: Darchula, Bajhang and Bajura	Hill districts: Doti, Dadeldhura, Achham and Baitadi	Terai districts: Kailali and kanchapur
Political constituencies	No. of House of Representative Constituencies = 16 No. of Provincial Constituencies =32		
Governance system	Chief Ministerial government system in provincial governmental level Mayor – council government system in local government units		
Total provincial sector ministries	6		
Total local governmental units	88 (1 Sub-Metropolitan city + 33 Municipalities + 54 Village Municipalities) which is 12% of total 753 local governmental units in Nepal		
Provincial borders	→East: Province 5 (Bardia) and Karnali (Surkhet, Dailekh, kalikot and Mugu) ← West: Pithoragarh district, Utterakhand India ↑North: Tibet ↓South: Lakhimpur district, Utter Pradesh India		
Language	Nepal and local languages		
Surface distance from Kathmandu	740 Km		
Surface distance from New Delhi, India	350 Km		
Identical cultural dance and music	Kailali = Sakhiya and mungrahawa dances, Kanchanpur = Jhijhi (Tharu) and Hori (Rana Tharu), Achham = Hori and Chudke, Doti = Jorail Chaulo, Bajhang = Bhuwacholi, Bajura = Bhuwa baja, Dadeldhura = Badar, Baitadi = Chaliyabaja, Darchula = Dhirbaja		

Source: Tourism Potential of Sudurpashchim Province, Study Team, 2021

Sudurpashchim is the western most province in Nepal. This province is divided into 9 districts (Achham, Bajhang, Bajura, Baitadi, Dadeldhura, Doti, Darchula, Kailali, and Kanchanpur,) and guarded by the biggest rivers Mahakali in the west, Seti River in the center and Karnali in the East. It consists the geographical coverage of Mountains (7932.834 Sq. km with 40.6%), Hills (6,748.7706 Sq. Km with 34.54%), and Terai (4857.3954 Sq. Km with 24.86%) regions (Map 1). The Far-Western region is Nepal's unexplored treasure – rich in wildlife, natural beauty and cultural expression. Ranging from the flat and tropical Terai (Kailai and Kanchanpur districts) to the Middle Hills and up to the Himalayas with the peaks of Mount (Mt.) Api (7132 m) and Mount Saipal (7031 m),

Sudurpashchim comprises everything that Nepal has to offer. As a host destination, Sudurpashchim province is full of a number of pull factors due to its unique topography, geography, climatic conditions, vegetation, natural environment, appealing attractions, and hospitable people. The traditional community guided by the religious beliefs and values of the Masto religion in this landscape, which is different than the Hindu Religion followed in most of the part of Nepal offers a



unique experience to those who are interested in studying the human civilization, traditional community, rituals and religion. Sudurpashchim is full of natural and cultural attraction and it has tremendous potential for the development of tourism and it's based societal economic enhancement.

However, a careful look at the tourism trends and issues in Nepal in totality find that these aspects largely concentrated in the central and eastern Nepal. The post-election governmental composition is in the state of readiness with necessary mandate, space and resources for intervening the much-awaited needs of prosperity and development.

1.3. Rationale

Planning well before development interventions is a must for all sectors including tourism. Planning offers a reliable basis for organized, rational and continuous effort to achieve specific objective(s) by matching available resources and programs with the needs and wants of people. In aforementioned context, the rationales for the formulation of this tourism master plan document of Sudurpashchim are illustrated by number valid points in succeeding paragraphs.

Planning the sustainable development of provincial tourism sector guided by Nepal's constitution and national tourism policies and strategies

Nepal embarked into the new governance system of federal republic under the new constitution (2015). Nepal's seven provincial governments have important functions for preserving and promoting their touristic resources/sites. Therefore, they are expected to develop tourism development strategies and respective action plans. The objectives of developing these strategies and plans are to protect cultural and natural heritage, generate own revenue and promote local economic development. In this line, Nepal's constitution 2015 has clearly stated to identify, conserve, promote and advertise nation's historical, cultural, religious, archeological and natural heritages. It has clearly stated to ecological friendly industrial development, formulation of necessary environment and polices and giving priority to local people on distribution of the benefits of tourism. नेपालको संविधान २०७२ मा “नेपालका ऐतिहासिक, साँस्कृतिक, धार्मिक, पुरातात्विक र प्राकृतिक सम्पदाहरूको पहिचान, संरक्षण, प्रवर्धन एवं प्रचार प्रसार माफत राष्ट्रिय अर्थतन्त्रको महत्वपूर्ण आधारको रूपमा पर्यावरण अनुकूल पर्यटन उद्योगको विकास गर्ने, पर्यटन संस्कृतिको विकास गर्न आवश्यक वातावरण एवं नीति निर्माण गर्ने तथा पर्यटन उद्योगको लाभ वितरणमा स्थानीय जनतालाई प्राथमिकता दिने” भनि स्पष्ट उल्लेख भएको ।

Amidst post federalism elected governmental composition (central, provincial and local), the provincial governments of all province including Sudurpaschim is guided by a number of constitutional provisions [Section 13 (Provincial Executive Body) *dhara* 162 that depicts executive authorities of province and section 16 (Provincial Economic system) *dhara* 207 and Intergovernmental Fiscal Arrangement Act 2017]. Since the formation of Sudurpashchim province, the governor of provincial government has presented five “policy and programs” for fiscal years 2074/75, 2075/76, 2076/77, 2077/78 and 2078/79. The annual “policy and programs” for FY 2078/79 envision that the proper development, expansion and improvement of five sectors namely tourism, agriculture, hydropower, herbs and industry would make it prosperous and independent. It plans to execute list of actions determined by the tourism master plan of Sudurpashchim province on priority basis (MoITFE, 2021). These annual policy and programs appear as the main basis for the annual budget and actions. Amidst this scenario, Nepal aims for transforming from a least developed to a developing nation by 2030 achieving the Sustainable Development Goals (SDGs) and eradicating poverty from the country.

In pursuit of achieving so, the Government of Nepal has adopted "**Prosperous Nepal, Happy Nepali**" as a new development slogan. The epochal change in the state structure in recent years has brought new implications in the form of opportunities and challenges in all economic spheres including tourism.

The new Tourism Policy 2008 has stressed the following policies:

- Emphasis on the need to both diversify and expand tourism while also developing and conserving destinations through the growth of both quantitative and qualitative tourism
- Strengthen the partnership between public, private and community to fulfill above needs
- Enhance services to encourage visitors to stay longer in a safe environment
- Make community to participate in the tourism sector and poverty alleviation by expanding rural tourism
- Prioritize for new destination and product development

National Tourism Strategic Plan (NTSP) 2016-25 with a 10-year horizon and a 5-year action plan has focused the following themes:

- Quality at destinations (trail infrastructure, poor attraction management, overcrowding, natural and cultural landscape degradation, safety and sustainability)
- Service quality enhancement
- Food safety and hygiene
- Quality of accommodation
- Six priority tourism development areas in the country

These dissimilar natural settings consisting of varied mixture of nature, culture, religion, vegetation, climatic conditions, flora, fauna, heritage sites, socio-cultural aspects and religions reflect the strong touristic appeal of Sudurpashchim province. It is for that reason as per the NTSP study team's made Quality Assessment (QA), Kailali and surrounding (as one of this six priority regions) has a huge potential (5 as the best in ratings) to attract visitors through a wide range of cultural and natural attractions. However, the demand and state of infrastructure are poor as shown in a table 2 below.

Table 2: Evaluation of internal criteria of tourism development of Sudurpashchim by NTSP 2016-25

Selection Criteria	Infrastructure	Potential	Demand	Diversification	Sustainability	Social impact and poverty alleviation	Govt. strategic priority	Total
Greater Pokhara	4	5	5	5	5	5	2.5	31.5
Greater Lumbini	4	5	4	4	4	5	5	31
Kailali and Surroundings	3	5	2	5	5	5	5	30
Ilam and Surroundings	4	4	4	5	4	4	2.5	27.5
Karnali Region	2	4	4	3	4	5	5	27
Central Region	4	4	3	4	4	3	2.5	24.5

Source: NSTP 2016-25, MoCTCA 2021

*ratings 1 to 5 (1- lowest and 5-best).

Aforementioned state of tourism in Sudurpashchim supports the rationale of a sound tourism planning.

Framing sustainable and systematic development framework for tourism and its linked others sectors in value chain

Apart from being an effective facilitator, the provincial Government has to play leading role from the front in matters like destination development, promotion of fairs and festivals, publicity campaigns, information technology initiatives, market research, exhibition and seminars, skill development, etc.

Facilitation for integrated efforts for tourism sector development

Development in this sector requires close partnerships between the governments, the private sector, communities and thematic research experts. It is perhaps the only sector which has a very elaborate and

multiple backward and forward linkages with other segments of the economy like infrastructure, transport, construction, environment, water resources, etc.

Offering sensible basis for the collaboration with the local and central Government and their plans

Tourism development needs multi-departmental coordination. The provincial Government can actively collaborate with municipalities and rural municipalities of local government and the wings of central governments like MoCTCA, MoEF, DoT and other Government of Nepal (GoN) Ministries/Organizations.

Following **local** governments have formulated local tourism development plans.

- Ramaroshan RM – Ramroshan area Tourism Development Plan
- Ghodaghodi Municipality – Comprehensive Master Plan of Ghodaghodi Lake Area

The **central** government/MoCTCA has also formulated following tourism plans and policies for the overall guidance of tourism development in Nepal.

- National Tourism Strategic Plan (2016-25)
- Trail Standards Guidelines 2016
- National Tourism Policy 2008
- Homestay Work Procedure 2009

This plan document is a roadmap for exchange (both give and take) of knowledge and experiences with both level of governments for mutual benefits through possible collaboration at the best.

Scaling up from past efforts and achievements

Though not well grown and matured, the tourism in Sudurpashchim province has passed through a number of campaigns at district and province levels. Few examples include Sundar Sudurpashchim advertisement Campaign led by Kailali Chamber of Commerce and Industry in 2014, *Kailali Bhraman Barsa – 2072* (Visit Kailali Year – 2072) led by Kailali District Coordination Committee and several annual *Paryatan Mahotsav and Melas* (Tourism festivals and fairs) organized at destination and/or district levels. This rationalizes the need to scaling up from the learning experiences of such events in the past.

Getting benefits from global tourism trends through planned efforts

Tourism is both an industry and social force. As an industry and social force, the globally expanded tourism sector has been playing its important roles for the development of destinations by following ways.

- a) Sustainable economic development induced prosperity
- b) Employment creation and poverty alleviation
- c) Effectiveness on the economic use of resources, environment (ecological) conservation and climate change adaptation
- d) Cultural diversification and heritage protection
- e) Mutual understanding, peace and security

As a macro tourism destination, Sudurpashchim province too deserve for the development of above trends by tourism through the planned efforts.

Relating Sudurpashchim provincial destination to global tourism growth trend to benefit at large

As a type of service and hospitality industry, tourism is one of the world's largest and fastest growing industries in the world which witnessed an average growth of 4.5% in last 20 years till 2019 before the outbreak of COVID-19 global pandemic. International tourist arrivals (overnight visitors) worldwide grew 4% in 2019 to reach 1.5 billion. All regions enjoyed an increase in arrivals. The Middle East (+8%) led growth, followed by Asia and the Pacific (+5%), Europe and Africa (both +4%) and Americas (2%). Around 100 million direct and 400 million indirect jobs were created which accounts for 10% of total global employment (WTTC, 2020). Generating USD 1.7 trillion in revenues as of 2019, international tourism remains the third largest export category behind fuels (USD 2.4 trillion) and chemicals (USD 2.2 trillion). International tourism accounts for 29% of the world's services exports and 7% of overall exports (UNWTO 2020). The plan envisions getting benefits through knowing and relating such trends.

Targeting to pull the sizeable numbers of international tourists (including Indians) from Nepal's total arrivals

Nepal witnesses 1,197,191 international arrivals in 2019 by air and land transfer. Amidst all arrivals, the average length of stay was recorded as 12.7 days. The purposes of those arrivals were for holidays (778,173), pilgrimage (197,786), trekking and mountaineering (171,937) and other purposes (rest 49,301). India, China, USA, UK and Sri Lanka were top five countries in terms of the highest numbers of arrivals. Tourism is found to contribute by 4.2% in Nepal total GDP, occupy 17.35 in total foreign currency earnings and employ 500,000.00 direct and similar number of indirect employments in a highly favorable time year. Thus, tourism can be looked as a highly potential sector for the economic development of the country due to Nepal's challenging geopolitical state, geographical structure and natural beauties. The effective execution of this plan document can support to benefit Sudurpashchim province with sizeable share.

Benefiting from domestic tourism which remains as the most sustainable aspect of tourism in COVID-19 pandemic situation

Till recently, the international tourist market segment was supposed to be one of the most prospective growth sectors of national economy and its associated development endeavor in Nepal. But more particularly the COVID-19 originated from China and spread through global north including Europe and USA has bottlenecked the inbound flow of international tourists in tourist receiving regions in global south, including Nepal, with great uncertainty. Nonetheless, the devastating effect of COVID-19 on tourism offers an opportunity for tourism sector to 'Build Back Better' by addressing the exploration of the alternative segment of '**domestic tourism**' as a viable option. **Domestic tourism** with its systematic development is felt indispensable reasonably in context of none or very poor arrivals of international tourists in Nepal until the effects of COVID-19 become normal. But this is threatened for indefinite period. The present global health crisis has given an opportunity to the Nepalese tourism economy to be free from the dependency syndrome of peripheral based international tourism. This plan formulation can be rationalized from this aspect too.

Fulfilling the vital needs of tourism development in province

Sudurpashchim Province is the untouched and is in the purest form of tourism destination in Nepal. Even having notable cultural and natural diversification for tourism sector, this province is still behind than other provinces in Nepal. This tourism master plan can play a vital role to develop tourism in province by following ways;

- By upgrading tourism industry in this province from the beginning or discovery phase in its life cycle which is clearly visible through looking at very little arrivals of international tourists after Nepal was opened for tourism

- By helping for the planned tourism development in the province consisting of infrastructures, institutions, marketing, etc. in a context where there is no previous tourism master plan of this province
- By reducing the foreign (India and Arabic nations) employment dependency syndrome of active population through creating tourism based employments for the youth within the province
- By offering a realistic framework to protect natural and cultural heritage
- By offering guidance to both local government and private sector for the overall tourism development of the province

1.4. Brief Objective

The main objective of this master plan is to help develop tourism sector of Sudurpashchim province as one of the engines for economic and social transformation while preserving its rich natural and cultural heritages through following means:

- (a) analyzing the state of art of tourism in all nine districts and major tourist destinations in the province through examining Strength, Weakness, Opportunity and Threats (SWOT), finding major challenges of tourism actors and identifying opportunities of tourist sites and events
- (b) offering Sudurpashchim provincial government and relevant stakeholders with a policy and 10 years priority action framework strategies for key components of tourism sector like infrastructures development and standardization, natural and cultural heritage conservation, Human Resource Development (HRD), institutional development, destinations' promotion, inclusion of disadvantaged communities, etc.

1.5 Scope of work

The scope of work of tourism master plan of Sudurpashchim is given below in table 3. Based on the available time and resources, this plan document has attempted its best to cover as more scopes as possible.

Table 3: Scope of study during formulation of tourism master plan

<ul style="list-style-type: none"> • Observing and analyzing the present situation of different aspects of tourism like accommodation, tourism services, connectivity, accessibility and other different infrastructures
<ul style="list-style-type: none"> • Pointing out positive as well as negative effects of tourism activities in socio-cultural and environment aspects and recommending strategies, measures and actions to mitigate/tackle and reduce their risks and impacts for making tourism infrastructures as environment friendly as possible
<ul style="list-style-type: none"> • Identifying and recommending tourism zones and products. It includes recommending new tourism treks/circuits with the detailed plan of actions for the selected tourism zones.
<ul style="list-style-type: none"> • Identifying the main and important infrastructures to be developed in a destination and making make short, mid and long term strategies, action plan and programs and estimating the cost of each infrastructure
<ul style="list-style-type: none"> • To identify the roles and responsibility of three level government and private sector in development of infrastructure in tourism destination.
<ul style="list-style-type: none"> • To collect information related to tourism destination and destination governance and to analyze them to make destination management plan, policy and to develop different tourism activities or programs.
<ul style="list-style-type: none"> • Analysis and mapping of present situation of safety and security, rescue and health facility of tourism destination. Here disaster management or crisis management need to be checked.
<ul style="list-style-type: none"> • Development of possible tourism package or product in any tourism destination.

1.6 Structure of Master Plan

This master plan consists of Two Volumes. Volume I consists of nine chapters and Volume II consists of all relevant annexes.

Chapter 1: Background of the master plan covers aspects of contextual background of plan formulation. It covers information on tourism in Nepal, Sudurpashchim province in general, potential of tourism in this province, problem statement for plan formulation, rationales, brief objective, scope of study during the formulation of tourism master plan and structure of master plan.

Chapter 2: State of Art of Tourism in Sudurpashchim Province: Current Situation and Future Potentials covers baseline information through creating general profiles of all nine districts which is followed by district map with major tourist attractions and tourism profiles in tabular form. It covers an inventory of all categories (natural, adventure, archeological, historical, religious and cultural) of tourism attractions with the indication of their market significances (global international, national domestic and local). The SWOT analysis of each district is covered next that offers an appropriate basis for the formulation of action plan as covered in chapter 8. This chapter also mentions SWOT related information of all nine districts as micro destinations. Furthermore, it covers SWOT analysis of one or two key tourism destination/product of each district. SWOT is offered for the purpose of designing action plan for their improvement and/or standardization.

Chapter 3: Guiding Framework and Methodology of Plan Formulation of the master plan covers important information on planning approach and various methodologies utilized for the collection and processing of information and formulation of plan document.

Chapter 4: Strategic Tourism Zones, Products and Activities of the master plan present information on strategic tourism zones based on the spatial and thematic attributes and features of the tourism districts and their destinations, key factors for such zone, primary objectives of strategic tourism zones and profiles of selected tourism zones in brief in a table and also in details in texts.

Chapter 5: Guiding Principles, Approaches and Management Framework: presents principles, approaches and service delivery strategies which will be followed by all nine Districts of Sudurpashchim Province for facilitating the development and management of tourism for next 10 years period.

Chapter 6: Master Plan's outlooks: Vision, Goals, Objectives, Strategies, and Targets: It is one of the important chapters which covers the vision, goals, objectives, strategies, and targets.

Chapter 7: Strategic Tourism Areas/Components presents introductory information of each of such ten strategic areas (components) as the integral part of tourism sector development, current provisions, existing arrangements, status of applications, past efforts in each components and progress update. In addition, this chapter also includes an annexure with basic information on community based tourism with its standard norms and conditions which are essential and important to run it in destination areas.

Chapter 8: Ten Years Action Plan chapter presents the structural plan and actions in eight thematic areas to be implemented under this master plan. Offered in tabular form, it presents all actions and activities with their locations, number of sub-activities for a main activity, time frame (as short, medium or long term) for execution, names of plan implementing lead responsible agency, names of other support agencies and estimated budget. In addition, this chapter also consists action plan for 18 prime products identified for entire province as an annexure to the planned activities under respective strategies.

Chapter 9: Implementation and Monitoring chapter deals with implementation arrangements and strategies including proposed organizational (institutional) architecture for implementation of Sudurpashchim Tourism Master Plan (STMP) and effective tourism system. Furthermore, it covers information with the inventory of key institutions and their roles for the implementation of master plan. Finally, it also covers information on budget estimation for plan implementation and valuable suggestions on monitoring and evaluation.

Chapter 10: Gender Mainstreaming for Enhancing Tourism Potential in Sudurpashchim Province chapter deals with the importance of gender issue at local, provincial and national levels for the development of SP considering its potential in harnessing the capacity of both men and women in various spheres of development including tourism. This aspect is also largely related with the achievement of the Sustainable Development Goals 2030.

Chapter 11: Post -COVID Tourism Recovery Plan chapter emphasize the recovery plan by which value of tourism can bounce back to its pre-COVID 19 level if the negative image is eradicated from the tourists' minds. As no tourism destination is immune from crisis, the SP tourism industry too requires strategies and a set of directions to follow, which will enable and prepare SP tourism destination able to manage this crisis implementing a recovery strategy.

ANNEXES

General profile of all nine districts of Sudurpashchim Province, SWOT Analysis of major tourism destinations of nine districts, field activities along with photographs are included in ANNEXES.

Other important document like the outcome of the field workshops along with the list of participants has already been presented separately in the workshop completion report.

2 Chapter

STATE OF ART OF TOURISM IN SUDURPASHCHIM PROVINCE: CURRENT SITUATION AND FUTURE POTENTIALS

2.1. Brief Overview of Tourism in Sudurpashchim Province

Sudurpashchim Province (Far West) is one of the seven provinces, which is constituted as per the new constitution of Nepal 2072. The Province represent high mountains in the north, hills in the middle and the plain terai in the south representing very cold to warm and humid weather conditions. Spreading between 109 m of Kailali district to 7,132 m altitude at the top of Mt. Api of Darchula, Sudurpashchim province has diversified geographical features, climate, river valleys (Seti, Mahakali, Bhudiganga, etc.), ecological belts, environment, natural landscape, human settlements and their cultures.

Sudurpashchim Province has divided into nine districts and with some parts of Bajhang, Bajura, Achham and Doti districts are covered by Khaptad National Park and its Buffer Zone. Khaptad National Park is a protected area in the Sudurpashchim Province, which was established in 1984. Stretching over the four districts of Bajhang, Bajura, Achham and Doti it covers an area of 225 km² and ranges in elevation from 1,400 m to 3,300 m Likewise, Kanchanpur district is covered by Suklaphanta National Park a designated hunting reserve in 1969 which later declared as protected area in 1976 and National Park in 2017 with a total area of 305 sq. km. Similarly, Api-Nampa Conservation Area which is also a protected area in the Darchula district, was established in 2010 with 1,903 km² in an elevation from 518 to 7,132 m at the Himalayan peak Api, and is within the circumscribed area of the Kailash Sacred Landscape. Named after the two peaks Api and Nampa, it was established to conserve the unique biodiversity and cultural heritage of the area.

Sudurpashchim Province has unparalleled natural beauty, couple with extremely varied and diverse attractions. Himalayan landscape and natural beauty highly suitable for trekking and mountaineering and important natural, religious and cultural sites including the Khaptad National Park, Suklaphanta National Park, Api Nampa Conservation Area and many wet lands provide this province natural and cultural advantages. Some of the major tourism products, which have made Sudurpashchim Province more potential includes:

- The Himalayan landscape including the peaks of Mount Api, Saipal
- Natural beauty and Hills, Lakes and Mountains for adventure based activities like mountaineering, trekking, rafting, etc.
- Religious and spiritual sites like the famous Tribeni, Saharsha Linga, Baba Ashram at Khaptad, Badimalika, , Ramaroshan, Baidanath, Ugratara, Tripura Sundari, Ninglasen, Malika Arjun etc. a popular Hindu shrine.
- Rich culture and festivals.

Despite these advantages, there is still less contribution from tourism to the local economy. There is an enormous opportunity to improve the tourism industry in a higher growth path by improving infrastructures addressing environmental degradation, enhancing tourism promotion and marketing and developing tourism products. Some of the tourism attractions as an assets and products of SP spreads in Terain, Hills and Mountains are shown in Table 4 and 5.

Table 4: Mixtures of tourism assets and attractions available in Sudurpashchim province

Mountains:	Mt. Api (Darchula), Mt. Saipal (Bajhang), Mt. Byasrishi (Darchula), Mr. Jethibahurani (Bajhang) and so on
Great Himalaya Trails (GHT):	Mt. Api and Mt. Saipal Base Camp Treks
Protected natural areas:	Shuklaphanta National Park (Kanchanpur), Khaptad National Park (Achham, Bajhang, Bajura and Doti), Api Nampa Conservation Area (Darchula)
Cultural landscape:	Durgathali & Chabbispati (Bajhang) and others with mix culture of Tharu, Chhetri, Brahmin and other mountain communities
Archeological sites:	Ajaymeru <i>kot</i> (fort) and Amarsingh <i>ghadhi</i> (fort) (Dadeldhura),
Manmade parks:	Tikapur, Kanari, Jokhara parks (Kailali), Dhamkane park (Bajura), Martadi city park (Bajura), Vaidhyanath Dham park (Achham)
Rivers:	Mahakali, Seti, Karnali, Budhiganga, Kailash, Mohana, Patharia, and so on
Unique water creature:	Dolphins and Golden Mahaseer in Karnali and other rivers (Kailali), Crocodile and Paython in Ghodaghodi lake (Kailali)
Lakes:	Budhinanda & Khapar (Bajura) Ghodagodhi, Joganiya and Jokhar, (Kailali), Ali (Dadeldhura), Bedkot & Jhilmila (Kanchapur), Surma Sarobar (Bajhang) and so on
Waterfalls:	Budar (Doti), Barel Chada & Dantola (Bajhang), Birekhola (Bajura), Barahmase & Batase (Kanchanpur) and so on
Natural hot springs:	Shree bagar beside Mahakali River (Darchula), Tapoban/Talkot beside Seti River (Bajhang) Caves: Patal Bhumeswor (Baitadi), Kailash gufa (Bajhang), Bhote gufa & Talkot (Bajhang)
Old palaces of ancient and medieval era:	Uku (Darchula), Doteli King (Doti), Mal la - Garba & Nimdi (Kailali), Bhopur (Bajhang)
Hill stations based viewpoints:	Moyana danda, Khasileda & Chuli (Bajhang), Khani danda, Rajkanda & Vasubhir hills (Kailali), Byas gumpa site hill (Darchula), Dallek (Darchula) and so on
Seven sisters goddesses' temples	= Tripurasundari (Dadeldhura), Melauli Bhagawati, Nigalsaini & Dilasaini (Baitadi), Surma Devi (Bajhang), Ugratara (Dadeldhura) and Badimalika (Bajura)
Many other popular Hindu temples:	Sidhababa (Kanchanpur), Ghodaghodi temple, Laxmi Narayan, Behada baba & Naina Devi (Kailali), Dungri Devi (Darchula), Mohanyal (Kailali)
Masto temples:	Talkot, Chabbipati & Bannimasta (Bajhang)
Five Kedars	= Gwallek, Raula, Dhoj, Deulek & Dogada (Baitadi)
Six Dhams	= Parsuram (Dadeldhura), Ishowriganga (Baitadi), Godavari (Kailali), Vaidhyanath (Achham), Shivpuri (Kailali) and Tribeni (Kahaptad)
Unique bridges:	Chandani Dodhara suspension as Nepal's longest (Kanchapur), Julaghat as built by British India 200 years ago (Baitadi), Chisapani as stands on single pillar (Kailali) and so on
Strange hill shape:	Linga landscape (Kailali)
Doteli language, ruling history and civilization:	Doti
Other manmade attractions	: Aircraft museum (Kailali, Long statue of Nepal Ama (Kanchapur), Statue of Nepal Ama on the bank of Seti river (Doti)
Single ethnic group based community Homestay:	Bhadagaun & Maghi (Kailali) and Ranatharu (Kanchanpur) Source: Field work and secondary information

Source: Study Team, 2021

Table 5: Tourists arrival data in Sudurpashchim Province

Tourist movement statistics						Climbers movement		Trekkers movement	
Years	Total arrivals in Nepal	Arrivals in Sudurpashchim as per various nationalities			Total arrivals in Sudurpashchim	Total departure of foreigners from Sudurpashchim	MtApi (7132m)	Mt. Saipal (7031m)	Out of 150,000 trekkers to Nepal mountains in 2017, only 3000 (0.2%) Visited western Nepal mountains
		Nepali tourist	Indian	Foreigners (Banbasa+ Gauriphanta)		Foreigners (Trinagar+ Gaddhachauki)			
2010	602,867	25000	350000	32+ 1570	376602	42+1410			
2011	736,215	27000	390000	44+1610	418654	37+1490			
2012	803,092	30000	395000	40+1680	426720	38+1585			
2013	797,616	32000	400000	29+1739	433797	19+1609			
2014	790,118	34000	407000	35+1803	442838	33 + 2133		1	
2015	538,970	28000	325000	45 + 2060	355105	40+1536	4		
2016	753,002	33590	435000	52 + 2582	471224	54+1559			
2017	940,218	38000	450000	36 + 2745	490781	45+1789			

Note: Out of total arrivals of 940,218 tourists, a total of 606,091 (64%) tourists visited National Parks and Wildlife Reserves in Nepal in 2017

Source: Result of Boarder survey, 2015; MoCTCA, 2017

2.2. Tourist Market Segments

Since there is no mechanism to keep separate records for tourists to visit Sudurpashchim Province. The top source markets (Table 6) for Sudurpashchim, indicating its importance are almost the same as a major destination within Nepal. It is significant that all countries arrivals are equally meaningful to all destinations in the country.

Table 6: Top generating markets to Nepal 2010 to 2018, with market share

Country	2010	2011	2012	2013	2014	2015	2016	2017	2018	Change 2018/17 %	Market share 2018
India	120,898	149,504	165,815	180,974	135,343	75,124	118,249	160,832	194,323	20.8%	16.57 %
China	46,360	61,917	71,861	113,173	123,805	64,675	104,005	104,664	153,633	46.8%	13.10 %
Sri Lanka	45,531	59,884	69,476	32,736	37,546	43,117	57,521	45,361	69,640	53.5%	5.94%
UK	35,091	39,091	41,294	35,668	36,759	29,730	46,295	51,058	63,466	24.3%	5.41%
USA	36,425	42,875	48,985	47,355	49,830	53,897	53,645	79,146	91,895	16.1%	7.83 %
Thailand	21,528	33,541	36,618	40,969	33,422	32,338	26,722	39,154	52,429	33.9%	4.47 %
South Korea	20,320	24,488	26,004	19,714	23,205	18,112	25,171	34,301	37,218	8.5%	3.17 %
Australia	16,243	19,824	22,030	20,469	24,516	14,816	25,507	33,371	38,429	15.2%	3.28 %
Germany	22,583	27,472	30,409	22,263	18,028	12,216	23,812	29,918	36,879	23.2%	3.17 %
Bangladesh	16,470	17,563	16,764	22,410	21,851	14,831	23,440	29,060	26,355	-9.3%	2.25 %
Myanmar	-	-	-	-	-	-	25,769	30,852	41,402	34.2%	3.53%
Japan	23,332	26,283	28,642	26,694	25,829	14,465	22,979	27,326	29,817	9.1%	2.54 %
France	24,550	26,720	28,805	21,842	24,097	10,885	20,863	26,140	31,810	21.7%	2.71 %
Malaysia	6,752	7,381	11,780	18,842	18,915	9,855	13,669	18,284	22,833	24.9%	1.95 %
Spain	13,712	16,037	14,549	10,412	13,110	4,307	12,255	15,953	20,214	26.7%	1.72 %
Canada	9,322	11,404	13,507	12,132	11,610	6,495	12,491	15,105	17,317	14.6%	1.48 %
Netherlands	13,471	16,836	15,445	10,516	12,320	4,324	11,453	13,393	15,352	14.6%	1.31 %
Italy	10,226	12,621	14,614	9,974	10,347	3,972	9,911	11,840	15,342	29.6%	1.31 %
Others	120053	142774	137666	141811	160396	120510	112820	165771	203626	23.1%	24.20%
Total	602,867	736,215	803,092	797,616	790,118	538,970	753,002	940,218	1,173,072	24.8%	100.00 %

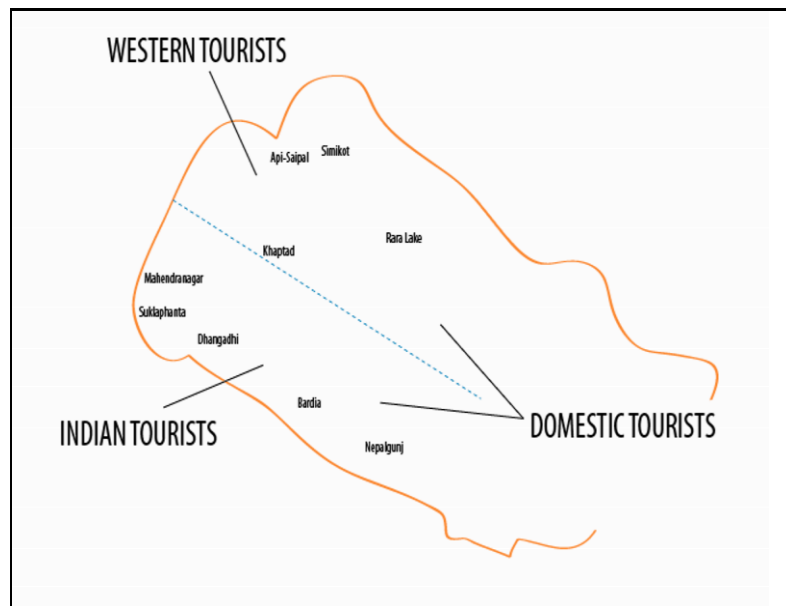
Source: Nepal Rastra Bank and MoCTCA Nepal 2018

Indian visitors for Nepal's tourism are quite important volume market as well as high spenders despite their short trips. Indians come to Nepal in summer months, which is basically a lean season for other markets.

Most visitors come for business, religious, official and gambling purposes. A total of 194,323 Indians visited Nepal by air in 2018, which was a gain of 20.8% over the previous year (Table 6).

All three categories (Indian, Western and Domestic) of tourist markets segments are equally important for Sudurpashchim province. However, the choice and perception of those market segments are different with one region (as ecological belt) as prime choice with rest two others as alternative choice. This variation on interests and choice of tourism market segments are marked in figure 1 below.

Figure 1: Interest and attractions of different tourism market segments in Sudurpashchim Province



Source: Study Team, 2021

Amidst the three market segments, there is tremendous prospect for Indian market to Sudurpashchim Province due to its proximity and cultural ties. This region keeps its existence as the western entry door to the tourists from India, which is touched by its “Uttar Pradesh”¹ and “Uttarakhand”² states. The present population of these two neighboring states of India is the huge market segments for Sudurpashchim. However, the arrivals of foreign tourists other than Indians are very low. Most of the arrivals of those tourists are of transit type coming from India to extend their Indian visa to stay longer in India. Amidst the types of Indians, majority are budget tourists visiting here for (a) religious purpose to pay homage to temples like Behada baba (Kailali), Siddhanath (Kanchanpur), and few others like Khaptad Baba site and other dhams and (b) treatment and surgery of eye sight in eye hospital in Dhangadhi based on free of cost basis.

¹ 243,286 km² Uttar Pradesh with Lucknow as its capital is a state in northern India with 243,286 km² land area and estimated population of 224 million in 2018

² Uttarakhand with Deharadun as its capital is a state in northern India with 53,483 km² land area crossed by the Himalayas. Its total population is 10.08 million in 2018

From the viewpoint of tourism prospects, the Sudurpashchim province nevertheless keeps its existence as the western entry door to the tourists from India, which, with its close proximity of metropolitan cities in India like Rudrapur, Pithauragadh, Lucknow, New Delhi and others is the biggest market for Nepal.

With still a low number of tourist arrivals in comparison to other tourist destinations in Nepal, tourism in the Sudurpashchim is still pure and devoid of the adulteration of too many tourists. The activities for tourism for external tourists entering Sudurpashchim or internal domestic tourists traveling from one place to another in Sudurpashchim province is also diverse as per the diversifications in attractions available here. This diversification in tourism activities and events are revealed in a table 7 below.

Table 7: Mixtures of tourism activities at various destinations in Sudurpashchim province

Terrestrial tourism activities	<ul style="list-style-type: none"> • Adventure tourism activities like peak climbing, trekking to base camps or one site to another, and soft walking in hills and mountains with Great Himalaya Trails (GHT) regions boating in lakes and rivers, etc. • Park or safari or wildlife tourism, Eco-tourism, Nature tourism, park observation in protected natural areas and parks • Bird watching in wetlands, community forests and national parks Observation and homestay tourism in destinations with cultural and natural landscape • Study, research and observation tours in historical and archeological sites like fort, cave, etc. • Paying homage, worshipping and meditation at religious and spiritual sites • Change of climate and relaxation in viewpoints in hill stations • Recreation, MICE, VFR tourism, etc. in business hubs and gateways like Dhangadhi, Mahendranagar, Attaria and Dadeldhura • Mountains and snow viewing in mountain hill towns and hill stations like Khanidanda (Kailali district), Amargadhi (Dadeldhura district), Gothalapani and Bichpani (Baitadi district), Chainpur (Bajhang district), Dipayal & Silgadhi(Doti district) and Khalanga (Darchula district)
Aquatic tourism activities	<ul style="list-style-type: none"> • Rafting in rivers, boating and observation of biodiversity in lakes, kayaking in rivers, observing and participating in canyoning in waterfalls, bath taking in natural hot springs
Aerial tourism activities	<ul style="list-style-type: none"> • Paragliding, bungee jumping, zip line, scenic helicopter flights, etc.

The contrast land setting with the plains, small hills and hillocks on the shadow of towering mighty Himalaya range is the great virtue of natural heritage in Sudurpashchim. The beautiful vision of the Himalayan range is the prime attraction of these hill tops. Each of these hill tops is accessible up to the peaks by surface transport or two to six hours of trekking or pony trek. Some of these hilltop destinations are full of agro (farming) and cultural activities. There is availability of home-stay tourism with rural tourism activities in the surrounding villages of these hilltops.

Dhangadhi Sub-Metropolitan City, Attaria (Godavari Municipality) and Mahendranagar (Kanchanpur) have a number of tourist facilities like luxury and standard hotels, casino, shopping malls, restaurants, museum, parks, gardens, homestays, etc. Amargadhi (Dadeldhura) is the nearest the biggest hill stations from southern part like Dhangadhi/Attaria/Mahendranagar. Dhangadhi and Mahendranagar remain as entry and exist hub or gateway for several renowned tourist destinations and their associated activities in Sudurpashchim province.

Mahendranagar (Bhimdatta Municipality) is second big market city located towards extremely west in this province. It is the gateway to Shuklphanta National Park (Kanchanpur) for wildlife tourism and for other emerging tourist spots like Jhilmila Lake, Bedkot Lake, and Siddhababa *dham* (pilgrimage). Furthermore, Attaria offers itself as a connecting transit point for several great pilgrimage of seven sister goddess and

five *dhams* (pilgrimage), Api (7132 m), Nampa and Byas Himal regions for GHT trekking and glimpses of far west Himalayas (Api, Saipal, Byasrishi, etc.).

There is high prospect to serve Dhangadhi, Mahendranagar, Attaria and Dadeldhura as tourist hub/gateways for Sudurpashchim through the development of essential public infrastructures in coordination with local governmental agencies.

2.3. Tourism Establishments Providing Services

There are a total of 7604 tourism establishments in Sudurpashchim province are providing services in tourism sectors for both national and international tourists as indicated below, which is only 5.6% of Nepal's total. This figure being positioned as 2nd last (being Karnali as the lowest) amidst 8 provinces.

Table 8: Number of tourism related establishments in Sudurpashchim province

Districts	Short term accommodation activities		Restaurants and mobile food service		Beverage serving activities		Travel agency activities	
	No.	Share	No.	Share	No.	Share	No.	Share
Bajura	202	14.30%	237	4.30%	1	0.20%	2	2.60%
Bajhang	94	6.70%	383	6.90%	3	0.60%	24	31.60%
Darchula	68	4.80%	205	3.70%	17	3.20%	3	3.90%
Baitadi	74	5.20%	263	4.80%	4	0.80%	10	13.20%
Dadeldhura	108	7.70%	268	4.90%	6	1.10%	1	1.30%
Doti	154	10.90%	344	6.20%	5	1.00%	3	3.90%
Achham	197	14.00%	354	6.40%	38	7.20%	6	7.90%
Kailali	384	27.20%	2238	40.50%	348	66.20%	23	30.30%
Kanchanpur	129	9.10%	1230	22.30%	104	19.80%	4	5.30%
Total	1410		5522		526		76	
National Total	134832							

Source: CBS, (2021).

2.4. Tourism Based Employment Ratio

In 7,604 tourism establishments in Sudurpashchim province, the number of employments ratios are as indicated below in table 9. More number of persons are employed in small scale tourism enterprises all over the country. Sudurpashchim province also follows the same trend employing 1-2 persons in 5889 tourism enterprises. Sudurpashchim Province has negligible number of establishments which employs more than 50 persons.

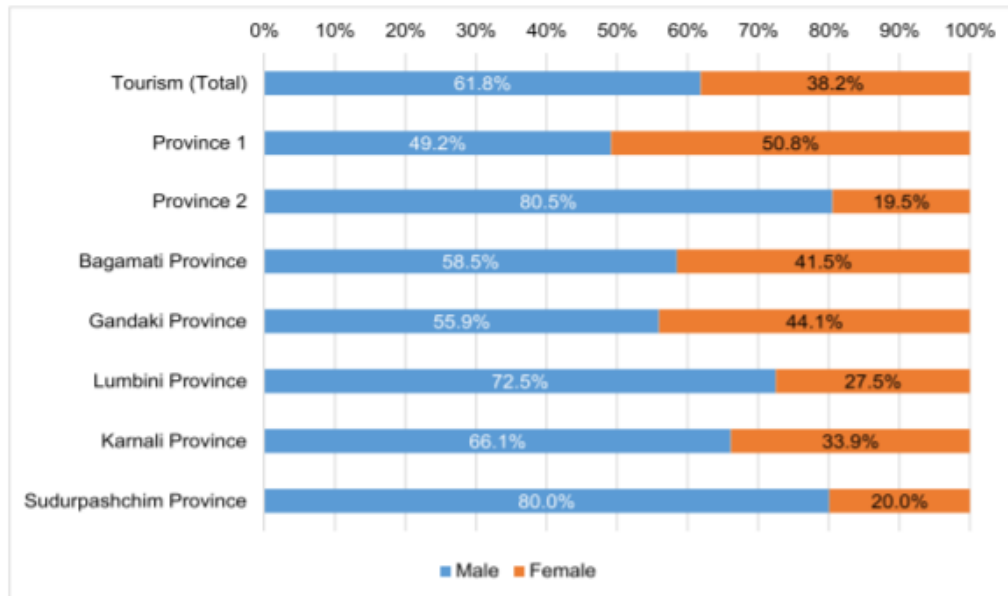
Table 9: Share of number of establishment in the tourism industry by size of persons engaged in Sudurpashchim Province

	Number of Persons Engaged						
	1-2	3-5	6-9	10-19	20-49	50-99	100 and above
Province 1	18,855	5,125	682	178	52	7	1
Province 2	8,191	2,486	321	89	29	4	0
Bagamati Province	32,722	11,484	2,937	1,468	503	80	40
Gandaki Province	11,223	3,942	801	320	102	18	6
Lumbini Province	14,327	4,011	590	213	54	14	2
Karnali Province	5,115	1,057	139	33	4	2	1
Sudurpashchim Province	5,889	1,411	218	72	11	3	0
Total (Tourism)	96,322	29,516	5,688	2,373	755	128	50

Source: CBS, (2021).

The proportions of the establishments with female owners are low in Sudurpashchim Province (20.0%) while highest in Province 1 (50.8%) (Figure 2)

Figure 2: Share of number of establishment in tourism industry by sex of owner

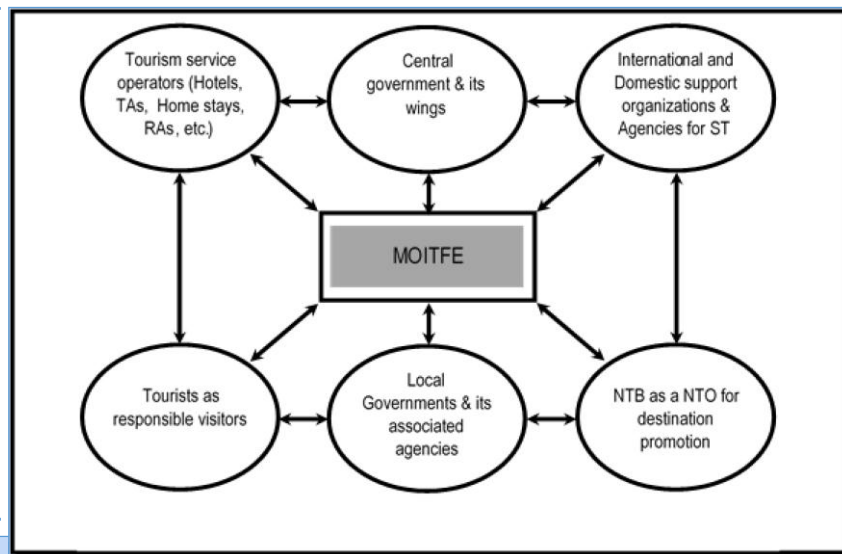


Source: CBS, 2021

2.5. Major Tourism Institution and Actors

There are following actors found as directly and indirectly associated with the tourism function in Sudurpashchim Province.

Figure 3: Tourism related stakeholders associated in Sudurpashchim Province



Source: Study Team, 2021

2.6. SWOT Analysis of Sudurpashchim Province Tourism Sector

2.6.1 Strengths, weaknesses, opportunities and threats for tourism development in Sudurpashchim Province

In general, there are lots of opportunities to develop Sudurpashchim Province as potential tourism destination, for which, so far, some activities have already been accomplished. However, still there remain some gaps and threats for tourism developments. So, for tourism development, the strengths, weakness, opportunities and threats identified within the province are highlighted in summarized form in the succeeding paragraphs. For detail profile and SWOT analysis of all nine districts of this province see **Volume II, Annex 2 to 10**.

Strengths	Weaknesses
<p>There are naturally rooted few strengths of Sudurpashchim which not only make pride for this destination but also gives confidence and offers as a highly favorable departure point for more planning and executive more work for the sustainable development of tourism in this province.</p> <ul style="list-style-type: none"> • A destination with the prospective for multiple brand identities like: (a) a hub for indigenous Tharu cultural heritage attraction (b) the ultimate destination for bird watching tourists (c) a destination with strong religious feeling (d) an eco-friendly green/nature tourism hub in Nepal's western Terrain with several community managed forests spread in land cover, and (e) an agro organic food destination with the widespread availability of organic and local food for incoming visitors • A destination with key attributes for tourist markets segments of all kinds (Nepalese, Indians, International – Europeans and Americans) • Self-built networks of private sector tourism stakeholders in the forms of Tourism Action Groups (TAGs – • NATTA, TDS, PHA) at district level destination areas offering good space to intervene with business plan • The rich and diverse biodiversity, flora, fauna, and varied landscape are the key attractions for tourists who visit in very low numbers from Europe and USA • Dhangadhi Sub-Metropolitan City, Attaria (Godavari Municipality) and Mahendranagar (Kanchanpur) have a number of tourist facilities like luxury and standard hotels, casino, shopping malls, restaurants, museum, parks, gardens, homestays, etc. • Simplicity and rich hospitality nature of local host (Tharus, Magar, Brahmins, and Chhetri) population • Available with homestays own and run by indigenous Tharu communities with rich tradition 	<p>Despite its natural and cultural appeal and aforementioned constructive efforts, following weaknesses are widespread felt bottlenecks (constraints) whose mitigations are precondition to offer Sudurpashchim as a preferable tourist destination.</p> <ul style="list-style-type: none"> ▪ Poor border connectivity of Sudurpashchim border with Indian border. The lack of an efficient single window platform at Trinagar and Gaddhchowki points is acting as the bottleneck for the arrivals of Indian tourists and tourist from third countries via India. Cross-border issues at Mahendranagar and Dhangadhi – operators report restrictive border timings, incomplete road links, delays for cross-border vehicles and tourism “harassment” by border authorities ▪ Inadequate and poorer supply and standards of tourist infrastructures services (accessibility, accommodations, amenities, health and safety arrangements) ▪ Sudurpashchim products / potentials of destination are not well recognized both on International and national markets due to poor quality of information materials, weak dissemination of information for marketing and promotion ▪ Very poor awareness of average local people of Sudurpashchim in tourism, tourists, benefits of tourism, etc. Communities are overtly unaware of tourism as a source of income earning, and as a transformation of social behavior ▪ Poor tourism awareness and technical know-how even in the responsible government structures resulting unfocused and scattered plans and budget distribution ▪ Poor standard and quality of tourism products existing widespread in the Sudurpashchim ▪ Lack of regular plans and programs in tourism which is focused for community and entrepreneurs' awareness, their capacity building, business support activities like business plans, tour packages formulation and operations, etc. ▪ Similar nature of rivalry organization³ working to promote tourism in Sudurpashchim and it is challenging to develop synergy amongst the likeminded organizations

³ Its example includes NATTA Far West and TPA located in Dhangadhi. These organizations are also working similar kinds of activities for promotion and marketing of Far West what TDS is working. However, there is no good synergy observed.

	<ul style="list-style-type: none"> • Presence of structural barrier particularly to work in the areas like Shuklaphanta National Park, Khaptad National Park and Api Conservation areas which are under strong jurisdiction of Department of National Park and Wildlife conservation. It is preventing the flow of tourists in those areas ▪ Low value image of Sudurpashchim destination as a whole on the backdrop of higher transportation cost to and from Kathmandu, and poorer arrangement of accommodations, food, and emergency protection from the supply side ▪ Lack of provincial level and local level (destination areas') tourism master plans, programs and strategic guidelines to offer and develop far west as a premier tourist destination ▪ With the limited capacity of Dhangadhi in absence of its branded identity⁴, the add on benefits for other destinations areas in Sudurpashchim is also narrowed ▪ Lack of developed tour and transport services in Western Nepal hubs, with generally low quality hotels and vehicles, constrained HRD and SMTE development, and community lack of preparedness ▪ Lack of demand for packaged tours in Sudurpashchim from tourist market segments which have interest on recreation and holiday making ▪ Lack of local level Destination Management Organizations (DMOs) for taking the leading roles for destination tourism management affairs ▪ Capacity constraints of local tour operators with their lower numbers and almost no attention of Kathmandu based tour operators to package and sell Far West ▪ Lack of enterprises (e.g. tour operators, trekking agencies, etc.) in districts and their headquarters (e.g. Gothalapani, Khalanga, Chainpur, Sanfebagar, Mangalsen, Dipayal) other than Kailali and Kanchapnur, which can formulate packages for tourists and connect with tourist markets ▪ Sudurpashchim is freshly recognized as an add-on destination (not as a main destination) which has little spill over benefits confined only in tour packages mostly combined with Dhangadhi, Shuklaphanta, Chisapani, Tikapur, etc. ▪ Lack of coordination amongst the different public stakeholders and public-private • Lack of competitive products and services and weak management of destination areas • Scattered efforts done and resources allocated from the different stakeholders in meager initiatives. Poor integrated approach for complementing works. • Lesser number and variety of water based (related) tourism activities and subsequent information for tourism products in a context where Sudurpashchim has the concentration of the largest number of wetlands and finest rivers amidst all provinces in Nepal • Substandard of hospitality, language and service skills of service providers • Absence of tourism development site plans and guidance for specific areas • Lack of historical, cultural and nature interpretation of touristic sites in absence of local guides and interpretation facilities causing less meaningful experience to tourists
--	--

⁴ Dhangadhi as a hub needs to present itself with a brand identity. For it, Dhangadhi as a 'cricket hub town', Dhangadhi as a gateway to 'Mt. Mansarovar and kailash pilgrimage', Dhangadhi as an entry for 'Khaptad and 7 sisters goddess dham', Dhangadhi as a gateway for 'adventurous trekking to Great Himalaya Trails to Api and Saipal Base camps' are some of the options to brand.

Opportunities	Threats
<p>Following opportunities prevail in Sudurpashchim which requires incasing and exploiting for the lasting growth of tourism.</p> <ul style="list-style-type: none"> ▪ The diversified tourism destinations, products, assets and heritages in Sudurpashchim sprayed amidst three different ecological belts (Terai, Hills and Mountains) ▪ Big market segments of India at the nearby. Increased middle class in India is looking for new tourism experiences. The speedy economic growth in neighboring countries (India and China) and huge tourist market segments in ▪ Utter Pradesh and Utterakhand states (that has around 230 million population) in India are big opportunities for Sudurpashchim province as a macro destination to attract international tourists from the nearby market segments ▪ Ready position of Dhangadhi, Mahendranagar, Attaria, Ghodaghodi and Amargadhi as tourist hubs with desired quantity, standard and quality of amenities and services ▪ The organizing trends of organizations with professionalism of tourism entrepreneurs, service providers, institutions and associations (e.g. TDS, PHA, NATTA Far west, WNTA, etc.) for development of tourism ▪ Popular destinations in other side of border in India; saturated demands there make it opportunity for Sudurpashchim to grab the existing market with the similar products ▪ Interconnection of the hot climate lake areas and rivers of lowland Terrain with differential landscape of cool climatic Chure Shivalik range on the north after the walk of a couple of hours or drive for 1-2 hours offers immense opportunity with choice of cool climate products to potential visitors ▪ A naturally unspoiled destination like Sudurpashchim has immense opportunity to be developed as a popular newer destination as it is found that more than 60% of total tourists arrived in Nepal visited natural areas like national parks, conservation areas and wildlife reserves ▪ With immense number of wetlands (lakes, ponds and rivers), presenting many lake areas as examples of using tourism and nature conservation in an integrated manner and showing the possibility of using tourism as a tool for nature conservation and local prosperity through tourism ▪ Development of hiking trail around lake and adventure trekking trail between lake and Chure hill jungles towards north through Global Positioning System (GPS) based navigation and installation of standard signage and other infrastructures ▪ Development of Sudurpashchim as an eco, herbal and zoological research and study hub for national and international students, researchers, scientists, scholars, etc. ▪ Strengthening the sustainable tourism attributes of destination area through formulation of tourism Code of Conduct (CoC) manuals ▪ Development of bird watching tourism through materializing every possibility of turning GLA into Nepal's 	<ul style="list-style-type: none"> • Inadequate provision and mechanism for the collection of garbage, waste management (plastic control) and sanitation and hygiene • Deficiency on concept of public private partnership concept for tourism related intervention <ul style="list-style-type: none"> ▪ Poorly developed and promoted destination image of Sudurpashchim in terms of both quantity and quality tourism in general causing as the bottleneck for partnerships / investments / strong networking for resource mobilization ▪ Lack of exploration, research, marketing strategy and minimum quality, safety and standard based promotion of destination and tourism products is making sporadically counterproductive for destination image (e.g. Khaptad as a destination) ▪ Inadequate and sub-standard of tourism infrastructures (e.g. singed trekking trails, road side footpath, cafes, standard tourist information Centre, general information signage and boards, pure drinking water provision, locker rooms for visitors, washrooms, etc.) are risky for the safe movement of tourists from one destination to other ▪ Destinations are in risks as tourism is happening unplanned and unstructured ▪ Limited technical knowhow even in new government structures on destination management ▪ Many of the tourism entrepreneurs (hotels, lodges, homestay) are not registered with governmental authorities. These are operating informally, which may not guarantee the quality of services and also causing to lose governmental revenue. It's a threat for the sustainability of tourism as it may compel to on compromise on quality of services of competitor tourism (hotels, lodges, homestay) which are registered and formal ▪ Uncontrolled cattle grazing in the Chure forest, firewood, and timbers harvesting from the Chure forest, and stones, gravel, and boulders unsuitable mining from the Kandra and other <i>Khahare Khola</i> like <i>Donda</i> and <i>Tengnahwa</i> in the hill-side which converting Chure hill into desert that have being challenges to maintain local freshwater biodiversity conservation and watershed management ▪ Disturbance of and threat to lake system based fauna and wild species by poaching ▪ Increasing use of (a) lakes for aqua-culture and unmanaged temple area (b) plastic waste and rising water pollution (c) pesticides and agrochemicals threatening aerial birds like vulture in lakes and their vicinity

first bird sanctuary in close coordination between local, provincial and central governments and networking with Bird Conservation Network (Sukkhad, Kailali) and Bird Conservation Nepal (Lazimpat, Kathmandu) for long-term benefits

- Inclusion of 19 destinations namely Bajura (Badimalika, Kolti- Budinanda-Badimalika Trail), Bajhang (Gorakhnath Temple), Doti (Khaptad, Saileshworee, Badi Kedar Religious Spot), Achham (Ramaroshan, Suryakot, Mastadevi), Darchula (Appinampa Conservation Area, Malikarjun), Baitadi (Tripurasundari, Siddanath Udayadev), Kanchanpur (Chandani-Dodhara Area, Routela- Jhamkeli-Brahmadev Dham Religious Spot), and Kailali (Ghodaghodi Lake, Tikapur Circuit, Bhadagaon, Bardgoriya Mandir Dham) amidst 100 new destinations declared during Visit Nepal Year 2020 give greater opportunity for those destinations to be developed for tourism

3 Chapter

GUIDING FRAMEWORK AND METHODOLOGY OF PLAN FORMULATION

3.1. The Planning Approach

As the integral part of overall methodology, this master plan formulation process had adopted following approaches to assess the present condition of tourism development in Sudurpashchim Province, and to formulate the action plans with the clear indications on the role of MoITFE, local governments and other stakeholders on the development of tourism.

Transdisciplinary approach with destination areas' stakeholders: It is a holistic knowledge system for mutual learning through cooperation and exchange between study team of experts and societies of destination areas.

Shared approach with MoITFE: The study team worked closely with the core committee of the master plan formulation project under MoITFE, Dhangadhi which entailed regular contacts and, where appropriate, jointly participated in selected activities.

Collective approach with local governments: The study team worked closely with destination level elected leaders (Mayors and Deputy Mayors of Sub-Metropolitan City, Metropolitan City Municipalities and Chairpersons of Village Municipalities and/or their representatives). They assisted as the resource persons of destination level topography, geography, vegetation, climatic conditions, landscapes, key tourism attractions, tourism related institutions, state of infrastructures and tourist accommodations arrangements. Their supporting roles were included during KII, joint workshops and local site observations.

The participatory approach that mobilized following persons and institutions:

- (a) Tourism specialist, Economist, Environmentalist, Sociologist, GIS Expert, Rural development Expert - Mobilization of multi-disciplinary technical experts.
- (b) District Forest Officers and project team members under MoITFE - Joint planning, consultations, and sharing meetings with staffs, and receiving constructive inputs (feedback).
- (c) Institutional inputs and suggestions on the draft Sudurpashchim Tourism Master Plan (STMP) collected from various state and non-state agencies.
- (d) Guidance and supervision by Hon. Tourism Minister and Secretary of MoITFE, Sudurpashchim Province based on the regular briefing and updates by the consultant and expert team on process and progress.
- (e) Multi-stakeholders engagement at various levels (community/destination level, district level, provincial level) throughout the planning process. **Bottom-up planning approach** through reaching sites in study areas in destinations

3.2. Methodology Utilized

Methodologically, the master plan formulation process applied both qualitative and quantitative techniques through generating and using both primary and secondary source of information. The methodological tools applied are elaborated in the paragraph below.

3.2.1 Collection and review of relevant literature:

It reviewed different publications like policies, legal frameworks, plans, statistics, development reports, scientific publications (journal articles, books, policy briefs), and discussion/evidence/conference papers directly and indirectly related to tourism in Nepal in general and Sudurpashchim province in particular) for previous studies and practices in tourism sector in Sudurpashchim province). The list of some major anthology included Nepal's and Sudurpashchim's tourism acts and regulations, National Tourism Strategy Plan 2016-2025, Tourism Policy 2008, Tourism Directives, Tourism Vision 2020, Local Government Operation Act 2074, and Tourism Master Plan of Nepal's various districts and destinations, etc.

Consultations with the stakeholders in Sudurpashchim province:

A number of stakeholders were consulted in nine districts of Sudurpashchim province using following different tools of information collections.

3.2.1.1 District Level Planning Workshops (DLPW)

District level Interactive planning workshops with local governmental units in nine districts: The study team conducted a total of eighteen such workshops in nine districts (Kailali, Kanchanpur, Dadelhdhura, Baitadi, Doti, Achham, Darchula, Bajhang, and Bajura) with two in each district during the month of April - June 2021. In these workshops, there were active participations of the representatives of District Coordination Committees, local governments (Mayor of Sub-Metropolitan City, Mayor/Deputy Mayor of Municipalities, Chairpersons/Deputy Chairpersons of Village Municipalities, and ward chairs), representatives of organizations involved in tourism sector, political parties' leaders, District Forest Officers, provincial parliamentarian, officers of Cottage and Small Industry, security persons, tourism entrepreneurs, actors of Destination Management Organizations, media persons and other stakeholders. Ten such workshops were conducted in the meeting halls of District Coordination Committee and Municipalities by reaching district headquarters of Kailai, Kanchanpur, Dadelhdhura, Baitadi, Darchula, and Bajhang. Rest 8 workshops were done online through zoom mode due to lockdown imposed amidst the 2nd strain of COVID pandemic.

The **first (as introductory) district workshops were** held with two purposes as follows:

- a) to orient Sub-Metropolitan City, Municipalities and Rural Municipalities on Tourism Master Plan preparation (brief information on objectives, scope, methodology, output and checklist to be filled by the municipalities) through presentation by study team
- b) to distribute **survey forms** for the collection of required information

The **second district level planning workshops** were conducted on the gap of few days for the validation of information offered in first district workshops and the survey forms by such local governmental units. These workshops discussed on SWOT from tourism perspective in the district level as well as municipal level and discussion on existing plans and programs as well as future possibilities and plans and programs.

3.2.1.2 Province Level Consultations and Planning Workshops (PLCPW)

On April 1st, 2021, an inception report was submitted to MoITFE which was followed by a presentation on April 2nd, 2021. It received constructive inputs on overall strategies of plan formulation including proper methodology to be adopted and issued to be covered in the master plan. After field visit of more than one and half month in the aftermath of the inception report submission, the field report was submitted to MoITFE on May 28th, 2021. This was followed by a detail presentation on the findings from field work on June 12th 2021. This presentation meeting held on the Chair of the Secretary of MoITFE, was also participated by District Forest Officer of various district apart from the team members from MoITFE.

On August 8th, 2021, the draft version of the tourism master plan was shared with all relevant provincial stakeholders (team of MoITFE, including other invitees) amidst a province level sharing and validation workshop held at Dhangadhi, Kailali. The feedbacks from this meeting were incorporated in the final draft version of the plan which was submitted to MoITFE on October 1st, 2021. In 7th January 2022, another consultative meeting was organized under the Chair of Secretary of MoITFE with UNDP National Tourism Consultant together with various stakeholders and entrepreneurs of Sudurpashchim province for finalizing the draft Tourism Master Plan.

3.2.1.3 Focus Group Discussions (FGDs)

The common groups of stakeholders like Chamber of commerce and industry, district level hotel associations, Homestay operators, provincial tour and travel agents' association, provincial tourism awareness, promotion and development related NGOs, temple management committees in destination areas, tourism transport service providers (airline agencies, tourist vehicle operators etc.), employees in the office of cottage and small industries, media persons, etc. were respondents with whom FGDs were organized. These FGDs were useful for the study team to explore information that offered the opportunity to interview and discuss with a number of people at the same time and use the interaction within a group as a source of insight. Such FGDs supported to complete data on existing and potential sites and events for tourism planning, information related to SWOT of destination areas, infrastructure development needs, local tourism managerial institutions and value chain linkages.

3.2.1.4 Key Informant Interviews (KII)

The study team conducted one to one interviews with key informants like tourism entrepreneurs (hoteliers, travel/tour operators, helicopter charter service provider, rafting agency operator, tea house operators, tourism well-wishers and travel operators of Sudurpashchim who are living aboard in middle east), tourism service providers (trek/tour guides, waiters in hotels, cooks in tourists' canteens, trekking porters), forest officers of divisional forest offices in districts, representatives of tourism related associations (e.g. NATTA, far west, Tourism Development Society, Professional Hotel Associations in Kailali, Kanchanpur, Baitadi, Darchula and Bajhang districts), representatives/staff of local governments (Municipalities and Village Municipalities), head of security agency as associated with tourism management of specific destinations (e.g. Major of Nepal Army unit in Khaptad area), tourism campaigner, tourism media writers, etc. Collection of the views/suggestions from those respondents were done on the current issues, constrains, gaps and way forwards to include in the master plan. Such interviews were the combination of both structured (facial) and unstructured interviews (telephonic).

Inputs generated through collecting and sharing the findings through aforementioned all consultations-based methods had necessarily included topics like present tourist infrastructures conditions, future intervention needs, tourism products and services standards, and value chain linkages (horizontal and vertical) in destination areas. Such more topics were present state of natural and cultural heritages and steps needed for their preservations, aspects of gender equality and social inclusions with reference to marginalized/disadvantaged communities, visitors' satisfactions, and marketing and promotion.

3.2.2. Observatory Field Visits

The observatory field visits were done in nine districts (Kailali, Kanchanpur, Dadeldhura, Baitadi, Doti, Achham, Darchula, Bajhang and Bajura) as listed in the table below.

Table 10: Destinations covered by field visits in districts

S.No.	Districts	Destinations visited for sites' observations
1	Kailali	Karnali bridge (Chisapani), Kuhine, Solta, Ghodaghodi lake, Shivpuri Dham, Tikapur park, Bhada Community Homestay site, Kanari Park, Dhangadhi airport, Aircraft museum, Bhajani Municipality Dolphin areas [Kanda, Patharaiya, Kandra and Mohana on the bank of Dhungana tole (Tikapur -7) and Daileki tole, Badauwa phanto (Bhajani-3)].
2	Kanchanpur	Shuklaphanta National Park, Dodhara Chandani Suspension bridge, Bedkot lake, Bijayasal Homestay, Rana Tharu Homestay, Siddhanath temple, Gaddachauki border point, Shree Kalapatte temple, Kanchapur-9 museum, Sharada Bairaj
3	Dadeldhura	Amargadhi Fort, Ajayameru kot, Ghatal Baba, Ugratara goddess temple, Alital lake, Parshuram Dham, Ganyapdhura
4	Baitadi	Julaghat boarder site in Nepal side, Jhulaghat India boarder and bazaar in India side, Niglasaini, Tripurasundari, & Melauli Bhagawati Goddesses temples, Ishwori Ganga dham, Jagganath temple, Patal Bhumeshwar Cave, Asim Kedar, Gwalkek dham, Panchadeval temple site
5	Darchula	Shreebagar hot spring, Malikarjun temple, Dungri devi temple, Dallek Homestay, Uku Mahal archeological site, Chapari view tower, Chameliya Hydropower project site, Jagatpuri Shivdham, Jagannath temple, Tinker Gompa, Darchula (Nepal side) – Dharchula (India side) boarder point
6	Bajhang	Tapoban hot spring, Hattisar palace, Jaya Prithbi Singh School, Talkot palace, Datola waterfall, Barel waterfall, Talkot Masta temple, Moyana hill Himalayan view point
7	Bajura	Martadi, Lokhada, Khaptad with Khaptad National Park, Bichpani, Birekhola Jharana, Badimalika
8	Doti	Jhigarana, Silgadhi, Dipayal, Budar
9	Achham	Sanfegar, Mangalsen, Ramaroshan, Jimaradi Dham

Source: Study Team, 2021

The field based sites and destination areas were done to observe, assess and document information on following aspects in preparation of the plan document:

- the key tourism attractions (natural, cultural, historic and archaeological sites and religious heritages)
- cultural landscape based resources/attractions (cultural museum/craft centers, local foods, music, folk songs, costumes, rituals, events architect, lifestyle including agro-tourism activities),
- religious sites (temple, monastery, mosque etc.),
- natural landscapes based resources/attractions (e.g. viewpoints),
- tourism routes, products and sites
- tourism development institutions and service providers
- tourism related local actors (direct and indirect)
- tourist utility public infrastructures and facilities (visitor welcoming center/ tourist information center and interpretation facilities, drinking water, rest points, sanitation, communication facilities and standards, lighting/ electricity, toilet, medical shops, parking lots., etc.)

- tourist safety provisions (tourist police and other responsible security units for tourism), etc.

The field visits cautiously looked at present conditions/states, practices, procedures and outlook and future intervention needs for necessary maintenance and upgrading.

Table 11: Summary of data collection tools used

S.No	Data collection Tools used	No.
1	Observations during field visit	72 sites in 9 districts
2	Reconnaissance survey with local governmental units	88
3	KIIs	52
4	FGD	12
5	Zoom meeting	12
6	In-depth studies of major (booster) destinations	18
7	District level sharing workshops	18
8	Province level sharing workshops	3
9	Province level sharing meeting for finalizing the draft report	1

Source: Study Team, 2021, 2022

All of aforementioned information collection tools identified, assessed and documented tourism resources; prepared SWOT (including current issues constrains and gaps) of all nine districts and ten major selected destinations in districts; listed viable tourism products and developed action plan and activities for developing, promoting and managing the selected tourism products.

4

Chapter

STRATEGIC TOURISM ZONES, PRODUCTS AND ACTIVITIES

4.1. Selection of Strategic Tourism Zones

Sudurpashchim province is divided into following three strategic tourism zones⁵ based on the spatial and thematic attributes and features of the tourism districts and their destinations.

- I. Terai plain landscape tourism zone (Kailali and Kanchanpur)
- II. Mid hills based religious and recreational tourism corridor zone (Dadeldhura, Baitadi, Doti and Achham)
- III. High Mountain landscape based adventure tourism zone (Darchula, Bajhang and Bajura)

Map 2: Strategic Tourism Zones for Sudurpashchim Province Tourism Master Plan



All of aforementioned tourism zones are proposed as destinations with unique attributes. Such tourism zones can have few or many tourism sites and events. Tourism zones concept does not reveal that each zone is isolated and separate with other zone(s). Zoning concept rather prioritizes for selected choice of products for targeted market segments. However, it also visions to offer varied categories of tourism products and events to the same or different market segments. The motto is to offer nine districts of Sudurpashchim province as a destination with world-class quality tourism experience apart of desired quantity.

Thus, it is conceptualized that there will be good interconnection between different tourism zones through roads, highways, river corridors (water ways), air connectivity, and trekking trails. Such connections will offer road drive transfer experience; white water rafting experiences, soft and hard trekking experiences includes Great Himalaya Trail (GHT), natural walk experiences and religious and cultural circuits' experiences.

⁵ See Annex 15, Volume II for tourism destinations Networking Diagram of Sudurpashchim Province which is with the coverage of the boundary of three tourism zones.

4.2. Key Factors for the Division of Three Tourism Zones

- (a) Organically existing categories (Himalaya/Mountain/Terai) of landscape with distinct topography, geography, vegetation, climatic conditions, and people
- (b) Basin/sub-basin and river corridor
- (c) Attributes of religious, cultural, historical, archeological, natural and adventure tourism assets and their commonalities
- (d) Prior established trekking routes including Great Himalaya Trails (GHT)
- (e) Connectivity and gateway opportunities
- (f) Identity with nature of tourism products
- (g) Tourism development focus as per the dominance of nature of products
- (h) Need of adaptation of management strategies
- (i) Existing wing of governance and administrative set up for regulation, safety and security
- (j) Inter-district tourism product linkage opportunities, including already established roads, highways, trekking trails and circuits

4.3. Primary Objectives of Strategic Tourism Zones

- a) Clustering and identification of landscape areas for existing and potential tourism markets on the basis of natures of products with their similarities
- b) Promotion of leisure (recreational), religious and adventure tourism products and activities including lakes, caves, mountains, sacred sites, viewpoints, high passes, trekking trails, peak climbing, etc.
- c) Designation of appropriate tourism products, services and activities for short term, midterm and long action plans
- d) Conservation and optimum utilization of Hindu, Musto, and Buddhist culture and heritage based tourism assets
- e) Promotion of special interest tourist activities and products like bungee jumping, hot spring bath, cave exploration, paragliding, zip liners, high Himalayan extreme adventure sports, midhills adventure sports, cannoning, kayaking, the extreme human nature interface flagship mammals expedition photography tour (Snow Leopard, Blue Sheep and Himalayan Thar and Kasturi watching/sighting), Himalayan herbal hunting, salt trade route observation (Horse route, Mule route, Sheep route, Goat route), snow skiing, snow board and heli skiing, peak climbing, high region ultra-marathon, rock wall climbing, mountain biking, adventure bike tour, bird watching, fly fishing, and so on.
- f) To help destination areas policy makers, planners, authorities, destination managers, conservation authorities, protected areas managers, youth clubs, local women groups, nature-culture conservation custodians, trekking trails managers, trail owners, local tourism development committees, etc. to set zone based tourism development, conservation, management, visitors' arrivals growth strategies and actions
- g) To pull the cooperation of public, private, local communities, civil society and local tourism enthusiasts on integrated approach that is more impactful
- h) To offer a solid basis for the strategic spatial planning, including set up of physical infrastructures as well as institutional and policy framework

4.4 Profile of Selected Tourism Zones in Brief

Brief profile of selected tourism zones are as indicated in table 12 below.

Table 12: Profile of selected tourism zones in brief

S.N	Name of Zones	Districts	Epicenters	Gateways (National / International)	Product Focus
1.	Terai plain landscape tourism zone	Kailali and Kanchanpur	Attaria, Godavari & Ghodaghodi	N: Chispani, Karnali as eastern gateway I: (a) Trinagar-Banbasa (b) Gauriphanta-Ghaddachauki towards India (c) Bhajani/Khakraula	Wetland (Lakes), National Park, Community forests, Religious sites, River corridor, Dolphin area, Casino, Manmade parks (fun parks, religious heritage, museum) and monuments, Religious sites, Differential bridges (Single pillar and suspension), Indigenous (Tharu) traditional culture, Tharu Community Homestays (Bhada, Rana Tharu, Maghi)
2	Mid hills based religious and recreational tourism corridor zone	Dadeldhura, Baitadi, Doti & Achham	Syaule, Amargadhi, Khodpe, Patan, Dipayal–Silgadhi, Sanfebagar	N: Attari I:(a) Champawat (Tamali)/ Bhageshwar Village Municipality (b) Jhulaghat /Julaghat towards India	Khas Aryan people culture, Hill stations (Churia and Mahabharat ranges), National park, Cool Climate, Himalayan panorama, Spiritual and Religious sites with <i>dhams</i> (Gods and Goddesses), Natural beauty and Biodiversity sites, River rafting, Archeological sites (forts), Natural caves, Lakes, Eco walking trails, Homestays etc.
3.	High Mountain landscape based adventure tourism zone	Darchula, Bajhang & Bajura	Gokuleshwar, Khalanga, Chainpur, Martadi	N: Khodpe and Silgadhi I: (a) Urai/Taklakot (b) Tinker Bhanjyang (c) Darchula	Panorama of Himalayan ranges, Mountain valleys, Natural spots (Hot springs, waterfalls, lakes, cultural landscapes, caves, old palace), Cultural attractions of Byasi people, Adventure foot trails (Api Himal Base Camp, Saipal Base Camp, Budhinanda, Badimalika, Khaptad), Conservation areas (Api-Nampa), Archeological remaining (Uku Durbar), Religious sites (temples, masta), Holy lakes and rivers, Nature Hot springs

Source: Study Team, 2021

4.5 Profile of Selected Tourism Zones in Details

4.5.1. Terai Plain Landscape Tourism Zone

a. Geographical features and Boundary

District coverage:	Entire district of Kailali and Kanchanpur
The geographical division:	All of Terrain with plain landscape in southern region connected with boarder of India plus few sections of Churia hills on the north boarders
Altitudinal range:	170 m (Kailali) to 1957 m (Kailali)
Boundary:	
East:	Surkhet and Bardia of province 5
West:	Pithauraghad district of Uttarakhand state of India
North:	Doti, Dadeldhura and Surkhet district
South:	Lakhimpur district with Dudhawa National Park of Utter Pradesh state of India
Major Tributaries:	Mahakali, Karnali, Mohana, Khutiya, and Godavari rivers and several wetlands (lakes)

b. Epicenter (s) and Gateway (s)

Epicenter:	Attaria ⁶ , Godawari ⁷ and Ghodaghodi ⁸ (see a brief explanation offered in footnote to designate these places as epicenters)
National Gateways:	Chispani with East West Highway, Bhajani, Syaule (Dadeldhura)
International Gateways:	Trinagar-Banbasa, Gauriphanta-Ghaddachauki with boarders with India

c. External and Internal Connectivity

Air Access:	Dhangadhi and Mahendranagar (currently not in operation)
Road Connectivity:	
•	East West Highway up to Mahendranagar (Kanchanpur)
•	Road to and from Dadeldhura connecting at Attaria as cross section point

⁶ Due to its central location in Kailali and Kanchanpur districts and its position as the entry gateway for 7 mid-hill and mountain districts towards north from Kailali and Kanchanpur districts, this place deserves to be epicenter.

⁷ Godawari remains as the transit point to connect north Sudurpashchim with south (various parts of Kailali and Kanchanpur districts) Sudurpashchim.

⁸ The Ramasar wetland of Ghodaghodi with a cluster of 24 lakes is not only centrally linked and well-connected from Chisapani (eastern boarder), Dhangadhi (main hub of province), Mahendranagar (Kanchanpur), Churia hills, Bhajani-Khakraula (Nepal-India) boarder point and Banke and Bardia national parks (province 5) but also a center of attraction for average daily arriving 200 domestic tourists for bird watching and lakes viewing. The availability of more than 10 hotels with the capacity of accommodating 150 tourists a day is yet another strength of this destination to be the epicenter of Terai Plain Landscape Tourism Zone.

- Hulaki Highways connecting Mahendranagar and Dhangadhi to eastern section like Bhajani and Khakraula via southern corridor near India boarder (proposed, construction ongoing)
- Road to India to Lakhimpur district in Utter Pradesh via boarder

Trail connectivity:

- Round Ghodaghodi Lake Area outer circuit trek route (36 Km between Gaidakheda – Bhanwar - Chilamchure- Choti Kedar- Malika- Lathuwa) trail

d. Major Stakeholders and Actors

- Nepal Association of Tour and Travel Agents (NATTA) Far Western Regional Association
- Tourism Development Society
- Professional Hotel Association of Kailali
- Professional Hotel Association of Kanchanpur
- Comprehensive Ghodaghodi Lake and Tourism Development Board
- Nepal Tourism Board, Dhangadhi office
- West Nepal Tourism Alliance
- 1 Sub Metropolitan City, 14 Municipalities and 8 Village Municipalities located in two districts

e. Significant Tourism Sites

- i. Shuklaphanta National Park, Kanchanpur
- ii. Major Lakes (Bedkot, Jhilmila, Ghodaghodi, Jokhar, Jogania, Koilari), Kailali and Kanchanpur
- iii. Dolphin area in Bhajani and Tikapur
- iv. Special bridges (Chisapani and Chandani Dhodhara), Kailali and Kanchanpur
- v. Viewpoints and hill stations like Raj Kanda, Bhuditola, and Khanidanda Kailali
- vi. Godawari dham with park, Godawari
- vii. Tikapur park (Heritage, food and adventure), Tikapur
- viii. Bardgoria religious sites, Bardgoria Rural Municipality
- ix. Shivpuri dham, Naina Debi, Laxmi Narayan and Behada Baba temples, Dhangadhi, Siddhanath Baba, Brahmadev and Baijanath temples, Mahendranagar, Kanchanpur
- x. Community Homestays:
 - (a) Dangaura Tharu in Magi, Ghodaghodi
 - (b) Dangaura Tharu in Bhada, Dhangadhi Sub-Metropolitan City
 - (c) Rana Tharu in Bhimdatta Municipality beside Shuklaphanta National Park
- xi. Tanakpur damp, Kanchanpur
- xii. Karnali river rafting (Chisapani – Tikapur 26 Km) areas

f. Products Focus for Tourism Activities and Experiences and as Unique Selling Propositions (USPs)

- Lakes (wetlands) and river (Karnali) for water based boating activity and lake based manmade parks for recreation
- River rafting for one day (Kuine – Tikapur) and half day (Kuine – Chisapani)

- National park and community forests for park tourism (elephant safari, jeep drives and nature walk)
- Unique bridges for photography and recreations
- Manmade attractions (Theme parks, Water parks, gardens) for soft walk and recreations
- Manmade events and attraction (Casino, shopping centers, aircraft museum) for entertainments and recreations
- Rivers with Dolphin for recreations
- Religious and sacred sites (temples, shires, abode of gods and goddesses) for spiritual and religious fulfillments
- Soft hiking/trekking routes in lower hills (Churia) and viewpoints for soft adventure
- Indigenous (Tharu) traditional culture for observations and recreations
- Tharu Community Homestays (Bhada, Rana Tharu, Maghi) for unique experiences

g. Linkage Opportunity with other Zones and Destinations

- i. Linkage with Bardia and Banke National Parks via Chisapani and Amaltari
- ii. Trans boundary tourism linkage opportunity with Dudhawa National Park, Lakhimpur, Utter Pradesh, and other nearer states of India like New Delhi, Haryana, and Punjab
- iii. Trans boundary tourism linkage opportunity with Jim Corbet National Park, Pithoragarh, Uttarakhand, India
- iv. Linkage with Religious corridor covered mid hills tourism zone (Dadeldhura and Baitadi)
- v. Linkage with Lumbini via East West highway

4.5.2. Mid hills based religious and recreational tourism corridor zone

a. Geographical features and Boundary

District coverage: Entire district of Doti, Achham, Dadeldhura and Baitadi

The geographical division:

All of mid-hills regions connected with Terrain with plain landscape in southern region and Himalayan regions on the north plus few sections of foothills of Himalayan region (lekali areas) on the north borders and few areas with inner Madesh

Altitudinal range: 176 (Dadeldhura) to 3430 m (Doti)

Boundary:

East: Surkhet, Dailekh and Kalikot of province 5

West: Pithoragarh district of Uttarakhand state of India

North: Darchula, Bajhang, Bajura district of Sudurpashchim province and Kalikot district of province no. 5

South: Kanchanpur and Kailali district of Sudurpashchim province

Major tributaries:

Mahakali, Seti, Karnali, Budhiganga, Kailash, Chaulani and Surnaya rivers

b. Epicenter (s) and Gateway (s)

Epicenter:

Syaule⁹, Amargadhi¹⁰, Khodpe¹¹, Patan¹², Dipayal–Silgadhi¹³, Sanfebagar¹⁴ (see a brief explanation offered in footnote to designate these places as epicenters)

National Gateways:

Dadeldhura (up to Syaule), Baitadi and Darchula with Mahakali highway; Baitadi (Khodpe) and Bajhang (Chainpur) with Jayaprithbi highway and K.I. Singh highway touching eastern border to connect Achham and Bajura districts

International Gateways:

Tamali-Bhageshwar and Jhulaghat-Julaghat borders

c. External and Internal Connectivity

Air Access: Patan, Dipayal, and Sanfebagar

Road Connectivity:

- Seti highway (Amargadhi – Dipayal/Silgadhi)
- North-South Highway up to Attaria on the South
- Road to and from Dadeldhura connecting to Attaria as cross section point
- Madhyapahadi Highway connecting Managalsen and Sanfebagar via Panchadeval Binayak and Dailekh district (Tallo Dungeshwar) of Karnali Pradesh
- Silgadhi-Sanfebagar road (67 Km)
- Satbahjh – Baitadi – Jhulaghat Road (37 Km)
- Road to India to Pithoragarh district in Uttarakhand province however without motorable bridge at boarder points (Julaghat – Jhulaghat and Bhageshwar- Tamali)

Trail connectivity:

- Khaptad trekking trail covering Achham, Bajhang, Bajura and Doti districts
- Ramaroshan Trek in Achham district
- Various trekking trails in Churiya hills and Mahabhart range covering Dadeldhura, Baitadi, Doti and Achham districts.

⁹ It offers as a transit point for both east north and west north destinations from Terain Plain Landscape Tourism Zone

¹⁰ It acts as a transit point between north [Baitadi (Khodpe), Darchula, and Bajhang] and south to connect with each other.

¹¹ It remains as a transit point in Baitadi district to connect Bajhang and Darchula with southern areas (Dadeldhura, Kailali and Kanchanpur districts) of the province

¹² Due to its central location in Baitadi district and appearance as a midpoint between Khalanga, Satbahj, Gothalapani and Amargadhi, it is considered as one of the epicenters

¹³ This municipality in Doti district appears as a midpoint between Dadeldhura on the South and Achham and Bajura on the North and North East.

¹⁴ Saphebagar appears as a central junction between Bajura (Martadi), Achham (Mangalsen) and Doti (Dipayal-Silgadhi)

d. Major Stakeholders and Actors

- Nepal Association of Tour and Travel Agents (NATTA) Far Western Regional Association
- Tourism Development Society
- Professional Hotel Associations of Dadeldhura, Baitadi, Doti and Achham districts
- Chamber of Commerce and Industries as *Udhyog Banijya Sanghs* in four districts
- West Nepal Tourism Alliance
- Ramaroshan Paryatan Bikas and Byawasthapan Samiti
- Vaidhyanath Chettra Paryatan Bikas and Byawasthapan Samiti
- Badi kedar Chettra Paryatan Bikash tatha Byawasthapan Samiti
- Khaptad Chettra Paryatan Bikash tatha Byawasthapan Samiti
- Chahara Jharana Paryatan Chettra Bikash Samiti
- Patal Bhumeswori Nirman Samiti
- Amargadhi Fort Conservation Committee
- 12 Municipalities and 24 Rural Municipalities located in four districts

e. Significant Tourism Sites

- i. Khaptad NP with Khaptad Swami Ashram, Tribeni, Nagdhunga, Hattipaila area, Ghoda Daunne Patan, Danfekot, Sahasralinga, Khaptadaha, and Kedareshwar
- ii. Major waterfalls [Chahara Jharana (Chatiwan lake), Belchada waterfall (10 Km from Jhigarana), Chairhogad, Kuika Gaad, Vinayakgaad, Lungreligaad, Sokatgaad, Jijyargaad, Payeligaad, Chipekhola, Shayal]
- iii. Major lakes (Ramaroshan , Khaptad, Aalital, Ganyapdhura, Wada Taal, Rishi Daha, Lama Daha, Kali Daha, Jigale, Batule)
- iv. Seti Karnali Doval (meeting point) – Kanachanpur
- v. Palace of Doteli King with Kal Bhairav temple (Dipayal)
- vi. Temples of 4 sister Goddesses (Tripurasundari, Melauli Bhagawati, Nigalsaini, Dilasaini, Ugratara)
- vii. Temple sites also known as *Dhams* (Bajinath temple as *dham*, Parshuramdham temple as *dham*, Jimradhi temple as *dham paryatakiya chettra*)
- viii. Temple of Mohnyal god at Aladi (Barchain)
- ix. Masta temple (Silgadhi)
- x. Other famous temples [Shaileshwari, Lana Kedareshwar as temple of Kedar baba, Patal Bhumeswari temple with cave, Dilpeshwar temple with *uttarayan* blowing of Seti river (Dipayal)]
- xi. Sites of 5 Kedars = Gwallek, Raula, Dhoj, Deulek, Dogada
- xii. Dewals: Ancient Shiva Dewals (Latamandu) and Panchdeval in Dasharathchand Municipality (Gothalapani)
- xiii. Julaghat-Jhulaghat suspension bridge built 175 years ago by East India company
- xiv. Amargadhi Fort (only living fort)
- xv. Ajaymerukot
- xvi. Ugratara to Melaulibhagawati religious corridor (upcoming)

f. Products Focus for Tourism Activities and Experiences and as Unique Selling Propositions (USPs)

- Rafting in Mahakali and Seti River Rafting Corridor (e.g. Chitredovan – Ludeghat, Banedhugrisain – Dipayal and other)
- Seti Karnali river rafting via lower Karnali and Setikarnali confluence (1-9 days)

- River rafting for short trips [e.g. half day on Chisapani-Tikapur, Kuine-Chisapani, Gopaghat (Dipayal) – Pipalla bazar (Dipayal)]
- River rafting for longer trips [e.g. four to nine days on Dipayal Pipalla bazar to Kuine/Chisapani/Tikapur and Banedhugrisain to Chisapani/Tikapur]
- Visits to temples for religious tourism
- Sightseeing in Archeological sites such as Amargadhi Fort and Aajymerukot
- Boating in lakes
- Hiking to Waterfalls (e.g. Shayal) and mid-hills areas
- Zip line at Lovelek in Dogada Kedar Rural Municipality
- Paragliding from Jolabaaj to Patan and from Dogada Kedar to Patan
- Rock climbing near Sahilek Bazar (between Chamelia and Mahakali)
- Gastronomy tourism in organic form (*Batuk, Chukain, Makai ko roti, Chanja, Asala macha, Bhang ko achar with timur*) in districts
- Ecotourism at protected areas like Gwallek, Sigas and Patal Bhumeswar, *Harit Uddhyan Park-Patan*, etc.
- Participating in fairs (e.g. Kedarmela, Dashara mela in Khaptad)

g. Linkage Opportunity with other Zones and Destinations

- i. Linkage with Kalikot and Dailekh districts in the east in Karnali province and Surkhet district on the south in Karnali province
- ii. Linkage with Bajura, Bajhang and Darchula districts in High Mountain landscape based adventure tourism zone
- iii. Trans boundary ecotourism linkage opportunity with Gangotri National Park and Govind National Park in Uttarkashi district and Jim Corbet National Park in Pithoragarh district in Uttarakhand province of India
- iv. Linkage with Terai plain landscape tourism zone (Kailali and Kanchanpur districts)
- v. Linkage with Sinja valley and Karnali river corridor in Karnali province towards east highway

4.5.3. High Mountain landscape based adventure tourism zone

a. Geographical features and Boundary

District coverage: Entire district of Darchula, Bajhang and Bajura

The geographical division:

This tourism zone consists of higher Himalayan, higher Mountain (Doha Lekh and Ghori Lekh) and mid – Mountains (Badi malika) regions. With ecological belts of Hills to mountains, it is full of geographical diversity, natural beauties, religious heritages, forests, herbs, rivers, and landscapes made of Himal, mountains, rivers, and besi. Altitudinal range: 518 (Darchula) to 7132 m (Mt. Api in Darchula as the highest in province)

Boundary:

East: Mugu, Humla and Kalikot districts in Karnali province
 West: Baitadi and Darchula districts and Pithoragarh district of Uttarakhand state of India
 North: Humla district and Tibet (China)
 South: Baitadi, Doti, Achham and Dadeldhura districts

Major tributaries:

Mahakali, Chaulani, Tinkar, Nampa, Kalanga, Karnali, and Buddhiganga rivers

• Epicenter (s) and Gateway (s)

Epicenter: Gokuleshwar¹⁵, Khalanga¹⁶, Chainpur¹⁷, Martadi¹⁸ (see a brief explanation offered in footnote to designate these places as epicenters)

National Gateways: Khodpe with Mahakali highway and Silgadhi with K.I. Singh highway

International Gateways: Urai-Taklakot, Tinker Bhanjyang and Darchula-Dharchula (other minor gateways Pulghat border point in Khalanga, Tigram, Dattu, Jolajibi, Lali and Sitapul)

• External and Internal Connectivity

Air Access: Gokuleshwar (not in operation at present), Rithawath Kolti and Patan airports

Road Connectivity:

- Mahakali Highway (Khalanga to Mohana bridge, Gauri phanta, Dhangaadhi)
- Road to and from Dadeldhura connecting to Attaria as cross section point
- Madhyapahadi Highway connecting Managalsen and Sanfebagar via Panchadeval Binayak and Dailekh district (Tallo Dungeshwar) of Karnali Pradesh
- Bajhang-Khodpe road (108 km)
- Road to India to Pithoragarh district in Uttarakhand province however without motorable bridge at boarder points (Julaghat – Jhulaghat and Bhageshwar- Tamali)

Trail connectivity:

- Talkot – Saipal Base camp trekking route in Bajhang district
- Gokuleshwar/Makarigaad – Api Base camp (3861m) trekking route in Darchula district
- Saipal circuit Trek: Passing through three passes namely Sakya Lagna Pass (4709 m), Zimgang La pass (5332 m) and Chapchua Pass (5216 m) in 20 days
- Badimalika (4200m) pilgrimage trek route (Martadi – Sota – Tribeni- Badimalika- Nateshwori)
- Budhinanda pilgrimage trek route t (4500 m)
- Other various potential trekking trails in upper mountain regions in Darchula, Bajhang and Bajura districts.

Water connectivity:

Mahakali River Corridor through rafting

• Major Stakeholders and Actors

- Darchula Hotel and Tourism Entrepreneurs Association (*Hotel तथा Paryatan Byawasai Snagh*)
- Bajhang Hotel Vyawasai Sangh

¹⁵ Positioned as gateway for Khalanga and Api Base camp trekking with the availability of airport

¹⁶ Serves as the district headquarter of Darchula and west north gate for the entry to Sudurpashchim province

¹⁷ The district headquarter of Bajhang district also serves as the entry gateway for Saipal Base camp trekking

¹⁸ Martadi remains not only as the district headquarter of Bajura but also the gateway for Badimalika trekking route and transit point for Rara Khaptad trekking route

- Bajura Hotel Byawasai Sangh
- 7 Municipalities and 23 Rural Municipalities located in four districts
- Nepal Association of Tour and Travel Agents (NATTA) Far Western Regional Association
- Tourism Development Society
- Professional Hotel Associations of Darchula, Bajhang and Bajura districts
- Chamber of Commerce and Industries as *Udog Banijya Sanghs* in three districts
- West Nepal Tourism Alliance
- Research Academia for Humanism & Jayaprithvi Bahadur Singh

• Significant Tourism Sites

- i. Mt. Api (7132m) in Ghusa, Mt. Byas (6770m) and Mt. Nampa (6754m) located in Byas in Api Nampa Conservation Area (1903 square kilometer)
- ii. Api base camp trek circuit (Gokuleshwar-Api-Darchula route)
- iii. Archeological remaining of Uku Durbar
- iv. Surmasarovar lake
- v. Caves (Dharmi cave of Khandeshwari, Kailash Gufa)
- vi. Lakes [Lipu lake (5000m), Budhinanda lake (4500m), Surmasarovar lake and Chededaha lake]
- vii. Temples: Malikarjun, Dungridevi, Latinath, Hunainath
- viii. *Dhams* (Jagatpuri Shivdham and Triveni dham)
- ix. Dallek Homestay and Masta temple site of Dallek
- x. Sauka culture and tradition of Byasis in Byas
- xi. Narayan Ashram (Gokuleshwar)
- xii. Badimalika grass land
- xiii. Water falls (Barel Chada, Dantola, Birekhola Jharana, Dahakot)
- xiv. Khaptad National Park (3176m) and Khaptad area
- xv. Mt. Saipal (7031m) Himalayan region Saipal base camp (18 Km jeep drive to Dhalaun and 5 days trek)
- xvi. Old palaces [Bhopur palace complex of Jayaprithvi Bahadur Singh and Talkot]
- xvii. Natural hot water spring in Bajhang (Tatopani/Tapoban), Darchula (Shreebagar, Khalanga and Gotu, Byas RM)
- xviii. Temple of Goddess (two of the 7 sisters) Surma Devi and Badimalika (4200m)
- xix. Parks [Bitthad area (as mini Khaptad) with tourism park, Dhamkane park]
- xx. Bitthadchir Rural Municipality
- xxi. Moyana hill view point, Jayaprithvi Municipality
- xxii. Masta temples
- xxiii. View towers (Chapari, Jalpa devi, Barjukot, Bhawanimandu, Kalajagra)
- xxiv. Satyabadi school in Mellek
- xxv. Kairankot Agro Farm
- xxvi. Ranisen Paryatakiya Chetra

f. Products Focus for Tourism Activities and Experiences and as Unique Selling Propositions (USPs)

- Trekking (Api base camp, Saipal Himal base camp, Khaptad) and expeditions
- Bird watching and nature walk in Khaptad National Park
- Viewing water fall and sightseeing
- River rafting in Mahakali, Karnali and Seti river,
- Homestay and snow play
- Bathing in Hot springs
- Eco walking trail route beside Mahakali river surrounding
- Bunge jumping (Duhu RM),

g. Linkage Opportunity with other Zones and Destinations

- I.** Strong linkage with Dadeldhura, Baitadi, Doti and Achham districts in Mid hills based religious and recreational tourism corridor zone and opportunities for benefits
- II.** Linkage with Humla, Mugu and Kalikot districts towards north and east in Karnali province
- III.** Trans-boundary tourism linkage opportunity between Darchula and Pithoragarh district in Uttarakhand province of India
- IV.** Trans-boundary tourism linkage opportunity with Tibet (China) via Urai-Taklakot and Tinker Bhanjyang boarder points in the north

5 Chapter

GUIDING PRINCIPLES, APPROACHES AND MANAGEMENT FRAMEWORK

This chapter presents principles, approaches and service delivery strategies which will be followed by all nine Districts of Sudurpashchim Province for facilitating the development and management of tourism for next 10 years period.

This plan is focused on bringing out an overall change in general perception of the people- **from nine districts of Sudurpashchim Province**. Contrary to the past tourism development approaches, in which, as some critics say, there were less efforts to develop tourism in Sudurpashchim in concerted and coordinated approach. MoITFE of Sudurpashchim Province has focused more on developing tourism in partnership and this plan will strive for achieving a balanced development in all nine districts of the province. Though **all districts needs to have their specific district tourism plan**, however, with a view to promote the entire province as single potential tourism destination, it becomes necessary to combine all tourism attractions and services available in the region.

In this regard, this plan is based on **seven key principles** and **two broad approaches such as specific and general**. To achieve the overall objectives of the master plan as sustainable and responsible tourism development, for effective and efficient deliverance, **5S** model will be followed as strategic **management framework**.

5.1. Guiding Principles

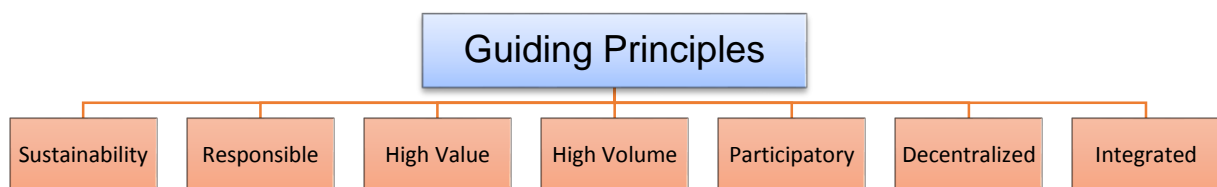
The basic guiding principles of master plan formulation: Following commonly accepted general **seven** principles of tourism development were adopted in formulating this master plan which can be supportive for the speedy growth bound sustainable economic development in Sudurpashchim province.

- i. **Sustainability.** The plan provides a high priority to sustainability. Sustainable tourism which implies for permanency uses of resources optimally, minimize negative impacts on environment and biodiversities and maximize benefits for local people. Primarily, it will support only those activities and programmes which local people can manage them without further external support in future. Central to this effort is to ensure local people's ownership and optimal management of the tourism activities and service.
- ii. **Responsible.** Responsible tourism which is environmentally friendly, socio-culturally acceptable and economically viable and equitable.
- iii. **High Volume.** Tourism at Sudurpashchim is still in the infancy stage with low volume of tourists' arrivals.
- iv. **High Value.** High value or more spending (quality) tourism as and when this implies for increased benefits and profits of private and public sector.
- v. **Participatory.** The local residents, and particular emphasis will be given to women and marginalized groups will be involved in planning, decision making and implementing processes. They will be made responsible and accountable to manage the tourism activities with quality services. All levels within the province will work together for tourism development in line with the

design set by master plan. Active participation of institutions in all stages of tourism planning will be ensured and its members will be encouraged to start developing tourism products and services. Participatory tourism which is also based on 'tourism for all' principle which is inclusive of private sector and communities.

- vi. **Decentralized.** Decentralized tourism governance, planning and support institutions
- vii. **Integrated.** The underlying philosophy of the sustainable tourism planning approach to tourism development is that - effective conservation of natural and cultural resources and improvement in the overall tourism development cannot be achieved without active participation of the local community in all stages of the tourism development process, right from planning through to implementation, and monitoring and evaluation. Hence, it is essential that the links between tourism *development*, *conservation* and *participation* are made clear to those whose livelihoods are affected. Tourism based on integrated approach among relevant stakeholders.

Chart 1: Guiding Principles of Tourism Master Plan



5.2. Plan Period and Approach to Development

Based on the above seven major principles, and to streamline tourism in Sudurpashchim Province, the master plan will be implemented and managed under two broad sphere such as - **General** and **Specific** approaches (Chart 2). These two major approaches are highlighted as such:

5.2.1. General Approach

The general approach will focus on improvements on livelihoods of the local people, sustainable institutional development for effective implementation of the development activities, participation of the local poor people to share the benefits from development, and better coordination and linkages for effective and efficient use of the resources available within the province. While working under this broad theme, following key areas will be taken as prime component for overall *development* and *management* process. They are:

a. Sustainable livelihood (SL):

The SL framework is an excellent tool for analysis and planning. It draws attention to the range of factors that influence poor people's livelihoods, and to the complexity of people's diverse livelihood strategies in a particular place or context. At its most fundamental level, sustainable livelihood is about making the improvement of people's lives the overriding goal of development and judging success according to poor people's own standards. By centering thinking around people rather than the technical inputs for development, the tourism master plan intends to significantly improve its chances of achieving sustainable impacts on poverty. The SL framework is based on **six core principles**: it focuses on people's strengths, is holistic, is responsive and participatory, addresses micro-macro linkages, and focuses on partnership and sustainability dimensions (e.g economic, institutional, social, and environmental). A more detailed look shows that sustainable livelihood approaches are built on simple principles which are basic to good development practice and are drawn from the collected experience of other development approaches.

b. Institutional development:

The purpose is to make local organizations and institutions capable to undertake the tourism development and management responsibility in their respective areas. Apart from capacity building of local organizations and institutions, the tourism master plan will also focus in human resource development/management, giving priority to grass root level.

c. Social inclusion:

Social development is crucial in promoting human security, poverty reduction, and sustainable development. The inclusion and empowerment of women and poor people through participatory approaches is a world agenda, and not only that of Nepal.

The plan has given due emphasis on inclusion of women, poor and marginalized communities in all key sectors, including tourism development, supports in livelihoods and cultural heritage preservation. Equitable sharing of tourism benefits focusing on poor, dalits, ethnic groups, indigenous peoples, persons with disabilities and women, will be an important agenda of the Sudurpashchim Province.

d. Partnerships, linkages and resources sharing:

The plan emphasizes partnerships, resources sharing and linkages with related organisations (GOs, local government bodies, NGOs and private sector) for undertaking infrastructure works (construction, repair and maintenance) and products and services delivery (accommodation, entertainment, facilitation to tourists, micro-enterprise development). Likewise, it focuses on working closely with the local and district level government bodies and private sectors, in order that they would not only support tourism development efforts of MoITFE but also is likely to mainstream tourism development and promotional activities in Sudurpashchim province.

5.2.2 Specific Approach

This specific approach will focus on developing and managing tourism activities and services with broad practices such as managing the entire Sudurpashchim Province as per its value and importance, specific area need priority, sustainable use of the local resources, making the tourism development activities more pro-poor and responsible,

a. Adjusting interventions by strategic tourism zones:

The plan has adapted categorization of Sudurpashchim Province into **Terai, Mid Hills** and **High Mountain** landscape Zones (see **Chapter 4**) characterizing into three types, based on the spatial and thematic tourism attributes such as natural and cultural resources available in the districts and their tourism destinations. This will also help to understand the ground reality and help to intervene accordingly for better adjustments. To promote Provincial tourism, a set of clear management prescriptions, boundaries and nature and types of intervention will need to be further defined in consultation with the Local Governments, and private sectors together with their district specific tourism plans.

b. Area specific priority interventions:

Despite major issues, other tourism related development issues appears to be similar throughout the Sudurpashchim Province. Similarly, specific opportunities and problems differ from area to area and district to district. Therefore, the plan suggests formulating district/area specific programmes based on District Tourism Plan and consolidating at provincial level. Tentatively this master plan will give major priority programmes for tourism development at Sudurpashchim Province.

c. Making tourism more responsible and pro-poor:

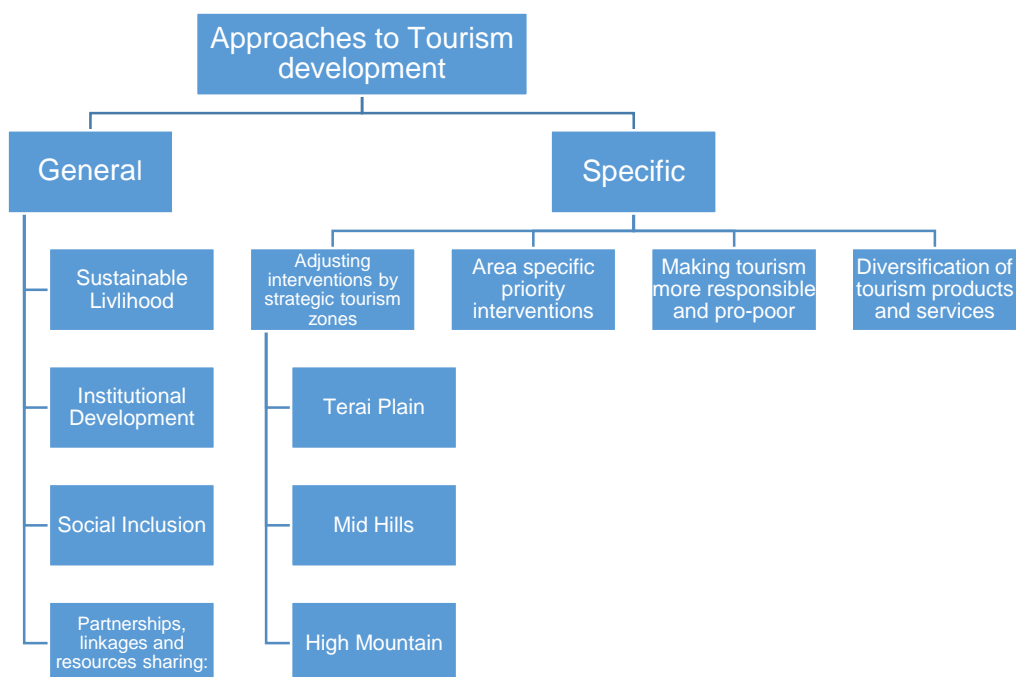
The plan will focus to make the tourism activities more sustainable and responsive within the framework of pro-poor and responsible tourism with a view that such activities will help to meet the needs of the present

tourists and host regions while protecting and enhancing the opportunity for future growth. Effective and efficient management of all resources will help to fulfill the economic, social and aesthetic needs, as well as, make easy to maintain cultural integrity, essential ecological processes, biological diversity and life support systems (UNWTO). Hence, people and local ownership of tourism are always at the core of sustainable, responsive and pro-poor tourism. This tourism master plan's approach will also be to minimize costs and maximize benefits in favour of the poor.

d. Diversification of tourism products and services:

Ample opportunities exist for tourism growth in the Sudurpashchim Province. The current market and consumer trends indicate that the experienced traveler prefers authentic, off-the-beaten-track vacations in remote, unrenowned places to luxurious vacations. Global trends also indicate the growing demand for nature and culture-based holidays, and spiritual tourism which are forecasted to double and perhaps even triple in the next 20/30 years. The growing interest in cultural and spiritual tourism and ecotourism presents enormous opportunities, provided that the Sudurpashchim Province can avail of the opportunities presented to it. At this juncture of potential demand in tourism, there is a critical demand from the locals regarding new motor roads. There is need to combine Sudurpashchim Province's assets into attractive and marketable tourism products to foster synergies among locals' demand on road. It has been urgent to plan and develop infrastructure and services in the districts and destinations in an integrated manner. Investments are also urgently needed for enhanced access; destination infrastructure and facilities; and sustainable responsive and pro-poor tourism destination management and service delivery. Equally it will be necessary to do tourism development works in partnership with local communities, tourism related stakeholders, local bodies and government agencies not only to minimize and mitigate such negative impacts but also to diversify tourism products and services as well.

Chart 2: Specific Approaches



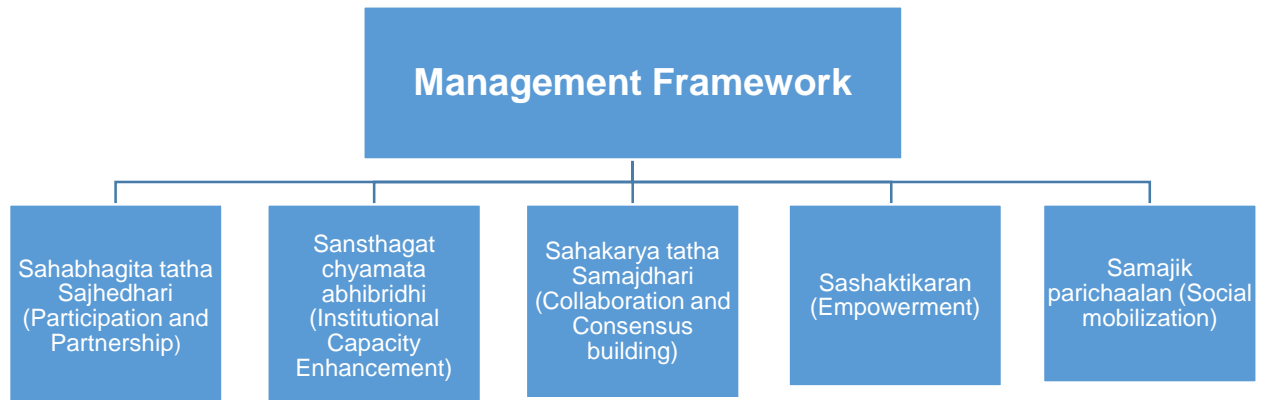
5.3. Management Framework

The tourism master plan emphasizes to enhance the capacity of local communities to conserve their rich and unique natural and cultural heritage, through diversifying present tourism products and services as per the present need and growing competition across the region. Likewise, with a view to enhance the livelihoods of the local people, this plan has made efforts to put into effect sustainable and responsible tourism development through partnership and participation, institutional capacity enhancement, collaboration and consensus building, empowerment, and social mobilisation. These, in turn, will contribute to **inclusive** and **sustainable development** of the Sudurpaschim Province as a result of (i) enhanced capacity of local institutions and organisations and (ii) empowerment of the women, poor and disadvantaged groups.

The **five guiding frameworks** as **5S** model are **service delivery strategies model** for effective and efficient management practice. These include:

- (1) *Sahabhagita tatha Sajhedhari (Participation and Partnership)*
- (2) *Sansthatag chyamata abhibridhi (Institutional Capacity Enhancement)*
- (3) *Sahakarya tatha Samajdhari (Collaboration and Consensus building)*
- (4) *Sashaktikaran (Empowerment), and*
- (5) *Samaria parichalan (Social mobilisation)*

Chart 3: Management Framework (5S Model)



5.4. Plan Period

The tourism master plan will be for 10 years (2079/80 - 2089/90 BS) with its action plans divided into three phases as in the table below.

Table 13: Three phases of master plan with duration and implementation focuses

Phases	Years	Focus/Priorities
Short term (1 year)	2078 BS	Small infrastructures, amenities, small scale HR development, tourism awareness creating short term interventions, Hub/sub based tourism packages formulations and implementations, eco walking trial routes within 5 Km, Tourism hubs located tourist information centers, marketing and promotion based on annual events, etc.
Medium term (1-4 years)	2078 – 2081 BS	Auditing and post-auditing infrastructures and signage development of longer trekking routes directed towards base camps of mountains, cable car lines, protection dams besides hot springs which are located besides big rivers. Preparation of detail project reports of selected sites for further intervention
Long term (5-10 years)	2078 – 2088 BS	Heavy infrastructure related investments (e.g. concrete bridges on rivers mainly at the cross points on boards, highways connecting tourism corridors and zoning areas with cross boarder tourism provisions, alignment and building of new trekking trails, exploration and making readiness of caves for tourists' entries, etc.) and other destination improvements, expansions, and maintenance

Source: Study Team, 2021

6 Chapter

MASTER PLAN'S OUTLOOKS: VISION, GOAL, OBJECTIVES, STRATEGIES, GUIDING PRINCIPLES AND TARGETS

6.1. Vision

The ten years' **vision** for tourism in Sudurpashchim province is stated as follows:

"Sudurpashchim province will be recognized as a tourists' friendly, safe, quality and appreciated destination equipped with fundamental standard infrastructures for world tourism market to transform it on the pathway of durable prosperity"

6.2. Goal

The **goal** of this tourism master plan for Sudurpashchim is as follows:

"To contribute for the sustainable socio-economic development of Sudurpashchim, while protecting its natural, cultural, and environmental heritages on which its tourism sector is profoundly based"

6.3. Objectives

The objectives of the Tourism Master Plan of Sudurpashchim Province are:

- a) To support the development of Sudurpashchim as an attractive, safe and quality tourism destination through the means of exploration, identification, conservation, proper management, development, promotion and protection of its outstanding and unique natural, cultural, religious, biodiversity, historical, archeological and manmade heritages and products
- b) To formulate necessary strategies and action plans for the sustainable development and diversification of tourism as religious, adventure, recreational, wildlife, nature, community based, rural tourism types, etc. by identifying and analyzing existing strengths, weaknesses, opportunities and threats of tourism sector in the province
- c) To help economic growth induced productivity, employments, livelihoods, and entrepreneurs supports for locals residents and facilitate the participation and inclusion of and benefits for the disadvantaged communities in tourism

- d) To develop tourism as an important sector of economy and service through the integrated efforts between government, private sector and local communities for the lasting prosperity of the province
- e) To develop and strengthen the policies, institutional framework, and human resources for achieving sustainable tourism development in Sudurpashchim province
- f) To support for the increment on the tourism sector related revenue of government of Sudurpashchim

6.4. Broader Strategies

This plan document has adopted following **broader strategies** to lead plan of actions and their prioritization and effective implementations:

- i. Separate contributions (financial and technical) as well as joint cooperation and coordination between any two or across all three tiers (local, provincial and central) of governments
- ii. Infrastructure developments which are nature, culture and environmental friendly and responsible
- iii. Public-Private-Community Partnerships (PPCP) mechanism for collaborative efforts and effective outputs
- iv. Institutionalization of tourism through formulating and utilizing Destination Management Organization (DMO) model which is based on integrated participations of local governments, private sectors, tourism related enterprises, local tourism committees, local communities' representatives, suppliers of services in tourism, civil society representatives, tourism experts, etc.
- v. Tourism product development, resource allocation, promotion and management based on zoning of destination areas
- vi. Major problems of tourism development and summary of important issues arisen from the field visits in districts
- vii. Mainstreaming the prior and present tourism development work practices of Ministry of Industry, Tourism, Forest, and Environment (MoITFE) which are based on annual budget and programs of prior years, *pariyatan bikash ayojana nirmal sambandhi prastawana*, policy and programs of province and any other
- viii. Various programs with prioritization in the action plan and focused implementation strategies
- ix. Products and services driven target marketing and promotion for such market segments

6.5. Strategic Areas

There are **ten strategic areas** or components which remain as prerequisites for the planned development of tourism in Sudurpashchim province. Based on these strategic areas a comprehensive plan of action has developed (**Chapter 8**) for the systematic and holistic development of tourism in the Sudurpashchim Province. The details of all ten **strategic areas** or **components** are highlighted in **Chapter 7**. These components are as follows:

1. Tourism Products and Activities Development

2. Tourism Infrastructure Development and Standardization
3. Tourism Information Management System Enhancement
4. Institutional Framework for Destination Management and Governance
5. Human Resource Development for Quantity and Quality Services in Tourism
6. Tourism Marketing and Promotion
7. Coordination between inter governments, inter provinces and intra-sectors (public and private)
8. Access and Participation of Women and Disadvantaged Groups for Sharing in Tourism
9. Natural and Culture Heritage Conservation
10. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province

6.6. Strategic Targets

With the aforementioned set goal, objectives and expected outcomes, following strategic targets have envisaged to accomplish during the plan period.

Table 14: Plan period targets

Indicators	Visitors' arrivals, length of stay, expense and Income (GDP)		
	By 2021/22	By 2025/26	By 2031/32
# of Visitors Arrival- All (30% [Average Annual Growth(AAG) Rate]	452,781	1130,562	2,504,874
# of Visitor Arrival- Indian (25% AAG Rate)	300,000	675,000	1,143,750
# of Visitor Arrival- Domestic (40% AAG Rate)	150,000	450,000	1,350,000
# of Visitor Arrival- International (20% AAG Rate)	2,781	5,562	11,124
Host-Guest ratio at provincial level	3:1	2:1	1:1
Visitor length of stay (day)- Domestic	4 days	7 days	12 days
Visitor length of stay (day)- Indian	4 days	6 days	10 days
Visitor length of stay (day)- International	16 days	20 days	22 days
Per day expenditure (US \$)-Domestic	20 US\$	30 US\$	40 US\$
Per day expenditure (US \$)-Indian	70 US\$	80 US\$	100 US\$
Per day expenditure (US \$)-International	100 US\$	120 US\$	150 US\$
Tourism's contribution to Province GDP (%)	<1%	6%	10%
Infrastructure development (Zone 3,2,1)			
# of Airport (Regional International/Local)	0	1 (1)	0
Super highway connecting South-North and East-West (Double lane)		1 +1	3
Gravelling of feeder roads connecting Destination Areas	5	21	30
Additional Hotel/Resorts (Number/Room/Bed)	-	75/750/1500 (Z 3,2,1)	150/1500/300 0 (Z 3,2,1)
Sudurpashchim Provincial Tourism Training Institute	0	1	3

Additional employments in tourism sector	7,000 (Base 17,195 in 2020)	50,000	150,000
Number of women employed in tourism sector	-	30% of total	40% of total
<i>Targets related to Policy, Governance / Institutions and HRD</i>			
Sudurpashchim Province Tourism Coordination Council (SPTCC)	1	0	0
Inter-Ministerial Tourism Coordination Committee (IMTCC)	0	1	0
Sudurpashchim Province Tourism Board (SPTB)	0	1	1
Zoning Based Tourism Offices (ZBTO)	0	2	4
Visitor Information and Service Centers (VISC)	3	10	20
Tourist Police Office/Units	0	3	0
Trans boundary Tourism Coordination Committee (TTCC)	0	1	1
Trained human resource in tourism	3,000	9,000	18,000
# of District/Municipality/Rural Municipality Tourism Plans	0/0/0	10/10/30 (Z3,2,1)	15/10/50 (Z3,2,1)
<i>Natural & Cultural Heritage Conservation</i>			
# of Protected Areas/Community Conserved Area/ Indigenous Peoples & Community Conserved Areas/Bird Sanctuary	1	3	3
# of Provincial Cultural Heritage Site	0	3	3
# of River Sanctuary	0	1	1
# of Provincial Geo Parks	0	2	2

Source: Study Team, 2021

7

Chapter

STRATEGIC TOURISM AREAS / COMPONENTS

For the planned development of tourism in Sudurpashchim province, **ten** intended strategic areas or components are envisaged as prerequisites. Based on these **intended strategic** areas, **strategies** are set on each of these areas and comprehensive **plan of actions** has developed on each strategy (**Chapter 8**) for the systematic and holistic development of tourism in the province. These **intended strategic areas** are as follows:

1. Tourism Products and Activities Development
2. Tourism Infrastructure Development and Standardization
3. Tourism Information Management System Enhancement
4. Institutional Framework for Destination Management and Governance
5. Human Resource Development for Quantity and Quality Services in Tourism
6. Tourism Marketing and Promotion
7. Coordination between inter governments, inter provinces and intra-sectors (public and private)
8. Access and Participation of Women and Disadvantaged Groups for Sharing in Tourism
9. Natural and Culture Heritage Conservation
10. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province

The explanation of each of these intended strategic areas in succeeding paragraphs consists information on their introduction, current state, gaps, arrangements, status of applications, past efforts for the improvements, and progress update.

7.1. Tourism Products and Activities Development

Sudurpashchim province exists with various types of **tourism products**. Among which, followings eight types are the major ones.

- Product A:** Pilgrimages and sacred sites based religious and spiritual tourism product
- Product B:** Hill stations, cool climatic elements, and special interest based recreational and sports tourism products
- Product C:** Mountains, nature, and clean environment based terrestrial and aerial adventure (trekking, mountaineering, peak climbing, bungee jumping, paragliding, zip line) tourism product
- Product D:** Water (rivers/lakes) based aquatic tourism product

- Product E:** Community, Homestay and their unique cultural tradition based tourism products
- Product F:** Protected area, wilderness region, community forest and pristine landscapes based park (wildlife viewing jungle safari, bird watching, nature walking) and nature observation tourism product
- Product G:** Historical and archeological heritage based tourism product
- Product H:** Meeting, Incentives, Conference and Events (MICE) and business related tourism Product.

A brief description of above tourism product types of Sudurpashchim province are in **Annexures 7 A to 7H**

7.2. Tourism Infrastructure Development and Standardization

Sudurpashchim province can be one of the best tourism destinations in Nepal only if the essential numbers of infrastructures are developed as per minimum required standard, quality and safety. Hence, it recommends for following actions for infrastructures prior to marketing, promoting and offering any tourism product or destination.

- Developing and expand tourism infrastructure development programs with high priority and on planned basis. Give the highest priority to (a) major tourism sites like Khaptad (Achham, Bajhang, Bajura and Doti), Ramaroshan (Achham), Badimalika (Bajura), Mt. Api Basecamp trekking route (Darchula), hot spring site of Marma RM (Darchula), Kanchanpur-Darchula Mahakali river corridor highway (Kanchapur, Dadeldhura, Baitadi, Darchula), Gauriphanta/Trinagar-Urai Bhanjyang Seti river corridor highway (Kailali, Doti, Achham, Bajhang), Mt. Saipal Base camp trekking route (Bajhang), hot spring sites of Talkot (Bajhang), Moyana Himalayan view point (Bajhang), ruins of Doteli old palace (Doti), hill stations (e.g. Budhitola, Khanidanda, Rajkanda, etc. located at Churia and Mahabhrat mountain ranges) near Mahendranagar, Dhangadhi, Attaria and Ghodaghodi (Kailali, Kanchapur and Dadeldhura), park tourism destination – Shuklaphanta National Park, Ishowri Ganga Dham – Jagganath temple religious route (Baitadi) and Pancha Pandav religious site (Baitadi) (b) appealing tourism activities like rafting and water based other adventure activities in Karnali river considering Chisapani as the hub (Kailali), and (c) water based recreational activity like fresh water and Gangatic Dolphin watching at Dolphin conservation areas in Mohana, Kanda, Patharaiya, Kandra rivers in Bhajani and Tikapur areas (Kailali).
- Bringing policy for incentives to investors for mega and larger scale investments on tourism infrastructures development
- Encouraging the investment of private sector and cooperatives in tourism infrastructures development through clarifying legal provision and process and making the process faster and easy through one window platform.

For it, invite bigger infrastructure projects' investors through offering land on long term lease, giving custom rebate in the import of machinery and technical equipment, and giving tax rebate for certain years.

- Introducing Build, Own, Operate and Transfer – BOOT or similar kind of any other suitable models through clarifying legal concept and process.
- Encouraging the investments of bilateral and multilateral development and aid agencies (UNDP, World Bank, ADB, GIZ, USAID, China Aid, etc.) on tourism infrastructures development and its induced standardization of livelihoods of local people through the permission from central government
- Establishing and applying "integrated infrastructure development and improvement" program through allocating sufficient resources and means which will help to develop and expand tourism sector in a planned approach
- Allocating provincial government budget for tourism infrastructures development and standardization in annual (short-term), midterm and long-term programs with high priority. Coordinate with local governments on the issues of budget heads, amount and priorities prior to allocation of such budget
- Building infrastructures at separate religious travel circuits like *Char dhams*, *Panch Kedars*, *Sat goddesses* to promote those in Indian tourism markets
- Establishing/enhancing immigration and cross border tourism facilities including tourism information and interpretation facilities at Darchula and Julaghat.

The things that need immediate attention are repairing and reconstructing gravel and damaged road network with black toping to facilitate smooth road travel. The existing trekking trails are needed to audit for identifying the needs of infrastructures (constructing small bridges, building footsteps, putting hand railings, supporting homestays, deciding on proper day to day trek itinerary with points of stoppage for lunch break and overnight stay, installing signage, labeling the environmental grading of the trek route, etc.). These are needed apart of exploring and developing the uncharted trekking trails.

Airport which is used during seasons need to be converted into all seasoned airport. Single international airport dependency needs to be diversified to other suitable areas of the country and speedy construction on other alternate international airport.

Following the basic recommendations as above upon issues and gaps identified, it has been clear that well planned and focused interventions for infrastructures with minimum standards, quality and safety are the prerequisite to brand Sudurpashchim province as "**Incredible Sundar Sudurpashchim**". The quantity and quality of infrastructure really matters for establishing and strengthening Sudurpashchim as western entry gates via Dharchula/Darchula, Jhulaghat-Julaghat, Chamawat (Tamal)-Bhageshwar, Banbasa-Gaddachauki and Gauriphanta-Trinagar India-Nepal boarder points.

It is based on this impression for greater benefits, there should be focus to improve air and surface connectivity including trekking trails and accommodation related infrastructures. Those aspects with present states are briefed in succeeding paragraphs below.

A. Developing and strengthening air connectivity

Dhangadhi/Godabari, the gateway and provincial headquarter is connected through air routes with the availability of STOL airfields in all districts of Sudurpashchim province as follows.

Table 15: List of airports existing in Sudurpashchim

S.No.	Airport	Location	Start of operation	Runway type		State of operation
				Paved	Earthen	
1	Baitadi	Patan Municipality	February 1978			In operation
2	Bajhang	Rithawath Municipality	October, 1976			In operation
3	Darchula	Gokuleshwar Municipality	January, 1986			Not in operation
4	Doti	Dipayal Municipality	September, 1973			Not in operation
5	Mahendranagar (Majgaun airport)	Bhimdatta Municipality	December, 1973			Not in operation
6	Tikapur	Tikapur Municipality, Kailali	October 1984	Graveled		Not in operation
7	Sanphebagar	Sanphebagar Municipality, Achham	November, 1974			In operation
8	Bajura	Kolti Municipality, Bajura	October 1984			In operation
9	Dhangadhi	Dhangadhi Sub Metropolitan City, Dhangadhi	December, 1964			In operation

Source: CAAN souvenir, 2019

However, not all airports are in operation as mentioned above. It is crucial to resume the operation of those airports like Darchula, Kanchanpur, Tikapur, and Doti which are closed for long and short time. Those airports which are to be resumed their services also requires upgrading with essential safety and standard infrastructures by Civil Aviation Authority of Nepal (CAAN). Dhangadhi airport should be linked with Pokhara and other regional airports in the country.

Dhangadhi airport should be upgraded as a regional international airport to connect with India, and South Asian countries facilitating for bigger aircrafts. Present length of runway can be further extended from 1800 meter X 30 meter to more as per required standard for the regional international airport. Also it is important to link Dhangadhi/Mahendranagar – Khaptad, Dipayal-Khaptad, Bajhang – Mt. Kailash Mansarovar, Doti - Ramaroshan through commercial helicopter services.

B. Developing and strengthening road connectivity and associated facilities

Sudurpashchim province is offered with following highways and feeder roads.

Table 16: List of highways in Sudurpashchim

Names of Highways	Start point	End point	Length
East-West	Chisapani	Gaddhachoki, Mahendranagar	125 Km
Mahakali	Mohana Bridge	Khalanga, Darchula	415.15 Km
Bhimdatta Panta	Dhangadhi	Dadeldhura	135 Km
Seti	Amargadhi,	Dipayal-Silgadhi	66 Km
Dasharathchanda	Dadeldhura	Baitadi	105 Km
Jaya Prithvi	Khodpe	Chainpur	105 Km
Mid-hill (Madhya Pahadi)	Achham	Julaghat (Baitadi)	
Postal (Hulaki)	Bhajani	Chandani Dodhara	

Source: Department of Roads, 2019

Table 17: Feeder and tourist roads in Terai Plain Landscape Zone (Kailali and Kanchanpur)

District (s) covered	From	To	Length
Kailali	Chisapani	Solta	18 Km
Kailali	Bhajani	Dolphin site	7 Km
Kailali	Ghodaghodi	Bhajani	25 Km
Kailali	Lamki	Khakraula	33 Km
Kanchanpur – Kailali (Dharmik Jaibik Marg)	Bhimdatta	Chisapani	150 Km
Kanchanpur	Bairat (Bhimdatta Municipality)	Brahmdev	9 KM
Kanchanpur	Matena	Jhilmila lake	9 Km
Kanchanpur	Daiji Chauraha	Bedkot lake	9 Km
Kanchanpur	Mahendranagar	Silent river, Bhimdatta Municipality-9 (Mahakali)	25 Km

Source: Department of Roads, 2019

Table 18: Feeder and tourist roads in Mid hills based religious and recreational tourism corridor zone (Dadeldhura, Baitadi, Doti and Achham)

District (s) covered	From	To	Length
Achham – Bajura	Safebagar	Martadi	57 Km
Achham	Sanfebagar	Vaidhyanatah Dham	2.5 Km
Achham	Sanfebagar	Mangalsen	39 Km
Achham	Jayagadh	Ramaroshan	39 Km
Achham	Ramaroshan	Naraharinath RM (Kalikot)	25 Km
Baitadi	Dasarathchand Municipality	Julaghat	19 Km
Baitadi	Satbanjh	Julaghat	37.18 km
Baitadi – Dadeldhura	Melauli	Ugratara temple	32 Km
Baitadi	Melauli	Pancheshwar	43 Km
Baitadi Pancheshwar) (Via	Melauli	Luwaghat (Champawaat district)	56 Km
Baitadi	Chauraha (Dasarath Chand)	Ishwari Gangadham	2 Km
Baitadi	Chauraha (Dasarathchand Municipality)	Jhulaghat via Mahakali river corridor (Ranibunda and Sangadi)	10 Km
Doti	15 Km	Silgadhi	Jhigarana
Doti – Achham	67 km	Silgadhi	Sanfebagar

Source: Department of Roads, 2019

Table 19: Feeder and tourist roads in High Mountain landscape based adventure tourism zone (Darchula, Bajhang and Bajura)

District(s) covered	From	To	Length
Darchula	Khalanga	Dallek	33 Km via Dungri devi temple
Darchula	Gokuleshwar	Makarigad (Trek starting point for Api Himal Base Camp)	15 Km
Darchula	Khalanga	Byas - Tinker Bhanjyang (1 no. pillar)	44 Km
Darchula	Khalanga	Hikala	
Darchula	Khalanga	Uku (Malikaarjung RM)	
Darchula	Gokuleshwar	Dilasaini temple	25 Km
Bajura	Martadi	Kolti	47 Km
Bajhang	Chainpur	Mellek	11 Km
Bajhang	Chainpur	Jayprithbinagar	25 Km
Bajhang	Chainpur	Surmasarovar lake	
Bajhang	Chainpur	Talkot	26 Km
Bajhang	Chainpur	Moyana hill Himalayan view point	13 Km
Bajhang – Bajura	Tamail	Lokhada (Trek starting point for Khaptad)	25Km
Bajhang	Tamail	Darugaun	10 Km
Bajhang	Kot (Chabbispati RM)	Jayprithbinagar	35 Km
Bajhang	Banni mastra temple (Chabbispati RM)	Daulichaur	40 Km
Bajhang	Lim (Bitthadchir RM)	Khasileda view point	7 Km

Source: Department of Roads, 2019

Considering the connectivity related infrastructure gaps in all three tourism zones, following actions are recommendable for strengthening road connectivity, standardizing such connectivity and associated facilities.

- i. Working with central government and other concerned agencies to upgrade East West highway as two-lane fast tract road (express- roads) on Chisapani, Lamki, Ghodaghodi, Chaumala, Attaria and Mahendranagar section.
- ii. Developing road drive facilities such as refreshment facilities, parking lots, workshops, fuel stations, electric charging points, rescue/communication facilities, first-aid/medical facilities, information/signage, and stoppages.
- iii. Developing tourist parking lots (Bus Park) in major tourist hubs and transit points.
- iv. Developing infrastructure and mechanism with proper alignment, adequate information, arrows, and traffic police to ensure a safe vehicular and pedestrian environment.
- v. Installing road head signage at the road starting point with clear information about place and distance.
- vi. Adding some touristic facilities such as parking lots, resting places, clean toilet/washroom, visitor information facilities including information boards, arrow posts, signage, viewpoints, selfie-points, side walking/hiking trails, refreshment shops etc. while constructing new green or other roads
- vii. Building Bus terminals - facilitating traveling passengers with waiting stand, shades at the starting and end points.

C. Building and managing infrastructures for cycling trails (Mountain Biking)

The plain land areas of Dhangadhi (ward no.3), Mahendranagar, Ghodaghodi (e.g. Chidiya lake – Ghodaghodi Lake area complex), Chisapani- Dudhejhari and few mountain landscapes are highly attractive for cycling (Mountain Biking) activity for tourists. It is an additional soft adventure for fun and recreation. Hence, it is important to build such cycling trails with all associated infrastructures for it.

D. Ensuring the use of disable friendly pathways for pedestrians on both sides of roads

The tourist hubs or gateways like Dhangadhi, Attaria, Mahendranagar, Khalanga, Ghodaghodi, Jayaprithbinagar Municipality, Dasarathchand Municipality, Amargadhi, etc. must have disable friendly pedestrian pathways with resting points with shade and city parks for the purpose of facilitating the walking tourists. Most of these places have allocation of such pathways but occupied by frontline shops with their sellable goods that not only hampers free movement of pedestrians but also the natural beauty of these cities. Such encroached areas on footpath must be removed and cleared. Declaring Vehicle free zones to certain areas with pedestrian pathways should be the policy of governments at province and local level. It is highly valuable to designate and build certain areas in tourist hub sites with tourist friendly walking lane. This helps to make the tourist areas environment friendly with free of noise, air and other kinds of pollution.

E. Building new water ways

Build ways to start water steamer to connect one place to another (e.g. Khimari to Moni, 72 Km in Karnali whose baseline and detail survey are completed)

F. Intervening for safe trekking system through developing and strengthening trekking trails connectivity and associated facilities

Sudurpashchim with nametag of "Far west" is one of the ten sections of GHT of Nepal. It is important to get trekking products of GHT upper, middle and lower routes audited by GHT certified trail auditors. It will be valuable for making these products standards, safe and quality.

Following actions are recommendable for strengthening the safety, quality and standards of trekking trails.

- i. Getting all trekking trails (higher and lower altitude trails) audited by GHT certified trekking trail auditors and should be supplemented by infrastructures such as information management systems, accommodation facilities (tea houses/.homestays/farm stays/eco-lodges, restaurants/camping sites and other accommodation platforms), trails safety and security and grading (rating) of the environment of the trekking trails.
- ii. Developing locational maps/boards (soft and hard copies forms as well) for all trekking trail areas (routes).
- iii. Building trail infrastructures (e.g. various trail signage, trekkers protection shades, drinking water outlets, washrooms, etc.) built for hikers/trekkers/cyclists' safe, quality and meaningful experience
- iv. Designing, developing and promoting soft trekking and walking trails in the low elevation areas with comfortable walking trails, resting places, eating and drinking facilities, leisure activities and

so on. Such trails should also be fitting for the elder and differently able section of the community and tourists.

- v. Carrying out detailed feasibility study to explore and develop alternative trekking trails in the following sections (where road alignment has destroyed / or is going to destroy the trekking trail):
 - Khasileda viewpoints in Bitthadchir RM (Bajhang).
 - Churia hills in Godabari Municipality (Kailali).
 - Maghi – Chilamchure route in Ghodaghodi Municipality (Kailali)
 - Moyana view point in Jayaprithbi Municipality (Bajhang)
 - Siddha Makarikot Padamarga
- vi. Sending post infrastructure development trail products information to NTB, NATTA, NATO, Department of Tourism, etc. with the aim of including the trail and its itinerary in their website, which will be a high valued marketing and promotion of the audited trail

F1. Building adventure sports tourism infrastructure

- I. Constructing basic infrastructures at paragliding take off points, zip line starting points, rock climbing sites, cannoning sites, bungee jumping areas, etc.
- II. Connecting those adventure sports with nearby hill stations and major cultural villages.

F2. Building infrastructure for bird watching related special interest tourism

- I. Completing essential trail improvements including trail alignment, improvement, upgrading bird watching of trekking routes and various information signage (e.g. trail head, welcome, directional, interpretative, warning, trail marker, etc.) for bird watching tourism
- II. Developing locational maps, direction and information signage
- III. Building other light infrastructures like bird hides, protection shades, drinking water stations, wash rooms, etc. at regular intervals on bird watching trekking routes

G. Preparing basic infrastructure for risk management in adventure tourism that can arise from natural disasters

- I. Preparing necessary technical equipment (e.g. helicopter and other) and experts for search and rescue
- II. Organizing regular training and capacity building programs for search and rescue

H. Developing, upgrading and expanding accommodation and amenities

Accommodation related gap is another infrastructure related concern. It is required to incentivize, support, and facilitate investors, tourism entrepreneurs, and local communities to establish and operate following types of accommodation, food and beverage facilities in priority areas:

Table 20: List of recommendations for accommodation facilities installations and improvement

Accommodation Type	Priority Investment Areas
Community Chain Homestays	Along Karnali, Seti and Mahakali River corridors by following the Rafting itineraries
Riverside Resorts	Chisapani, Solta, Kuhine, Dipayal, Sanfebagar, Julaghat, Tribeni,
High-End Eco-Lodges	Api trekking route areas, Saipal trekking route areas
Café and Tea-Shop	Along the highways and feeder roads such as: Dhangadhi/Mahendranagar to Khalanga, Dhangadhi/Mahendranagar to Chainpur, Dhangadhi/Mahendranagar to Chisapani, Dhangadhi/Mahendranagar to Mangalsen via Sanfebagar via Doti; along the trekking trail and along the rafting routes
Tourist Class Hotels/Teahouse Lodges	Dhangadhi, Attaria, Mahendranagar, Chaumala, Ghodaghodi, Chisapani, Amargadhi, Khanidanda, Silgadhi, Sanfebagar, Mangalsen, Chainpur, Khalanga, Martadi
Heritage Hotels	Dhangadhi, Amargadhi, Khalanga, Chainpur, Gothalapani, Byas, Mahendranagar
Tea House Lodges	Along the major trekking trails (GHT Middle, GHT-Lower and other trekking trails)
Private Homestays	Wherever appropriate
Farm-Stays and Goth-stay	Budhitola, Amargadhi, Bhajani, Bhimdatta Municipality
Camping site with Luxury Tent	Great Himalaya Trail (Upper)- Community managed campsite only
Camping Sites only	GHT Upper, and GHT Lower (Community)
High End Restaurants	Chisapani, Sukkhad, Attaria, Mahendranagar, Dhangadhi
Star Hotels	Khanidanda, Dhangadhi, Mahendranagar, Sukkhad, Lamki, Sadepani, Chaumala

Source: Study Team, 2021

I. Renovating and maintaining old heritage palaces as visitors' destination

Investing on basic infrastructures [e.g. boundary wall all-around + entry gate + entry ticket selling counter + painting of buildings and its precious arts + wash room + interpretative signage, etc.] to conserve historical Garba durbar (Mohanyal RM), Malla residence (Nimdi – 3, Ghodaghodi), and its art and architecture for tourists' observations.

J. Building nature park and city parks related infrastructures

- i. Constituting a sub-committee under DMO to lead this matter through dialogue with provincial and local government on revenue generation issue. As per the Intergovernmental Finance

- Management Act 2017, the local government has power to decide entry fee (rate) on gardens, collect tax and distribute amidst provincial and central government
- ii. Building master plan and develop such parks
 - iii. Building proper pathway with signage for entry into and exist from this garden
 - iv. Building entry gate and entry permit issuance center
 - v. Declaring it as a conservation area for special appeal of this touristic site
 - vi. Assigning staff for its operation
 - vii. Also creating a small profile (as brochure) of this special site with its key features (flora and fauna) and code of conducts (responsible tourism issues) for visitors

K. Building and enhancing wetland (water sites/destinations) related infrastructures

The naturally rich immense number of wetlands in the lower parts of Sudurpashchim province deserve to be presented in a new look with all conveniences for visitors

Improving infrastructure for wetland related sacred place and temple area

- I. Building lake areas (e.g. Budhinanda lakes, Ghodaghodi lake area, Ramkunda, etc.) and its vicinity as a Unique Selling Point (USP) by upgrading its infrastructures and amenities through formulating a master plan for infrastructure design
- II. Covering a number of important matters like remodeling of the front area and religious complex, tourist modern information center with audio and video interpretations of legends (if any) of such lake areas, profile of lake area, interpretive signage of lake and its associated biodiversity, ecosystem, flora and fauna, a museum, a standards Café, wash room, waiting cum viewing hall, paved and grassed ground leveling, welcome gate, parking space outside of the welcome gate, etc. in such a master plan and a Detail Project Report (DPR)
- III. Building an entry gate, site map, visitors waiting shelter beside entry gate, garden park, drinking water station, wash rooms for male and female, and an interpretative signage, etc. at wetland related sacred place and temple area (e.g. Kam Kunda, ward no. 4, Ghodaghodi Municipality)
- IV. Integrating the renewed GLA in the mainstream of the marketing and promotion of GLA

K 1. Building Water Park related infrastructure

- I. Inviting the investments from private sector for infrastructure building on BOOT model through open tender for building modern water park (e.g. Persenia lake area, Ghodaghodi Municipality)
- II. Allowing investment by private sector on infrastructure requisites like swimming points, swimming pool, standard restaurant, mini garden, waiting hall, wash room, vehicle parking space, water supply channel for dry season, interpretative signage, etc.
- III. Developing a promotional brochure consisting the key attributes of this tourist site
- IV. Integrating such a product in integrated marketing campaign

K2. Building infrastructures for natural spring sites

It necessitates to build the basic amenities of natural spring sites [e.g. Shreebagar (Darchula), Talkot Tatopani (Bajhang), Bhalka Basanta (Ghodaghodi-6, Kailali), Gotu tatopani (Byas-3, Darchula)] to make those ready as destinations to visit and observe for spiritual, religious and natural spring water experiences.

- I. Build and improve amenities like visitors' shade, washroom, and an interpretative signage
- II. Develop a promotional brochure consisting the key attributes of this tourist site
- III. Integrate this product in overall marketing campaign of the districts

L. Other support infrastructures

Converting Jhulaghat-Julaghat and Dharchula-Darchula sections of Nepal-India borders as trade and transit point with tourism information and interpretations facilities

Supporting and incentivizing to promote clean and green transport facilities, such as cycling, manual Rickshaw, electric rickshaw, electric vehicle etc.

7.3. Tourism Information Management System Enhancement

Information can be described as all of the concepts, facts, and principles that human genius can reach. This information base is a prerequisite for initiating tourism planning, development and management. Sudurpashchim being emerging destination from the view point of tourism where there is the less number of tourists' arrivals, low amount of study and research done in tourism, less amount of tourism activities performed and insufficient tourism information products made ready. In such circumstances, there is lack of proper data on tourists' arrivals and their profiles.

Hence, it is of high importance to make tourism, touristic information and statistical system reliable, punctual, efficient and easily available through digitization. Only, maintaining a proper and effective Information Management System in Tourism (IMST) can be helpful for systematic and sustainable development of tourism in Sudurpashchim province.

Following policies are recommendable for the systematic development of IMST in Sudurpashchim province.

Table 21: Strategies and working polices for Information Management System in Tourism

Strategies for ISMT	Working policies for ISMT
<ul style="list-style-type: none"> ▪ Arrange 365 days data collection of domestic, Indian and other international tourists entering Sudurpashchim province through surface and air transport. Collaborate with the relevant municipalities/rural municipalities, PA authorities, Immigration Offices, tourism industry associations, Police Check Points, tourism entrepreneurs (Hotels, homestays etc.) to maintain and share visitor records ▪ Create study and research based records of information and statistics of tourism market segments of Sudurpashchim to enable to play effective roles for the development of tourism in province ▪ Create GPS based maps and modern information technology based profiles of tourist destinations after identifying newer destinations and promoting existing destinations ▪ Apart of using tourism related information and statistics of nine districts of the province for own purpose of MoITFE, disseminate the processed digital and printed information to tourists, private sector, media and other stakeholders. Use the modern information technology for this system. 	<ul style="list-style-type: none"> • Establish modern (state-of-art) tourism information centers at Trinagar (Dhangadhi), Gaddhachauki (Mahendranagar), Bhageshwar (Dadeldhura), Julaghat and Darchula which are consequently linked with Indian border points namely Gauriphanta, Banbasa, Champawata, Jhulaghat and Dharchula. Collect and record the information of tourists' arrivals of all types and arrange to give information about tourism destinations and products of all nine districts, accessibility provisions to such destinations and rest all other pertinent information like accommodation, guides and so on. • Establish tourism information center at Chisapani for not only for recording the entry of Nepali and international tourists but also availing them for all kind of tourism information about Sudurpashchim as a tourist destination • Establish a separate information center at Darchula boarder points to facilitate the information needs of Indian tourists entering Nepal through this boarder point • Establish a separate information center at Syaule (Dadeldhura) for facilitating the information needs for tourists traveling from Attaria, Dhangadhi and Mahendranagar towards destinations in central area (Doti), central west areas (Dadeldhura and Baitadi), north western area (Darchula), central north area (Bajhang), central east area (Achham) and north eastern area (Bajura) of the province. The same information center can be used for offering information about southern destinations like Kailali and Kanchanpur for tourists visiting towards north to south.

Source: Study team, 2021

The processed digital and printed information should be of following types and include following information.

a. Creating digital information:

- High quality promotional documentary that includes all key attractions, activities. Such a documentary should be promoted through social media and You-Tubes through including its short footage with sign language.
- Develop and launch high quality website of Tourism in Sudurpashchim which should include A to Z information about tourism including 4As, 7Ps and all relevant information that help tourist to get prompt decisions to visit this province.

- Produce short videos, short movies, photo documentaries etc.
- Disseminate the information on Sudurpashchim tourism to all interested and prospective tour operators and travel agencies in tourist generating countries and in Nepal
- Disseminate all digital information to promoters of Sudurpashchim in Nepal and worldwide.

b. Producing promotional printed collaterals:

- Promotional posters consisting key features like 7 sisters goddess, 4 Kedars, 4 Dhams, trek routes of Far west section in GHT upper and lower routes, river rafting in Karnali, Seti and Mahakali Rivers, etc.
- Sudurpashchim Coffee Table Book with high quality photos and brief captions.
- Promotional Guidebook for Sudurpashchim province detailing all features, including attractions, products, activities, facilities, route maps, contacts and so on.
- Promotion brochures of destination areas, products and activities district wise
- Trekking, driving and rafting routes and site maps of Sudurpashchim
- Books on Calendar of festival and events of Sudurpashchim
- Special Interest Tourist Guide Books for Sudurpashchim
- Informative Books on Traditional Foods, Dances and Crafts of Sudurpashchim

7.4. Institutional Framework for Destination Management and Governance

Tourism occurs in destinations and it touches on all aspects of a community—businesses, government services, the natural environment, and its residents. In broad strokes, a tourism destination is the agglomeration of businesses and organizations involved in producing and marketing the overall tourism product within a geographical area or strategic unit that provides all necessary resources and whose integrated activities allow tourists with the kind of experiences they expect.

There are both sustainable and non-sustainable tourism destinations in the world. The sustainable tourism destinations apply sustainable tourism principles and practices. Sustainable tourism principles and practices imply for permanence. Such practices include optimum use of resources, minimization of negative impacts on environment and society and maximization of participations of and socio-economic benefits for local communities. Following three vital aspects are carefully planned and applied in destinations which are successful with both volume and values of sustainability aspects.

- **Destination Management**
- **Destination Governance**
- **Destination Leadership**

The coordinated and integrated efforts of key stakeholders like public sector, private sector, local communities and other stakeholders with collective leaderships for the appropriate and responsible management and good governance are in increased practices in such sustainable destinations as far as possible.

A. Destination Management

- Tourism destination management is the coordinated management of all the elements that make up a destination – attractions, amenities, services to be offered, access, marketing, etc.
- Destination management involves linking up these fragmented entities through coordination and cooperation

The ultimate goal of destination management is to enhance the effectiveness of the interactions between and among organizations to benefit individual stakeholders and ultimately the collective by:

- spreading benefits of tourism
- improving tourism yield
- establishing a competitive edge
- ensuring tourism sustainability

A Destination Management Organization (DMO) is a Public/private or public-private entity whose aim is to foster, plan and coordinate the tourism development of a destination as a whole. DMOs operate at different geographic levels with different structure.

DMOs by territorial set ups:

- National Tourism Authorities (NTAs) / Organization (NTOs) at the country level
- Regional Tourism Organization (RTOs) at the regional or provincial level
- Local Destination Management Organization at the municipality level

DMOs by Organizational structure:

- Purely Private such as tour operators, subjective business association etc.
- Purely Public such as National Park Authority responsible for tourism development
- Public-Private such as Nepal Tourism Board in the central level with the inclusive participation of both public and private sector on the board.

B. Destination Governance and its Dimension

Destination governance is a concept which refers to relationships among tourism organizations and enterprises and how they interact with one another. It is a process of coordinating activities among public, private, civil society organizations/actors in the “tourism system” to create synergies.”

There are several main dimensions of good destination governance:

- **Accountability:** Firstly, DMOs are accountable to their key constituencies. It should justify its programs and activities, measure results of its programs and disclose results.
- **Transparency:** Secondly, transparency involves information sharing and acting in an open manner
- **Involvement:** Inclusiveness tracks the level to which DMOs are ensuring representation and involvement from all key stakeholder groups that have a stake
- **Structure:** Structure refers to the mechanism or mechanisms for sharing decision-making and building relationships between inter-related components of the system
- **Effectiveness:** Effectiveness involves the extent to which the DMO is fulfilling its objectives
- **Power:** Power indicates the extent to which key organizations/actors exert power over Decision-making

The existing coordinated and integrated efforts of key stakeholders like public sector, private sector, local communities and other stakeholders for Destinations Management and Development in Sudurpashchim Province are highlighted in **Annexure 7.4**.

7.5. Human Resource Development for Quantity and Quality Services in Tourism

There are 138,148 entrepreneurs as directly engaged in tourism sector as service providers in Nepal. As per one estimation for the period before COVID-19 impacts, 536,000 persons were employed directly in tourism. It is assumed that the indirect employment was more than this figure. Being low capital incentive, tourism is a sector which can offer employments in very low investments. This could help minimize the numbers of youths going abroad for employment and utilize those human resources in Nepal.

A. Existing HRD Conditions including training facilities and HR needs in tourism sector in Sudurpashchim

- Two differing scenarios are visible in Sudurpashchim province in terms of the utilization of human resources in tourism sector. The major crowded destinations like Dhangadhi, Mahendranagar, Attaria, Chisapani, Ghodaghodi, Amargadhi, etc. have employed skilled, semi-skilled and non-skilled human resources in hotels, lodges, restaurants, theme parks, water parks, etc. However, most of other destinations in hills and mountain districts are running with self-employments of owners in hotels and lodges with very few numbers of hired employees. In overall, there is a lack of skilled human resources in tourism sector in Sudurpashchim province
- Most of the trekking and rafting agencies bring all services, including human resources, from Kathmandu and other major gateways such as Pokhara, Chitwan, etc., leaving very little money in Sudurpashchim
- Not only the demand of trained human resources are low due to comparatively low number of tourist arrivals in Sudurpashchim province, but also there is acute shortage of the supply of trained human resources due to the lack of specialized tourism institutions and trained human resources in province
- MoITFE as a newly established tourism focal ministry for Sudurpashchim province which also lacks adequate and trained manpower in tourism sector
- The present trends shows about the pulling of some skilled human resources in the province from Gandaki and Kathmandu province. One major challenge is about retaining the skilled human resources in tourism establishments like hotels. The trained and experienced human resources with occupational skills standards attempt to leave this province to join work in other provinces or abroad
- Nepal Academy of Tourism and Hospitality (NATHM) and Nepal Mountain Academy (NMA) which is the government's formal tourism training institute, has very poor records of providing tourism related skills development training to the people of Sudurpashchim. It may be due to the remoteness of the area (cost factor), and low demand for training opportunities
- Few local tourism associations like Tourism Development Society, NATTA far west, Professional Hotel Association, etc. located in Dhangadhi and Mahendranagar are found to offer occasional trainings on trek guiding, travel operations, etc.
- None of the university and colleges has run dedicated full academic courses on tourism and hospitality
- Sudurpashchim Province lacks formal tourism training institutes. The province also lacks qualified training instructors/trainers in tourism sector

A number of following skills development trainings are of demand in the destination areas.

- Training to people who will be involved in managing Destination Management Organization in destination areas

- Adventure trekking, mountaineering and adventure sports related training
- Nature and heritage tour guide training
- Trekking and porter guide training
- Homestay, small hotel/lodge and teahouse based cooking and housekeeping related training
- Hospitality, communication skills in English language, basic cooking training, lodge management training, bakery training, coffee making, etc.
- Rafting, kayaking, fishing, angling, canyoning related training
- Safe/cook, housekeeping and hospitality training for high-end hotels
- Conference/event organization/management training
- Visitor information center management training

B. Gaps and issues to reflect in planning

- Deficiency on the supply of trained human resources from provincial level
- One big challenge for the tourism industry of Sudurpashchim is human capital with the current brain drain situation facing. There is lack of skilled, high quality workforce as the attraction towards overseas employment is over growing. Thus there is high turnover of tourism work force due to outmigration. This trend is however applicable with Nepal too in overall
- Lack of tourism related HRD institutions (academic and vocational training) established in Sudurpashchim Province
- Lack of relevant training manuals and trained instructors
- High import of HR for specific jobs in hotels and trekking/rafting/travel companies from outside discouraging locals
- Poor awareness level, poor quality of services, poor hygiene and sanitation and poor hospitality skills
- The out migration will have serious implications on quality and reliability of tourism services. Hence emphasis should be towards developing trained and skilled workforce to match the demand for the tourism industry

7.6. Tourism Marketing and Promotion

To address both domestic and international tourists in Sudurpashchim Province, key marketing and promotional activities are recommended. These include:

- Put big hoarding board with the key attractions of Sudurpashchim at international airport in Kathmandu.
- Give digital advertisement of Sudurpashchim in national television channels of tourist generating countries (France, Germany, and UK) of Europe, USA and India.
- Organize FAM trips for journalists of international media, renowned celebrities, inbound tour operators for Nepal from tourist generating countries, Indian Travel Agents, and travel media and blog writers

- Put promotional information board (as destination heading board) with key information like major destinations, access, accommodation availability, etc. both at the headquarters of all districts and their entry gateways
- Create mobile apps to attract tourists
- Disseminate digital profile of tourist destinations
- Promote tourism attractions and packages in national and international media and international tourism source markets in association with private tourism enterprises, their associations, Nepal Tourism Board and tourism ambassadors be located in source market countries
- Promote tourism by following modes:
 - C2C (Consumers to Consumers) through social network
 - B2B (business to Business) with tourism entrepreneurs in tourism generating markets in association and understanding with NTB and private tourism enterprises
 - G2G (Government to Government) between Sudurpashchim province government and Nepal's neighbor countries and other tourist generating countries for Nepal
- Advertise provincial tourism attractions and activities in domestic and international tourism source markets through the fullest use of digital (websites, social medias and networks, mobile apps) and also print media as and when practically applicable

For details see **Annexure 7.6**

7.7. Coordination between inter governments, inter provinces and intra sectors (public and private)

Tourism is a composite product with functionally interdependent sub-sectors. This shows its multidimensional character with the overlapping roles of various actors in developing and managing this composite sector in Nepal. It requires integrated actions of various stakeholders for its proper development and consolidated output. In this context, the tripartite partnership and/or coordination between intra government, intra provinces and intra sectors (public and private) would be a right way forward for the planned and effective tourism development in Sudurpashchim. Sudurpashchim province would adopt a policy by which there would be integrated and coordinated efforts between intra governments within Sudurpashchim province, inter provinces (especially Lumbini Province and Karnali province) and three levels (local, province and central) of government. The strategy to be applied for it would be the constitution of Province Tourism Coordination Committee (PTCC) as proposed and briefly elaborated in chapter 9. For it, the working policy would be to mobilize resources for new destination identification, tourism infrastructures development, HRD and tourism development and promotion through the coordination and cooperation of Sudurpashchim province with central and local governments and international donor organizations and agencies. Furthermore, following actions are recommendable in this aspect.

- I. Adopting the policy of coordinated competition with other adjacent provinces on a situation where trekking, river rafting, paragliding and cycling related tourism activities of one package of one province can be operational in the landscapes and air space of more than one province
- II. Running the programs on the operation of tourism profession related multiple activities, tourism infrastructure development, expansion, and promotion, etc. on integrated approach through coordination between other sectorial ministries and agencies

7.8. Access and Participation of Women and Disadvantaged Groups for Sharing Benefits from Tourism

Tourism will be sustainable only if local people benefit from it with enhanced absorptive capacity at destination areas. This is largely possible when community-based tourism is promoted by allowing local disadvantaged people's particularly women, persons with disabilities meaningful participation in tourism planning, partnering, decision-making, in addition to their ownership with full controlling power. With the formulation of the Government's vision for 2020 and beyond, which mainly focus on the area of creating employment in the rural areas which include women and marginalized communities, distributing tourism benefits to grass root level and enhancing community participating in tourism related activities, the future of tourism prospects seems to bring home. Tourism needs to be developed in a manner where there will be sustainable and inclusive structure for the participations and decision makings of marginalized and disadvantaged communities in tourism development and management (NPC, 2019). In this context, tourism in Sudurpashchim will be developed by fully engaging the locals at all level and using locally produced goods and services, so as to increase the local retention of tourism benefits while ensuring equitable benefits to the wider communities through tourism.

Following actions are recommended for active participation of disadvantaged groups and to safeguard maximum benefits from tourism:

a. Creating an amicable environment for meaning participation

It is imperative to conduct awareness raising programme about tourism and tourism heritage conservation for the destination communities, existing/potential entrepreneurs, school teachers/students, civil society organizations, and local governments through training, exposure visits, interaction programs and mass awareness campaigns such as use of printed posters/boards, radio/TV programme, drama and documentary show etc. Such activities should focus on the significance of natural and cultural heritages of Sudurpashchim for tourism, tourism hospitality, importance for improving the basic hygiene and sanitation conditions, possible positive and negative impacts of tourism, and importance for the conservation of heritages for achieving sustainable tourism development goal in Sudurpashchim Province.

b. Offering a few initial incentives in making tourism inclusive for disadvantaged communities who are eager to participate as service providers and tourism entrepreneurs

These needs are well reflected in some of the destination areas as follows;

Table 22: Providing incentives to the existing and potential disadvantaged tourism entrepreneurs

DAs	Existing/ Potential enterprises or service providing related activities	Initial supports needed for inclusion
Mr. Api Base Camp route (Darchula)	Potential trekking goods/gears provider for tented camps	Grants on initial collection of equipment like camping tents, kitchen materials, high resolution camera
Ramaroshan (Achham)	Existing and potential handicrafts (<i>Chapra, Doka, Dalo, Dhakdo, Doile, Chapro, Rassi, Kataura, and Dhaka</i>) makers from <i>Nigalo (Deulo)</i>	New training to new entrants and refresher training to old makers

	Varied items makers from local potatoes	New trainings
Kanda (Bajura)	Varied items makers from local potatoes	New trainings
Darchula, Bajhang, Bajura, Doti and Achham districts	Tourism service providers (Homestays, hotels, lodges, restaurants)	Training led awareness, knowledge and skills building to be tourists' friendly with essential hospitality behavior and hygiene and sanitation
Bajhang, Darchula, Bajura and Achham	Potential Trekking Agency, Tour Operators, and	Concessional incentive to register new enterprise and rebate with 25% on tour package cost
Bajhang, Darchula, Bajura and Achham	Trekking goods shopkeepers/sellers	Grants on initial collection of equipment like camping tents, tented kitchen materials, high resolution camera
Achham district	Wooden materials makers and makers of walking stick (<i>Ghanghar ko Latthi</i>)	Partial grants
Gothalapani (Baitadi)	Waiters and receptionists in hotels and lodges Tour and trek guides	New training to new entrants and refresher training
Surnaya RM (Baitadi)	Cave showing special guide	New Training
Buffer zone areas of KNP, Gwallek, Sigasdhura, Patal Bhumeshwar area (Baitadi) and Ganyapdhura (Dadeldhura)	Nature guides	Training to new entrants
Gothalapani (Baitadi)	Shoe makers from the leather of sacrificed Buffalos	New training
Gothalapani (Baitadi)	Incense makers and flower producers	Subsidized loan through government special programme or through cooperatives and other financing institutions
Ghusa (Darchula)	Potential trekking guides	Trekking guide training to local youths (men and women)
Dallek (Nawagad RM) and Khalanga (Darchula)	Suits makers from Bamboo and <i>Bhango</i> Cloths makers from <i>Allo</i>	New and refresher training
Dallek (Nawagad RM), Darchula	Cultural performing groups Makers of organic meal from millet, wheat and red rice	Grant to preserve traditional cultural items and equipment as museum
Dallek (Nawagad RM), Darchula	Vegetable (as unseasonal) growing farmers in tunnel	Subsidized loan through government special programme or through cooperatives and other financing institutions
Darchula, Bajhang, Bajura and Achham districts	Selected natural herbs (e.g. <i>Satuwa, Ghuccheyawu, Yarsa, Chiraito, Panchaule, Hattajadi</i> , etc.) processors Selected natural herbs sellers	Training on packaging Subsidized loan through government special programme or through cooperatives and other financing institutions
Marma RM (Darchula)	Soap makers from <i>Chiuri</i>	Capital access, subsidized loan, seed grant to new entrants
Darchula district	Varied items makers from local grains (<i>Simi</i>) and <i>Nilo phapar</i>	New training to cook and present attractively
Darchula, Bajhang, Bajura Achham	Service providers (receptionists, waiters, cooks, housekeeping)	New and refresher trainings with language and hygiene skills
Pashchim Seti, Chamelia, Mahakali river banks	Fishermen	Training on <i>Asala</i> fish processing and packaging
Shivnath RM(Baitadi)	Silauto makers	Fine touch training and selling skills training
Duhu RM (Darchula)	Suitor makers from the hair of rabbits	New training
Kailali and Kanchanpur	Varieties of Dhakia making Tharu women	New and refresher training
Masta RM (Bajhang)	Nepali paper (Lokta) producers	Capital access, subsidized loan, seed grant to new entrants

Talkot RM (Bajhang)	Juice makers from <i>Laligurans</i> and oranges	Training on juice making, packaging, labeling, and storing with proper standards, quality and hygiene and sanitation safely
Kanchanpur, Kailali, Bajura, Achham	New homestay operators	Small-scale infrastructure supports such as homestay material support
Lovelek, Baitadi	Potential Zip line operators	Custom rebate on import of technical equipment from foreign countries
Khaptad and its buffer zone area in Achham, Bajhang, Doti and Bajura	Potential nature, trekking and porters' guides	Nature, trekking and porter guides' training to local youths (men and women)

Source: Study Team, 2021

c. Bringing unregistered illegal operators in mainstream registration process for sustainable and institutional participation and benefits

These needs are well reflected in some of the destination areas as follows:

Table 23: Scenario of unregistered tourism enterprises

DAAs	Status of enterprises	Initial supports needed for inclusion
Darchula, Kailali and Kanchanpur	Homestays without registration with tourism authority	Bring all of those in formal registration process
Achham, Baitadi, Bajhang, Bajura, Dadeldhura, Doti, Darchula, Kailali and Kanchanpur	Existing small scale tourist hotels, lodges, restaurant, teahouses which are functional without formal registration	Bring all of those in formal registration process

Source: MoITFE and Study Team

The lack of registration of a number of homestays largely in peri-urban areas and tourist accommodations in urban areas (district headquarters) compels those enterprises to avail opportunities for any financial incentives from governments, sanctioning loans from finance companies (banks, cooperatives) and offering capacity building trainings from government institutions. This scenario compels those organizations to remain out of inclusive development.

d. Bringing community organizations in the mainstream tourism planning and development process

It is important to ensure the active participation of community organizations like Community Forest Users Groups (CFUGs), protected areas/buffer zone user committees/groups (BZUCs/BZUGs); local youth clubs, mothers' groups, fathers' groups, *Bhalmanasa* (Tharu community's traditional indigenous groups), homestay management committees; hotel associations, nature tour-guide associations; cultural groups; mother groups; clubs; schools/eco-clubs; Municipality/Rural Municipalities, wards; local NGOs working on tourism and culture in local areas' tourism planning, development, management, research, promotion and management issues.

e. Applying bottom-up participation approach

Applying bottom-up participatory planning process will be valuable that will ensure representation of grassroots people on all programs like infrastructures development, CoC formulation, capacity building activities, the management of infrastructure and the handover of the product to local communities

f. Utilizing destination areas based resources and local indigenous knowledge and skills to create a link in local supply value chain

Applying community-based pro-poor rural tourism strategy will be effective for utilizing destination areas based resources and local indigenous knowledge and skills. It usually seeks to promote initiatives of local communities or individuals. It utilizes natural and cultural resources of community and harnesses indigenous knowledge for the socioeconomic benefit of rural poor communities.

Table 24: Existing supply chains, manmade skills and future potentials for enterprises development

S.No.	Districts	Existing natural supply chain	Existing manmade skills for	Future potentials to introduce and grow
1	Achham	Buck Wheat, Millet, Maize, Potato, Nigalo, Malanga, Ghee, Wool, Orange, Mango, Milk, Juice of Gurans	Crafts (Chapro, Doko, etc.) from Nigalo,	Export quality packed gee
2	Baitadi	Flowers, Chiuri, Titapati, Honey, Sungava, Meat, Okhar, Potato, Green vegetables,	Sweets making	Incense, Flowers
3	Bajhang	Nuts (Simi), Potato, Green vegetables, Yarsagumba, Fish, Wool, Lokta, Honey, Apple, Okhar, Rice, Hemp	Theki making from wood	Clothe and suites from Allo
4	Bajura	Nigalo, Potato, Apple, Wool, Yarsagumba,	Dried apple	Dried apple
5	Dadeldhura	Meat, Appricot, Vegetables,	Packed meat	Packed meat
6	Doti	Fish, Special rice, Apricot, Apple, Honey, Ginger	Packed fishes	Packed fishes
7	Darchula	Nuts (Simi), Darchula, Yarsagumba, Apple, Okhar, Allo, Potato	Clothe and suites from Allo, Handmade carpets	Clothe and suites from Allo, Handmade carpets
8	Kailali	Mumphali, Fish, Meat, Milk, Wild mango, Leaves and flowers of 'Lotus', Kadipatta	Crafts (Dhakia),	Crafts from rice plants
9	Kanchanpur	Fish, Meat, Milk, Green vegetables, Kadipatta, Jug of Bijayasal	Crafts (Dhakia),	Wooden crafts

Source: Study Team, 2021

As a source of supplementary income without substituting other forms of village livelihoods like traditional farming, animal husbandry, village teaching, vegetable farming, etc., above mentioned potential is identified as an important tool to alleviate poverty and lift the living standards of grassroots people in rural areas.

g. Associating agriculture with homestay tourism to meet poverty alleviation objective

Bringing and organizing effective programs in currently operating and other potential village tourism destinations [Bhadagaun (Kailali), Kharuwakhera Rana Tharu Homestay (Kanchanpur), Dallek, Hutibazar and Sina (Darchula), Darugaun, Kanda and Maurya (Bajura), Purbichauki, Jhigarana and Baglek (Doti), and Babala (Achham)] by associating agriculture and homestay tourism with poverty alleviation objective are felt needed.

h. Guarantying the inclusion of women from the back warded communities

It is equally important and valuable to create an appropriate institution to make inclusive to the back warded women, Madhesi, Janjati, and ethnic communities who are disadvantaged from the benefits generated by tourism in their own areas. Such communities may include *Badi* living in Lamkichuha Municipality and the landless groups, women, youth groups of freed *kamaiyas* and occupational groups (e.g. mud-pot maker – Kumhar groups) living in Ghodaghodi, Kailali district.

i. Linking local productions in tourism value chain

It is fundamental to adopt a policy to link local productions in tourism value chain and offer the benefits of tourism to local communities from where tourism is operational or functional.

j. Arranging markets for the sale of local products

Also important is supporting for appropriate arrangements of markets for the sale and distribution of authentic and traditional handicrafts, biological agro productions and other gift items made by local communities from local (indigenous) resources.

k. Organizing skill development trainings with its set of rules

The field based observations have realized the need of organizing various types of income generating and skill development trainings to local communities from supply side point of view in tourism development and promotion. For it, it is essential to hire expert trainer for designing course content and delivering training programmes. Also needed is to select trainees through special focus to women through public announcement and a systematic selection process. Furthermore, it is required to select trainees through a contractual commitment to utilize the skills acquired for certain years and offer refresher courses to same trainees in every three years.

l. Key issues and gaps

Inclusion of women and disadvantaged community into the tourism mainstream to benefit them and broaden socio-ecological benefits is main challenge in Sudurpashchim province. There are potentials to enhance economic opportunities for such communities through a number of plans and programs as suggested above.

A systematic and focused approach will be instrumental not only to link the women and excluded communities in the main stream tourism but also to shift them from traditional subsistence system for livelihood support to enterprises development. Several tourism types like bird watching, eco-tourism, green tourism, agro tourism, religious tourism and culture tourism have vast scope for the inclusion of such communities.

7.9. Natural and Cultural Heritage Conservation

Sudurpashchim Province includes all major three Ecological zones as in other part of Nepal. More broadly, the ecological zones comprise from the Terai or Flat land ecology that ranges from 100m to 1200m including Chure Pahad and Mahabharat range that is up to 3500 and further north midland mountain

extended to the snowy high mountains. All these ecological zones are equally important in context of biodiversity and the conservation prospective. Each zone has different natural environments and socio-cultural values.

The tourism sites within the province are broadly categorized into religious, cultural, historic, and natural scenic values. There are various important natural resources in the ecological zones including two national park i. Khaptad and ii. Suklaphanta including Api-Nampa conservation area in Sudurpashchim province (see **Annexure 7.9.**)

In context of above mentioned natural and cultural heritages, and the threats and impacts on those; a number of following actions and activities are recommended for identification, exploration, preservation, maintenance, promotion and responsible uses of them as such:

a. Preparing an inventory of natural and cultural heritages in Sudurpashchim

- Exploring through observations and excavations of destinations/sites by self by MoITFE and in association with Department of Archaeology, Far Western University (FWU), Department of Anthropology and Department of Culture of TU, Human and Natural Resources Studies Center, Department of Development Studies of KU, research institutions, development organizations, and other relevant agencies to document and promote the historical and archaeological sites. Such studies must not exclude following sites and must include other important sites after research.

Achham:	Bimkot and Mangalsen old palaces
Baitadi:	Panchdeval, Debgufa, Patal Bhumeswar cave
Bajhang:	Kot palace, Kailash Gufa, Talkot old palace, Bajhangi kot, Bhopur palace
Bajura:	Badimalika and Bhdhinanda as cultural and natural landscape
Dadeldhura:	Amargadhi Fort and Ajaymeru Kot
Doti:	Doteli old palace site (Dipayal, Silgadhi), Baglek, Badi Kedra
Darchula:	Uku palace area
Kailali:	Garba Durbar area, Malla palace in Nimdi
Kanchanpur:	Singhpal and Kanchalpal in SNP, Khallamuseti

- Collaborating with provincial, national and international universities and researchers to carry out research on various aspects of culture, nature and tourism
- Work with DoT, MoFE and DNPWC and other relevant agencies to explore the natural landscape and biodiversity of Sudurpashchim province
- Preparing full documentations of following heritages of Sudurpashchim province
 - Cultural heritages (both tangible and intangible) of province
 - Natural landscape and biodiversity of province
- Disseminating the prepared inventory in media varied platforms such as book, pictorial book, and website, documentary and so on.

b. Educating local communities surrounding heritage sites about the value of heritage for common good

- Increasing community's awareness through information/posters, photo displays, information boards, video documentary show, training, drama, exposure visits, and case study sharing etc.
- Strengthening the awareness level of mass people by installing information board on heritage sites to reveal its value and needs for conservation to mass people
- Disseminating the knowledge on heritages sites to school students on mass scale

- Engaging school/college students and communities on cleaning campaign, essay competition, documentary show, pictorial competition etc.
- Increasing awareness on natural and cultural heritages of province among the tourism entrepreneurs and stakeholders through training, exposure visits, printed materials, television, radio etc.
- Increasing the awareness of visitors through word of mouth communication, printed materials

c. Networking with and capacitate to local organizations engaged in conservation and use of natural and cultural heritage conservation

- Building partnership and networking with organizations (e.g. Community Forest Users Groups, Cultural Conservation Local Societies) which are active for protection and sustainable use of natural and cultural heritage of own areas
- Strengthening the capacity of destination management organizations (communities), tourism entrepreneurs, buffer zone user committee/group members, hotel entrepreneurs, herders, school-teachers, clubs, mother groups, anti-poaching units, heritage site conservation committees, lake conservation committees, snow leopard conservation committee etc. to implement heritage conservation measures

d. Strengthening local area heritage conservation planning and governance

- Preparing tourism master plans for Khaptad NP, Badimalika, Shuklaphanta NP, Ramaroshan, Api Conservation area, Ganyapdhura and similar destinations which have immense natural and cultural values with focus on zoning based conservation
- Expanding the scope of beneficiaries and benefactors on greater scale for highly valued destinations as follows:
 - The benefactors for and beneficiaries from the natural and cultural heritage conservation of Badimalika are not only the people of Bajura but also Doti and Karnali province (Kalikot and Jumla)
 - The benefactors for and beneficiaries from the natural and cultural heritage conservation of Khaptad are the people of four districts Doti, Achham, Bajura and Bajhang of Sudurpashchim province
- Declaring few destination areas as special heritage (e.g. Ghodaghodi Lake Area as a bird sanctuary, Uku palace area, Panchdeval, Garba Durbar) areas through association with local and central government
- Declaring and promoting Geo Parks: Bajhang (Bitthad Chir), Dadeldhura (Ganyapdhura), Kailali (Bhanwar forest), Baitadi (Patal Bhumeswar forest), Doti (Chatiwan forest near Budar water fall) and similar other destinations
- Working with the relevant federal and provincial government to declare and promote wild, scenic and recreational river sanctuary: 100 km long Karnali river corridor falling under Turmakhand RM in Achham district

- Preparing and implement conservation site plans for Budhinanda lake, Sanfebagar valley, Upper Darchula, Upper Bajhang, and other similar sites, etc.

e. Conducting adequate restoration, preservation and safeguarding measures to preserve and promote cultural and natural heritages

- Protecting wetland tourism products from encroachment happening through illegal cultivation and unsustainable harvesting of water for farmland irrigation from lake via water cannels
- Strengthening the sustainable tourism attributes of destination area through formulation of tourism Code of Conduct (CoC) manuals
- Conserving wetland tourism products from agro chemicals, pesticides, fertilizer and plastic waste
- Broadening socio-ecological benefits of tourism
- Promoting green tourism by putting the least possible impact on the environment and discouraging uses of nondegradable products like plastic
- Developing Botanical garden in community forest areas
- Doing efforts to preserve snow leopard, blue sheep and Himalayan thar and kasturi. These endemic, endangered and flagship species are found in Mt. Api conservation areas (Darchula), surrounding areas of Mt. Saipal (Bhanjyang), and Kanjirowa Mountains and surroundings in Bajhang.
- Saving Dolphin species which are found in few rivers like Patharia and Mohana in Kailali.
- Applying strategy to save wild rice which is found in some pocket areas with the Ghodaghodi lake complex.
- Stopping the encroachment of ratan forest (*Betahani* forest) adjoined with Chure-bhawar to the north as sources of water in-take of Ghodaghodi lake including other different lakes
- Stopping uncontrolled cattle grazing in the chure forest, firewood, and timbers harvesting from the chure forest, and stones, gravel, and boulders unsuitable mining from the Kandra and other *Khahare Khola* like *Donda* and *Tengnahwa* in the hill-side which are converting chure hill into desert that have being challenges to maintain local freshwater biodiversity conservation and watershed management
- Stopping, mitigate or minimize negative impacts on wetland (as natural and cultural heritage) due to following trends of behaviors and actions
 - Encroachment of lake area through illegal cultivation and unsustainable harvesting of water for farmland irrigation from lake via water cannels
 - Encroachment (illegal cultivation) of lake areas, high pressure and destruction of forest resulting with the loss of habitat of bird and wildlife
 - Existing and sporadically mounting conflict between the policy of forest department and local government as well as between fish farmers and wildlife
 - Uncoordinated distribution of governmental facilities like road, drinking water, electricity, etc. in development interventions
 - Increasing inward migration trends and issue causing the destruction of forest areas
 - Unsustainable harvesting of water for farmland irrigation
 - Increasing use of plastic waste and rising water pollution
 - Increasing use of lakes for aqua-culture and unmanaged temple area
 - Use of pesticides and agrochemicals threatening aerial birds like vulture

- Disturbance of and threat to lake system based fauna and wild species by poaching
- Controlling illegal and over exploitation of forest and destructive collection of Yarsagumba in high mountain regions and pastures
- Establishing botanical garden and open zoological garden
- Preparing sufficient historical, cultural and nature interpreters (as local guides) for local touristic sites. It is not only make meaningful experience to tourists but also persuade local communities to realize the value and importance of such natural and cultural sites for well being
- Respecting, advancing and promoting local indigenous people's customary law/traditional knowledge, institutions, practices and norms.
- Protecting, restoring and promoting (use) built heritages such as monasteries/stupas (especially in northern border areas in Darchula, Bajhang and Bajura districts), hindu temples in all districts, musto temples in mountain districts, and palaces and forts in terai and mountain districts, etc. without degrading its archaeological and religious values
- Preserving and promoting local architectural vernacular incorporated into the designs of building, bridges, stone devals, ladders, Naulis (water taps) and other public structures. Provide financial and other incentives for the preservation and replication of such traditional designs
- Promoting cultural, religious and archaeological heritage sites and artifacts through the declaration of cultural heritage site, and showcasing through cultural and archaeological museums, craft centers and art centers.
 - Supporting to build local and regional museums.
 - Conserving wetlands from agro chemicals, pesticides, fertilizer, plastic waste and zoning of core area
- Promoting a destination like Ghodaghodi which has a number of natural and cultural attributes like: (a) a hub for indigenous Tharu cultural heritage attraction (b) the ultimate destination for bird watching tourists (c) an ecofriendly green tourism hub in Nepal's western Terrain With 68 community managed forests spread in 45% land cover, and (d) an agro organic food destination with the widespread availability of organic and local food for incoming visitors
- Developing religious and cultural tourism activities primarily based on Tharu's collective traditional life styles found in Kailali and Kanchanpur districts
- Developing hiking trail around lakes located to the south of Chiria hills in Kailali and Kanchanpur districts. It is for expanding the scope of benefits for local people living surroundings such lake areas through legal and systematic basis
- Supporting to build adventure trekking trails between lake and Chure hill jungles towards north through Global Positioning System (GPS) based navigation and installation of standard signage and other infrastructures. Apart of proper management and development of this lake system for quantity and quality visitors' flow, the trekking trail based linkage to Churiya hill towards the north can be future prospect in spreading the number of beneficiaries and local areas of benefits.

- Developing eco and zoological research and study hubs in Terai, Hills and Mountain regions of Sudurpashchim province for national and international students, researchers, scientists, scholars, etc.
- Formulating a viable model of destination area management which is about the coordinated management of tourism system consisting of destination mix [attractions (site + manmade) + physical products (infrastructure + transportation + facilities like hotels, restaurants and homestays) + people (host community and guests) + packaging (itinerary) + programs (event + festivals, etc.).]
- Presenting lake areas as examples of using tourism and nature conservation in an integrated manner and showing the possibility of using tourism as a tool for nature conservation

f. Strengthening Lake Basin governance and management for both protection and prosperity of lake area through a commonly accepted a new feasible model

It is observed that the larger segment of the community residing in Belar, Srijna sivr, Loharpur, Laxmipur, and Sukkhad of ward no. 1, Kauha, Simtari, Maghi, Gairakherha, Batulichaur and Kauwapari of ward no. 4, and Uttar Latthahwa, Dakshin Latthahwa, Dipnagar, and Paridipnagar of ward no. 8, around Ghodaghodi Lake Area in Ghodaghodi Municipality depend on a number of GLA's resources and such resources creation activities for their livelihoods and subsistence. They depend on fishing in the lake, collecting forest products, using leaves and flowers of 'Lotus', fetching herbals and medicinal plants for domestic use, collecting firewood and fodders for domestic animals, grazing cattle in the grassland of GLA and using water of Ghodaghodi and Nakrod lakes for irrigation. It indicates utmost dependency on such natural resources of their and similar other communities living surrounding natural lakes in Sudurpashchim.

g. Putting and applying responsible system and practices to prevent, minimize and mitigate the potential negative impacts of tourism

- Applying a responsible practice of visitors' movements in terms of numbers of entry, entry timing, code of ethics while on movement in destination areas which are sensitive (e.g. Ghodaghodi Lake area)
- Encouraging and support for the use of alternative and renewable energy sources (e.g. solar/electricity) for power and fuel needs that helps to minimize carbon foot-print of tourism
- Applying the practices of segregating garbage collection as per its nature (e.g. degradable, non-degradable, recyclable) and treat accordingly
- Bringing a responsible system to allow or restrict the grazing of animals (goats, sheep, horses, buffalos) on pasture lands of special zones like Badimalika to protect the nature
- Banning on use of plastic in Protected Area. Ensure safe and adequate waste and sewage management facilities in touristic areas
- Supporting and promote the use of environment friendly and carbon neutral transportation facilities such as electric rickshaw, electric vehicle, bicycle, mule Caravan, pony riding, and other emission free vehicles, and other similar emission free vehicles
- Restricting the constructions of motor roads in highly valuable natural and cultural sites and destinations areas which are worth with trekking trails
- Protecting from encroachment through illegal cultivation, unsustainable harvesting of water for farmland irrigation from lake via water cannels

- Conserving from agro chemicals, pesticides, fertilizer, plastic waste and zoning of core area
- Building of lake based tourism infrastructures (walking trail all around the lake) for tourism
- Developing eco trail (walking + cycling + pony trek) route with basic infrastructures like path safety, signage installation, protection shade, wash rooms, drinking water outlets, etc. all around lake and on outer circuit (round GLA circuit trek)
- Offering training to more nature and bird guides (natural and cultural interpreters)
- Formulating of an inclusive and powerful management structure of GLA with a self-sustaining business and revenue model

7.10. Policy Issue for a Proper Direction to Promote Tourism in Sudurpashchim Province

A policy document is a guideline for the desired development of a sector (including tourism) in a geographically defined territory. It focuses on the promotion of inclusive development by making optimum use of available resources (natural, cultural, human, technological, financial, managerial, etc.) and by providing an up to date understanding of the current development challenges for that territory. Policy and planning is of great importance, especially for tourism as it is a multi-sectorial activity which brings with it environmental, social and economic consequences.

The provincial level tourism policy for Sudurpashchim province is yet to be formulated. The long term policy vision of this plan is to 'establish Sudurpashchim province as a world level beautiful, recreational, safe, quality and excellent tourism destination'. It adopts a goal of 'formulating a roadmap through tourism for the sustainable development and standardization of this province. In this regard special tourism policy is envisaged for Sudurpashchim Province with the following objectives as such : (a) develop tourism as a major basis of the economy of this province, (b) develop Sudurpashchim as a safe and quality tourist destination by conserving, promoting and developing natural and cultural heritages, (c) enhance coordination between public-private-cooperation, (d) create an environment of investments by internal as well as foreign investments, (e) include the participation of women and disadvantaged communities in tourism as beneficiaries, and (f) steer the development of tourism through personal and institutional capacity building of tourism stakeholders.

To produce separate tourism policy for Sudurpashchim Province, and to harmonize this document with the existing Acts and Regulations, reviewing of other tourism and conservation related documents are needed. See **Annexure 7.10** for brief description of such policy guiding documents. However, it is imperative for separate tourism policy formulation (a) to focus and promote the types of tourism in province (b) to facilitate the participation and collective efforts of all stakeholders for short, medium and long term sustainable tourism development of tourism sector which is based on the principle of decentralization. The ultimate vision of the tourism policy of Sudurpashchim province should be to (a) utilize, promote and conserve the natural, cultural, historical, environmental, religious, archeological heritages in sustainable and responsible approach, and (b) establish this province as a beautiful, enjoying, safe, quality and top quality tourist destination.

7.11. Chapter 7 Annexures

7.11.1 Annexure 7A

Product A: Pilgrimages and sacred sites based religious and spiritual tourism product

There are **four** famous **dhams** namely

1. Shivpuri dham (Kailali),
2. Godabari dham (Kailali),
3. Parsuram dham (Dadeldhura) and
4. Vaidhyanath dham (Achham).

All these religious attractions have potentiality to develop as cultural circuit.

Similarly, a cultural circuit covering following **four sisters' goddesses** in Baitadi district can be promoted by upgrading essential information provisions, building religious shelters and making easy access to these places. They are:

1. Tripurasundari Bhagawati temple (Gothalapani, Baitadi)
2. Nigalasaina Bhagawati temple (Gothalapani, Baitadi)
3. Melauli Bhagawati temple (Patan Municipality)
4. Dilasaini Bhagawati temple (Satbanj)

Baitadi district has the largest concentration of religious sites, shrines, and spots with *Shaktipith* and Shiva (as *Kedars*) that is USP to attract large number of local, national and international Hindu tourists for cultural tourism.

Sudurpashchim province has pre-established identity as a destination with **seven sisters' goddesses**. These destinations (four aforementioned sisters' goddesses of Baitadi and rest three consisting of each one from Bajhang (Surmadebi), Dadeldhura (Ugratara) and Bajura (Badimalika) have high potential for promotion and benefit. But these destinations lack essential infrastructure and information such as - religious shelters, and difficult access to reach in these areas. For the alternative access, a 40 Km long new road is being built between Melauli temple and Ugratara temple, however, the road is not in good condition.

Likewise, a kedar (God Shiva) circuit consisting of following **five** destinations in Baitadi is another potential religious tourism product which is in need of easy access and infrastructure development.

1. Raula Kedar (Dasarathchand Municipality-7) in the East
2. Dwaj Kedar (Dasarathchand Municipality-7) in the West
3. Deulek Kedar (Dasarathchand Municipality-7) in the North
4. Gwallek Kedar (Dasarathchand Municipality-7) in the South
5. Dogada kedar (Dasarathchand Municipality-7) in the center

Amidst those five Kedars, Gwallek Kedar dham is centrally located with equal connectivity from following four entry places.



Mahadev cultural circuit around Patan is another potential religious and spiritual product which can be development through linking sacred sites like Patan Mahadev, Barahgar, Siddhanath, Banarasi, Anarkali, and Lodne.

Shivnath temple (Shivnath RM-6, Baitadi) area's master plan is being built by Shivnath RM. The master plan has addressed for access up to destination area, building of other infrastructures and promotion through establishing tourism promotion branch. The execution of this site specific master plan would be valuable.

Melauli Bhagawati (as one of the seven sisters goddesses) temple complex area as also known as "**Melauli Dharmik and Paryatakiya Bikash Chettra**" (Melauli -1, Baitadi) has a temple of goddesses dating back to 5th century. The temple area is spread in 6.82 hectares (approximately 134 *ropanis*) of land all around this temple. A conceptual master plan titled '**Melauli Bhagawati Development Area (MBDA)**', mapping and DPR are formulated by Melauli Municipality for the development of Melauli religious area. This master plan aims to build satsang bhawan, pilgrims (tourists') guest house, commercial building, public toilet, subordinate temples, ancillary structures, maintenance of main temple complex, sanitary works, site development, landscaping work, MBDA office complex, library and exploration of Deb cave (*gufa*) over next 25 years. The estimated budget for the development of this area is 382,925,000.00. Providing support to Melauli Municipality to executive Melauli Bhagawati Development Area (MBDA) master plan will be an added support for the development of tourism in this area.

There are few religiously sacred places with the meeting points of rivers (e.g. Jimaradi dham with the conjoining of Budhiganga and Kailash rivers, Tribeni dham, Khaptad with the meeting of three rivers, Tribeni in Tribeni Municipality in Bajura district, Tribeni in Mohnyal RM in Kailali district) in Sudurpashchim province. These destination areas are in need of promotion to develop as high valued religious destinations. These areas also need to develop basic infrastructures for the convenience of religious tourists.

Few forests with high religious values should be declared as religious forests. Gwallek forest area, Sigas forest area and Patal Bhumeswar forest areas in Baitadi districts have this potential.

Wetland with high religious values like Sitakund religious area (Ghodaghodi Municipality, Kailali), Budhinanda (Bajura) and similar others spots must be protected and opened for tourists' recreation.

Mohanyal temples as the common god of many communities and Mohanyal sacred place (Lathuwa, Ghodaghodi-8) are in need of preservation and promotion.

Masto temples are religiously important centers for local populations of Sudurpaschim province. These are scattered in many mountain districts which would be preserved and promoted for religious tourists.

The development and upgrading the standards, safety and quality of the famed religious, spiritual and natural destination Khaptad would be done as per its local area master plan. Yoga based spiritual tourism should be promoted in the holy land of Khaptad where Khaptad Swami mediated for more than fifty years.

Following points of actions are in need to execute for the sustainable development of Khaptad as a better destination.

1. Accommodation: Good and comfortable accommodation arrangements for visitors in Khaptad. Such arrangements automatically include the contentious and efficient supply of power, water and internet
2. Access:
 - Convert all entry roads connecting from Bajhang, Bajura, Doti and Achham into paved one. Build alignment of trek routes
 - Build a multiuse (cycling + pony trek + walking) trails to facilitate visitors for their easy and comfortable reach from one site to another site within the vicinity of Khaptad
 - Plan and build a ring road all around Khaptad via *Madhyabarti chetra*
 - Connect around 3 Km of distance between Sahasralinga site (3200m as the highest area) of Khaptad with Dhaulacheda (Bajura) through cable car
3. Build Yoga and meditation Sadhana Center of international level
4. Include various digital marketing and promotional activities
5. Capacity building:
 - Include capacity building actions (e.g. guide training, porter guide training, etc.) for the support of livelihoods of people from all around Khaptad
 - Offer training on local crafts
 - Offer training on hospitality related knowledge, skills and attitude to direct and indirect service providers to visitors
6. Conduct a study for ski sport and bring recommendations
7. Policy changes:
 - Bring a policy to make provincial government formulated existing committees namely Khaptad Paryatan Bikas tatha Byawasthapan Samiti, Badikedar Chetra Paryatan Bikas tatha Byawasthapan Samiti, Vaidhanath Dham Paryatan Bikas tatha Byawasthapan Samiti) not only become independent but also represented by tourism related experts
 - Deduct presently existing one way air fare of USD 200 between Kathmandu and Dhangadhi for foreigners
 - Insert direct flights between Kathmandu to Sanphebagar or Dipayal by making compulsory to private airlines too under 60:40 season air flights ratio prevailing under Civil Aviation Authority of Nepal
 - Lobby to convert Dhangadhi as a regional airport to be able to start direct flight to New Delhi, India
 - Bring policy to include online information data management system for various affairs including data keeping of tourists' entry at tourist sites in Sudurpashchim
8. Include research programs to explore on herbs, plants, wildlife, caves and/or any unidentified matters in the action plan

9. Build and allow spa and message Centre in Khaptad

The essential in-route (Martadi- Phul Chadhaune thau – Sota – Bhittechina – Budhimaithan – Tribeni – Khetipati – Badimalika - Nateshori) trekking infrastructures for Badimalika to and from Martadi will be constructed.

The religious route between Deuda bazar to Kedarasu (7 Km) in Bitthadchir RM will be renovated.

7.11.2 Annexure 7B

Product B: Hill stations, cool climatic elements, and special interest based recreational and sports tourism products

Recreational tourism

Recreational tourism site - Chisapani bridge point and area can be developed through beautification of areas surrounding Chisapani Bridge and plantation of flower plants on both sides of 7 km long irrigation canal remaining between Chisapani and Dhdhejhari, Kandra via Balchaur in Lamkichuha Municipality, Kailali.

Recreational tourism site - Churia hills areas on the north from plain lands of Kailali and Kanchanpur should be developed as areas for recreation tourism. These areas (e.g. Chilamchure which is 16 Km far towards north from Ghodaghodi Municipality) are located on a distance between 15-20 Km from major towns like Kanchanpur, Dhangadhi, Attraria (Godabari) and Ghodaghodi.

Recreational tourism site - Dolphin areas located beside Kanda, Patharaia, Kandra and Mohana rivers and at all of their confluence in Kailali district would be developed through making better road access, developing homestays near dolphin watching areas (Dailekhi tole, Badauwa phantom, Bhajani-3) and building and maintaining view towers.

Recreational tourism site – Churiya hills and Mahabhart range based hill stations with cool climates like Godabari, Budhitola, Khanidanda, Rajkanda, Alital and Dipayal-Silgadhi are nearer from main city centers like Dhangadhi, Mahendranagar and Amargadhi. These destinations have high potentials to be developed with the installations of more safe, quality and standard infrastructures.

Recreational tourism site - Amargadhi, Dadeldhura district is centrally located which could be developed as a central point (hub) for connecting various touristic sites around Dadeldhura. A good package of 2-3 days can be organized for visitors. Such a package starting from Amargadhi will include Amargadhi Fort, Ajaymerukot, Ugratara temple, Ghatal than, Asirgram, Aalitaal and Parshuramdham.

Recreational tourism site - Moyana hill view point (Jayaprithvi Municipality, Bajhang) is offered with the Himalayan views of 200300 Km long ranges covering Mt. Api to Saipal ranges. This view point can be developed as the perfect recreational points for Himalayan views.

Special interest based Himalayan Herbal Hunting tourism is in need to be explored and promoted. Sudurpashchim along with Karnali provinces are the natural hubs for as many as 1400 types of herbs. Upper Bajhang and Darchula consists 570 varieties of herbs. In this context, there is high possibility of designing activities for hunting these herbs in some adventurous landscape. High quality Yarsagumba and Guchhi Chyau hunting can be feasible for Himalayan herbal hunting in Sudurpashchim province.

Peak climbing or Mountaineering tourism should be given high focus. Peak climbing means to touch the Himalayas and experience the atmosphere there in. Mountaineering can be ranged from climbing the highest peak of the world to climbing lower peaks. Peak climbing is the next step beyond trekking, before scaling the 8000-meter peaks. West Nepal can be an ideal place for peak climbing and learning climbing skills as like in east Nepal which is offered with many popular peaks (e.g. Island Peak 6189m, Mera Peak 6654m, Yala Peak 5732m, Lobuche East 6119m, Pisang Peak 6019m, and Chulu West 6419m) in East for this purpose. There are 30 peaks (25-30 peaks on the range of Api + 25-30 peaks on the range of Kanjirowa) in Sudurpashchim provinces which are with average height of 6000 m. Peaks namely Rakche, Urai, Saipal, Putha Himchuli, Kanjirowa and Api are supposed to be right for peak climbing purposes.

Sports tourism

A sport tourism site along with Himalayan view point can be developed at Bitheni area, Melauli Municipality-1 in Baitadi district. There are following identical attributes of this site.

- Spread in around 150 Ropanis of land
- Located at 1860m
- Has 360 degree views including Mt. Api and Saipal
- Has DPR worth 300 million NPR ready for Cricket and other sports
- DPR includes a number of elements like cricket ground, football ground, garden, office complex, , multipurpose complex, parking area, view tower, washroom with their designs

The provincial government and central government, based on integrated concept and matching fund, will render economic and technical cooperation on certain infrastructures section based on earlier built DPR plan. The assistance will also include storing and distribution of water from Swarnaya top to Bitheni area.

Dhangadhi can be developed as the hub for cricket based sports tourism. Financial assistance should be rendered for infrastructure building at Phalpa Cricket ground and stadium. Dhangadhi Premier League Cricket match could also be supported. This would give opportunity to invite sports loving tourists on long run.

Karanali river Chisapani area in Lamki Chuha Municipality (Kailali) can be developed as a spot for sports. Janaki Rural Municipality with Katase football ground in Kailali district has potential to be developed for girls' football. Apart of regular operation of river rafting, other new potential water sports related activities can be explored and studied. The beach area should be developed as sites for normal football and beach football events. All necessary infrastructures should be installed after study. A cycling trail lane could be developed as a form of sports tourism on both sides of 7 km long irrigation cannel lying between Chisapani and Dodhejhari, Kandra via Balchaur in Lamki Chuha Municipality. It will be an addition of activity for tourists visiting Chisapani in large numbers.

7.11.3 Annexure 7C

Product C: Mountains, nature, and clean environment based terrestrial and aerial adventure (trekking, mountaineering, bungee jumping, zip line) tourism product

Adventure trekking in Mt. Saipal (7031m) Himalayan region can be promoted. For it, Saipal base camp (18 Km jeep drive to Dhalau and nearly 5 days up trek) trek should be developed with the installation of necessary infrastructures (signage installation, trail path building, accommodation arrangements and environmental grading).

Map 3: Saipal Expedition Map



Adventure trekking in Mt. Api (7132 m) Himalayan region should be promoted. For it, Api base camp (6 hours drive from Gokuleshwar to Makarigad and nearly 4 days trek for one way) trek must be developed with the installation of necessary infrastructures (signage installation, trail path building, accommodation arrangements and environmental grading).

Map 4: Api Base Camp Trek Map



Extreme adventure (wilderness and leisure) trekking through high altitude passes (pasturelands, and wetlands) can be explored, developed and promoted as another adventure tourism product. Sudurpashchim with Bajhang, Bajura and Darchula are the least explored trans-Himalayan landscapes. However, there are a number of trails in Sudurpashchim which can offer extreme adventure through high altitude passes and ultra mountains (needing 1500 m of ascend in a day). Few of extreme adventure trails are as follows.

- Saipal circuit Trek (Around 20 days). Apart of three passes namely Sakya Lagna Pass (4709 m), Zimgang La pass (5332 m) and Chapchua Pass (5216 m), this trekking route includes a natural cave
- Khaptad to Rara trek (15 days)

The private sector should be supported through policy and incentive in their planning for new adventure tourism sites and activities as follows:

Zip line at Lovelek in Dogada Kedar Rural Municipality

Paragliding from Jolabaaj to Patan and from Dogada Kedar to Patan in Baitadi district

Rock climbing near Sahilek Bazar (between Chamelia and Mahakali) in Baitadi district

Paragliding and Zip line as adventure tourism product at Khochalek, Gufakedar located between Silegada to Satbanj on the way to Gokuleshwar in Baitadi district

Bungee Jumping potential at Sankot (ward no. 4, 5 and 6, Ramaroshan RM, Achham) would be explored and developed accordingly.

Paragliding from Chilamchure (Mohanyal RM) to Ghodaghodi lake premise (Kailali) would be developed.

Paragliding from Budar (Doti district) would be explored and developed.

Paragliding from Rajkanda (Kailali district) to Chisapani would be explored and developed.

Paragliding from Southwest ridge of Badimalika would be explored and developed

Paragliding from Ramaroshan would be explored and developed

Paragliding from Sahasstralinga of Khaptad to the plan area in downside would be explored and developed

Cable car service potential as soft adventure product between Julaghat boarder point - Tripurasundari temple – Gwallek – Melauli – Shivnath- Niglasaini (Dehmandu) will be studied.

Cable car potential to connect around 3 Km of distance between Sahasralinga sites (3200m as the highest area) of Khaptad with Dhaulacheda (Bajura) would be studied and developed.

New trekking routes for Khaptad from various entry points:

1. Achham district – from Sanfebagar with 6 types of access- Bhedasen, Naini, Debisthan plus from Bhirku and Bhaskun;
2. Bajura district – Lasake and Kanda, Singada;
3. Bajhang district – Kudal, Ghodadauna;
4. Doti district – Saprawatera should be explored and developed.

However, the explored routes can be established only after proper coordination with and consent from Khaptad National Park Authority.

Other trekking trails as follows can be audited and developed in safe and quality mode.

Table 25: List of other trekking trails products

Product	Duration	Target group
Ramaroshan Trek	9 days	Tourist interested in culture, trekking, nature
Khaptad Trek	9 days	Tourist interested in culture, trekking
Khaptad -Rara Trek	16 days	Adventure tourists, trekkers
Khaptad-Rara-BNP (Wild west triangle)	22 days	Adventure tourists, trekkers , wildlife
Api Nampa Thaisan Trek	10 days	Adventure tourists, trekkers
Api Nampa Base camp (Northern route)	14 days	Adventure tourists, trekkers, culture
Api Nampa Base camp (Southern route)	11 days	Adventure tourists, trekkers, culture
Far west Heritage trail	17 days	Adventure tourists, trekkers, culture
The far -western Terai	11 days	Nature lovers / families / leisure tourists / village tourism

Source: TDS, Dhangadhi, 2021

7.11.4 Annexure 7D

Product D: Water (rivers/lakes) based aquatic tourism product

Water based aquatic tourism product can be developed with high importance as Sudurpashchim province is offered with following elements:

- Some renowned rivers (Karnali, Seti and Mahakali) for rafting and water related spots
- A number of natural and few manmade lakes
- Few beautiful waterfalls
- Few natural hot springs

Karnali is the longest and free flowing river full of wild, scenic and recreation components. Karnali and Bheri rivers are the world's 5th most adventurous rivers for kayaking, white water rafting and fishing. Karnali River with its graceful **class III** to awe-inspiring **class V rapids**, offers a classic expedition with its big volume whitewater combined with short trekking fishing and jungle safari activities in the remote and unexplored Sudurpashchim Nepal. Karnali River with Chisapani as the center point for rafting within province (Chisapani – Tikapur route) and inter-province (Solta – Kuhine – Chisapani – Tikapur route) between Sudurpashchim and Province 5 should be promoted. The interprovincial revenue sharing from rafting from the same river (Karnali) can be solved through cordial dialogue between two provinces. Similarly, a number of other rafting routes (e.g. Shera – Julaghat) in Mahakali river, Seti river (e.g. Bandarusen – Dipayal, Sanfegagar – Kuine = 62 Km) and Budhiganga river (Chitredovan – Ludeghat, Sanfegagar – Ludeghat, Budhiganga – Kuhine) can be promoted through installing necessary infrastructures like interpretative signage, protection shade, wash room, drinking water facility at rafting starting point and changing room at transit and final destination sites and then promoting in national and international markets. A feasibility study should be done to promote rafting and other water based tourism along the 100 km of Karnali river corridor falling under Turmakhand RM in Achham district.

In addition, Sudurpashchim province is also full with immense numbers of lakes. Kailali district alone has more than 160 lakes which is the highest number among all districts in Nepal. Such lakes like Ghodaghodi, Bedkot, Jhilmila, Koilahi Koilahuwa, Joganiya, Mahadeva, and Jakhor in Kailali and Kanchanpur in Terai regions are attractive for boating, biodiversity observations and recreation. More such lakes should be opened for recreational activities of tourists. For example, Purbi Ajuwa Lake in Ghodaghodi area can be built as an additional boating lake area. Other lakes in mountain regions like Chededaha Lake (Bajura), Alital (Dadeldhura), Khapar (Bajura), Budhinanda Lake (Bajura), Ramaroshan 12 lakes together (Achham) and Surma (Bajhang) are attractive for nature observation. Lake observations through boating should be the priority in these lakes.

Similarly, a number of existing waterfalls like Birekhola Jharana (Bajura), Belchada Jharana (on the border between Bajhang and Doti), Budar (Chatiban, Doti), Barel Chada water fall (Bajhang), Dantola water fall (Talkot, Bajhang), and three waterfalls in Ramaroshan (Achham) could be brought in planning for installation of basic infrastructures.

Likewise, necessary infrastructure and information board should be constructed at some natural hot spring (Tatopani) sites like Tapoban tatopani (Talkot, Bajhang), Tatopani (Shreebagar, Darchula), Tatopani (Gotu, Byas, Darchula), Bulbule tal (Ghodaghodi, Kailali), Bhalka natural spring water (Balkha, Ghodaghodi, Kailali).

7.11.5 Annexure 7E

Product E: Community, Homestay and their unique cultural tradition based tourism products

Community based Tourism

A community refers to people living near one another and participating in a daily rhythm of collective life. Community as a population is rooted in one place whose members are independent on a daily basis and performs many activities that satisfy the population's economic and social needs. The villages or rural communities are folk, primitive, neutral, simple, tribal society, morally inherently stable, human in scale, particularistic, homogenous, and few alternative models of behavior, personal, constrained, integrated, sacred, superstitious or myth-oriented.

Such a community is a prerequisite for Community based Tourism (CBT). CBT is defined as a form of tourism which aims to include and benefit local communities, indigenous people and in the rural south. It is a form of tourism where the local community controls and engages in its community based tourism development and management programs, and a major chunk of the benefits remain within the community itself. Such form of tourism provides natural, value packed travel services that use local accommodation, food, music, art, crafts and traditions. It delivers best travel experience that supports sustainable development as well. CBT provides the national and international travelers genuine visit inside homes, village, and heritages. The earning generated from CBT is directly provided to the family those visitors stay with and buy services from. CBT experiences vary greatly depending on the country tourists' visit and needs of the local people, meaning every experience is unique. But, what these experiences do have in common is that they are entirely community-owned and managed – meaning tourists stay won't just benefit one family, but the community as a whole. The existing body of knowledge on CBT reveals that this approach not only helps to economically empower the local community, revitalize local culture and enhance appreciation for the natural and cultural environment but also ultimately helps to promote socially responsible and environmentally conscious sustainable tourism practices.

However, there are certain standard norms and conditions which are essential and important to run community based tourism. Those aspects are mentioned below.

- i. CBT should run with the involvement and consent of local communities (community residents) as the integral part of community
- ii. CBT should be given a fair share of profits back to the local community
- iii. CBT should involve communities rather than individuals
- iv. CBT should be based on benefit-based approach to managing tourism. It should take consideration of both the benefits and disbenefits residents and focuses on management actions that ensures benefits to their community
- v. CBT should be environmentally sustainable
- vi. CBT should respect traditional culture and social structures
- vii. CBT should have mechanism to help communities cope with the impact of western tourism
- viii. CBT should keep group small to minimize cultural and environmental impact
- ix. CBT should brief tourism before trip on appropriate behavior
- x. CBT should not make local perform inappropriate ceremonies
- xi. CBT should not only give visitors a real insight into local lives, but also ensures their travel experience making a genuine difference to local people
- xii. CBT should leave communities alone if they do not want tourism
- xiii. CBT should value women as assets to Community-Based Tourism in Nepal

A number of studies have revealed about the both success and failure stories of community based tourism. On the positive side, CBT has been successful in stimulating local economy in terms of tourist in flow, enhance the historical heritage, culture, traditions etc., promoting local tradition, generating income promoting local entrepreneurship and produces. The economic impact of CBT is found to be significant.

CBT can have transformative effect on individual, community and society as a while - people involved in CBT have better individual wellbeing, with satisfaction in their life and better community attachment. In terms of financial wellbeing and psychological needs, CBT seems to fulfill these requirements. Then secondly, it has identified the reasons behind failure of CBT as deficiency in proper mechanism, insufficient scope of coverage, lack of local engagement and empowerment.

Homestay based Tourism

- Home stay is a home-away-from-home. Homestay is not a hotel, a motel, not a typical B&B. Homestay is a unique hospitality system in which the tourist stays with the family as a member of family. The village or urban based natural, cultural, historical, archeological, religious, spiritual, traditional attractions and resources are “pull factors” for homestay tourism. Visitors come to the homestay to spend one or more nights, eat, drink and see the cultural dances.
- It is a non-commercialized, private residence with paying Guest (s) who enjoys staying in the comfort and security of a family home. Homestay is operation in two forms in Nepal. One is community based and the other is individual homestay.
- A community based Homestay is typically located in a residential area where the Homestay hosts welcome one or more guests to share their homes. Guests will reside in the family home for an extended period of time, months or sometimes even years. It is safe, affordable housing for international tourists, students, interns, traveling professionals and adult visitors from other places/countries, who are looking to experience and learn different lifestyle.
- Relatively undisturbed and authentic cultural experience and hospitality are the core products of homestays in Sudurpashchim province.
- Both community and individual homestay tourism operational in rural or urban areas mostly attracts the middle level income people as most urban middle level income class (not very affluent class). Therefore, whenever the economy of middle level income people increases, the volume of village tourism prospers.
- Today, homestay tourism is recognized as an effective catalyst of rural socio-economic development as well as an effective tool to create support for biodiversity conservation in Nepal and also Sudurpashchim province of Nepal.

There are following objectives of homestay tourism in Sudurpashchim province.

- To offer excellent hospitality to tourists with the guarantee of safety, security, hygienic food and water, and clean surroundings related differential experiences
- To equip the tourist with the knowledge of our agricultural system, folk arts, sculptors, sports and games, festivals, cuisines and to explore the unseen and ignored terrains and dimensions of our Village life
- To offer long term sustainable benefits to local homestay hosts and local communities

Homestay Operation Procedure 2010 is the main guiding document for the starting of homestay in Nepal. This guidelines mention about the requirements of following key infrastructures to start homestay.

- (i) Homestay units (rooms) and beds.
- (ii) Toilet and bathroom.
- (iii) Kitchen and dining.
- (iv) Adequate provisions of health, sanitation and visitor security.
- (v) Access facility from one homestay unit to the other. (vi) Security and safety related infrastructures

After the federalization of the nation and the formulation of provincial government and provincial MoITFE in all seven states, homestays can be registered at this office.

Table 26: List of community homestay registered in Sudurpashchim province

Community homestay								
Name of homestay	Location	Total homes capacity	Date of registration	Ownership type Ethnic group	Madesh i community	Core product as USP	Offers	Augmented product as subsidiary pull factors
Bhada Tharu HS	Dhangadhi Sub Metropolitan City, Kailali -16	20 rooms	2070/4/32 , Tourism Office, Kohalpur, Banke	Tharu	-	Extremely rich Dhangaura Tharu culture, Behada Baba temple, forest, rural livelihood, organic products, guided village tour, jungle walks, buffalo cart drive, experiencing traditional Tharu food ,training and workshop venue, etc.	Lodging and meals at the typical Tharu homestays, cultural dance, village tours riding Lahadu or buffalo cart (very rarely), visiting Behada Baba temple (very rarely)	Wildlife, nature and wetland (Joganiya lake) based experience
Maghi HS Tharu Gaon	Ghodaghodi Municipality – 4, Kailai.	16 rooms	2071/7/21 ,	Tharu	-	Dangaura Tharu culture, Ghodaghodi Lake (listed on Ramsar), Basanta corridor (excellent bird watching sites), training and workshop venue, guided village tour, jungle walks, buffalo cart drive, experiencing traditional Tharu food etc., etc.	Lodging and meals at the typical Tharu homestays, cultural dance, village tours riding Lahadu or buffalo cart (very rarely), visiting Behada Baba temple (very rarely)	Wetland (Ghodaghodi lake) experience, birdwatching to Ghodaghodital, Basanta Corridor forest and the Churia forest range
Rana Tharu Homestay	Nayabasti , Bhimdatta Municipality-14	18 rooms	2072/2/28 , Tourism Office, Kohalpur, Banke	Tharu	-	Unique Rana Tharu culture, Shuklaphanta National Park (excellent grasslands and swamp deer habitat), Dodhara	Lodging and meals at the typical homestays, cultural dance	Nature (S NP) and Water (Bheri River as popular for

	Kanchanpur					Chandani suspension bridge, Hattisar (elephant stable) etc.		rafting and fishing) based experience
Basanta Corridor Tharu Homestay	Kailari RM-7, Kailali	6 rooms	2076/08/03, MoITFE, Dhangadhi	Tharu	-	Tharu culture	Lodging and meals at the typical Tharu homestays	Pristine nature and culture in surrounding environment
Munal Krisi tatha Paryatan homestay	Khaptad Channa RM-3, Bajhang	4 rooms	2076/09/21, MoITFE, Dhangadhi	-	Madeshi	Traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Basera Tharu Homestay	Lamkichu ha-3, Kailali	5 rooms	2076/09/27, MoITFE, Dhangadhi	-	Madeshi	Tharu culture	Lodging and meals at the typical Tharu homestays	Pristine nature and culture in surrounding environment
Nuklipur Community Homestay	Gaurigan ga Municipality-10, Udasipur, Kailali	3 rooms	2078/03/20	-	Madeshi	Traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment

Source: MoITFE and Study Team, 2021

Table 27: List of individual homestay registered in Sudurpashchim province

Name of homestay	Location	Total homes capacity	Date of registration	Ownership type		Core product as USP	Offers	Augmented product as subsidiary pull factors
				Ethnic group	Madeshi community			
Sushila Homestay	Dogada Kedar RM-6, Sittad, Baitadi	3 rooms	2076/04/05, MoITFE, Dhangadhi	Ethnic group	-	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Bijaya Sal Homestay	Krishnapur Municipality-2, Kanchanpur	6 rooms	2075/11/14, MoITFE, Dhangadhi	-	Madeshi community	Lathi Dance, Jumra Dance, Sakhiya Dance and Maghi Dance	Lodging and meals at the typical homestays	Local utensil made by leaf of Bijay Sal tree
Doteli Homestay	Ganyapdhura RM-1, Bhatkanda, Dadeldhura	4 homes	2077/07/23, MoITFE, Dhangadhi	Ethnic group	-	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Khaptad Homestay	Purbichauki RM-2, Jhigarana, Doti	5 rooms	2077/08/28, MoITFE, Dhangadhi	Ethnic group	-	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Bisna Homestay	Dogada Kedar RM-6, Sittad, Baitadi	3 rooms	2077/09/07, MoITFE, Dhangadhi	Ethnic group	-	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Kailashbesi Agro Homestay	Mangalsen Municipality-9, Achham	4 rooms	2077/10/19, MoITFE, Dhangadhi	Ethnic group	-	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment

Source: MoITFE and Study Team, 2021

Table 28: Homestay in operation without registration in Sudurpashchim

Name of homestay	Location	Total home s capacity	Date of registrati on	Ownership type		Core product as USP	Offers	Augmented product as subsidiary pull factors
				Ethnic group	Madesh community			
Khaira kandra Homestay	Jonapur, Kanchanpur	4 rooms	Not registered yet	-	Madesh	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Krishnasar Homestay	Simalphat, Kanchanpur	4 rooms	Not registered yet	-	Madesh community	Unique traditional hospitality and culture	Lodging and meals at the typical homestays	Pristine nature and culture in surrounding environment
Dallek Homestay	Nawagad RM-2, Darchula	8	Not registered yet	Ethnic group (Bohara, Chettri)	-	Organic meal, Chettri culture	Lodging and meals at the typical homestays, Valley view,	Chepulthan park area, Snow in winter, handwoven switor

Source: Study Team, 2021

Maghi homestay, Kailali had received financial and technical support from Tara Gaon Development Committee.

Bhada homestay, Kailali was the first community homestay started in Sudurpashchim province.

Cool mild climate and leisure experience besides the cultural experience form the major basis for Dallek homestay for the tourism product. There is lack of budget with Bijaya Sal homestay to buy machine to prepare local utensil made by leaf of Bijay Sal tree as well as to extract the liquid from the tree to made Ayurvedic, traditional medicine.

There are following motivation factors for tourists to join community homestay in destination areas in Sudurpashchim province.

- Experiencing the distinct cultural experience, particularly Tharu or Sauka culture
- Getting the homestay experience, socializing with the host families and villagers
- Enjoying organic local foods and experience the rural and natural environment
- Competitive price, particularly for organizing group activities such as training, workshop, exposure visits etc.
- Cool climate and peaceful environment (e.g. Dallek homestay in Darchula)
- Notion of corporate social responsibility (CSR): helping poor people earning some needy money and motivating for the conservation of nature and biodiversity.

For homestay operators, they have following motivation factors to start this business.

- To offer excellent hospitality to tourists with the guarantee of safety, security, hygienic food and water, and clean surroundings related differential experiences
- To equip the tourist with the knowledge of our agricultural system, folk arts, sculptors, sports and games, festivals, cuisines and to explore the unseen and ignored terrains and dimensions of our Village life
- To offer long term sustainable benefits to local homestay hosts and local communities

According to the study report of GIZ on homestay, 97% of visitors to the homestays in the study areas are domestic or only less than 3% of the total visitors are international visitors.

Few key issues for the sustainable growth of homestay in Sudurpashchim are as follows.

- Lack of business skills, concept and know how.
- Lack of packaging of homestay products and its induced mis connection between homestay and their target market segments
- Lack of knowledge of homestays and their activities to several travel intermediaries at local, national and international levels.
- Misconception of travel intermediaries about homestay as a low yield tourism product and resulting distraction to include this segment in their products offering. Consequently, homestays are not linked to tourist generating countries for Nepal
- Lack of offerings of authentic experiences to homestay visitors. Such experiences could include story telling of destination areas of homestay, rice plant harvesting, learning cooking local meal, knowing about traditional architecture, costumes, engaging in field work, cows or buffalo milking, etc.

Though community based homestay tourism has been the top priority for the local government bodies, only very limited resources have been allocated for the development and promotion of homestays. Also there is a lack of detailed information about the current status and performance of homestays in Sudurpashchim province.

7.11.6 Annexure 7F

Product F: Protected area, wilderness region, community forest and pristine landscapes based park (wildlife viewing jungle safari, bird watching, nature walking) and nature observation eco-tourism product

Ecotourism in protected area should be strengthened. Shuklaphanta National Park, Khaptad National Park, Api Nampa Conservation Area and Ghodaghodi Lake Area Community forests with lakes are popular and already known protected areas in Sudurpashchim province. Those naturally rich destination areas should be developed as ecotourism destination and promoted. Other new upcoming protected sites for ecotourism like Gwallek, Sigas and Patal Bhumeswar in Baitadi district will be developed as ecotourism destinations.

Ecotourism in Dadeldhura district can be developed and promoted. This district occupies 75 percent of its area covered by forests. In this district, Ganyaapdhura (Compas) at 2676m altitude, Alital, and Shailesh Srinkhala (Jogbudha) will be developed as ecotourism sites. The Division Forest office of Dadeldhura has already initiated for the promotion of eco-tourism sites amidst young students, civil society members, books publications focusing college and school students, poster publications, advertisement in radio and televisions.

Manmade parks like Kanari park (Kailali), Dhamkane park (Bajura), Martadi city garden (Bajura), Tikapur park (Kailali), Jokhar lake park (Kailali) could be beautified to make more attractive for the increased number of visitors.

Pristine natural landscape of Bitthad area (Bitthadchir RM, Bajhang) located at the border between Bajhang and Baitadi can be developed as mini Khaptad.

Natural herbs observing areas can be promoted through demarcation of such landscapes in Bajhang, Darchula and Bajura district.

Bird watching tourism should be promoted with high focus. Bird watching tourism is highly potential in some hotspots in Sudurpashchim province. Bird watching tourism is emerging tourism in the world. Lots of people are attracted in bird watching. Bird watchers are spending more time in the field and they are spending more money. So Birding is high paid tourism. Sudurpashchim province is rich and divers of birds' species. Bird watching tourism can be new and emerging in this province. There are following birding hotspots found in Sudurpashchim province. Ghodaghodi Lake Area

The Ghodaghodi Lake complex in Kailali district is made up of 24 lakes which are located alongside the east-west highway of Kailali District. GLA was designated as a Wetland of International importance under the Ramsar Wetland Convention on 13th August 2003. Ghodaghodi Lake was able to fulfil two indicators out of eight defined indicators of Ramasar site (International forum for lake conversation as per Ramsar Declaration Iran) at the international level in 2003: (a) More than 20,000 birds in the area and (b) 1 percent of birds from South Asia Region seasonally migrate to the area. Also, identified as an Important Bird and Biodiversity Area. It is an important area because it represents one of the last intact network of marshes, swamps, and lakes in Far Western Terai and supports an appreciable assemblage of rare, vulnerable, endangered or critically species; and, regularly supports 1 percent of the Asian population of Cotton Pygmy-goose *Nettapuscoromandelianus*. Globally threatened birds: Great Slaty woodpecker (*Mulleripicuspulverulentis*), Great hornbill (*BucerosBicomis*), Grey-headed Fish Eagle (*Ichthyophagaichthyaetus*), Egyptian Vulture (*Neophronpercnopterus*), White-rumped vulture (*Gyps bengalensis*), Slender billed vulture (*Gyps tenuirostris*) and Lesser Adjutant (*Leptotilosjavanicus*). The three

species of birds namely; Common Moorhen (*Gallinulachloropus*), Spot-billed Duck (*Anasaoecilorhyncha*) and Cotton pygmy goose (*Netapuscoromandelianus*) breeds only in Ghodaghodi Lake of Nepal.

Ghodaghodi Lake area can be declared as a "bird sanctuary". For it, Ghodaghodi Municipality has passed this proposal from the meeting of municipal council and is supposed to send this proposal to central and provincial governments after conducting a declaration meeting.

Khutiya IBA Area/ VSFS

8 km east from Attariya, Khutiya IBA is also one of the interesting sites for bird watching. The area consists Vulture safe feeding site as the highest number of the nest of critically endangered white-rumped vulture were recorded from the area. Important bird species that can be observed in the area are Grey Francolin, Cotton Pygmy-goose, Asian Openbill, and Common Barn-owl. Khutiya IBA is a good site to observe Vulture species like Red-headed Vulture, Whiterumped Vulture, Egyptian Vulture, and Slender-billed Vulture. In addition, visitors can also observe the feeding behavior of vultures.

Shuklaphanta National Park

Shuklaphanta National Park is one of the Important Bird and Biodiversity Areas (IBA) lies in the Western part of Nepal in Kanchanpur district of Sudurpashchim province. Initially, Shuklaphanta National Park was managed as a hunting reserve in 1969. The area was gazetted as a Wildlife Reserve in 1976 and as National Park in 2017, covering an area of 305 sq. km. The National Park shares a common boundary with the Indian state of Uttar Pradesh in the south and west which is formed by the Mahakali (Sarda) river, a major tributary of the Gangas. Whilst, the area of the National Park is small, it supports a wide range of biodiversity which is nationally and globally important. The vegetation types primarily include sal forest, sal savanna, which is part of the continuum between climax forest and grassland that is maintained by fire and floods. Altogether 23 Globally threatened species of birds have been recorded in the Shuklaphanta National park. The National Park supports the larger population of Bengal Florican *Houbaropsis bengalensis*, White-rumped Vulture *Gyps bengalensis*, Slender-billed Vulture and Finn's Weaver.

Api Nampa Conservation Area: This area is also full of migrating birds.

Khaptad National Park

The whole route of 16 Km between Jhigarana to Khaptad via Bichpani is full of pristine environments and forests without any village. This route is well observable with the varieties of birds.

Dadeldhura Mahabharat Forest range

Dadeldhura Mahabharat forest and foothill Located Dadeldhura district, the forest area lies in various municipality/rural in Dadeldhura District. The area is surrounded by big open broadleaved forest. Indian Steppe Eagle, woodpeckers, lots of warbler species can be seen in this area. It is home to mammals like Bears, Bengal Tiger. And also need to ornithological survey in this area.

Brahmadev Corridor Area

Brahmadev corridor is situated in Kanchanpur District of Mahakali zone, Province Sudurpaschim of fare western Nepal. It covers an area of 16032.2 ha. Andthe is located N29.00255, E080.24055 and elevation 372m. According to the new administrative system, the Brahmadev corridor is located within Bedkot Municipality and Bhimdatta Municipality. The Government of Nepal Declared this Brahmadev Corridor in 2004. Also Brahmadev corridor located between the Kanchapur Forest Division in Nepal and the Haldwani Forest Division in India. It serves as a critical passageway for wildlife including elephants and tigers from the Nandhaur Wildlife Sanctuary in Uttarakhand to Shuklaphanta National Park and the Churia Hills in Nepal. Since 2004, the expansion of human settlements around the Kanchapur Forest Division, Nepal has resulted in frequent incidents of human-wildlife conflict in villages. Brahmadev corroder is very good habitat

for great slaty woodpecker and Great Hornbill. The great slaty woodpecker and Great Hornbill is globally threatened species and IUCN red list in venerable.

Safeguarding wildlife that use the Boom-Brahmadev corridor as a transitional routes an important step towards wildlife conservation in the Terai Arc landscape, and requires cooperation between India and Nepal to succeed. To ensure a consonant existence between humans and wildlife in the region, the preservation of the corridor's health is of vital significance.

Khodpe Birding Site

It is located in Patan Municipality ward no. 9 and in the northern part of Amargadi Municipality of Dadeldhura and approximately 24km km north of Dadeldhura city. This area has suitable weather for birding and hiking. Major bird species are, Himalayan Griffon, bearded Vulture, Vulture, Egyptian Vulture, Cinereous Vulture.

Jakhor Lake and Forest Area

Located on the eastern outskirts of Dhangadhi, Jokhar Lake is nearby of the urban sprawl. The Lake is often frequented by people seeking relaxation away from the hustle and bustle of the city. Despite being small, this lake is significant from the view of the diversity of flora and fauna. The adjoining forest area near the lake is regarded as a trekking trail and an interesting site for birding. The forest area is famous for its nursery with traditional ayurvedic herbs. Birds like Cotton Pygmy-goose, Asian Woollyneck, Grey-headed Fish-eagle, Common Moorhen, Bronze-winged Jacana, Whitebreasted Waterhen, Lesser Whistling-duck, White-rumped Vulture, Slender-billed Vulture, Oriental Darter, Great Cormorant, Cinereous Vulture, and Himalayan Griffon can be sighted.

Mohana Laljhadi Corridor

Located approximately 1.7 km west of Dhangadhi city, this corridor serves as a critical passageway for wildlife. It links with the Dudhawa Tiger Reserve of India and the Chure forest of Nepal. This corridor is home to 111 species of birds (resident and migratory) and 50 protected species of reptiles and amphibians (golden monitor lizard, Burmese rock python, Bengal monitor, elongated tortoise, and Indian flaps hell turtle), and 12 species of mammals (Joshi 2016). White-rumped Vulture, Himalayan Griffon, Slender-billed Vulture, Red-headed Vulture, Egyptian Vulture, Cinereous Vulture, Red-wattled Lapwing, Ruddy Shelduck, and Indian Pond-heron are common species seen around the area. **6.1.3. Birds in Dolphin Zone**

Located between Bhajani Municipality and Tikapur Municipality, Dolphin area lies in Mohana Kanda, Pathraiya Kandra Rivers in Kailali District. The area is surrounded by big open marshes farmland. Sarus Crane, Lesser Adjutant, Indian Spotted Eagle, Steppe Eagle, Asian Woollyneck, Painted Stork, River Lapwing, Ruddy Shelduck, Black-headed Ibis, and Oriental Darter can be seen in this area. It is home to mammals like Dolphins, Marsh Magar, and Ghariyal.

Khandidanda/Godawari Chure Area

It is located in the northern part of Godawari Municipality of Attariya, Kailali. Thousands of people visit this area due to its religious significance. This area has suitable weather for birding and hiking. Major bird species are White-rumped Vulture, Himalayan Griffon, Slender-billed Vulture, Red-headed Vulture, Egyptian Vulture, and Cinereous Vulture.

Karnali Chisapani Area

Located on the west bank of Karnali river, Karnali Chisapani Area lies in the middle (90 km) of district headquarters of Banke and Kailali ,90 km east of Dhangadhi and 90 Km west of Nepalgunj on the East-west highway. During winter some of the important wetland species that can be sighted in the area are African Comb Duck, Cotton Pygmy-goose, Common Pochard, Ferruginous Duck, Garganey and Northern

Pintail. Other major species are Sarus Crane, Lesser Adjutant, Indian Spotted Eagle, Steppe Eagle, and Striated Grassbird.

Key issues and gaps

1. Far western province is rich of divers, lots of bird species found in this area but not conduct any ornithological survey. It should need details ornithological survey in birding hotspot.
2. It needs to explore more birding site in Sudurpashchim province.
3. There is lack of bird hides and birding trails in hotspot.
4. Bird watching training and guide training for special bird watchers are of need

7.11.7 Annexure 7G

Product G: Historical and archeological heritage based tourism product

Panchadeval archeological and religious area located in Dasarathchand Municipality-7 has potential to be developed with the construction of walking steps with hand railing between Jagganath temples to Panchadeval site. The temple area boundary with 15 *Ropanis* of land will be built in coordination with Department of Archeology. The temple area will be standardized with the construction of parking area, protection shade, pilgrims' accommodation shelter, washroom and drinking water.

Historical palaces like Bimkot (Achham), Mangalsen (Achham), and Talkot (Bajhang), Doteli king palace (Dipayal, Doti), Malla palace (GM, Kailali), Garba palace (Mohanyal RM, Kailali), Bhopur palace (Bajhang) should be preserved and museums should be added at the touristic sites.

Patal Bhumeswor cave (Surnaya RM) with a temple of Lord Shiva at the Centre and surrounding forest area can be developed and promoted as a nature based historical and archeological site. Necessary infrastructures like interpretative signage, cave showing guides, code of conducts for visitors for their responsible behaviors, etc. can be prepared.

Amargadhi Fort and Ajaymeru Kot historical and archeological sites (Dadeldhura) can be promoted as a joint package for tourists visiting Amargadhi, Dadeldhura.

Similarly, the essential in-route trekking infrastructures for Budhinanda Lake and sacred site to and from Martadi need to be built.

Likewise it needs to conduct survey and excavation at historical and archaeological sites in Baheda Baba Area (kailali district), Doti Ghatal Area (Dadeldhura District), Ghanteswor Area (Doti and Dadeldhura districts), Parshuram Area (Dadeldhura district), Malash (Dadeldhura district), Mohanyal Area (Kailali district), Ittahababa Area (Kanchanpur district), and Padmaprakashewor Temple of Satti (Kailali district) to develop cultural and spiritual tourism in Sudurpashchim Province.

Tourism Site Development and exploration in a new tourism spot is a Dynamic process that requires continuous feedback from tourists and mechanism to internalize it into tourism services. Sudurpashchim tourism goes back to Pauranik era, Katuries Empire and ancient Doti rajya. To connect tourist, tourism spot and tourism services, requires a strong Archeological and historical evidences. For that continuous research, monitoring evaluation and accordingly development interventions are required. Carrying out research on Archeological and historical sites is an academic subject and demands a strong linkages between Academic institutions and Tourism Ministry/Department and other Development agencies.

As per the available infrastructure facilities, potential value of the area or product, present demand and future potential market of the area, and the relevance of tourism diversification needed in the province - **prioritizing** the following cultural sites or products for development will be more justifiable as such: (1) Khaptad, (2) Ramaroshan, (3) Badimalika, (4) Mohanyal, (5) Padamprakasheswor, (6) Suklaphanta, (7) Bahedababa and Siddhababa Temple

7.11.8 Annexure 7H

Product H: Meeting, Incentives, Conference and Events (MICE) and business related tourism Product.

Dhangadhi, Mahendranagar, Amargadhi, Attaria, Tikapur, Ghodaghodi and Chisapani (Lamki Chuha Municipality) have potential developed as MICE tourism sites in association with private sector in those sites.

Key issues, gaps and recommendation

Amidst aforementioned eight types of existing and potential tourism products and activities, Sudurpashchim province appears as a destination consisting of varied topography, geography, biodiversity, vegetation, climatic conditions, landscapes, people, culture, religion. Such variations on landscape and nature are reflected from 170 m (as the lowest height) in Kailali in Terain to 7032 m altitude (as the highest) landscape in Darchula in Himalayan region. The people, their culture and traditions are also reflected from lowland living unique Tharu community in Kanchanpur and Kailali to mid-hills living Chhetri and Brahmin and high land living Sauka community. All of those appearing from Terai, midhills and mountain regions make it to deserve for "**Incredible Sundar Sudurpashchim**". However, a number of following actions are prerequisite for transforming "Incredible Sundar Sudurpashchim" a dream cum true. However, there is need to act for followings.

Prepare a detail feasibility study of all of such key products, activities and destinations before planning development interventions via detail project report. The detail project report should include auditing of destinations areas, products, activities, trekking trails, etc. by the expert auditors

Coordinate with local governments which have already prepared or currently preparing feasibility study and detail project report of certain tourism products, destinations and activities

Share such feasibility study report, project report and plans mutually between province and local governments

Invite and include central government too in case of a product or tourism sector promoting development interventions which is big in size and requires extensive amount of time and resources and which can have larger impact on economy and environment (e.g. Gauriphanta - Urai Bhanjyang highway to connect Kailash Mansarovar in TARC).

Involve travel trade intermediaries [Destination Management Companies (DMC) like tour operators, travel agencies, rafting agencies, paragliding operators, zip line providers, booking agents] to watch and familiarize new tourism products/activities through FAM/study trips to get their feedback for the safety, quality and standardization of such elements. Those aspects create a feasible environment for their association to link with target markets.

Act in integrated approach with a number of stakeholders and actors like local governments, PA authorities, tourism industry commercial actors, tourism industry associations, local tourism development committees, civil society level development committees, local community organizations, NGOs, development partners, provincial ministries/departments and federal ministries/departments, etc. in developing tourism products.

Act for upgrading the standards, quality and safety of existing tourism products through product upgrading expert studies and applying auditing and certification schemes.

Apply auditing and certification schemes which adds value as per the norms and standards of GoN/MoCTCA (such as GHT Trail Guidelines, Homestay Procedure etc.); DNPWC and concerned PAs; tourism industry associations (such as TAAN, NMA, NARA, HOSAN, HAN, REBAN for their sectorial products), and relevant international organizations such as World Trails Network, Green Flags Trails International, American Trails, Quality Trails – Best of Europe, International Alps Association, UNWTO (Sustainable Ecotourism Guidelines) and so on.

Develop joint tour products, packages and activities in association with state tourism departments of Uttar Pradesh on South and Uttarakhand on the West in neighboring country India. Attempt to formulate national parks based joint products between Nepal (Khaptad NP, Shuklaphanta Np and Api Conservation Area) and neighboring India (Gangotri NP, Govind NP of Uttarakhand and Dudhawa NP of Uttar Pradesh).

Work with NTB, relevant tourism industry associations and relevant governments (Federal, Provincial and Local) to develop and promote inter-province and trans-boundary joint tourism products and packages on the various themes, including trekking, rafting, pilgrimage and so on.

Work with Province number 5 for linking Lumbini (Buddhist Heritage product), Bardia NP/Banke NP (Wildlife Product and Sworgadwari (Pilgrimage Product) with Sudurpashchim province via East West highway

Collaborate with Karnali province to jointly promote water based tourism activities like rafting, kayaking, fishing and other activities in Karnali River which is common to both provinces.

Coordinate with Karnali province to link GHT-Upper and GHT-Lower sections (e.g. Rara - Khaptad route) through interconnections between Bajura and Bajura districts with Simikot district and Bajura with Mugu district.

Coordinate with Karnali province to link Khaptad, Saipal, Badimalika, Ramaroshan and other potential areas of Sudurpashchim province.

Advocate federal government to involve building 700 Km long highway to Mt. Kailash Mansarovar (Gauriphanta – Trinagar – Jhigarana – Khaptad – Chainpur – Urai Bhanjyang – Taklako. It will help to trans boundary tourism and trade with China and help to promote Hindu/Buddhist circuits.

Promote tourism products and activities in the Indian cities near to Nepal border like Palia, Dharchula, Rudrapur, Liuchow, New Delhi and work with Indian tour operators to jointly promote famous religious products together with the pilgrimage sites of India.

Develop high quality information and interpretation materials on nature, culture, bio-diversity, history, archaeological sites, pilgrimage sites, etc. of Sudurpashchim province.

Produce sufficient number of quality tour, trek, and porter guides in order to enable excellent interpretation for visiting tourists.

Create and put legends, impressive ancient stories, and myths in promotional brochures of tourism products and activities by taking reference of religious scripts

Construct and support to establish sufficient number of information centers at entry points, gateways, border points, highway junctions and transit points connected with destinations or products located areas.

Build and put adequate tourist information board, arrows, signposts (signage of varied categories like trail head, welcome, directional, interpretative, warning, etc.) along the trail/routes and at the tourist sites.

Arrange warning sirens in case of floods, extreme weathers, etc.

Establish local weather stations for acquiring accurate weather change information at local levels especially for few selected physically challenging sites like Khaptad, Api Conservation area, Badimalika routes, etc.

Establish Tourist Police Units in various sites of province and add more Police posts nearby bigger destination areas

Work with security authorities (including Nepal Police/Tourist Police), Himalayan Rescue Association (HRA), and other tourism industry associations to set up rescue and emergency evacuation facilities at major sensitive sites. As far as possible, link those facilities with GPS based digital facilities.

Upgrade, diversify, specialize and expand tourism products and activities based on the outcomes of market research and visitor preference/satisfaction surveys.

Establish system to record visitors. Initiate system to obtain feedback from visitors, as positive inputs for improving visitor experiences and managing expectations

Create rules and code of conducts for tourism service providers for the safety (e.g. necessary use of life jackets on rafting, safety gears for trekking and mountaineering at higher altitudes, self-arrangements of camping gears at trails at wilderness areas which are without human settlement, wearing safety helmets in major sensitive sites such as stone falling prone-zones or sites etc.) of visitors.

7.11.9 Annexure: 7.4

Tourism occurs in destinations and it touches on all aspects of a community—businesses, government services, the natural environment, and its residents. In broad strokes, a tourism destination is the agglomeration of businesses and organizations involved in producing and marketing the overall tourism product within a geographical area or strategic unit that provides all necessary resources and whose integrated activities allow tourists with the kind of experiences they expect.

There are both sustainable and non-sustainable tourism destinations in the world. The sustainable tourism destinations apply sustainable tourism principles and practices. Sustainable tourism principles and practices imply for permanence. Such practices include optimum use of resources, minimization of negative impacts on environment and society and maximization of participations of and socio-economic benefits for local communities. Following three vital aspects are carefully planned and applied in destinations which are successful with both volume and values of sustainability aspects.

- **Destination Management**
- **Destination Governance**
- **Destination Leadership**

The coordinated and integrated efforts of key stakeholders like public sector, private sector, local communities and other stakeholders with collective leaderships for the appropriate and responsible management and good governance are in increased practices in such sustainable destinations as far as possible.

A. Destination Management

- Tourism destination management is the coordinated management of all the elements that make up a destination – attractions, amenities, services to be offered, access, marketing, etc.
- Destination management involves linking up these fragmented entities through coordination and cooperation

The ultimate goal of destination management is to enhance the effectiveness of the interactions between and among organizations to benefit individual stakeholders and ultimately the collective by:

- spreading benefits of tourism
- improving tourism yield
- establishing a competitive edge
- ensuring tourism sustainability

Key of sustainable destination management

Sustainable destination management involves the balancing the expectations of visitors, with the needs of industry, community and the natural environment through participatory planning and on-going monitoring.

Creating the right balance requires a special approach to management of tourism destinations that goes beyond environmental protection. It's a journey, not a destination.

There are three key principles of sustainable destination management:

1. Shared Responsibility for destination management and monitoring - No single stakeholder group is solely responsible for generating impacts or preserving a destination's natural and cultural heritage. Each stakeholder group brings to the table its unique perspectives and resources, which, when combined create a multiplier effect by reinforcing and strengthening existing actions and identifying new and creative solutions.
2. Participatory planning brings all key stakeholder groups together
3. Inter-sectorial collaboration is a critical to catalyze change

The sustainable destination management unavoidably necessitates coordinated and collective destination leaderships and good governance in destinations led by Destination Management Organizations (DMO).

Destination Management Organization (DMO)

- A Destination Management Organization (DMO) is a Public/private or public-private entity whose aim is to foster, plan and coordinate the tourism development of a destination as a whole
- DMOs operate at different geographic levels:
 - National Tourism Authorities (NTAs) or Organisations (NTOs), responsible for management and marketing of tourism at a national level.
 - Regional Tourism Organizations (RTOs), are responsible for the management and/or marketing of tourism in a geographic region defined for that purpose, sometimes but not always an administrative or local government region such as a county, state or province.
 - Local DMOs, responsible for the management and/or marketing of tourism based on a smaller geographic area or city/town.

Types of DMOs

By territorial Jurisdiction:

- National Tourism Authorities (NTAs) / Organization (NTOs) at the country level
- Regional Tourism Organization (RTOs) at the regional or provincial level
- Local Destination Management Organization at the municipality level

By Organizational structure:

- Purely Private such as tour operators, subjective business association etc.
- Purely Public such as National Park Authority responsible for tourism development
- Public-Private such as Nepal Tourism Board in the central level with the inclusive participation of both public and private sector on the board. The Ghodaghodi lake conservation and tourism development board is also a public-private partnership model

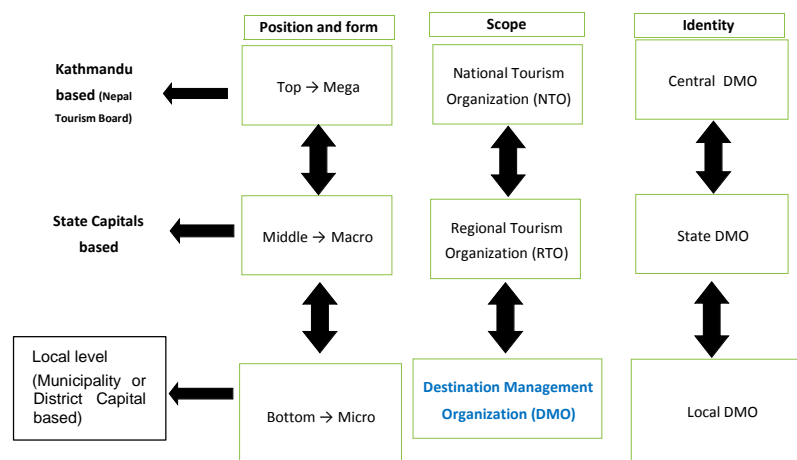
The public-private type of organizational structure for all territorial levels is the most common types in practices in the world which is inclusive even for community representatives.

Roles of DMOs

- Leading and coordinating – setting the direction and agenda and helping to bring stakeholders together to deliver on agenda of Strategic Planning – developing a destination management plan
- Creating a suitable environment – policies, legislation, regulations, incentives to guide tourism development and management
- Creating a suitable environment – policies, legislation, regulations, incentives to guide tourism development and management of Market research and intelligence gathering and reporting
- Fostering product development including the development of physical products, packages, and programs
- Facilitating workforce development
- Marketing – destination positioning, branding and promotion as well as information services
- Delivering on the ground – delivering on the destination’s promise through standards and quality assurance
- Maintaining positive community relations– community inclusion and monitoring resident opinions about tourism
- Cultivating Partnerships – facilitating cooperation among government agencies and within the private sector in order to reach strategic goals.

However, the local Destination Management Organizations (DMO) is not a big agenda as of now in the policy level not only for the Sudurpashchim province but also for Nepal as a whole. However, some municipalities have already initiated the similar approach but still in the very beginning.

Figure 4: Likely line of Tourism Destination Management in Nepal

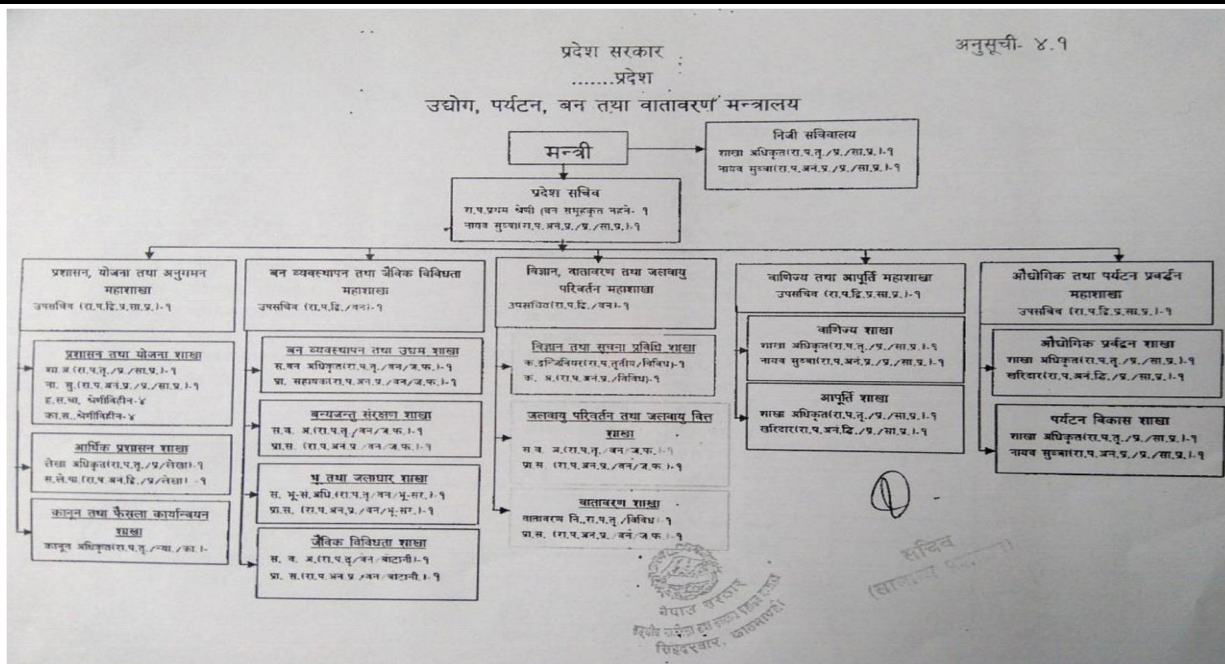


Source: Study Team, 2021

Existing provision of Destination Management and Development organizations in Sudurpashchim

A number of destination areas development and management committee as local DMOs are formulated by Minister level decisions from MoITFE for the conservation, promotion and development natural, environmental, religious, cultural and tourism areas. Those organizations are listed below. This ministry has following organizational structure existing for the operation and management of its roles.

Figure 5: Organizational Structure of MoITFE



Source: MoITFE, 2021

Pathway for Program Intervention of MoITFE

Since the formation of Sudurpashchim province, the governor of this provincial government has presented five “policy and programs” for five fiscal Years in past. These annual policy and programs appear as the main basis for the annual budget and programs. The annual “policy and programs” for FY 2078/79 envisions that the proper utilization and management of tourism sector can open the door of development and prosperity in this province. The annual policy and program numbers 38 and 44 for the FY 2078/79 are related with tourism sector.

The point number 38 of this policy and program document reveals about the formulation of plans for identifying religious, cultural, natural and touristic destinations, and developing minimum infrastructures for conservation, protection and management. It mentions about the protection of traditional art and music and participatory programs for tourists on homestay. Corresponding its annual policy and programs, there are following decisions made by this ministry and cabinet of ministers of this province for paving its pathway of tourism development interventions.

Table 29: Tourism related decisions made by MoITFE and ministries' cabinet

S.N.	Topics	Decision date
	Various decisions made in relation to tourism by cabinet of Sudurpashchim province	
1	Provincial tourism development and management related bill	Principle agreement by cabinet on 2075/9/26 BS
2	Provincial tourism development programme implementation unit work procedure 2075	Approved by cabinet on 2075/9/26 BS
3	Khaptad Area Tourism Development and Management Committee formation order 2075	Submitted to Ministry of Economic affairs and Planning and Ministry of Internal Affairs and Law or suggestion and approved
4	Badi Kedar Area Tourism Development and Management Committee	
5	Ramaroshan Area Tourism Development and Management Committee	
6	Vaidhyanath Area Tourism Development and Management Committee	
	Decision taken by MoITFE on tourism affairs	
1	Tourism enterprises registration and renewal	Approved by tourism minister on 2075/08/26 BS
2	Execution of Homestay operation work procedure 2067	Approved by tourism minister on 2075/10/11
3	Provincial tourism development programme implementation unit operation related	Approved by tourism minister on 2075/10/26 BS
4	Formulation of Tourism Law of province	2078 BS

Source: MoITFE webpage, 2021

DMOs by and through MoITFE

1. Achham: Shree Vaidhyanath Dham Paryatan Bikash tatha Byawasthapan Samiti (207711211)
2. Doti/Achham/Bajhang/Bajura: Khaptad Chhetra Paryatan Bikash tatha Byawasthapan Samiti (207711211)
3. Doti: Badi Kedar Chhetra Paryatan Bikash tatha Byawasthapan Samiti (207711211)
4. Ramaroshan Chhetra Paryatan Bikash tatha Byawasthapan Samiti (207711211)

The committee formulated for above mentioned four important destination areas consist of President, Executive Director, treasurer and some members for their smooth functioning.

MoITFE has tourism unit office in its secretariat in Dhangadhi which is centralized and not convenient for the registrations of tourism enterprises, renewal of their legal status, regulation of their functions, and fast decisions making for managerial and development interventions in tourism in far districts. However, MoITFE's Forest Division Offices are scattered in all districts' headquarters and few in other places. These institutions are effective for the management and governance of forest, community forests and similar

landscapes. These landscapes are unavoidably related with ecotourism issue. Following districts based organizations (as forest offices) under the overall governance of Department of National Parks and Wildlife Conservation via MoITFE are acting as DMO with more focuses on and management of destination areas which are designated as protected areas.

Table 30: List of Division Forest Offices in the role of DMOs on forest related issues

Districts	Organization	Destinations covered
Kanchanpur	Division Forest Office, Mahendranagar	Shuklaphanta National Park
Kailali	Division Forest Office, Dhangadhi	Forest areas of Kailali
	Division Forest Sector Office, Pahalmanpur, Ghodaghodi Municipality	Basanta Wildlife Corridor Ghodaghodi lake forest area
Baitadi	Division Forest Office, Dasarathchand Municipality	Gwallek Forest Area Sigas Forest Area Patalbhumeswar Forest Area Rest all forest areas of Baitadi
Bajhang	Division Forest Office, Jayaprithbinagar Municipality	Forest areas of Bajhang district
Bajura	Division Forest Office, Badimalika Municipality, Martadi	Forest areas of Bajura district
Doti	Division Forest Office, Dipayal Silgadhi Municipality	Forest areas of Doti district
Achham	Division Forest Office, Mangalsen Municipality	Forest areas of Achham district
Darchula	Division Forest Office, Khalanga	Forest areas of Darchula district
Dadeldhura	Division Forest Office, Amargadhi	Forest areas of Dadeldhura district

Source: MoITFE, 2021

DMOs under local governments

Furthermore, a number of following local DMOs are constituted by the self-initiations of local governments of destination areas.

1. Kailali district: Brihat Ghodaghodi Tal tatha Paryatan Bikash Board
2. Kanchanpur district: Nagar Paryatan Bikash Samiti, Bhimadatta Municipality

Guided by the authority from Local Governance operational Act 2074, above organizations are formulated after approval of their built work procedures from the municipal council. They have mayors as the President of those DMOs.

DMOs formulated and led by local communities

In addition, following local community led organizations are found to be formulated as local DMOs for few destination areas.

1. Achham: Shree Vaidhyanath Chetra Bikash Sanstha, Sanfebagar-1
2. Baitadi district: Patal Bhubneshwar Nirman Samiti, Surnaya RM-
3. Baitadi district: Ishwori Ganga Gadhi Pathmarga Nirmal Samiti, Gothalpani

DMOs formulated and led by private sector commercial tourism organizations

Private commercial sector in Sudurpashchim as in other provinces are found self-active. Guided largely by their self-business interests, actors of private sector have formulated few DMOs as follows.

Table 31: DMOs formulated and led by private sector commercial tourism organizations

Districts	Organization	Destinations covered
All nine districts	Tourism Development Society, Dhangadhi-1 Formation of TAGs in all nine districts and WNTA and working as secretariat of WNTA	All nine districts focused for strengthening the capacity of Tourism Action Group (TAG) in each district
All nine districts	Nepal Association of Tour and Travel Agents (NATTA) Far West	
Kailali	Chisapani Area Tourism Promotion and Development Committee	
	Professional Hotel Association	Dhangadhi and Attaria
	Professional Hotel Association Dhangadhi	Tikapur
	Professional Hotel Association	Sukkhad
	Ghodaghodi Area Conservation & People Awareness Forum (GACPAF) -Nepal	Sukkhad
	Bird Conservation Network	Sukkhad
Kanchanpur	Professional Hotel Association, Kanchanpur	Shuklaphanta National Park
	Nature Tour Guides' Association	Majhgaon areas, Shuklaphanta NP
Baitadi	Professional Hotel Association	Ghothalapani
Bajhang	Bajhang Hotel Vyawasai Sangh	Chainpur
Bajura	Professional Hotel Association	Martadi
Doti	Professional Hotel Association	Dipayal and Silgadhi
Achham	Professional Hotel Association	Mangalsen and Sanfebagar
Darchula	Hotel and Tourism Entrepreneurs' Association	Khalanga and Gokuleshwor
Dadeldhura	Professional Hotel Association	Amargadhi

Source: Study Team, 2021

Gaps and issues to reflect in planning

Sudurpashchim tourism industry is seen delinked with destination sites owners causing absence of new product development in many of the potential sites as well as absence of management in presenting the sites in professional way for enhancing quality and satisfaction to tourists. It has been very urgent to encourage for integrated Destination Management and Development with local development agencies too in managing and developing sites for tourism.

B. Destination Governance and its Dimension

Destination governance is a concept which refers to relationships among tourism organizations and enterprises and how they interact with one another. It is a process of coordinating activities among public, private, civil society organizations/actors in the “tourism system” to create synergies.”

There are several main dimensions of good destination governance:

- **Accountability:** Firstly, DMOs are accountable to their key constituencies. It should justify its programs and activities, measure results of its programs and disclose results.
- **Transparency:** Secondly, transparency involves information sharing and acting in an open manner
- **Involvement:** Inclusiveness tracks the level to which DMOs are ensuring representation and involvement from all key stakeholder groups that have a stake
- **Structure:** Structure refers to the mechanism or mechanisms for sharing decision-making and building relationships between inter-related components of the system
- **Effectiveness:** Effectiveness involves the extent to which the DMO is fulfilling its objectives
- **Power:** Power indicates the extent to which key organizations/actors exert power over Decision-making

Gaps and issues to reflect in planning

- Destination governance is of crucial importance for the sustainable tourism development for a new destination like Sudurpashchim. First and foremost thing for it is the formulation of appropriate institutional structure.
- Good destination governance is also backstopped by proper tourism policy, act, regulations, responsible practices, and good networking among all tourism actors in tourism system. In this context, it is vital to strengthen the Lake Basin governance and management for the prosperity of lake area through a commonly accepted new model.
- The implementation of the vision of DMO is sure to support for effective governance of destinations in Sudurpashchim.
- The DMO model should have good relationship with district level tourism development committee in Sudurpashchim.
- DMO can be a good bridge for alignment between public sector (MoITFE) and private sector
- Research backstopped decision on DMO model would be a wise decision
- A DMO (if it is a broader size) with the representation of one member each from all nine districts of Sudurpashchim could be more effective. This should reflect public, private partnership mode.
- Coordination amidst local level DMOs would matter for integrated approach for tourism development interventions.
- Some more preliminary discussions among local government, local community, local investors, etc. would be better process in formulating DMOs.
- DMO model is of valuable for coordination and leadership. The presentation on DMO help our understanding level on leadership matters which could be more effective and integrated through DMO model of tourist destinations.

7.11.10 Annexure 7.6

Tourism is the sum total of activities arisen from the travel and stay of people from out of their usual environment. However, a tourist cannot decide to travel places until and unless he or she knows and remains updated about the tourist destinations. In this regard, here comes the vital role of marketing and promotion. Marketing is also advertising which constitutes one of the 6As as six major tools like attractions, accessibility, amenities, accommodations, activities and advertisement. These factors are prerequisites for the development of a tourist destination.

Its complexity furthermore lies in the fact that tourism promotion in its various forms has to be directed at large number of people in various lands of different socio-economic structures, having different needs, tastes, attitudes, expectations and behavioral patterns. It is only the efficient marketing strategy, which not only allows the potential clients for their easy access on general travel related decisions, but also helps to understand marketers of tourist destinations to understand people's tastes and preferences for travel. Thus, marketing is conceptually vital and important in tourism industry.

Marketing of tourist products has certain peculiar characteristics like intangibility of tourist products, inseparability of guests and hosts including production and consumption of tourists' services, instability of the demands of tourist products, dominance of the intermediaries on selling products, etc. In fact, market research, product formulation and development, market segmentation of target markets, distribution network and product promotions are the main marketing functions in tourism. Those functions are materialized amidst the seven core variables of marketing mix up such as product, price, promotion, place, people, physical evidence and process (Bhatia 2004).

Target markets for Sudurpashchim

Sudurpashchim province has varied existing and potential target market segments whose types and characteristics are elaborated below:

Table 32: The varied target market segments for Sudurpashchim province

Backpackers	Characteristics
Country of origin	<ul style="list-style-type: none"> From few European countries like Germany, France, Italy, etc.
Duration of stay	<ul style="list-style-type: none"> Extended periods of time to complete travel towards Api Conservation Area, Mt. Api Base Camp, Mt. Saipal Base camp, Ramaroshan, Khaptad National Park Area and Shuklaphanta National Park
Group size	<ul style="list-style-type: none"> ☐ Sometimes alone and in very small groups
Socio-demographic characteristics	<ul style="list-style-type: none"> ▪ Youth and students (20 – 35 years old), ▪ Can spend very little money ▪ High educational standard, often students coming for linking travel with Master thesis work ▪ Lot of travel experience
Transport	<ul style="list-style-type: none"> Often use public transport, hitch hike or use taxi (if nothing else is available); some are travelling by bike
Accommodation	<ul style="list-style-type: none"> Low-budget accommodation (including low-budget guest houses and home stays); require low standards of comfort
Interests/Activities	<ul style="list-style-type: none"> ▪ Getting to know other cultures ▪ Natural monuments ▪ Outdoor activities (trekking, biking, rafting, swimming, etc.) ☐ Visiting festivals

Demand from providers	<ul style="list-style-type: none"> ▪ Try to manage by themselves (low budget). ▪ Accommodation (home stays, small guest houses, lodges)
Barriers	<ul style="list-style-type: none"> ▪ Lack of even basic infrastructure in the new destinations ▪ Expensive services ▪ Insufficient information about destinations and the conditions of their access
Expatriates	Characteristics
Country of origin	<ul style="list-style-type: none"> ▪ Foreigners living in Nepal and their families and visitors ▪ Foreigners living in India
Duration of stay	<ul style="list-style-type: none"> ▪ Staying for their work for 3 or more years in the country ▪ As tourists: looking for weekend tours, tours during the festivals ▪ Short vacations (3 – 5 days)
Group size	<ul style="list-style-type: none"> ▪ Small groups, couples, families
Socio-demographic characteristics	<ul style="list-style-type: none"> ▪ 30- 60 years old ▪ Medium to high income, ▪ High educational standard, ▪ Lot of travel experience ▪ Special groups of foreigners: Interns and volunteers, who should rather be regarded as back packers according to their socio-demographic characteristics
Transport	<ul style="list-style-type: none"> ▪ Based already in Nepal ▪ Tend to travel with their own/ company vehicle, ▪ 2nd option: transport organized by Tour Operator ▪ Requirements – Security/Safety, enough space
Accommodation	<ul style="list-style-type: none"> <input type="checkbox"/> Guest houses, demand for comfort low to high, depending on different preferences of the expatriates <ul style="list-style-type: none"> ▪ Home stays priory requested by families, visitors; ▪ For trekking groups just one night home stay at the end of the tour ▪ Camping: renting tents, but some also have own tents
Interests/Activities	<ul style="list-style-type: none"> <input type="checkbox"/> Nature tourists <ul style="list-style-type: none"> ▪ Outdoor activities (trekking, biking, rafting, swimming, etc.) ▪ Rest & relaxation ▪ Wilderness landscape, natural monuments, pure nature ▪ Getting to know other cultures, handicraft production/selling and food production rather for families and their visitors ▪ Visiting bazaars, festivals (more interesting for visitors)
Demand for providers	<ul style="list-style-type: none"> <input type="checkbox"/> High service quality, high hygienic standard, carrying about sustainable providers environmental management
Barriers	<ul style="list-style-type: none"> <input type="checkbox"/> Access until the main road is finished <ul style="list-style-type: none"> ▪ Visa requirements for those living in India ▪ Insufficient information about destinations and the conditions of their access
Domestic tourists	Characteristics
Country of origin	<ul style="list-style-type: none"> <input type="checkbox"/> Nepal
Duration of stay	<ul style="list-style-type: none"> <input type="checkbox"/> One night frequently, two generally, three or four nights rarely
Group size	<ul style="list-style-type: none"> <input type="checkbox"/> Single, couples, small groups
Socio-demographic characteristics	<ul style="list-style-type: none"> ▪ Family with children <input type="checkbox"/> NGO people with the business trips

	<ul style="list-style-type: none"> ▪ Students ▪ Observation missions ▪ Middle class people / educated people
Transport	<ul style="list-style-type: none"> ▪ Bus, jeep, and motorcycles
Accommodation	<ul style="list-style-type: none"> ▪ Homestays, Hotels and lodges
Interests/Activities	<ul style="list-style-type: none"> ▪ Jungle safari, visit of national parks, rafting, massage, business, cultural programmes (pilgrimage), Riverside
Demand from providers	<ul style="list-style-type: none"> ▪ Organic food, good accommodations
Barriers	<ul style="list-style-type: none"> ▪ Bandhas, • Bad road conditions
International Tourists	Characteristics
Location /country of origin	<ul style="list-style-type: none"> • Europe, America, Australia, Japan
Duration of stay	<ul style="list-style-type: none"> ▪ Inclusive tours to Nepal and India for 10 to 21 days, ▪ Transit tourists on the way to Kathmandu (2-3 days)
Group size	<ul style="list-style-type: none"> • 1 to 20 persons
Socio-demographic characteristics	<ul style="list-style-type: none"> ▪ 35 – 70 years old, ▪ High income, ▪ High educational standard, ▪ Men/women
Transport	<ul style="list-style-type: none"> ▪ Long distance flights to Kathmandu, Delhi ▪ Transport organized by Tour Operator (bus, jeep) ▪ Requirements – Security/Safety, enough space
Accommodation	<ul style="list-style-type: none"> ▪ Accommodation in towns – high standard hotels, ▪ but in rural areas while trekking in tents, home stay, guesthouse
Interests/Activities	<ul style="list-style-type: none"> ▪ Outdoor activities (trekking, biking, rafting, swimming, etc.) ▪ Culture ▪ Wilderness landscape, natural monuments, pure nature
Demand for providers	<ul style="list-style-type: none"> • High service quality, high hygienic standard, caring about sustainable environmental management
Barriers	<ul style="list-style-type: none"> ▪ Expensive air fare from Dhangadhi to Kathmandu and vice versa ▪ Long lasting and exhausting access journeys; border issues; health security ▪ No infrastructure in remote areas ▪ High expenses for small groups and individuals
Indian tourists	Characteristics
Location /country of origin	<p>Indian bordering areas</p> <ul style="list-style-type: none"> - Uttarakhand and Uttar Pradesh mainly: Lucknow, Kanpur, Palia, Rudrapur, etc. - Bareilly, Nainital, Almora, Moradabad and Sitargunj
Duration of stay	<ul style="list-style-type: none"> • 2-5 days depending on activity
Group size	<ul style="list-style-type: none"> • Small groups up to 5, also bigger ones up to 15 persons, families
Socio-demographic characteristics	<ul style="list-style-type: none"> ▪ 25 – 60 years old ▪ medium to lower income ▪ Semi educated people as well as people with high education,
Transport	<ul style="list-style-type: none"> ▪ Tend to travel with their own vehicle (leisure tourists) ▪ Intended to travel with public transport (pilgrimage)
Accommodation	<ul style="list-style-type: none"> ▪ Luxury hotels (leisure tourists) ▪ Simple accommodation, guesthouses (pilgrimage)

	<ul style="list-style-type: none"> ▪ Dharmasals (Religious accommodation canter)
Interests/Activities	<ul style="list-style-type: none"> ▪ Leisure tourists ▪ Pilgrimage ▪ Business ▪ Shopping
Demand for providers	<ul style="list-style-type: none"> ▪ High service quality, high hygienic standard ▪ Meals of own taste and flavors ▪ Expecting additional benefits / discounts
	<ul style="list-style-type: none"> • Good guidance
Barriers	<ul style="list-style-type: none"> • Lack of effective single window system good guidance consisting of custom check, security check, immigration for visa issuances, quarantine check, information canter, money changer, etc. for incoming visitors at Nepal India boarders • Lack of promotion with authentic information • Expensive for medium class people

Source: Study Team, 2021

Past efforts for marketing and promotion of Sudurpashchim province

There were few remarkable attempts made in past to promote Sudurpashchim as follows:

Table 33: Tourism promotional initiations of Sudurpashchim in the past

Year	Activities	Led by	Aimed for
2020	VNY Mainstreaming in the national program	Nepal Tourism Board	Promotion of Nepal including far west in international and national tourism markets
2020	FAM tour	Supported by MoTFE and led and organized by NATTA Far west	Inter districts and province destination promotion for domestic tourism
2018	Kailali Mahotsav 2075 as Visit Kailali year	District Coordination Committee, Kailali	Promotion of Kailali and surrounding as tourist destination
2017	Trans boundary Tourism meeting was organized between Uttarakhand Tourism Board, India and B2B meetings with Indian Tour Operators	Tourism Development Society	Enhancement of cross border tourism
2015	Participation in ITB, Berlin travel fair	Tourism Development Society	Presenting the main three tourism products explored within 2014 to the concrete buyers and international tour operators Creation of the awareness among potential buyers / clients for Far West as a new destination for the new markets development
2014	1 roti chodne (365 roti=40 KG atta)	Biplav Entertainment Group	Voluntary initiation for the preservation and promotion of local music and musicians of 9 districts
2014	Digital website of far west	Tourism Development Society	Web based promotion of far west to global tourism market segment
2014	Co-organized regional tourism fair in Far West with NTB and participated in other tourism	Tourism Development Society	

	fairs to promote products of the region		
2014	Organized a FAM tour for Ethical Travel Portal which is a Norway based TO in cooperation with Social Tours	Tourism Development Society	
2014	Participation in ITB, Berlin travel fair	Tourism Development Society	Introduction of new destination to the international tourism businesses and other partners working in the field of tourism development
2013	Sunder Sudurpashchim campaign	Kailali Chamber of Commerce and Industry(KCCI) led by Gopi Hamal as its President	Destination promotion of far west through the display of its exotic beauties
2013	Participation in ITB Berlin	Tourism Development Society	Learn from the Destination Management Organizations operating in Germany
2012 onwards	Mission 1 Rupaiya	KCCI /Sanjay Chaudhary/Dinesh Bhandari	1 rupee voluntary donation campaign for the promotion of far west as an attractive tourist destination
2010	Wild west triangle	Raikaa Tours, Amar Shahi	Promotion of far west linking it Khaptad with Rara and Great Himalaya Trails
Annual basis	Paryatan Mahotsav, trade fairs and cultural shows	Local governments of all districts (e.g. Khaptad Paryatan Mahotsav, Ghodaghodi Paryatan tatha Byapar Mela, Ramaroshan Paryatan Mahotsav)	Promotion of arts, crafts, landscape, tourism, agriculture and local trades
Annual basis	Sudurpaschim Mahotsav since 2065 BS	KCCI, Kailali	Promotion of arts, crafts, landscape, tourism, agriculture and local trades
Annual basis	3 countries' trade fair (Mahotsav) at Joljibi, Darchula	Local committee	Promotion of arts, crafts, landscape, tourism, agriculture and local trades
Annual basis	Ganga Dashara fair at Tribeni, Khaptad	Local committee	Inter districts and province destination promotion for religious and domestic tourism
Various dates	Inclusion in regular marketing activities	Nepal Tourism Board	General promotion
NTY 2011	Mainstreaming in the national program	Nepal Tourism Board	Promotion of Nepal including far west in international and national tourism markets
VNY 1998	Mainstreaming in the national program	Nepal Tourism Board	Promotion of Nepal including far west in international and national tourism markets

Source: Study Team, 2021

Few interesting promotional materials are built by individual and joint initiation of few institutions as directly and indirectly related with tourism sector in Sudurpashchim.

Table 34: Various promotional materials built for marketing of Sudurpashchim

S.No.	Name and details of existing promotional materials (hard and soft copies)	Lead/Published by
1	Birds and Birding in Kailali	MoITFE, Tourism Project Unit office
2	Coffee Table Book	MoITFE, Tourism Project Unit office
3	Destination Far west 2020: A booklet/bulletin coinciding with VNY 2020	NATTA, Far west
5	TDS: A booklet/bulletin coinciding with VNY 2020	TDS

6	Sundar Sudurpashchim fine posters, mounted posters documentaries, slogan on the public buses running on the long haul routes	KCCI
7	Wonderful Far west Nepal (Volume 2, 2009)	KCCI
8	Wonderful Far west Nepal (Volume 1, 2009)	KCCI
9	www.tdsnepal.org.np and www.farwest.com.np https://www.facebook.com/pg/Tourism-Development-Society-570084746344072/about/?ref=page internal	Tourism Development Society (TDS), Dhangadhi In support of GIZ
10	https://honeyguideapps.com/blog/honeyguide-goes-wild-west-withtourism-development-society-tds	Far west by Sisan Baniya in association with TDS
11	https://www.facebook.com/nattafarwest/	NATTA Far west
12	Wonderful Far west Nepal as Facebook page	
13	Khaptad Facebook page	
14	Doti Facebook page	
15	https://www.facebook.com/LingaDham/	
16	https://beautifulfarwestnepal.blogspot.com/2012/02/bajhangdistrict.html	
17	Tourism Product of Nepal: Documentation of the tourism product inventory with regional maps scattered along the 75 districts including nine districts of Sudurpashchim province	NTB

Source: study based compilation, Study Team 2021

Gaps and issues to reflect in planning

To address both domestic and international tourists in Sudurpashchim Province following marketing and promotion related gaps and issues are noticed and subsequent actions are recommended.

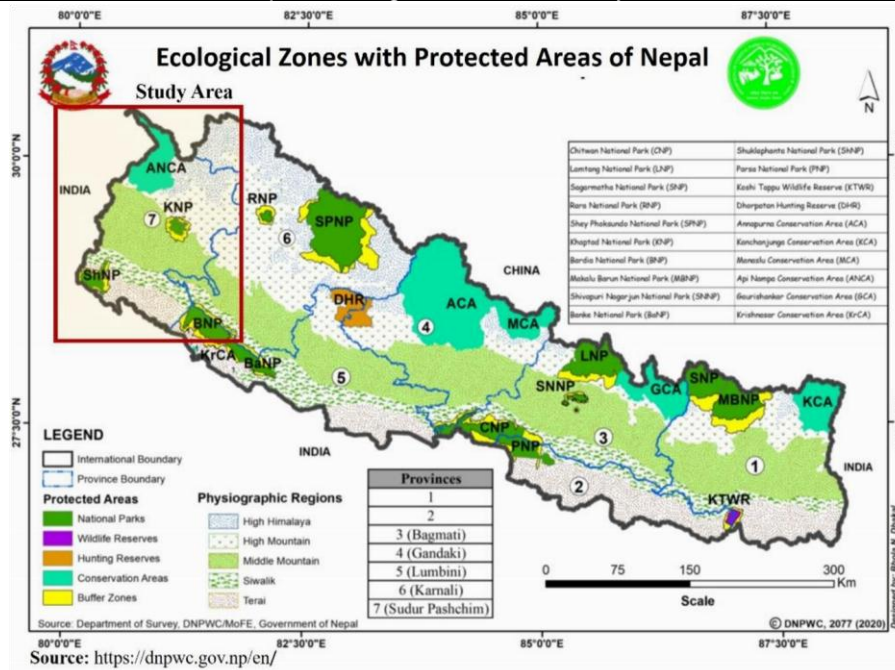
- Put big hoarding board with the key attractions of Sudurpashchim at international airport in Kathmandu.
- Give digital advertisement of Sudurpashchim in national television channels of tourist generating countries (France, Germany, and UK) of Europe, UK, USA and India.
- Organize FAM trips for journalists of international media, renowned celebrities, inbound tour operators for Nepal from tourist generating countries, Indian Travel Agents, and travel media and blog writers
- Put promotional information board (as destination heading board) with key information like major destinations, access, accommodation availability, etc. both at the headquarters of all districts and their entry gateways (e.g. Bithhadchir RM after Khodpe for Bajhang district).
- Create mobile apps to attract tourists
- Disseminate digital profile of tourist destinations
- Promote tourism attractions and packages in national and international media and international tourism source markets in association with private tourism enterprises, their associations, Nepal Tourism Board and tourism ambassadors
- Promote tourism by following modes:

- C2C (Consumers to Consumers) through social network
- B2B (business to Business) with tourism entrepreneurs in tourism generating markets in association and understanding with NTB and private tourism enterprises
- G2G (Government to Government) between Sudurpashchim province government and Nepal's neighbor countries and other tourist generating countries for Nepal
- Advertise provincial tourism attractions and activities in internal and international tourism source markets through the fullest use of digital (websites, social channels and networks, mobile apps) and also print media as and when practically applicable

7.11.11 Annexure 7.9

Sudurpashchim is one of the most pleasing and scenic destination due to splendid natural and cultural attractions.

Map 5: Ecological Zones of Study area



Source: <https://reliefweb.int>

Sudurpashchim Province includes all major three Ecological zones as in other part of Nepal. More broadly, the ecological zones comprise from the Terai or Flat land ecology that ranges from 100m to 1200m including Chure Pahad and Mahabharat range that is up to 3500 and further north midland mountain extended to the snowy high mountains. All these ecological zones are equally important in context of biodiversity and the conservation prospective. All these ecological zones are connected, interacted and interrelated in term of flora and fauna species and their habitats in context of the biodiversity. Each zone has different natural environments and socio-cultural environments. The status of the bio-diversity in Sudurpashchim specially has not been published yet. However, the range of ecology zones are all as other parts of Nepal prevails the existence of most of biodiversity of the country. National context, together there are six biomes occurring in Nepal, including as many as 35 forest types and 118 ecosystems including 112 forest ecosystems, four cultivation ecosystems, one water body ecosystem and one glacier/snow/rock ecosystem which have been classified on the basis of altitudinal, climatic variations and vegetation types. Among the five physiographic zones found in Nepal, the Middle Mountain name as hills ecological zone has the highest number (53) of ecosystems. The High Himal name as High Mountains ecological zone combined have 38 ecosystems. The Terai and Chure have 14 and 12 ecosystems, respectively. Water body ecosystems occur in all zones, except in the most of Chure region.

Diversity of birds, bryophytes, mammals, and butterflies is especially high in this terai and Chure ecological zones. A total of 284 flowering plants are endemic to Nepal, 160 animal species, including one species of mammal; one species of bird; and 14 species of herpeto fauna are reportedly endemic to the country.

In context of this biodiversity and ecological prospective Sudurpashchim province can be categorized broadly in three ecological zones as in other part of Nepal. These are in the following major ecological zones as Mountain, Hills and Terai.

Mountain

The mountain ecosystem in which situated in northern most part of the province is rich in endemic species occurring its different sub zones as other ecological part of Nepal. The range land included in this zone has habitat for various flowering plants, including endemic species and wildlife. About 420 flowering plant species are distributed in the areas that lie above 5,000 m. 34 percent of the plants and animal species are found in the High Mountains (above 3,000m). The high elevation mountains are very rich in species and genetic resources of wild fauna. Some 80 species of mammals are known to occur in the High Mountains areas. Similarly, eight out of 20 endemic breeds of livestock are from the alpine region. Among the bird species, 413 species are reported to live above 3,000 meter altitude. The mountain biodiversity also has contributed significantly to global biodiversity, as Nepal sits at the center of the Himalayan biodiversity hotspot. On other hand, Mountain ecosystems on this province are fragile and vulnerable to natural disasters, such as landslides, glacial lake outburst floods and drought, which cause considerable damage to mountain ecosystems and the people living in those areas.

Hills

Hill comprises Mahabharat range and the middle mountain area. This region is very rich in biodiversity and 63 percent in the Middle Mountains (1,000-3,000 m). The highest number of plant species occurs between 1,500 and 2,500 m elevations. Forests of Uttis, Katus and Chilaune are found here. Due to the altitude variations and the different aspect of the slopes the flora, fauna and avian diversity is high due to topography and diverse climate.

Terai

This zone also includes both Terai flat zone as well as the Chure region. The cultural value from its origin site “the Chure” a small mountain range as of part of the Himalayas also known as “Churia Mai” or respect as Goddess Devi. It has significant social, ecological environmental and paleontological values as this region provides important source of biodiversity, fossils. The Terai and Siwalik (Chure) region is rich in vegetation and forest. Different types of animals and birds are found here. The Tarai and Siwalik (Chure) have 14 and 12 ecosystems, respectively. The zone comprises from unique ecological zone “Bhabar” the recharge zone for the groundwater reservoir as well as dense forest. Wetlands, diversified forest, agricultural land in the southern part are the main assets of this ecological zones. Besides this, the low land plain “Terai” has been also described as “low, marshy ground. The Terai consists of many wetlands, it is important in context of conservation of biodiversity and genetic resources in wetland ecosystem. The role in natural conservation and balance is assisted by the wetlands. The wetlands assist to reduce flood and erosion risk and also purify the static water, support for nutrient preservation; balance aquatic ecosystem as well as help the land ecosystem including food chain, groundwater recharging. The Ghodaghodi Taal, major rivers and swamp area are the main assets as wetland biodiversity places in this ecological zone.

Biodiversity and environment have dependent relation to each other. In this context, the province has three types of ecosystem) terrestrial ecosystem including (a) forest, agriculture and grass ecosystems those lies on around the hills and Terai (b) Freshwater aquatic ecosystem which lies on river and stream they are situated on the lower part of the hills and in Terai (c) wetland ecosystem, exits in swampy marshlands and lakes located along the flood plain and within the land in the Terai region. The most important ecological and biological characteristics in the province can be divided into four kinds of value:

- Social—for public benefit
- Cultural—for aesthetic and communal significance
- Ecological—for environmental conservation and sustainability

- Economic—for livelihoods through goods and services production

Tourism and Environment as a concept of ecotourism

Visitors are drawn to Nepal by its unparalleled natural beauty, the challenge of its terrain, its rich wildlife and unique cultural heritage. Tourism in Nepal varies from less adventurous pleasurable activities such as village visits, homestays, and half- to full-day walking and hiking circuits for non-trekkers, to adventurous and challenging trekking, mountaineering and white-water rafting. This combination of spectacular and diverse tourism resources and a largely rural based population, coupled with the pressing need to deliver development to the remote rural areas, have necessitated the development of ecotourism in Nepal. This would broadly imply that as many as 80 percent of international tourists in Nepal were involved in some form of ecotourism. This finding suggests that ecotourism accounts for a major part of the income from tourism in the country. However, it could be proved only after a detailed study. In principle, ecotourism should help conserve the natural environment. However, unless it is carefully planned and managed, it might create environmental problems. For instance, trekking has contributed to problems of deforestation and inappropriate waste disposal. Similar problems have been observed from the growth of mountaineering tourism. In fact, many protected areas across the world are struggling to cope with numbers of visitors and the immediate and potential impacts of the growth in the ecotourism sector.

The Province's ecological zones coverage area is huge therefore quantitatively as well as qualitatively rich so far as the tourism constituents are concerned. The Province is also rich with the religious, cultural and historic sites. Not only biological diversity of this region but also various ethnic diversity with various rural cultural diversity with mixed religious sites should be considered as assets as cultural and religious richness. Thus the area exhibits its tourism potentiality along with its rich and vivid flora and fauna diversity with this cultural and religious diversity.

The hill area, with a majestic view of range of Snowy Mountain along with Saipal and Api Himal peaks are idyllic place for domestic and international tourism with other several peaks with the panoramic view of the Himalayan Range enrich the place to be the viewing deck. The province is not only the tourism destination for scenic beauty but also a destination of cultural and religious spots as tourism sport. The potentiality of river adventures, trekking routes across the different landscape with different ecological zones are the main attraction of the tourism as the asses to natural resources.

Tourism sites and natural resources

The tourism sites within the province are broadly categorized into with ten different values as the different permutation and combination of five values viz, religious, cultural, historic, scenic view and the nature with ecological based value. The tourism sites with these different combinations are tabulated in different groups below. The tourism sites with different tourism values are among the popular ones in local, regional and/or national and international levels. Most of these are already practiced sites with nominal tourism infrastructures and basic utility and services.

There are various important natural resources in the ecological zones including two national park i. Khaptad and ii. Suklaphanta including Api-Nampa conservation area in Sudurpaschim province. The existing and the types of natural resources are described below in table 39. These resources are directly and indirectly associated with the development tourism industry in the province. The resources can be categorized into different entities.

- nature-based
- cultural and religious, and
- agriculture-based

For this, the nature based tourism can be subdivided into 8 categories along with culture and region and agriculture based. The given table has described the sub categories.

Table 35: Various resources for nature based tourism with description

Resources	Description
Nature Based	
Fresh Air	Fresh uncontaminated air in most of area.
Fresh water	Fresh water sources in different places as a form of rivulets, small gullies, streams and rivers.
Wide-range Himalayan View	Almost all peaks of the area have a potential places for observing wide-range Himalayan view, specially Khaptad hills, Ramaroshan area, Api base camp, ApiNampa conservation area
Waterfalls	Perennial falls on most of the hilly and mountain area including Chure range.
Rivers and lakes	Rivers: Karnali, Seti, Mahakali, and its major tributaries Lake: Bedkot, Jhilmila, Jokhar, Jogania, Koilari, Godaghodi Lake, Khaptad Lake, Ramaroshan Lakes Habitat for 172 species of plants, 193 species of birds and 185 species of freshwater fishes
Forest	Mostly Around Mahabharat lekh and Chure and Terai area including Khaptad, Suklaphanta national parks and Api-Nampa conservation area 118 types of ecosystem, 75 types of vegetation and 35 types of forests
Flora/Fauna	5,067 species of plants, 208 mammal species, 900 bird species (as of 2012),
Biodiversity	Rich biodiversity in Flora and Fauna (Diverse species including orchids and medicinal plants, mammals, birds, reptiles and insects).
Cultural and religion	
Cultural Diversity	More than 7 ethnicities with their own culture, religiously Baitadi and Dadeldhura district specially and other all district
Agro based	
Local Agriculture Products	Local crops, dairy product and agro-resources from farm land.

Note: The data mentioned in table is of national context.

Sudurpashchim Natural Heritage for Tourism development

The major known and important areas in term of natural resources and biodiversity as national natural heritage sites in the view of tourism development are as following in the Sudurpashchim province:

The Api-Nampa Conservation Area

The Api-Nampa Conservation Area is a protected area in the Far-Western Development Region, Nepal. It was established in 2010 and covers 1,903 km² (735 sq. mi) encompassing 21 Village Development Committees in the Darchula District. The western boundary is formed by the Mahakali River, and the

northern by the international border with Tibet. Adjacent to the east are the Bajhang and Baitadi districts. It ranges in elevation from 518 to 7,132 m (1,699 to 23,399 ft.) at the Himalayan peak Api, and is within the circumscribed area of the Kailash Sacred Landscape. Named after the two peaks Api and Nampa, it was established to conserve the unique biodiversity and cultural heritage of the area. A plateau of grasslands intermixed with oak, coniferous forest; riverine deciduous temperate forest is at the center of the area. Mammalian species include snow leopard, Himalayan black bear, red panda, common langur, Himalayan thar, Himalayan musk deer, goral and serow. Birds include Himalayan monal, snow cock and blood pheasant.

Mammals: Mammals large mammals commonly seen in the CA are the Himalayan Thar, Blue sheep and Musk deer. Other large mammals include: common langur (*Semnopithecus entellus*), jackal (*Canis aureus*), and small number of grey wolf, Himalayan black bear, Red panda, snow leopard, Himalayan musk deer, Himalayan Thar, and ghoral.

Herpetofauna and Butterflies: The lower elevation temperate zone is the main habitat of herpetofauna. Documentation of the invertebrate fauna is limited to common species of butterfly. NTFP found in Api Nampa Conservation Area are: Panchaunle, Kutki, Yartsagumbu, Jatamansi, Sarpagandha, Sugandhawal and etc.

Forest Type Avifauna: The sub-tropical, temperate, sub alpine, alpine vegetation and forest of ANCA encompasses suitable habitat for wildlife species including endangered, vulnerable and common. The ANCA provides habitats of birds including Daphne, Munal, Snow Chock, Blood pheasant, Red billed chough, and Yellow-billed chough etc.

Ramaroshan region

Ramaroshan region which lies in Achham district, the far western part of Nepal, is famous for its 12 wetlands and 18 flatlands. Locals believe that to explore all the 12 lakes and 18 flatlands one need at least 3 days. The whole areas altitude variation varies from 2050m to 3792m above sea level. There have been various stories regarding the name of Ramaroshan. Some believes that 'Rama' and 'Roshan' are the two flatlands within a distance of half an hour hence the name Ramaroshan has been derived. On the other story, Rama is a name of different deities and Roshan means the panoramic places and since the deities used to come to that region, the name Ramaroshan has remained. Ramaroshan lies 42 kms away from the district headquarter of the Achham district, Mangalsen and is easily accessible by gravel led motorable road. The area itself lies in the middle of 3 districts, Achham, Bajura and Kalikot. The area is a habitat of Nepal's national bird Danphe, other various birds such as Munal, Kaalij, Dhukur etc. and different wild animals such as tiger, deer, wild boar, bear, etc. The major attraction of Ramaroshan is the flatland and the pond itself. There are huge flatlands adjoining the hills and lakes from where one can go on a hike to nearby districts. A perfect day starts with a hike to the pond itself and exploring around the hills. Except for the birds and animals, the area is covered by different varieties of flora and some huge streams.

Ghodaghodi Lake

Ghodaghodi Lake is a Ramsar site in western Nepal. Established in August 2003 it covers an area of 2,563 ha (6,330 acres) in Kailali District at an altitude of 205 m (673 ft.) on the lower slopes of the Siwalik Hills. This Ramsar site consists of a system of around 13 large and shallow oxbow lakes and ponds with associated marshes and meadows. It is surrounded by tropical deciduous forest and some streams along the periphery, which are separated by hillocks.

Flora: The Lake has record of 388 vascular plants: five pteridophytes, 253 dicots, and 130 monocots.

Fauna: The forest and wetlands serve as a wildlife corridor between the Terai lowland and the Siwalik Hills. They support critically endangered and vulnerable species including Bengal tiger, smooth-coated

otter, Eurasian otter, swamp deer, lesser adjutant stork, marsh crocodile, red-crowned roofed turtle and three-striped roofed turtle.

Khaptad National Park

Khaptad National Park situated in the middle of four districts in the Far-western region of Nepal is unique. It is endowed with great natural beauty & vast wilderness. Khaptad National Park is blessed with great scenic beauty, very diverse ecology, flora & fauna. It also represents a unique eco-system of the mid-mountain of Nepal. The major natural attractions of Khaptad National Park are the rolling plateau of grasslands & ponds intermixed with oak and coniferous forests. As the part is between 1,400 meters and 3,300 meters above sea level, the peripheral areas of this park consists of steep slopes covered with a variety of vegetation types, ranging from sub-tropical forests at the lower altitudes to temperate forests around the plateau. The vegetation types range from sub-tropical forests at the lower altitudes to temperate grasslands intermixed with oak and coniferous forests on the Khaptad Plateau. Common species are chir pine, spruce, fir, maple, birch, alder, rhododendron and bamboo. The park supports fauna such as leopard, Himalayan yellow throated marten, black bear, wild dog, wild boar, jackal, musk deer, ghoral, wolf and langur. The common bird species include impeyan pheasant, chukor partridge, kalij pheasant and monal.

Khaptad National Park is very rich in terms of its diversity having many animal species and vegetation types. The number of flowering plants so far recorded in the Mid Mountains is estimated to be 567, of which 346 flowering plant species have been recorded in the National Park alone. Similarly, the National Park is also a home to 23 species of mammals, 287 species of birds (local & migrating) and 23 species of amphibians. A wide variety of colorful butterflies, moths and insects are also an important feature of the park ecosystem. Specially, after designating this area as a National Park, there has been an increase in the population of wildlife, especially musk deer, wild boar, porcupines, barking deer and birds like Chyakhura, Kalij, Titra, and Danphe. Khaptad National Park is also famous for the herbs that it contains in, about which the famous Khaptad Baba, the renowned hermit after whom name the National Park is named, made the world aware.

Suklaphanta National Park

The Suklaphanta Wildlife Reserve occupies the largest grassland in the lowland Terai. Along with the sukclaphanta (dazzling, fresh and open grassland), the reserve consists of forests, river beds and wet lands (such as Ranital). The park used to be a popular hunting place for the Nepalese royalty before it was made a protected area. "Royal" was prefixed to the name of the park in 1973. A decade later, in 1984, the park was accorded the status of World Heritage Site. Today, the park is home to many endangered wildlife species and is considered a place of global significance. The grasslands of the park attract a large number of tourists every year. These include wildlife enthusiasts and nature lovers, as well as conservationists and researchers. The terrain is similar to Bardiya National Park and the reserve has tigers, rhinos, crocodiles, wild elephants and Nepal's largest population of swamp deer (currently numbering around 2,000) as well as large numbers of migratory birds. The place could be attractive for birth watching tourism as well as bird researchers.

Mohana river dolphins

Dolphins are also found in the rivers in Far-western Nepal such as Karnali because they connect to the Ganges. Another river of the far-west which is important for dolphins is Mohana and its tributaries Pathraiya, Kandha, Kandra, Kateni, Ghuraha and Khutiya, which are all in the Kailali districts of the province. Looking at recent statistics dolphin sightings are more frequent in the Mohana in the monsoon season (from June to September) than any other river in either India or Nepal. Dolphin conservationists in the area believe that up to 60 -70 of these fresh water creatures come every year at this time, while at other times very few

remain here. However, according to Dolphin conservation center that Dolphins can be seen throughout the season in the Mohana River, main season Monsoon and the main place where Dolphins can be seen from close proximity is at the confluence where Patraiya, Kandha and Ghuraha streams merge into Mohana River and confluence near to the Mohana and the Karnali River.

Mohana Bird Watch

Approximately 1.7 km west of Dhangadhi city, lies the Mohana River Corridor, a habitat of 111 species of birds (resident and migratory), five protected species of reptiles and amphibians (golden monitor lizard, Burmese rock python, Bengal monitor, elongated tortoise, and Indian flap shell turtle), and 12 species of mammals.

Threats to biodiversity

Loss and fragmentation of suitable natural habitat, high grazing pressure and poaching are the main threats to biodiversity conservation in Nepal. Fragmentation of habitats has limited the dispersal and recolonization of rare species such as tigers. Fragmentation of habitat has also increased the amount of forest edge, increasing predation and competition from exotic and pest species. Many of the national parks and reserves are too small and too isolated to maintain populations of many species. Increased grazing pressure from livestock has largely displaced wild herbivores.

The poaching of wildlife, especially endangered species such as tiger, rhino, bear, musk deer, snow leopard, gharial and others is adversely affecting conservation efforts. The control of poaching outside protected areas is very challenging.

Environmental Impacts

Tourism activities like trekking, mountaineering and rafting have a direct effect on the environment. The slopes of the Himalayas of Nepal are relatively unstable and the intrusion of a large number of tourists in areas with low density and in hitherto uninhabited places puts pressure on the natural resource base. The first direct target of tourism is the depletion of forests and problems of waste management. It is true that the government of Nepal prohibits mountaineering and trekking groups from using fuel wood and pollution but the regulation is not effectively monitored. This problem is intense in major trekking regions of Nepal.

7.11.12 Annexure 7.10.

- The constitution of Nepal (2015) is the top policy document to direct all development activities to achieve national aspiration of 'Prosperous Nepal, Happy Nepali'. It is the basis for all three tiers (federal, provincial and local) to formulate and implement various relevant acts, regulation, bylaws, directives, work procedures, etc. for sustainable development, socio-economic prosperity and peace building.
- The constitution is also the top policy document for all sectors of economy including tourism. The constitution, in its article 51 (L), formulates tourism policy as following: "To development ecofriendly tourism industries as an important base of national economy, by way of identification, protection, promotion and publicity of the ancient, cultural, religious, archeological and natural heritages, of Nepal, to make environment and policy required for the development of tourism culture, and to accord priority to local people in the distribution of benefits of tourism industry." This policy should be perceived as the policy guideline for the future.
- Policy goals and objectives relating to tourism development are shaped predominantly by the tourism policy and tourism vision. The top-level goal of tourism policy is 'to improving living standards by contributing to national/provincial income while sustainably using national heritage.
- As a long policy vision that envisaged tourism as an attractive, safe, exciting and unique destination through conservation and promotion aiming at equitable distribution of tourism benefits and greater harmony in society for sustainable development of the Nepalese economy; Tourism Vision – 2020 was brought out in 2009.
- To guide these national priorities as related with tourism industry and to make this sector one of the principle means of people's wellbeing and country's prosperity by overcoming the past weakness and shortcomings, the government came up with Tourism Policy 2065 (2008) and National Tourism Strategic Plan – NTSP (2016-25).
- The Tourism Policy 2065 (2008) is a comprehensive and consistent sectorial tourism policy document. It is the major policy streamlining the development, promotion and management of tourism in Nepal. The policy has emphasized on the diversification of tourism products and has tried to link tourism with poverty alleviation. This policy remains as the basis for the formulation of tourism policy documents for provincial and local levels. Tourism Policy is one of the best sectorial policies, which gives emphasis on protection of environment, pollution prevention and control, and conservation of biodiversity, traditional knowledge and skills. The long-term vision, goal, objectives, specific policies, working policies, and challenges mentioned in the Policy have given due emphasis on conservation. It is a good example of mainstreaming biodiversity conservation by one of the sectors which is not directly responsible for conservation of biodiversity.
- Guided by the aforementioned top policy document of Nepal, it reveals the rational of tourism policy for Sudurpashchim province to position it as a vibrant tourist destination, with an emphasis on improving visitor experience, livelihood linkages, environmental concerns and enhancing investment opportunities, thus catapulting tourism as one of the most important economic drivers, leading to sustainable development and inclusive growth in the province.

- The Government of Nepal Ministry of Culture, Tourism and Civil Aviation's (MoCTCA) endorsed National Tourism Strategy Plan (NTSP, 2016-25) envisions the disbursement of tourism over the country by developing new destinations and tourism infrastructures in an equitable approach, while adding to the diversity of attractions. NTSP has focused on opening relatively undeveloped areas and has identified a total of seven Tourism Development Areas (TDAs) as the development zones/clusters/tourism regions which are widely distributed throughout the country. Kailali and surroundings is one of such seven areas. NTSP included seven major criteria (sustainability, infrastructure, potential, demand, diversification, social impact and poverty alleviation and government strategic priority) as the integral for the sustainable tourism planning with each of the criteria rated from 1 (as the lowest) to 5 (as the best). The Kailali and surroundings has shown 5 in ratings for destination potential, diversification status, social impact and poverty alleviation and government strategic priority. However, TDA for Kailali scored lower both on demand (2 in ratings) and infrastructure (3 in ratings). Its causes are mentioned as the relative isolation, lack of adequate accessibility and poor marketing and promotion.

- MoITFE has brought annual development policy and program for the fiscal years 2075/76, 76/77, 77/78 and 78/79 after the formulation of provincial government in 2074. These documents along with the followings are largely related with the specific sort of tourism policy this province adopts. (a) principle consent given by provincial government on 'tourism development and management related bill 2075' (b) policy decisions of MoITFE to operate provincial tourism development program execution unit, and (c) the MoITFE's preamble related to tourism development project formulation (*Parytan Bikas Ayojana Nirman Sambandhi Prastabana - 2075*) 2075.

- This plan document suggests following policy issue for a proper direction of tourism.
 - Adopt a policy of scaling up the involvement of private sector on operation of tourism professions and service offering.
 - Provincial government should play a role of facilitator, motivator, coordinator and regulator.
 - Provincial government should play its role as facilitator, regulator, coordinator and motivator moreover for larger scale infrastructure development and tourism service and products development and expansion.
 - Give high priority to the roles of private sector and cooperatives (community based collective organizations) on tourism development, sustainable operation and management.
 - Give priority to legal concept and process (Build, Own, Operate and Transfer -BOOT) model
 - Adopt a policy of mobilizing government, private sector and cooperatives separately or jointly as per the needs for tourism infrastructure and tourism destination management
 - Adopt a policy of increasing the investments of private sector and cooperatives in tourism sector through offering land for longer period on lease, offering concessions on the imports of machines and equipment and offering tax rebate. Step-up for it by formulating appropriate law to facilitate and pull big investors for their service offering, facilities rendering and additional new tourism activities organizing

- Nepal government, Ministry of Forest and Environment has brought in execution *Samudayik Banma Parya Paryatan Prabardhan Karyabidhi 2075* by the approval of the secretary level decision in the ministry. The main objective of this policy is to contribute for the conservation of biodiversity, sustainable forest management and contribute to local and national prosperity through allowing operating ecotourism in community forests. It will motivate those groups, private sector, cooperatives, and local organizations/institutions who/which liked to work for ecotourism but were unable for varied reasons. Such community forests will not only offer entertainment but also create employment, income and support for the local area prosperity.
- Other relevant regulatory framework include, Nepal Tourism Board Act, 2053 (1997), Civil Aviation Act, 2015 (1958), Civil Aviation Authority Act, 2053 (1996), Nepal Air Service Corporation Act, 2053 (1996), Immigration Act, 2049 (1992), and Labor Act, 2048 (1992).
- Ancient Monuments Act 1956 (2013 BS), Ancient Monuments Preservation Rules 1989 (2046), Archives Preservation Act 2046 BS and Archives Preservation Rules 2063 BS are the major policy documents regulating the protection of ancient monuments and archives. Recently the new concept of Heritage Impact Assessment has also been introduced and practiced while introducing any additional infrastructure related activities in the protected heritage sites.
- Key regulations governing the operation and management of tourism sector include Nepal Tourism Board Rules, 2055 (1998), Hotel, Lodge, Restaurant, Bar and Tour Operator Regulation, 2038 (1981)- last amended 2013, Homestay Operating Procedure, 2067 (2010), Hiking Related Rules, (2002), Mountaineering Expedition Regulation, 2059 (2002), Rafting Regulations (1996), Civil Aviation Rules (1996) Civil Aviation Accident Investigation Rules (1967), Aviation Safety Regulations (1989), Airport Operation Regulations (1981), Immigration Regulation, 2051 (1994), Internal Procedural Directive (2013) and so on.
- *Home stay Sanchalan Karyabidhi 2067* (Home stay operation working procedure 2010) is a working policy of home-stay as a national level effort to decentralize tourism to rural areas and integrate at the grass roots levels. Based on two modalities – community home-stay and private home-stay, it is an endeavor by the government to diversify tourism to include the wider participation of people from rural areas in villages through home stays provisions and widens the extra source of income at the existing source.
- One of the provisions that can affect the growth of arrival of international visitors in Sudurpashchim Province is the Controlled Area Trekking Permit System designated in two districts of Sudurpashchim Province. Under this provision, trekkers must get a special permit in a group from the Department of Immigration (DoI) by paying high entry fee.

Table 36: Controlled Area Permit Fee Structures for the districts in Sudurpashchim and adjoining provinces

District/ Region	Areas	Restricted Area Permit Fees
Darchula	Vyas Rural Municipality (All areas of ward no. 1)	USD 90 per person / week USD 15 per person / day (beyond 1 week)
Bajhang	Saipal Rural Municipality (All areas of ward no. 1 to 5)	-USD 90 per person / week for the first week -USD 15 per person / day (beyond 1 week)
Humla	Simikot Rural Municipality (All areas of ward nos. 1,6 and 7) Namkha Rural Municipality (All areas of ward no. 1 to 6) Changkheli Rural Municipality (All areas of ward no. 3 to 5)	USD 50 per person / week USD 10 per person / day (beyond 1 week)
Upper Dolpa	Dolpo Buddha Rural Municipality (All areas of ward no. 4 to 6) Shey Phoksundo Rural Municipality (All areas of ward no. 1 to 7) Charka Tangsong Rural Municipality (All areas of ward no. 1 to 6)	USD500 per person (for the first 10 days) USD 50 per person /Day (beyond 10 days)
Lower Dolpa	Thulibheri municipality (All areas of ward no. 1 to 11) Tripurasundari municipality (All areas of ward no. 1 to 11) Dolpo Buddha Rural Municipality (All areas of ward no. 1 to 3) Shey Phoksundo Rural Municipality (All areas of ward no. 8 and 9) Jagdulla Rural Municipality (All areas of ward no. 1 to 6) Mudkechula Rural Municipality (All areas of ward no. 1 to 9) Kaika Rural Municipality (All areas of ward no. 1 to 7)	USD 20 per person/ week USD 5 per person /day (beyond 1 week)
Mugu	Mugum Karmarong Rural Municipality (All areas of ward no. 1 to 9)	USD 100 per person/ week USD 15 per person/ day (beyond 1 week)

Source: Ministry of Home Affairs, Department of Immigration Official Website, 2021

- Environmental Protection Act (1995) and Environmental Protection Regulation (1995) aim to ensure that new development works including large-scale infrastructures (such as road, airports, hydro dam, canal, hotels etc.) do not alter and hamper natural/cultural landscape, ecosystem and biodiversity. Soil Conservation and Watershed Management Act (1982) and Soil Conservation and Watershed Regulation (1983) contribute to the conservation of river corridor/basin including tourism destinations.
- Other cross-sectorial policies and by Laws that govern and/or affect eco-tourism activities directly and indirectly include Industrial Enterprises Act 2049 (1992), Company Act 2063, Cooperative Act 2048 and Cooperative Regulations 2049 etc.

- National Parks and Wildlife Conservation Act, 2029 (1973) last amended in 1992 is the master legal document governing the operation and control of eco-tourism in all protected areas of Nepal. Other relevant conservation policies that governs the development and promotion of ecotourism in PAs include, National Parks and Wildlife Conservation Regulation (1974), Wildlife Reserve Regulation (1978), Himali National Parks Regulation (1980), Buffer Zone Management Regulation 2052 (1996), Buffer Zone Management Directive 1999 (2056 BS), Conservation Area Management Regulation 2057 (2001) etc. National Biodiversity Strategy and Action Plan (2014-2020) is the guiding policy document for all conservation related activities, including ecotourism promotion. Forest Act (1993), Forest Policy (2015), National Wetland Policy 2013, Forestry Sector Strategy (2016-25) etc. all have recognized ecotourism as one of the alternative livelihood options and economic tools for biodiversity conservation. Forest Policy 2015 has opened new avenue for the operation of eco-tourism activities in the national forest (including community forest areas) and protected forest.
- Biodiversity is embedded in the culture of Nepal. The national park and wild life conservation act (NPWCA) 73 and other associated protected area are strengthening as institutional support for the conservation of biodiversity in Nepal. All protected areas have management plans and clearly delineate their core and buffer areas. The core area and buffer zone has been delineated by the protected areas management plans. The National Parks and Wildlife Conservation Act (1973) and regulations, such as the National Parks and Wildlife Conservation Regulation (1974), Chitwan National Park Regulation (1974), Himali National Park Regulation (1980), Conservation Area Management Regulation (1996), and Buffer Zones Management Regulation (1996), provide opportunities to conserve biodiversity in the protected areas system. Similarly, the Forest Act (1993) and Forest Regulation (1995) are playing a crucial role in conserving biodiversity beyond the protected areas system at the ecosystem, species and genetic levels
- Buffer Zone Management Regulation 1996 and Buffer Zone Management Directive 1999 are the most progressive conservation legal framework in Nepal, and possibly in the world, that support and empower local residents of the PAs to operate green enterprises including eco-tourism.

8 Chapter

TEN YEARS ACTION PLAN

8.1 TEN YEARS ACTION PLAN

For the planned development of tourism in Sudurpashchim province, **ten strategic areas or components** are envisaged. These components are as follows:

1. **Tourism Products and Activities (strategies – 8, Activities 56)**
2. **Tourism Infrastructure Development and Standardization (strategies – 12, Activities 35)**
3. **Tourism Information Products (strategies – 5, Activities 9)**
4. **Institutional Framework for Destination Management and Governance (strategies – 1, Activities 6)**
5. **Human Resource Development for Quantity and Quality Services in Tourism (strategies – 3, Activities 13)**
6. **Tourism Marketing and Promotion (strategies – 3, Activities 4)**
7. **Coordination between inter governments, inter provinces and public and private sectors (strategies – 3, Activities 3)**
8. **Access and Participation of and Benefits for Disadvantaged Groups in Tourism (strategies – 2, Activities 9)**
9. **Natural and Culture Heritage Conservation (strategies – 2, Activities 6)**
10. **Policy Issues for a Suitable Direction of Tourism (strategies – 3, Activities 14)**

Based on these strategic areas (Intended areas) a comprehensive plan of action has developed with **41 Strategies** and **155 Plan of Actions** for the systematic and holistic development of tourism in Sudurpashchim Province.

Vision	Goal	Objectives	Broader Strategies	Strategic Areas (Components)	Strategies	Action Plans
1	1	6	9	10	41	155

Action Plan for 10 Years

S.No	Action	Location	Time period			Responsibility		Tentative Budget In Rs. (000)	Remark
			1 Year	1-4 Years	5-10 Years	Leading Institute	Supporting institutes		
STRATEGIC AREA 1 : TOURISM PRODUCTS AND ACTIVITIES DEVELOPMENT									
Strategy 1.1 Product A: Develop pilgrimages and sacred sites based religious and spiritual tourism product									
1.1.1	Develop the sacred place of the meeting points of two or more rivers (confluence) as religious tourism product sites	Achham (Jimradi dham as the meeting point of Kailash and Budhiganga rivers), Bajura (Tribeni) and Kailali (Tribeni, Mohanyal RM)	*	*	*	Related Municipalities and RMs	MolTFE, Local Management Committees, and Local DMOs	5000	a) Assign expert auditors to decide destination areas for such products b) Install basic infrastructures like information board, welcome signage, and trekking trail head board at those points c) Produce informational and promotional brochure of such points d) Construct protection shade, washroom, garbage collection and disposal point, and drinking water points
1.1.2	Build Temples (a) : Masta mandu and Mahadev Chola temples (b) Dudhulamandu, Mastamandu and Nilaroti temples (c) Kalaimadu and Thulakholi temples (d) Kaladhunga and Shilamadu temples (e) Asudwala and Nimunjhad temples (f) Simaile (Katalgaun) temple	(a) Ward no. 1: Masta mandu and Mahadev Chola temples and solar (b) Ward no. 2: Dudhulamandu, Mastamandu and Nilaroti temples and solar (c) Ward no. 3: Kalaimadu and Thulakholi temples and solar (d) Ward no. 4: Kaladhunga and Shilamadu temples and solar (e) Ward no. 5: Asudwala and Nimunjhad temples and solar (f) Ward no. 6: Simaile (Katalgaun) temple and solar Doti, Sayal RM, Ward no. 1,2,3,4, 5, and 6	*	*	*	Sayal RM	MolTFE, MoCTCA, Tourism related local institutions and communities, Department of Arcaeology (DoA),	12000	(a) Build temples as per their prior designs and cost estimation

1.1.3	Develop Khaptad as prime tourism attraction (For details see Annexure 8.11. 8)	Doti, Achham, Bajura and Bajhang districts	*	*	*	KATDMC	MolTFE to coordinate with KATDMC, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	500000	(a) Build infrastructure such as Access, Accommodation, Yoga Center (b) Capacity building of locals
1.1.4	Develop Vaidhyanath Dham as tourism destination (For details see Annexure 8.11. 2)	Achham	*	*	*	VDTDMC	MolTFE to coordinate with VDTDMC, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	500000	(a) Build infrastructure such as Accommodation, marketing and promotion, beautification of the temple complex and area, flood controlling, (b) Capacity building of locals
1.1.5	Develop Ramaroshan as prime tourism destination (For details see Annexure 8.11.1)	Achham	*	*	*	RATDMC	MolTFE to coordinate with RATDMC, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	40000	(a) Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of Lakes, (b) Capacity building of locals
1.1.6	Develop Badimalika as tourism destination (For details see Annexure 8.11.7)	Bajura	*	*	*	Local governments	MolTFE to coordinate with the local governments, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	400000	(a) Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of Lakes, (b) Capacity building of locals
1.1.7	Develop Kedar Pilgrimage Circuit as pilgrimage tourism product	Linking all pilgrimage sites of Kedars scattered all over the districts of SP with Kailash Mansarovar of Tibet	*	*		Local governments	MolTFE to coordinate with the local governments, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs, Local communities	200000	(a) Conduct feasibility study for this pilgrimage circuit linking all the pilgrimage destinations which has been visited by ancient deities and Shankaracharyas (b) Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & archaeological sites, (c) Capacity building of locals (d) Develop promotional materials including informative booklets (e) Establish coordination mechanisms among local units
1.1.8	Identify and Develop Shiva Parvati Bhraman (Travel) Route starting from Mohanyal RM	Linking all pilgrimage sites belonging to Lord Shiva and Parvati of all districts of SP	*	*		Local governments	MolTFE to coordinate with the local governments, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs, Local Communities	200000	(a) Conduct feasibility study for this ancient pilgrimage route linking all the Shiva Parvati pilgrimage sites which has been visited by ancient deities and Shankaracharyas (b) Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & archaeological sites, (c) Capacity building of locals

									(d) Develop promotional materials including informative booklets
1.1.9	Discover and develop the foot trail used by Sankaracharya and his disciples from Naimisharanya to Kailash Mansarovar Via khakraula (kailali), Padamprakashesw or Temple (Satti, kailali) and Tribenighat (kailali).	Linking all cultural sites used by Sankaracharya and his disciples from kailali to Kailash Mansarovar.	*	*	*	Local governments	MolTFE to coordinate with the local governments, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs, Local Communities	200000	<ul style="list-style-type: none"> a. Conduct feasibility study for this cultural pilgrimage route linking all cultural sites used by Sankaracharya and his disciples from Kailali to Kailash Mansarovar b. Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & cultural sites, c. Capacity building of locals d. Develop promotional materials including informative booklets
1.1.10	Develop cultural circuit (Bahedababa Circuit) linking Padamprakashesw or Temple (Satti, kailali), Pathlaiya bani (kailali), Bahedababa Temple (kailali) and Mohanyal (Kailali)	Kailali District	*	*		Local government	MolTFE to coordinate with the local government, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, NGOs, Local Communities	50000	<ul style="list-style-type: none"> a. Conduct feasibility study for this cultural circuit linking all cultural sites such as : Padamprakasheswor Temple (Satti, kailali), Pathlaiya bani (kailali), Bahedababa Temple (kailali) and Mohanyal (Kailali) b. Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & cultural sites, c. Capacity building of locals d. Develop promotional materials including informative booklets

Strategy 1.2 Product B: Develop hill stations, cool climatic elements, and special interest based recreational and sports tourism products

1.2.1	Moyana hill view point (2764 m) (For details see Annexure 8.11.5)	Jayaprithvi Municipality, Bajhang	*	*		Jayaprithvi Municipality,	MolTFE to coordinate with Division Forest office, Local communities, DMO, Hotel Professional Association, Chamber of Commerce and Industry, Bajhang	20000	<ul style="list-style-type: none"> (a) Build a protection shade, a washroom, a garbage collection and disposal point, a drinking water station and a interpretative signage board with code of ethics for visitors (viewers) at the view points at each view point and view tower point (b) Build ecofriendly view towers with three levels; each one consisting of a view deck, cafe with wash rooms and a souvenir shop,
1.2.2	Khasileda view point (2307m)	Lim, Bithhadchir RM, Bajhang	*	*		Bithadchire Rural Municipality,	MolTFE, Division Forest office, Hotel Association of Khodpe, Local people of Lim and Chamber of Commerce and Industry, Bajhang	10000	<ul style="list-style-type: none"> (c) Develop a promotional brochure (digital and hardcopy) reflecting the attributes of this product

1.2.3	Deblekh view tower point	Durgathali RM, Bajhang	*	*		Durgathali RM,	MoITFE, Local NGOs and communities, Chamber of Commerce and Industry, Bajhang	5000	(a) Build all infrastructures as per the DPRs built for above mentioned sports tourism sites and activities
1.2.4	Ghodaghodi Lake area view tower (For details see Annexure 8.11.18)	Rajakpadau and Barka Siraha in the inner circuit trekking route, Ghodaghodi Municipality	*			Godaghodi Municipality	MoITFE, MoCTCA, DNPWC, Divisional Forest Office, Pahalmanpur, Members of the nearest community forest users group, CGLTDB	5000	
1.2.5	Build sports tourism product at 1860 m altitude spread in 150 <i>Ropanis</i> of land	Bitheni area, Melauli Bhagwati Municipality	*	*	*	Melauli Bhagwati Municipality	MoITFE, MoCTCA, NTB, SPTB, Local communities, Tourism Entrepreneurs	30000	
1.2.6	Build cricket tourism hub	Phalpa cricket ground, Dhangadhi	*	*		Dhangadhi Sub-Metropolitan City	MoITFE, National Sports Council, Cricket Association of Nepal, Dhangadhi Cricket Association	50000	
1.2.7	Water sports	Chisapani area, Karnali River, Lamki Chuha Municipality	*	*		Lamki Chuha Municipality	MoITFE, MoCTCA, NTB, SPTB, Local communities, Tourism Entrepreneurs	30000	
1.2.8	Girls football	Katase football ground, Janaki RM	*	*	*	Janaki RM	MoITFE, Sports Council, ANFA, Local Football Clubs	30000	(a) Conduct Feasibility study (b) Develop and Promote in International standard (c) Develop access and other infrastructures (d) Organize International events in these areas (e) Establish coordination committee (f)
1.2.9	Develop and promote Gulf Course	Khaptad NP, Ramaroshan RM		*	*	Local governments, Khaptad NP,	MoITFE to coordinate with DNPWC, Sports Council, Tourism Entrepreneurs, Local communities	2000000	
1.2.10	Develop and promote Skiing	Khaptad NP, Ramaroshan RM		*	*	Local governments, Khaptad NP,	MoITFE to coordinate with DNPWC, Sports Council, Tourism Entrepreneurs, Local communities	20000	
1.2.11	Promote National sports such as Football, Volleyball	In all districts	*	*	*	All local governments, Close coordination with the District Sports councils	MoITFE to coordinate with concerned agencies, Sports Council, Local communities, Local clubs	5000	(a) Aware and motivate local youths in such sports (b) Provide sports facilities to local clubs (c) Organize annual sports events in all districts
1.2.12	Promote Stone Balancing sports	All district	*	*	*	All schools in the SP	All local governments, Local communities, Local clubs	1000	(a) Aware and motivate schools and school children about this sports (b) Promote this sports as SP special sports activities

									(c) Provide facilities to Schools (d) Organize annual events, competition among Schools, Districts
1.2.13	Upgrade Tikapur park and develop water sports in Tikapur (karnali river)	Kailali district	*	*		Local government	All local governments, Local communities, Local clubs, Tourism entrepreneurs	100000	(a) Conduct Feasibility study for water sports (b) Develop and Promote in International standard (c) Develop access and other infrastructures (d) Organize National/International events
Strategy 1.3 Product C: Enhance and develop mountains, nature, and clean environment based terrestrial and aerial adventure (trekking, mountaineering, peak climbing, bungee jumping, paragliding, zip line) tourism product									
1.3.1	Develop Saipal Himal Basecamp trekking route ready with basic standards, quality and safety	Padaldaha (Talkot - 4) to Saipal Base camp, Bajhang	*	*	*	MoITFE, NoCTCA, DoT	Local trekking guides, homestays, hotels, tourism entrepreneurs, Great Himalayan Trails (GHT) Unit of NTB, and GHT certified trail auditors, Nepal Mountaineering Association, TAAN	50000	(a) Consult with representative trails' communities for their information, ownership and cooperation for trekking trail development for visitors (b) Assign GHT certified trail auditors to audit this trekking trail (c) Complete essential trail improvements including trail alignment, pathway improvement, upgrading of trekking routes, and installation of various information signage (e.g. Trail head with place map, welcome, directional, interpretative, warning, trail marker, etc.) (See annex 5: Post trail auditing trail users mandatory informational symbols on trekking trails) in trekking route and base camp (d) Build other light infrastructures like protection shades, drinking water stations, etc. on trekking routes at regular intervals (e) Send post infrastructure development trail products information to NTB, NATTA, NATO, Department of Tourism (DoT), etc. with the aim of including the trail and its itinerary in their website and promotion (f) Associate with Green flags Trail and World Trail Network in later phase for its accreditation and certification process once the products are fully ready in post auditing phase. As above
1.3.2	Develop Api Himal Basecamp trekking route product ready (For details see Annexure 8.11.12)	Makarigad to Api Base Camp route, Darchula	*	*	*	MoITFE, MoCTCA, DoT	Local trekking guides, homestays, hotels, tourism entrepreneurs, GHT Unit of NTB, and GHT certified trail auditors, Nepal Mountaineering Association, TAAN	50000	
1.3.3	Build Rara-Khaptad trek route with minimum safety and quality standards	Jugala to Khaptad via Kolti, Atichaur, Martadi	*	*	*	MoITFE, MoCTCA, DoT	Badimalika Municipality, local tourism professionals, local trek guides and certified trail auditors, Nepal Mountaineering Association, TAAN	30000	
1.3.4	Conduct Baseline / Feasibility Studies for Developing New Tourism Products		*	*		Private Sector Entrepreneur	MoITFE and Local Governments, will coordinate and facilitate, Local communities,		
	Cable car	(a) Ghodaghodi Lake area: Hattikhali to the highest point of Churia hill which is around 5 Km	*	*		Private Sector Entrepreneurs	MoITFE and Local Governments, will coordinate and facilitate, Local communities,	5000	

	(b) Badimalika Municipality: Budhakot to Lauribinayak (c) Lamki Chuha Municipality: Chisapani to Rajkanda (d) Dasarath Chand Municipality: Julghat - Tripurasundari - Gwallek - Melauli - Shivnath - Dehamandu route (e) Khaptad area: Sahasralinga (3200 m) to Dhaulcheda with a length of around 3 Km.							
Zip line	(a) Lovelek area in Dogada Kedra RM (b) Ramaroshan area: Sunkot (ward no. 4, 5 and 6)	*	*		Private Sector Entrepreneurs	MolTFE and Local Governments, will coordinate and facilitate, Local communities,	2000	
Bungee Jumping	(a) Ramaroshan area in Sunkot (ward no. 4, 5 and 6) (b) Duhu area in Darchula	*	*		Private Sector Entrepreneurs	MolTFE and Local Governments, will coordinate and facilitate, Local communities,	2000	
Paragliding	(a) Kailali: Rajkanda to Chisapani, Chilamchure (Mohnyal RM) to Ghodaghodi lake area (b) Bajura: Southeast area of Badimalika, Sahasralinga of Khaptad to the plain area of its southeast (c) Achham: Mountain area of Ramaroshan to the lower area of plain land (d) Doti: Budar area to its lower part	*	*		Private Sector Entrepreneurs	MolTFE and Local Governments, will coordinate and facilitate, Local communities,	5000	
Rock Climbing	(a) Baitadi district: Near Sahilek Bazar	*	*		NMA, TAAN	MolTFE and Local Governments, will coordinate and	5000	

		(between Chamelia and Mahakali)					facilitate, Local communities,		
	Link Khaptad with new trekking routes	(a) Achham: From Saphebagar via Bhedasen, Naini, Debisthan, Vhirku, and Vaskun (b) Bajura: Trekking route via Lasake hill and Rara-Khaptad trek route passing through Martadi (c) Bajhang: Kudal, Ghodadauna (d) Doti: Via Saprabetra (e) Darchula: Siddha Makarikot trekking route	*	*	*	TAAN	MoITFE and Local Governments, will coordinate and facilitate, Local communities,	5000	
	Explore other new trekking routes	(a) Bajhang: Dhaulichaur - Dharmasala- Surmatal - Dhaulichaur, Bannimasta temple (Chabbispati RM) - Kotchuli Kaladhuna (b) Kailai: Churia and Mahabhart area (Godawari, Budhitola, Khanidanda, Rajkanda, Alital and Dipayal-Silghadi related hill stations) (c) Doti: Sayal RM (Malika trekking route with solar, Bhelchada trekking route with ladder and solar, Bhalma Betar trekking route, Bhalma Babansain to Basaikhola trekking route, Mellek, Goledeula to Jhigarana trekking route with solar)	*	*		TAAN	MoITFE and Local Governments, will coordinate and facilitate, Local communities,	10000	
Strategy 1.4 Product D: Develop Water (rivers/lakes) based aquatic tourism product									
1.4.1	Develop and	Bandarusen – Dipayal,	*	*		MoITFE , MoCTCA	NARA,	60000	

	establish rafting routes in Seti (For details see Annexure 8.11.15)	Sanfebagar – Kuine					Rafting service providers and rafting guides			<ul style="list-style-type: none"> a) Assign certified rafting auditors to audit this rafting route b) Install basic infrastructures like information board, welcome signage, and rafting trail head board at the rafting starting point c) Produce informational and promotional brochure of this rafting route d) Construct protection shade, washroom and drinking water points at the rafting starting point e) Link this product with Nepal Association of Rafting Agents, NATTA, NATO, SOTTO, DoT and NTB for its joint promotion and marketing
1.4.2	Develop rafting route in Mahakali River	Shera – Julaghat	*	*		MoITFE, MoCTCA	NARA, Rafting service providers and rafting guides	5000		
1.4.3	Develop rafting route in Budhiganga River	Chitredovan – Ludeghat, Sanfebagar – Ludeghat- Budhiganga – Kuhine	*	*		MoITFE, MoCTCA	NARA, Rafting service providers and rafting guides	5000		
1.4.4	Develop inter-provincial rafting route	Solta – Kuhine – Chisapani – Tikapur route (Between Karnali and Sudurpashchim provinces)	*	*		MoITFE, MoCTCA, Other neighboring Provinces	NARA, Rafting service providers and rafting guides	5000		
1.4.5	Complete basic infrastructures of hot spring sites mostly located beside rivers (For Talkot details see Annexure 8.11.6)	Talkot, Gotu, Shreebagar, Bulbule, Bhalkha	*	*		Local Municipalities and RMs	MoITFE, Hot spring Management Committees, Local DMOs	40000		<ul style="list-style-type: none"> (a) Complete infrastructure building through mobilizing a sub-committee at local government level, (b) Build a C shaped damp to protect hot spring sites which were destroyed by the floods of Seti river in Shreebagar and Talkot in past, (c) Build welcome/interpretative signage boards, locker rooms, entry counters to sale tickets, wash rooms (male & female), swimming (bathing) ponds (male & female), changing rooms (male & female), drinking water points, garbage collection and disposal points, and protection shades, (d) Create promotional brochures (digital and hardcopy) consisting the attributes of these hot spring sites
1.4.6	Complete basic infrastructures of waterfalls located at various sites (For details of Chahara Jharna at Doti, see Annexure 8.11.14)	Dantola & Belchada (Bajhang), Batase (Kanchanpur) Chahara (Doti), Birekhola (Bajura) & three waterfalls in Ramaroshan (Achham), Shayal & Ganyapdhura Taal (Dadeldhura)	*	*		Local Municipalities and RMs	MoITFE, Waterfalls Management Local Committees, Local DMOs	100000		<ul style="list-style-type: none"> (a) Build a joint sub-committee at local level and mobilize (b) Build welcome/interpretative signage boards, locker rooms, entry counters to sale tickets (wherever applicable), wash rooms (male & female), bathing ponds (male & female), changing rooms (male & female), drinking water facilities, garbage collection and disposal points, and a joint protection shades (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of these waterfall sites
1.4.7	Build wetland tourism products for boating, biodiversity observation and recreation	(a) Terai (Koilahi, Purbek Ojahuwa, Sitakunda, Ghodaghodi Lare area, Bedkot, Jhilmila, Banda, Joginiya, Pandava,	*	*		Local Municipalities and RMs,	MoITFE, Lakes Management Local Committees, Local DMOs	100000		<ul style="list-style-type: none"> (a) Build a joint sub-committee at local level and mobilize, (b) Build welcome/interpretative signage boards, locker rooms, entry counter to sale tickets (if applicable), wash rooms (male & female), drinking water points,

	(For details of Aalital at Dadeldhura district see Annexure 8.11.9)	Chamrahiya Taal, Jokhar Baba Taal, Behada Baba Mahadev taal, Rithai taal, Lami taal), (b) Midhills (Chededaha, Aali, wada, Khapar, Budhinanda, 13 lakes of Ramaroshan) (c) Mountains (Surma taal)							protection shade and garbage collection and disposal points (c) Arrange rafting boat drivers with life jackets for all visitors (d) Create promotional brochure (digital and hardcopy) reflecting the attributes of these lakes
1.4.8	Conduct Baseline/Feasibility Studies for River rafting corridor	(a) Achham: Around 100 km of Karnali river corridor falling under Turmakhand RM.				MoITFE	Turmakhand RM.	1000	
1.4.9	Develop and promote tourism activities at Doti Ghatal Khola	Dadeldhura District		*		Local government	MoITFE to coordinate with local government, Local communities, Tourism Entrepreneurs	50000	(a) Build a joint sub-committee at local level and mobilize (b) Build welcome/interpretative signage boards, locker rooms, entry counters to sale tickets (wherever applicable), wash rooms (male & female), bathing ponds (male & female), changing rooms (male & female), drinking water facilities, garbage collection and disposal points, and a joint protection shades (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of these waterfall sites (d) Ensure safety mechanism and devices
1.4.10	Develop and promote tourism activities at Paharia Khola	Kanchanpur District		*		Local government	MoITFE to coordinate with local government, Local communities, Tourism Entrepreneurs	50000	(a) Build a joint sub-committee at local level and mobilize (b) Build welcome/interpretative signage boards, locker rooms, entry counters to sale tickets (wherever applicable), wash rooms (male & female), bathing ponds (male & female), changing rooms (male & female), drinking water facilities, garbage collection and disposal points, and a joint protection shades (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of these waterfall sites (d) Ensure safety mechanism and devices

Strategy 1.5 Product E: Promote Community, Homestay and their unique cultural tradition based tourism products

1.5.1	Develop and promote CBT in new areas	All nine districts	*	*	*	Local governments, Local tourism entrepreneurs, MoITFE to develop conducive Policy for CBT	, Development Partners, INGOs, NGOs	100000	(a) Simplify the homestay business registration process (b) Offer incentives in kinds (e.g. cultural performance materials) for well organization of cultural programs (c) Support to utilize resource efficient technology and indigeneous traditional practices (d) support for use of improved cook stoves, bio-gas and solar electrification (e) Support to introduce and upscale the indigenous waste management system and composting via introducing organize waste-based bio-gas plant (f) Render marketing and promotion related support:
1.5.2	Standardize the existing ones to upscale as smart village destinations (For Bhada Community)		*	*	*				

	Homestay details see Annexure 8.11.17)								(i) to develop website and conduct social media marketing (ii) to establish market linkage with tour/trek operators
Strategy 1.6 Product F: Upscale, develop and promote the protected area, wilderness region, community forest and pristine landscapes based park (wildlife viewing jungle safari, bird watching, nature walking) and nature observation tourism product									
1.6.1	Make outer circuit trek route (36 Km) of Ghodaghodi Lake area a ready product (For Ghodaghodi Lake area details see Annexure 8.11.18)	Gaidakhera - Bhawar - Chilamchure - Chotikedar - Malika - Lathuwa route (3 days)	*	*	*	Ghodaghodi Municipality,	MolTFE, Comprehensive Ghodaghodi Lake and Tourism Development Board (CGLTDB), Local trekking guides, Homestays (Maghi, Lathuwa & Chillamchure), and trail auditors	1000000	(a) Develop Infrastructure (b) Add facilities (c) Take security measures (d) Market and Promote
1.6.2	Make inner circuit trek route (28 Km) of Ghodaghodi Lake area a ready product for controlled movement (watch only) of visitors	Lake entry gate - Parsihiniya <i>Tandi</i> , Ghodaghodi Municipality	*	*		Ghodaghodi Municipality,	CGLTDB, Local trekking guides, Homestays (Maghi, Lathuwa & Chillamchure), and trail auditors	7000	
1.6.3	Make outer circuit trek route (28 Km) of Chidiya Lake area a ready product for trekking/hiking	Sadepani, Ghodaghodi Municipality-4	*	*		Ghodaghodi Municipality,	CGLTDB, Local trekking guides, Representatives of ward no. 2, Hotel Entrepreneurs of Sadhepani and trail auditors	7000	
1.6.4	Develop and promote Badimalika trek route with minimum safety, facilities and standard (For details see Annexure 8.11.7)	Martadi to Nateshwori via Sota, Ghodatabela and Tribeni	*	*	*	Badimalika & Tribeni Municipalities,	MolTFE to coordinate with the local governments, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	Already allocated in 1.1.6	(a) Develop infrastructure (b) Provide facilities (c) Monitor the quality and standard of the facilities and services
1.6.5	Develop bird watching hotspots	Ghodaghodi, Khutiya, Shuklaphanta, Api Nampa, Khaptad, Dadeldhura, Mahabharat range, Brahmadev Corridor area, Khodpe	*	*	*	Local Municipalities and RMs	MolTFE, Lakes Management Local Committees, Local DMOs	10000	(a) Produce routes, maps, signage's of bird watching hotspots, (b) Construct bird hides, bird viewers' protection shade, drinking water stations, wash rooms, etc. at certain distances at bird watching trekking/hiking routes (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of this tourism product

1.6.6	Build Dolphin watching hotspots at the meeting point of Kanda, Patharaiya, Mohana and Kandra rivers	Dailikitol, Bhadauwa, Bhajani - 3	*	*		Local Municipalities and RMs	MolTFE, Lakes Management Local Committees, Local DMOs	10000	(a) Produce routes, maps, signage's of Dolphin watching hotspots (b) Construct Dolphin viewers' protection shade, drinking water stations, wash rooms, garbage collection and disposal point, etc. at certain distance (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of this tourism product
1.6.7	Develop Ecotourism at Religious Forest areas (For Ganyapdhura details see Annexure 8.11. 11)	Gwallek, Sigas, Patal Bhubaneshwar Forest areas and Ganyapdhura Compass, Dadeldhura	*	*	*	Local Governments, MolTFE	Baitadi and Dadeldhura Divisional Forest Office, Local Municipalities and RMs, Cave Management Committee, Forest Consumers Committee	20000	(a) Get the trekking trails of forest areas audited by certified trail auditors (b) Complete essential trail improvements including trail alignment, improvement, upgrading of trekking routes, and installation of various information signage (e.g. Trail head with place map, welcome, directional, interpretative, warning, trail marker, etc.) (c) Build other light infrastructures like protection shades, drinking water stations, wash rooms, etc. on trekking routes at regular intervals and at the sacred sites of god and goddesses
1.6.8	Develop Grassland related Tourism Product with Green and Clean Landscape	Bitthadchir Grassland, Bitthadchir RM -3	*	*		Bitthadchir RM	MolTFE	10000	Destination appreciated as a mini Khaptad (a) Build basic infrastructures like a welcome gate, protection shade, a washroom, a garbage collection and disposal point, a drinking water station and an interpretative signage board with code of ethics for visitors at each destination (b) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of this tourism product
		Thanpatan Grassland, Thanpatan, Bungal Municipality-2				Bungal Municipality	MolTFE	5000	
		Chauriselek Grassland, Sayal RM-1	*	*		Sayal RM	MolTFE	5000	
1.6.9	Promote Natural cave as tourism product	Deb gufa, Melauli Municipality				Melauli Municipality	MolTFE	2500	(a) Explore the cave by mobilizing cave experts to feasibility and determine alignment of walking route inside these caves (b) (b) Build basic infrastructures like a welcome gate, protection shade, light system in side caves, a washroom, a garbage collection and disposal point, a drinking water station and an interpretative signage board with code of ethics (Do's and Don't's) for visitors (viewers) at each cave site (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of this tourism product
1.6.10	Promote Natural cave as tourism product	Patal Bhumeswar, Surnaya RM	*	*		Surnaya RM	MolTFE, Patal Bhumeswar Nirman Samiti,	2500	
1.6.11	Promote Natural cave as tourism product	Durgathali RM	*	*		Durgathali RM	MolTFE	2500	
1.6.12	Promote Natural cave as tourism product	Okhaldhunga gufa- 3 & Gajeda-5, Sayal RM	*	*		Sayal RM	MolTFE	2500	

Strategy 1.7 Product G: Enhance and promote historical and archeological heritage based tourism product

1.7.1	Promote Amargadhi Forte as tourism product (For details see Annexure 8.11.10)	Dadeldhura	*	*		Local Government, Amargadhi Municipality	MoITFE, MoCTCA, DoA	10000	(a) Build Infrastructure for tourism development and management
1.7.2	Beautify, heritage sites in all districts	All districts in SP	*	*		Local Governments	MoITFE	20000	(a) Beautification and implementation in close coordination with local community;
1.7.3	Conduct survey and excavation at historical and archaeological sites	Baheda Baba Area (kailali district), Doti Ghatal Area (Dadeldhura District), Ghanteswor Area (Doti and Dadeldhura districts), Parshuram Area (Dadeldhura district), Malash (Dadeldhura district), Mohanyal Area (Kailali district), Ittahababa Area (Kanchanpur district), Padmaprakashewor Temple of Satti (Kailali district)	*	*	*	Department of Archaeology	MoITFE to coordinate with the concerned department, MoCTCA, Local governments, Local communities, National and International Universities.	250000 for Survey only.	Tourism Site Development and exploration in a new tourism spot is a Dynamic process that requires continuous feedback from tourists and mechanism to internalize it into tourism services. Sudurpashchim tourism goes back to Pauranik era, Katuries empire and ancient Doti rajya. To connect tourist, tourism spot and tourism services, requires a strong Archeological and historical evidences. For that continuous research, monitoring evaluation and accordingly development interventions are required. Carrying out research on Archeological and historical sites is an academic subject and demands a strong linkages between Academic institutions and Tourism Ministry/Department and other Development agencies. (a) Conduct survey of all these historical and archaeological sites (b) Excavate such areas based on survey (c) Protect and preserve the artifacts
1.7.4	Revive Traditional Jatras and Melas (Religious Procession) of various districts of Sudurpaschim Province	All districts	*	*	*	All Local governments	MoITFE to coordinate with the MoCTCA, Local governments, Local communities, Local clubs,	20000	(a) Make an inventory of all districts traditional Jatras and Melas (b) Aware and motivate local youths in such cultural festivals and events (c) Provide facilities to local communities/clubs to create awareness about such events (d) Organise such events in all districts with full of motivation

Strategy 1.8 Product H: Develop and promote Meeting, Incentives, Conference and Events (MICE) and business related tourism Product.

1.8.1	Promote MICE tourism at SP	All districts of SP	*	*	*	Chamber of Commerce & Industry	Provincial and local governments of SP, Private entrepreneurs,	1000	(a) Develop facilities and services at International standard
-------	----------------------------	---------------------	---	---	---	--------------------------------	--	------	---

STRATEGIC AREA 2 : TOURISM INFRASTRUCTURE DEVELOPMENT AND STANDARDIZATION

Strategy 2.1 A. Develop and strengthen air connectivity

2.1.1	Upgrade Dhangadhi	Dhangadhi	*	*	*	MoITFE, MoCTCA, CAAN	MPID, Investment Board, Private Sector, Donor Agencies,	1000000	(a) Increase the length of the runway of Dhangadhi airport from 1800 X 30 m to more as per need for international airport
-------	-------------------	-----------	---	---	---	----------------------	---	---------	---

	Airport as regional international airport						Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim Province,		(b) Enhance the technical and information related all capacities of this airport
2.1.2	Promote Dhanghadi Airport as regional hub airport	Dhanghadi and other Airports in the SP	*	*	*	Airlines Companies	MoITFE, MoCTCA, CAAN, Travel & Tour Operators,	1000000	(a) Develop Technical facilities at Dhangadhi Airport for maintenance and operation
2.1.3	Establish cross sector flights from Dgngadhi					MoITFE to coordinate with concerned agencies	MoITFE, MoCTCA, CAAN, Travel & Tour Operators, Airlines Companies	1000	(a) Operate intercity and intra city flights from Dhanghadi
2.1.4	Upgrade the existing STOL airfields	Bajhang Darchula, Mahendranagar, Kailali (Tikapur)	*	*	*	CAAN	MoITFE, MoCTCA, Local governments, Travel & Tour Operators, Airlines companies	1000000	(a) Pave runway making suitable for all weather conditions (b) Equip airfields with all safety measures
2.1.5	Operate the existing STOL airfields	Darchula, Doti, Mahendranagar, Tikapur,	*	*	*	CAAN	MoITFE, MoCTCA, Local governments, Travel & Tour Operators, Airlines companies	10000	(a) Operate regular flights to these airports (b) Coordinate with the Airlines and Helicopter companies

Strategy 2.2 B. Develop and strengthen road connectivity and associated facilities

2.2.1	Upgrade and Black top the networks of all roads and feeder roads which are connected to the tourism destinations	All major road networks in the SP	*	*	*	Department of Roads,	MoITFE will coordinate with the concerned Ministries and Departments, Ministry of Physical Infrastructures Development (MPID), District Coordination Committee, Local governments,	1000000 Budget will be allocated by concerned Ministry or Department	Maintain and upgrade the following road sections: (a) Jayagadh-Ramaroshan (b) Khodpe - Chainpur (c) Khalanga - Dallek (d) Chainpur Mellek (e) Sanfebagar Martadi (f) Darchula - Byas (f) Ghodaghodi - Bhajani (g) Sanfebagar - Vaidhyath Dham (h) Chai npur - Moyana hill view point (i) Bhimadatta - Chisapani Dharmik Jaibik Mar (j) Gokuleshwar - Dilasaini (k) Chauraha (Dashrathchand Municipality) - Julaghat (l) Tamail - Lokhda (m) Chainpur - Talkot (n) Chainpur - Jayapriithvi nagar (o) Kot (Chabbispati R M) - Jayapriithvi nagar (p) Bannimasta temple (Chabbispati RM) - Daulichaur (q) Kot - Jayapriithvi nagar (r) Kolti - Martadi (s) Gokuleshwar - Makarig ad (t) Melauli - Pancheswar- Luwaghat (Near Champawat district)
-------	---	-----------------------------------	---	---	---	----------------------	--	---	---

2.2.2	Build overhead bridge on the East-West highway in the outer part of Ghodaghodi Lake	Ghodaghodi Municipality - 1	*	*	*	Department of Roads,	MolTFE will coordinate with the concerned Ministries and Departments, Ministry of Physical Infrastructures Development (MPID), District Coordination Committee, Local governments,	20000	(a) Build it as per its DPR
2.2.3	Construct Seti River corridor highway between Gauriphanta - Taklakot via Jigarana, Khaptad, Chainpur - Urai Bhanjyang	Kailali, Doti and Bajhang districts	*	*	*	Department of Roads	MolTFE, MPID, Investment Board, Private Sector, Donor Agencies, Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim province	7000000	Budget to be allocated by central government (a) MolTFE in coordination with tourism sector of Sudurpashchim province to lobby and advocate for the construction of this highway for the lasting prosperity of Sudurpashchim province which connects South (India) with north (China) in the shortest possible length.
2.2.4	Complete the construction of Mid-hill (Madhya Pahadi) highway between Achham to Julghat (Baitadi)	Achham and Baitadi districts	*	*	*	Department of Roads	MolTFE, MPID, Investment Board, Private Sector, Donor Agencies, Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim province	1000000	Budget to be allocated by central government (a) MolTFE in coordination with tourism sector of Sudurpashchim province to lobby and advocate for the construction of this highway
2.2.5	Complete the construction of Mahakali highway (415 Km) to connect between Mahendranagar and Byas, Tinker	Kanchanpur, Dadeldhura, Baitadi and Darchula districts	*	*	*	Department of Roads	MolTFE, MPID, Investment Board, Private Sector, Donor Agencies, Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim province	1000000	
2.2.6	Convert the East West highway to double lane in the section between Chisapani - Lamki-Ghodaghodi - Chaumala - Attaria - Mahendranagar	Kailai and Kanchanpur districts	*	*	*	Department of Roads	MolTFE, MPID, Investment Board, Private Sector, Donor Agencies, Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim province	1000000	

2.2.7	Upgrade the highways and roads related facilities	All highways and feeder roads reaching tourist destinations	*	*	*	Department of Roads	MolTFE, MPID, Private Sector, Donor Agencies, Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim province	1000000	(a) Build bus parks with parking areas, digital information display, signage board, communication facilities, first aid centers, waiting halls, protection shades, toilets, waste collection and segregation bins, entertainment outlets, etc. that facilitate tourists (travelers) and public transportations at tourism hubs, highways, and tourist roads
-------	--	---	---	---	---	---------------------	--	---------	---

Strategy 2.3 C. Develop and manage infrastructures for cycling trails (Mountain Biking)

2.3.1	Develop tourist friendly cycling trail (For detail see Annexure 8.11.18)	Ghodaghodi area at: Sukhhad, 2, Sandepani, 6, Basanta Basuriya, 8, Latthahawa 4, Betahani forest to Gaidakherha-Maghi-Rampur-Janakpur 9, Sikarjhala 10, Bulbuliya to Pahalmanpur	*	*	*	Local governments, Municipalities,	MolTFE to coordinate with the concerned governments and institutions	Budget allocated in 1.6.1	Build Ghodaghodi as tourist friendly cycling and walking city in ward no. 1, 2, 4, 6, 8, and 10. in ward no. 1 (Sukhhad), 2 (Sandepani), 6 (BasantaBasuriya), 8 (Latthahawa), 4 (through Betahani forest to Gaidakherha-Maghi-Rampur-Janakpur), 9 (Sikarjhala) and 10 (Bulbuliyato Pahalmanpur) through Mahendra highway
-------	---	--	---	---	---	------------------------------------	--	---------------------------	--

Strategy 2.4 D. Develop and ensure the use of free pathways for pedestrians on both sides of roads

2.4.1	Construct pedestrian footpaths, resting points, shades and vehicle parking areas.	Dhangadhi, Attaria, Mahendranagar, Khalanga, Ghodaghodi, Jayaprithbinagar, Dasarathchand Amargadhi, Municipalities	*	*	*	All Municipalities in Sudurpashchim Province	MolTFE to coordinate with the concerned governments and institutions	1000000	All Municipalities to keep this activity in their respective tourism plans.
-------	--	--	---	---	---	--	--	---------	---

Strategy 2.5 E. Build new water ways

2.5.1	Develop and promote water ways to connect Khimari to Moni, 72 Km in Karnali River	Karnali River	*	*		Ministry of Physical Infrastructure and Transport, Nepal Shipping Office	MolTFE, Concerned Ministry and Departments of SP and Karnali Province, Private Steamer Entrepreneurs	10000	a) Build ways to start steamer to connect Khimari to Moni, 72 Km in Karnali River. b) Follow the Baseline and detail survey report which have already been completed
-------	--	---------------	---	---	--	--	--	-------	---

Strategy 2.6 F. Intervene for safe trekking system by developing and strengthening trekking trails connectivity and associated facilities

2.6.1	Audit all trekking trails (higher and lower altitude trails) and obtain grading	All Districts of SP	*	*		TAAN	Local governments, local tourism professionals, local trek guides and certified trail auditors,	10000	(i) Get all trekking trails (higher and lower altitude trails) audited by GHT certified trekking trail auditors (ii) Trails safety and security and grading (rating) of the environment of the trekking trails.
-------	--	---------------------	---	---	--	------	---	-------	--

	certificates for such trails						Nepal Mountaineering Association,		
2.6.2	Built safety infrastructures for all trekking trails	All Districts of SP	*	*	*	MoCTCA, MoITFE, DoA	Local tourism professionals, local trek guides and certified trail auditors, Nepal Mountaineering Association, TAAN	500000	Infrastructures such as: (i) Information management systems, (ii) Accommodation facilities (tea houses/.homestays/farm stays/eco-lodges, restaurants/camping sites etc.) (iii) Locational maps/boards (soft and hard copies forms as well) for all trekking areas (routes). (iv) Built trail signage, trekkers protection shades, drinking water outlets, washrooms, etc. for hikers/trekkers/cyclists' safe, quality and meaningful experience
2.6.3	Develop and promote soft trekking trails and walking trails	All Districts of SP	*	*	*	MoCTCA, MoITFE, DoT	Local tourism professionals, local trek guides and certified trail auditors, Nepal Mountaineering Association, TAAN, Local communities	500000	Designing, developing and promote soft trekking and walking trails in the low elevation areas with: i. Comfortable walking trails, ii. Resting places, iii. Eating and drinking facilities, iv. Leisure activities and so on. v. Such trails should also be suitable for the elderly and differently able section of the community and tourists.
2.6.4	Conduct detailed feasibility study to explore and develop alternative trekking trails (where road alignment has destroyed / or is going to destroy the trekking trail)	<ul style="list-style-type: none"> Khasileda viewpoints in Bitthadchir RM (Bajhang). Churia hills in Godabari Municipality (Kailali). Maghi – Chilamchure route in Ghodaghodi Municipality (Kailali) Moyana view point in Jayapriothi Municipality (Bajhang) Siddha Makarikot Padamarga 	*	*		TAAN, NMA	MoITFE, MoCTCA, DoA, All Concerned Local Governments, Local communities, Trekking Agencies	50000	Coordinate with the NTB, TAAN and Local communities to carryout feasibility study
2.6.5	Market and Promote the trekking trails		*	*	*	MoITFE, MoCTCA, DoA	Marketing and Promoting by NTB, TAAN, NMA, NATTA, NATO, Tourism Entrepreneurs,	20000	(i) Provide detail information about the trekking trails to all leading marketing organisations. (ii) Organise familiarization trips to all kinds of promotional media

Strategy 2.7 G Prepare basic infrastructure for rescue operation and management in adventure tourism that can arise from natural disasters

2.7.1	Develop safety and security measures as prime factor for adventure tourism tourists	Zone 2 and 3	*	*	*	HRA, MoITFE, MoCTCA, DoA	Security agencies as related with search and rescue, Ministry of Internal land Legal Affairs, Airlines	5000	a) Develop special wing for emergency and rescue operations b) Coordinate with the Himalayan Rescue Associations (HRA)
-------	---	--------------	---	---	---	--------------------------	--	------	---

	arising from natural disasters						companies of public and private sectors. Tourism entrepreneurs, NTB		<ul style="list-style-type: none"> c) Prepare essential physical equipment and experts for search and rescue d) Establish climate forecasting station between Lokhada - Khaptad -Bichpani e) Install strong earthlings on this route to prevent from thunderbolt f) Conduct regular training and capacity building programs for search and rescue
2.7.2	Establish Emergency Coordination Committee (ECC) for developing disaster risk management and rescue operations in tourism sector	Dhanghadi	*	*	*				
2.7.3	Develop rescue shelters along the high altitude trekking and mountaineering trails	Zone 2 and 3				MoITFE	HRA, NMA, TAAN, DCCs,	100000	(a) Develop rescue shelters in coordination with HRA, NMA, TAAN and Tourism Entrepreneurs

Strategy 2.8 H Develop, upgrade and expand the accommodation and amenities

2.8.1	Develop Accommodation Facilities such as: Community Chain homestays	Along Karnali, Seti and Mahakali River corridors by following the Rafting itineraries	*	*	*	MoITFE to coordinate at Policy level	Private Entrepreneurs, Community Organisations, Local Entrepreneurs,	10000	<ul style="list-style-type: none"> (i) Develop and Improve the standard of all accommodation facilities (ii) Provide quality services with trained manpower
	Riverside Resorts	Chisapani, Solta, Kuhine, Dipayal, Sanfebagar, Julaghat, Tribeni,							
	High-End Eco-Lodges	Api trekking route areas, Saipal trekking route areas							
	Café and Tea-Shop	Along the highways and feeder roads such as: Dhangadhi/Mahendranagar to Khalanga; Dhangadhi /Mahendranagar to Chainpur; Dhangadhi /Mahendranagar to Chisapani; Dhangadhi /Mahendranagar to Mangalsen via Sanfebagar v Doti; along the trekking trail and along the rafting routes							
	Tourist Class Hotels/Teahouse Lodges	Dhangadhi, Attaria, Mahendranagar, Chaumala, Ghodaghodi, Chisapani, Amargadhi, Khanidanda, Silgadhi, Sanfebagar, Mangalsen, Chainpur, Khalanga, Martadi							
	Heritage Hotels	Dhangadhi, Amargadhi, Khalanga, Chainpur,							

		Gothalapani, Byas, Mahendranagar							
	Tea House Lodges	Along the major trekking trails (GHT Middle, GHT-Lower and other trekking trails)							
	Private Homestays	Wherever appropriate							
	Farm-Stays and Goth-stay	Budhitola, Amargadhi, Bhajani, Bhimdatta Municipality							
	Camping site with Luxury Tent	Great Himalaya Trail (Upper)- Community managed campsite only							
	Camping Sites only	GHT Upper, and GHT Lower (Community)							
	High End Restaurants	Chisapani, Sukkhad, Attaria, Mahendranagar, Dhangadhi							
	Star Hotels	Khanidand, Dhangadhi, Mahendranagar, Sukkhad, Lamki, Sadevani, Chaumala							

Strategy 2.9 I Renovate and maintain old heritage temples and palaces as visitors' attractions

2.9.1	Develop tourism infrastructure of Melauli Bhagawati and Tripurasundari Temple area as per its development plan (For details see Annexure 8.11.3 Melauli Bhagwati Temple and Annexure 8.11.4 for Tripurasundari Temple)	Melauli Municipality, Dashrathchand Municipality, Baitadi	*	*	*	Melauli and Dashrathchand Municipalities,	MoITFE, MoCTCA, DoA, Private sector and cooperatives,	120000	(a) Construct spacious parking area, welcome gate, tourist information center, and modern air-conditioned waiting lounge for visitors, seminar hall, food cafe, restaurant, ticket counter, water park with modern toilets, etc.
2.9.2	Upgrade and complete the construction of all infrastructures of Masta temple	Telkot-6, Dhami tole	*	*		Local Government MoITFE	Telkot RM-6, Local inhabitants of ward no. 6 of this municipality	5000	(a) Complete the construction of 397 m long footsteps to enter to temple (b) Build one modern pilgrimage center (c) Build a fencing wall all around temple area (d) Allocate budget for those construction after coordinating with local governments on matching fund
2.9.3	Renovate and maintain historic buildings such as: (i) Garba durbar (Mohanyal RM),		*	*		Local Governments	MoITFE,	10000	(a) Conserve : boundary wall all-around, entry gate, entry ticket selling counter, painting of buildings and its precious arts, (b) Construct: wash room, interpretative signage, etc.

	(ii) Malla residence (Nimdi – 3, Ghodaghodi), for tourists' attractions.								
--	--	--	--	--	--	--	--	--	--

Strategy 2.10 J. Build nature park and city parks related infrastructures

2.10.1	<p>Develop New Parks at cities and in rural natural areas</p> <p>(For Details - Dallek with Chepulthan Park see Annexure 8.11.13, and for Tikapur Park details see Annexure 8.11.16)</p>	Tikapur (Kailali) Dallek with Chepulthan (Dadeldhura)	*	*		All RM and Municipalities in the Districts	MolTFE and other Ministries of SP	100000	<ul style="list-style-type: none"> i. Develop Management sub-committee under DMO to coordinate with provincial and local government on revenue generation and sharing issues. ii. As per the Intergovernmental Finance Management Act 2017, the local government has power to decide entry fee (rate) on gardens, collect tax and distribute amidst provincial and central government iii. Develop master plan with DPR for such new parks iv. Promote such parks as a conservation area for special appeal to the tourists v. Develop promotional brochure with its key features (flora and fauna) and code of conducts (responsible tourism issues) for visitors
--------	---	--	---	---	--	--	-----------------------------------	--------	---

Strategy 2.11 K. Building and enhancing wetland (water sites/destinations) related infrastructures

2.11.1	<p>Build modern artificial water park in the outer area of Ghodaghodi Lake</p> <p>(For detail see Annexure 8.11.18)</p>	Ghodaghodi Municipality - 1		*	*	Ghodaghodi Municipality,	MolTFE, Private sector and cooperatives, CGLTDB	50000	<ul style="list-style-type: none"> (i) Develop separate master plan and a Detail Project Report (DPR) for all development activities (ii) Upgrade the front area and religious complex, (iii) Provide information with modern audio and video facilities, (iv) Signage and information on associated biodiversity, ecosystem, flora and fauna of the lake (v) museum, (vi) Standards Café with clean wash room, (vii) Waiting cum viewing hall, (viii) Paved and grassed ground leveling, (ix) Parking space outside the welcome gate
2.11.2	<p>Develop and upgrade infrastructure for wetlands, water parks and natural spring sites</p>	Budhinanda lakes, Ghodaghodi lake area, Ramkunda, etc.		*	*	All concerned Municipalities,	MolTFE, Private sector and cooperatives, Local communities	50000	<ul style="list-style-type: none"> I. Develop separate master plans for such areas II. Upgrade the existing infrastructures and amenities
2.11.3	<p>Develop and implement rescue management system along the major water related attractions (river, lakes etc.</p>	All water related areas in SP		*	*	MolTFE	All concerned local governments, Local development committees, NARA	10000	<ul style="list-style-type: none"> (a) Develop rescue management system manual develop (b) minimum rescue equipment like lifeguard and shelters are in place

Strategy 2.12 L. Other support infrastructures

2.12.1	Promote Border section of Jhulaghat-Julaghat and Dharchula-Darchula, Nepal-India boarder section for Tourism and trade with cross border facilities	Sudurpashchim Province	*	*	*	MoITFE to coordinate with Central Government for Indo Nepal bilateral relationship	All relevant Ministries and Departments at SP and the Center	10000	(i) Promote bilateral relationship between Nepal and India to open border for tourism (ii) Develop cross border facilities for tourism with immigration, custom, information and interpretations facilities
2.12.2	Provide incentives to promote clean and green transport facilities with support infrastructure	All Municipalities in SP	*	*	*	MoITFE to coordinate with all relevant Ministries and Institutions at SP for support and development	All relevant Ministries at SP, Concerned Institution/ organization, NEA, Private Auto Dealers	100000	(i) Promote and encourage to use clean and green transport facilities, such as cycle, manual Rickshaw, electric Rickshaw, electric vehicle etc. providing incentives such as tax rebate, easy financing (ii) Develop conducive environment to promote with additional infrastructures such as: a. Charging stations/points b. Parking areas c. Uninterrupted electricity supply
2.12.3	Provide renewable energies awareness, education, training and facilitation for all tourism stakeholders throughout SP	All districts of SP	*	*	*	MoITFE to coordinate with all relevant Ministries and Institutions at SP	All relevant Ministries at SP, NTB, SPTB, Tourism Entrepreneurs, Transport Operators	100000	(a) Conduct awareness, programme (b) Provide incentives
2.12.4	Establish a green energy award system with some cash prizes				*	MoITFE to coordinate with all relevant Ministries and Institutions at SP	All relevant Ministries at SP, NTB, SPTB, Tourism Entrepreneurs, Transport Operators	10000	(a) Provide award with cash prize every year

STRATEGIC AREA 3 : TOURISM INFORMATION MANAGEMENT SYSTEM ENHANCEMENT

Strategy 3.1 Establish Digital Information Management System

3.1.1	Improve the MoITFE website in accordance with the strategy proposals and requirements of various target tourism markets	Dhangadhii	*	*	*	MoITFE	Nepal Rastra Bank, District Statistical Office Kailali, Tourism Private Associations, Local governments, Provincial Tourism Board and Zonal offices, 4 committees as related with tourism development and management	10000	(a) Develop and disseminate detail profiles of destination areas of Sudurpashchim (b) Collect and update information related to tourism
-------	---	------------	---	---	---	--------	--	-------	--

3.1.2	Support the destination marketing campaign with online marketing initiatives	Dhanghadi	*	*	*	MoITFE	NTB, SPTB, Tourism Entrepreneurs	10000	(a) Promote on line marketing of SP tourism attractions and products
-------	--	-----------	---	---	---	--------	----------------------------------	-------	--

Strategy 3.2 Produce Digital Tourism Promotional Materials

3.2.1	Continue production and distribution of selected portfolio of print and e-materials	Dhangadhi	*	*	*	MoITFE,	NTB, All nine districts	10000	(a) Develop a high quality tourism webpage of Sudurpashchim province which should consist 4As, 7Ps, and 7 SAs check what are they (b) Build high quality Promotional documentaries, Video and photo documentary (c) Convert and prepare various printed promotional materials in digital form and disseminate their information such as: posters, brochures, coffee table book, tourist guide books (driving, trekking and rafting), site map, site specific trekking map, annual calendar of cultural and religious festivals, guide book on bird, cave, forts, kots, gadhis, traditional crafts, dances, cultural programs, organic meal, etc., (d) Produce all of above mentioned tourism information materials in the close coordination of TAs, TOs, tourism associations, DMOs, guides, porter guides, etc.
3.2.2	Convert content of phased out print materials to website and online presence	Dhanghadi	*	*		MoITFE	NTB, SPTB, Local Governments	10000	(a) Cover all rationalized contents, products and attractions on website

Strategy 3.3 Establish Tourism Information Centers

3.3.1	Establish and upgrade tourism information centers	Trinagar (Dhangadhi), Gaddhachauki (Mahendranagar), Bhageshwar (Dadeldhura), Julaghat and Darchula, Chisapani and Syaule	*	*		MoITFE	All concerned Municipalities, NTB, Tourism Entrepreneurs, Tourism Associations, Chamber of Commerce and Industries of all nine districts	100000	(a) Establish modern tourism information centers to disseminate information about tourism destinations and products of all nine districts as well as to collect and record the tourists' information such as: tourists arrivals, their profiles
-------	---	--	---	---	--	--------	--	--------	---

Strategy 3.4 Put interpretative signage boards in all tourism attractions

3.4.1	Install interpretative signage boards in all Historical and Archaeological Sites	Uku, Garba, Mangalsen, Bhopur, Nimdi, Doti, Bimkot, Talkot, Patal Bhumeshwar, Panchadeval, Ajayamerukot, Amargadhi, etc.	*	*		Local governments	MoITFE (to cooperate and coordinate to design, and draft the message in the signboard), Local communities	2000	(a) Information to be included in the signage boards are major attributes of heritage sites, date of establishment, history, height, local people linked cultural and religious importance of the sites, altitude of heritage area landscapes, names of Himalayas or mountains visible, materials remained inside the building and code of conducts for visitors movement, etc.
-------	--	--	---	---	--	-------------------	---	------	---

3.4.2	Install interpretative signage boards in all Aquatic Destinations (waterfalls, hot springs, lakes, rivers)	Water falls: Dantola, Barel Chada, Batase, Chahara, Birekhola, Ramaroshan. Hot springs: Talkot, Gotu, Shree bagar, Bulbule and Balkha, Lakes: All major lakes, Rivers: All major rivers	*	*		All Local Governments,	MoITFE (to cooperate to design the signage board and create the message in it), Local communities, NGOs	5000	(a) Include information about the attractions (b) Visitors code of conduct (c) Risks and dangers in the attraction sites
-------	---	---	---	---	--	------------------------	---	------	--

Strategy 3.5 Promote and disseminate information materials

3.5.1	Promote and disseminate information materials about the religious tourism circuits	7 Dhams: (Shivpuri, Behadababa, Godawari, Siddhanaath, Parsuram, Vaidhyanath, and Malikaarjun) 7 Sisters (Ugratara, Tripurasundari, Niglasaini, Melauli Bhagawati, Surma Devi, and Badimalika as spread in Sudurpashchim province) 7 Sisters (Niglasaini, Ranasaini, Melasaini, Potalasaini, Bodalasaini, Kaphalasaini and Dilasaini as located in Baitadi district) 7 Kedars, (Rauleshwar, Dhoj, Deulek (Dogada), Gwallek, Sigas, Bhageshwar and Lana (Badi) Kedaras spread in Sudurpashchim province) 6 Mahadevs (Patan, Baragar, Siddhanath, Banarasai, Anarkali and Lodne as spread in Sudurpashchim province)	*	*		MoITFE	Tourism Private Associations, Local governments, Provincial Tourism Board and Zonal offices, 4 committees as related with tourism development and management	5000	i. Build route map, promotional brochure of all religious tourism circuits reflecting all facilities and attractions ii. Install road head signage board at the starting points of such circuits
3.5.2	Promote and disseminate information materials about Adventure and Natural Tourism Destinations and Activities	Darchula, Bajhang, Doti and Achham	*	*		MoITFE	Tourism Private Associations, Local governments, Provincial Tourism Board and Zonal offices, 4 committees as related with tourism development and management	5000	(a) Install Trail Head signage with route map of Api Himal trekking route at Gokuleshwar, Darchula (b) Install Trail Head signage with route map of Saipal Himal trekking route at Chainpur, Bajhang (c) Install Trail Head signage with route map of Khaptad trekking route at Tamail and Jigarana (d) Install Trail Head signage with route map of Ramaroshan trekking route at Jaygadh and Sanfebagar

STRATEGIC AREA 4 : INSTITUTIONAL FRAMEWORK FOR DESTINATION MANAGEMENT AND GOVERNANCE

Strategy 4.1 Establish a tourism institutional framework for destination management

4.1.1	Establish Sudurpashchim Tourism Council	Chief Minister's office	*			MoITFE	All Ministries of Sudurpashchim Province, Institutions and renowned tourism professionals which are felt important and valuable by honorable Chief Minister	1000	<ul style="list-style-type: none"> (a) Formulate Sudurpashchim Tourism Council (STC) under the chairmanship of chief minister and all ministries of the province to be its members (b) STC to held its meetings as and when needed (c) STC to offer policy suggestions to relevant institutions like MoITFE, inter-ministerial coordination committee, provincial tourism board, zoning offices and any other organizations on the subject matter of tourism of province which (subjects of provincial tourism) are interlinked with national level, inter-province level, and international level
4.1.2	Constitute Inter Ministerial Tourism Coordination Committee	MoITFE	*			Local governments	All ministries of Sudurpashchim	4000	<ul style="list-style-type: none"> (a) Inter Ministerial Tourism Coordination Committee (IMTCC) to facilitate development of tourism through coordination and integration among all ministries, and (b) IMTCC to facilitate resource utilization in tourism sector through coordination and cooperation among all ministries and departments which will also support to mitigate policy and institution related any unpredicted conflict(s)
4.1.3	Establish Sudurpashchim Provincial Tourism Board and start its functions	MoITFE	*			MoITFE	Khaptad and Shuklaphanta National Park and Api Nampa Conservation Area, Professional tourism associations and valuable persons and institutions representing nine districts or three tourism zones of Sudurpashchim	50000	<ul style="list-style-type: none"> (a) Sudurpashchim Provincial Tourism Board (SPTB) to run its all activities by formulating work procedures for the appointment of board members and operation and management of board, (b) SPTB to play valuable roles for the promotion and marketing of Sudurpashchim as a major tourism destination, (c) SPTB to act in close coordination with destination communities, local governments, private sector, authorities of protected areas, line agencies, etc. for the systematic development, promotion and management of tourism in province, (d) SPTB to accelerate the speed of destination promotion and materialize the robust marketing of destination areas through coordination and integrated effort with Nepal Tourism Board, professional organizations of tourism industry, and other related agencies and actors of tourism, and (e) SPTB to play effective roles for the execution of tourism master plan in coordination with MoITFE, three zonal offices and other stakeholders
4.1.4	Establish and activate three Tourism Zoning Offices	Zoning offices one each in Mountains, Hills and Terain regions	*			MoITFE	National Parks and Conservation Areas laying in zoning areas, Professional tourism organizations	30000	<ul style="list-style-type: none"> (a) Tourism Zoning offices (TZOs) to attract and integrate the cooperation of public sector, private sector, civil society, and local tourism interest groups of own zoning area,

							(associations), tourism entrepreneurs and chambers of commerce and industries, and local governments		<ul style="list-style-type: none"> (b) TZOs to act to manage and execute as a responsible agency for the development and promotion of tourism in the districts which are located in particular zoning areas, (c) TZOs to accelerate the development of tourism in zoning areas by coordinating with local governments and District Coordination Committee of those areas, (d) TZOs to coordinate with and assist to destination level policy makers, planners, destination managers, conservation actors, managers of protected areas, youth clubs, women groups, nature and cultural conservation groups, managers of trekking routes, local tourism management committees, etc.. This is for the development, conservation, management of tourism at the zoning level and the execution of the strategies of the increment of the arrivals of tourists, and (e) TZOs to create a dependable basis for local level strategic plans and physical, infrastructural, institutional and policy level structures
4.1.5	Establish Tourist Police security structure	Province level	*	*	*	MoITFE	Ministry of Internal Affairs and Law, Regional Police office	5000	(a) To decide numbers of Tourist Police and centers of duty for Police
4.1.6	Establish Destination Management Organization (DMO) at local levels	Municipalities, Rural Municipalities and District headquarters level	*			MoITFE	Professional tourism organizations (associations), tourism entrepreneurs and chambers of commerce and industries, local conservation actors	5000	<ul style="list-style-type: none"> (a) Destination Management Organizations (DMOs) to act for coordinated management of tourist attractions, human resources, tourism amenities, accessibility, marketing, etc. of local destination areas, (b) DMOs to pledge for common responsibility, participatory local plan formulations, and the cooperation of inter-regions for the local tourism development, management, governance and monitoring, (c) DMOs to improve the tourism products and carry its benefits to all levels of local communities, actors and even non tourist actors, (d) DMOs to strengthen the competitive edge of destination areas, (e) DMOs to effort for the responsible tourism aspects of local destination areas, (f) DMOs to act for other important agendas of destinations like taking common leadership, integrating roles of multiple actors and interest groups, formulating of strategic plan, creating appropriate environment, conducting research on tourism market relations, and offering quality aspects to tourism products of local destination areas, (g) DMOs to act to enhance the culture of local participation in order to guide the development and management of tourism on sustainable way

STRATEGIC AREA 5 : HUMAN RESOURCE DEVELOPMENT FOR QUANTITY AND QUALITY SERVICES IN TOURISM

Strategy 5.1 Identify the current and future skills requirements of the tourism industry and develop a tourism HR plan for the next five to ten years

5.1.1	Conduct an in-depth training needs assessment of the private and public tourism sectors and disseminate the findings	Dhangadhi	*			MoITFE	NTB, SPTB, Local Governments	200	(a) Produce Training Needs Assessment (TNA) document
5.1.2	Use TNA study findings to develop an HR plan	Dhangadhi	*			MoITFE	NTB, SPTB, Local Governments	200	(a) Develop a Human Resource Plan for SP

Strategy 5.2 Create awareness, provide better opportunity for retention of trained personnel

5.2.1	Encourage private sector tourism associations and colleges to organize career fairs	Dhangadhi		*		Tourism Colleges, Private Entrepreneurs	MoITFE, NTB, SPTB	200	(a) Organise career fairs at Dhangadhi
5.2.2	Ensure student internships in member companies of tourism associations	All tourism establishments at SP		*	*	Tourism Entrepreneurs	NTB, SPTB,		(a) Provide internship facilities in tourism establishments in coordination with the private sectors

Strategy 5.3 Provide training for tourism sector

5.3.1	Build permanent structure for tourism professional capacity enhancement	Dhangadhi	*	*		MoITFE	Professional tourism organizations (associations), DMOs, Sudurpashchim University and colleges locate in various districts	50000	MoITFE will coordinate with various organizations, Universities, Tourism Colleges and NATHM
-------	---	-----------	---	---	--	--------	--	-------	---

5.3.2	Train the trainers' (TOT) for vocational tourism training programs	Dhangadhi	*	*		MoITFE	Professional tourism organizations (associations), DMOs, Sudurpashchim University and colleges locate in various districts	2000	<ul style="list-style-type: none"> (a) Design vocational training programs to be needed at various locations of the Province (b) train the trainers for such vocational trainings at first sight (c) Coordinate with vocational training institutes for such trainings (d) Coordinate with NATHM for various tourism related trainings
5.3.3	Offer tourism related awareness trainings	Mountains, Hills and Terrain region	*	*		MoITFE	Local Municipalities and Rural Municipalities, Civil Society organizations, Local Chambers of Commerce and Industry	10000	
5.3.4	Offer management related training to DMOs in destination areas	Local destination areas	*	*		MoITFE	Local governmental units, HRD training centers and colleges at local level	10000	
5.3.5	Offer nature and heritage related tour guides' training	Local destination areas	*	*	*	MoITFE	Local governmental units, HRD training centers and colleges at local level	10000	
5.3.6	Offer trekking and porter guides' training	Local destination areas	*	*	*	MoITFE	Local governmental units, HRD training centers and colleges at local level	10000	
5.3.7	Offer training related to tourists' accommodation management	Local destination areas	*	*	*	MoITFE	Accommodation (hotels, homestay and lodges) professionals of districts level Local governmental units, HRD training centers and colleges at local level	10000	
5.3.8	Offer training related to cooking, bakery and coffee making	Local destination areas	*	*	*	MoITFE	Restaurant operators, and accommodation operators at district level, professionals of districts level local governmental units, HRD training centers and colleges at local level	10000	

5.3.9	Offer trainings related to tourism entrepreneurship development and trade planning strategy formulation	Dhanghadi		*		MoITFE	Persons who like to become new tourism entrepreneurs and old tourism entrepreneurs who are interested to grow and expand existing businesses	5000	
-------	---	-----------	--	---	--	--------	--	------	--

STRATEGIC AREA 6 : TOURISM MARKETING AND PROMOTION

Strategy 6.1 Promote and expand brand application of Sudurpashchim Pradesh

6.1.1	Develop brand name, logo and slogan for the branding of Sudurpashchim	Dhangadhi (SPTB, three zoning offices, MoITFE)		*		MoITFE, SPTB	Tourism related all professional organizations (associations) related with tourism sector	5000	<p>(a) Sudurpashchim Provincial Tourism Board (SPTB) to work and decide on few possible "brand names" which can be promotional pillars for the unique selling propositions of Sudurpashchim,</p> <p>(b) Few possible brand names can be:</p> <ol style="list-style-type: none"> Incredible Sundar Sudurpashchim An eco-friendly green/nature tourism landscape in Nepal's far west An ultimate destination for religious tourism The ultimate destination for bird watching tourists A complete destination with the mixture of mountains, hills and plain land attractions, <p>(c) Conduct a study by branding experts to decide on potential brand names (as above or any other), logo and slogan, and</p> <p>(d) Conduct a separate study for sub-branding of three zones too with branding expert(s) to decide on brand name, logo and slogan</p>
6.1.2	Conduct road shows to promote brand knowledge and application among tourism industry associations, tourism related institutions, organisations,	All over the country	*	*	*	MoITFE	NTB, SPTB, All Ministries of SP, local Governments, Tourism Entrepreneurs, Airports, Bus Terminals	50000	a) SP brand should be widely used by all sectors

	long route buses, airlines and airports, etc.								
Strategy 6.2 Conduct marketing and promotion of tourism attractions									
6.2.1	Conduct marketing and promotion of tourism attractions and packages which are guided by SP branding	Dhangadhi (SPTB, MoITFE)	*	*	*	MoITFE, SPTB	Nepal Tourism Board, Tourism Development Society, NATTA Sudurpashchim, Organizations and association as linked with tourism sector of Sudurpashchim province, Hotel Professionals' Association in Kailali, Tikapur and Kanchanpur	150000	<ul style="list-style-type: none"> a) Sudurpashchim Provincial Tourism Board (SPTB) to conduct extensive advertisement of tourism attractions, activities and facilities in internal and external source markets through the full use of digital (websites, social media, mobile apps) and print media, b) Place big hoarding board with the key attractions of Sudurpashchim at international airport in Kathmandu and in regional international airports in Bhairahawa and Pokhara in future. c) Promote Sudurpashchim in national television channels of tourist generating countries like Europe, USA and India. d) Place promotional information board (as destination heading board) with key information like major destinations, access, accommodation availability, etc. both at the headquarters of all districts and their entry gateways e) Develop mobile apps with brief description about the tourism attractions to attract tourists in SP f) Promote tourism attractions and packages in national and international media and international tourism source markets in association with private tourism enterprises, their associations, Nepal Tourism Board and tourism ambassadors be located in source market countries g) Arrange to conduct familiarization trips for famous journalists, celebrities, tour operators of inbound destinations and tourist generating countries, and travel and blog writers on sporadic basis, h) Promote tourism of Sudurpashchim through C2C (Consumer to Consumer), B2B (Business to Business) / G2G (Government to Government) platforms, i) Conduct B2B event by inviting Travel Agencies and Tour Operators in province itself, j) Organize provincial tourism endeavors, tourism festivals, and events (e.g. Sudurpashchim Paryatan tatha Byapar Mahotsav, Tikapur Paryatan tatha Byapar Mahotsav, Ghodaghodi Paryatan tatha Byapar Mahotsav, etc.) for the promotion of tourism at regional, national and international scales,

										<ul style="list-style-type: none"> k) Support and participate at local level Paryatan tatha Byapar Mahotsav held on annual basis, and l) Ensure the active participation of Sudurpashchim in national level tourism events, and m) Utilize and arrange to utilize all tools of marketing and promotions like advertising, publicity, sales promotion, public relation, personal selling, etc.
--	--	--	--	--	--	--	--	--	--	--

Strategy 6.3 Organise special events as special year

6.3.1	Organise special events as special year or period as "Sudurpashchim Nepal Visit Year" or "Sudurpashchim Nepal Tourism Year" to continue the promotion of tourism	All Districts and all (Mountains, Hills and Terrain) regions will cooperate with the Sudurpashchim Province promotional activities		*	*	MoITFE and SPTB in close coordination	NATTA Sudurpashchim, Nepal Tourism Board, Tourism Development Society, Organizations and association as associated with tourism sector of Sudurpashchim province, Hotel Professionals' Association in Kailali, Tikapur and Kanchanpur, Chamber of Commerce and Industries of all nine districts	50000	<ul style="list-style-type: none"> (a) Conduct widespread advertisement of "Sudurpashchim Nepal Visit Year" or "Sudurpashchim Nepal Tourism Year", (b) Organize familiarization trips of famous journalists, celebrities, tour operators of inbound destinations and tourist generating countries, and travel and blog writers write before and during such special programs, and (c) Conduct wide-ranging advertisement and publicity of programs like "Jauhai Sudurpashchim" in coordination and joint efforts of MoITFE and tourism professionals of private sector
--------------	---	--	--	---	---	---------------------------------------	---	-------	---

STRATEGIC AREA 7: COORDINATION BETWEEN INTER-GOVERNMENTS, INTER-PROVINCES AND INTRA-SECTORS (PUBLIC AND PRIVATE)

Strategy 7.1 Coordinate for cross border tourism

7.1.1	Coordinate for cross boarder tourism between Nepal and India	Government of Nepal and India	*	*	*	STCC, MoITFE	ITCC and tourism related all professional organizations (associations) related with tourism sector	5000	<ul style="list-style-type: none"> (a) STCC in association with Inter-Ministerial Tourism Coordination Committee (I TCC) to lead this responsibility through dialogue, interaction and understanding with governments of Uttarakhand and Uttar Pradesh and help to simplify boarder issues at Gaddachauki , Trinagar, Darchula, Julaghat and Bhageshwar, and (b) Coordinate with authorities of Dudhwa and Jim Corbett National Parks of India to link their wildlife (ecotourism) viewing tourists with Shuklaphanta National Park through the operation of joint tour packages
--------------	---	-------------------------------	---	---	---	--------------	--	------	--

Strategy 7.2 Coordinate for cooperation between provinces

7.2.1	Ensure coordination between provinces and public & private sectors	Dhangadhi	*	*	*	MoITFE	STCC, Province 5, Karnali Province and Local governments of Sudurpashchim Province	1000	(a) Act for inter-provincial coordination through adopting a policy of coordinated competitions for the development and promotion of trekking, rafting, paragliding, cycling, skydiving tourism, etc. which can occupy the landscapes of two provinces under the single tourism package and (b) Strengthen proper coordination between MoITFE and its various wings with private sector tourism associations and organizations on the matter of tourism product development and marketing
-------	--	-----------	---	---	---	--------	--	------	--

Strategy 7.3 Draft separate Act / Regulation for inter government coordination

7.3.1	Draft separate Act / Regulation for coordination between inter-governments institutions	Dhangadhi	*			MoITFE	STCC, Zoning offices, Province 5, Karnali Province, Local governments of Sudurpashchim Province, District Coordination Committees	5000	(a) Inter-Ministerial Tourism Coordination Committee (ITCC) to act for integrated program operations through coordination with other ministries and agencies for the organization and operation of varied activities of tourism, tourism infrastructure development, growth and promotion, (b) MoITFE and ITCC to mobilize resources and means for development and promotion of tourism through coordination with central and local governments and international bilateral and multilateral donor agencies.
-------	---	-----------	---	--	--	--------	---	------	---

STRATEGIC AREA 8 : ACCESS AND PARTICIPATION OF WOMEN AND DISADVANTAGED GROUPS FOR SHARING BENEFITS FROM TOURISM

Strategy 8.1 MoITFE to lead to deal with local participation in tourism in SP

8.1.1	Identify needs and opportunities in SP and communities	Dhangadhi	*			MoITFE	Local Governments, Local communities, NGOs, Development Partners	1000	(a) Develop a local community based tourism development Plan for SP
8.1.2	Engage NGOs, private sector organisations, local government and tourism committees to link and connect them to provide wider community support	All districts of SP	*	*	*	MoITFE	NGOs, Private sector organisations, Local Government and Tourism Committees	1000	(a) Coordinate, engage and participate for CBT

Strategy 8.2 Strengthen linkages in the value chain by training, awareness building and providing employment opportunities

8.2.1	Orient the marginalized, disadvantaged, women, madhesis, indigenous groups, and ethnic groups for their access on the benefits of tourism	All destination areas in all districts of SP	*	*	*	MoITFE will coordinate with the concerned agencies	SPTB, Zoning Offices, Local communities, Local governments, Donor agencies, Development Partners, INGOs, NGOs	50000	<ul style="list-style-type: none"> a) Create awareness about tourism and heritage conservation with basic hygiene and sanitation, positive and negative impacts of tourism, for achieving sustainable tourism development goal in SP. b) Coordinate with the development partners/INGOs/NGOs to operate effective projects and programs with poverty alleviation objective to link agriculture and rural community based tourism in all existing and potential destinations such as: Bhadagaun, Lamkichuha and Ghodaghodi (Kailali), Darugaun, Kanda and Maurya (Bajura), Kharuwakher a Ranatharu Homestay (Kanchanpur), Jigarana, Bagalek and Purbichauki (Doti), Hutibazar and Sina (Darchula), Babala (Achham),
8.2.2	Create an amicable environment for meaning participation	Dhangadhi	*	*		MoITFE will coordinate with all concerned agencies	MoITFE, SPTB, Local governments and District Coordination Committee	2000	<ul style="list-style-type: none"> a) Provoke and encourage to make rural and community based tourism as a strong medium for the benefits of women and disadvantaged groups,
8.2.3	Provide initial incentives to the interested service providers and tourism entrepreneurs for making tourism inclusive for women and disadvantaged communities	All districts in the SP	*	*		MoITFE will coordinate with concerned agencies.	MoITFE, SPTB, Local governments and District Coordination Committees, Donor agencies, Development partners, INGOs, NGOs	2000	<ul style="list-style-type: none"> a) Introduce special programs by linking marginalized and socioeconomically marginalized groups like Badi community of Lamkichuha, Kamaiya (Kumhar groups) groups of Ghodaghodi and other marginalized groups of province, and b) Make proper arrangements of market and ease market management for the sales and distribution of traditional handicrafts, bio-agricultural products, and other locally made souvenir (created gift materials) items
8.2.4	Offer skill development trainings to women and disadvantaged groups on locally available raw materials	Secretariats of zonal offices	*	*	*	Zoning Offices, SPTB,	Local communities, local governments, donor agencies	100000	<ul style="list-style-type: none"> (a) Conduct trainings through public announcement and well managed process and procedures, (b) Select beneficiary trainees by giving high priorities to women, ethnic and disadvantaged groups, (c) Make guarantee of the utilization of acquired skills for certain years while selecting the trainees, and (d) Offer refresher trainings to those earlier trainees on every three years after
8.2.5	Involve community organizations in the mainstream of tourism planning and development process	All Districts in SP	*	*	*	District Coordination Committee	MoITFE, SPTB, Local governments and	1000	<ul style="list-style-type: none"> a) Ensure the active participation of community organizations like Community Forest Users Groups (CFUGs), protected areas/buffer zone user committees/groups (BZUCs/BZUGs); local youth clubs, mothers' groups, fathers' groups, Bhalmanasa (Tharu community's traditional indigenous groups), homestay management committees; hotel associations, nature tour-guide associations; cultural groups; mother groups; clubs; schools/eco-clubs; Municipality/Rural Municipalities, wards; local NGOs working on tourism and culture in local areas' tourism planning, development, management, research, promotion and management issues.

									b) Applying bottom-up participatory planning approach on all programs like infrastructures development, CoC formulation, capacity building activities, infrastructure development and handover of the tourism product for management to the local communities
8.2.6	Ensure the use of local resources and indigeneous knowledge & skills to link in the local supply and value chain	In all districts of SP	*	*	*		MolTFE, SPTB, Local governments and District Coordination Committee	1000	a) Identify existing supply chain products available in the local areas, indigeneous skills and future potentials for enterprises development. b) Provide incentives, trainings, financial support to add value in such products to get more financial benefits
8.2.7	Enhance the capacity of local community organizations for tourism development, management and operation to target the inclusion of women and disadvantaged group	Destination area	*	*		MolTFE will coordinate with Zoning Offices, Local governments	SPTB, Local governments and District Coordination Committee, Local communities	30000	(a) Bring community forests users groups, consumers committee of the conservation areas and buffer zones, local youth clubs, mothers' groups, fathers' groups, Bhalmanasa (traditional community of Tharus), homestay management committees, hotel associations, associations of nature guides, local cultural groups, eco groups of local schools, municipalities, rural municipalities, NGOs engaged in tourism, environment and culture in the mainstream of tourism planning, management and execution procedures, and (b) Enhance the capacity of aforementioned organizations for active participation of women and disadvantage groups in tourism development and management activities

STRATEGIC AREA 9 : NATURAL AND CULTURAL HERITAGE CONSERVATION

Strategy 9.1 Develop an inventory of natural and cultural heritages of SP

9.1.1	Develop an inventory of natural and cultural heritages existed in Sudurpashchim	Sudurpashchim Province	*			MolTFE will coordinate with all districts and concerned agencies	All districts, DoT, MoFE and DNPWC and other relevant agencies working on exploring the natural landscape and biodiversity of Sudurpashchim province.	10000	a) Explore natural and cultural heritage of SP in association with Department of Archaeology, Far Western University (FWU), Department of Anthropology and Department of Culture of TU, Human and Natural Resources Studies Center, Department of Development Studies of KU, research institutions, development organizations, and other relevant agencies to explore and document the historical and archaeological sites. b) Collaborate with provincial, national and international universities and researchers to carry out research on various aspects of culture, nature and their importance for tourism development
9.1.2	Disseminate inventory widely	All districts of SP		*		MolTFE, NTB	All districts, DoT, MoFE and DNPWC and other relevant agencies working on exploring the natural landscape and biodiversity of		(a) Disseminate inventory widely through varied platforms such as books, pictorial books, website, documentaries and so on

Sudurpashchim province.									
Strategy 9.2 Educate and promote local communities for conservation of natural and cultural heritage									
9.2.1	Educate local communities about the conservation of natural and cultural heritage for common good.	All Districts of SP	*	*		MoITFE,	NTB, SPTB, Tourism Entrepreneurs, Local communities, Schools and Colleges	1000	<ul style="list-style-type: none"> a. Aware local communities through information/posters, photo displays, information boards, video documentary show, training, drama, exposure visits, and case study sharing etc. b. Strengthening the awareness level of mass people by installing information board on heritage sites to reveal its value and needs scale c. Engage school/college students and communities on cleaning campaign, essay competition, documentary show, pictorial competition etc. d. Increase awareness on natural and cultural heritages of province among the tourism entrepreneurs and stakeholders through training, exposure visits, printed materials, television, radio etc. e. Increase the awareness of visitors through word of mouth communication, printed materials for conservation to mass people f. Disseminate the knowledge on heritages sites to school students on mass
9.2.2	Strengthen local area heritage conservation planning and governance	All Districts of SP	*	*		MoITFE	Local Governments, Concerned Institution/Organisations	10000	<ul style="list-style-type: none"> • Develop tourism master plans for Khaptad NP, Badimalika, Shuklaphanta NP, Ramaroshan, Api Conservation area, Ganyaapdhura and similar destinations which have immense natural and cultural values with focus on zoning based conservation • Promote some areas as special heritage (e.g. Ghodaghodi Lake Area as a bird sanctuary, Uku palace area, Panchdeval, Garba Durbar) areas through various associations at local and central level • Declare and promote Geo Parks: Bajhang (Bitthad Chir), Dadeldhura (Ganyaapdhura), Kailali (Bhanwar forest), Baitadi (Patal Bhumeswar forest), Doti (Chatiwari forest near Budar water fall) and similar other destinations • Work with the relevant federal and provincial government to declare and promote wild, scenic and recreational river sanctuary: 100 km long Karnali river corridor falling under Turmakhand RM in Achham district • Prepare and implement conservation site plans for Budhinanda lake, Sanfebagar valley, Upper Darchula, Upper Bajhang, and other similar sites, etc.
9.2.3	Conduct adequate restoration,	All Natural and Cultural Heritage sites of SP	*	*	*	MoITFE to coordinate with	Local governments	2000000	<ul style="list-style-type: none"> • Protect wetland tourism products from encroachment, illegal cultivation and unsustainable harvesting of water for farmland irrigation from lake

	preservation and safeguarding measures to preserve and promote cultural and natural heritages					all Nine districts, Local governments,	(Municipalities and - Rural Municipalities, Local level Tourism Development Boards - Local NGOs, INGOs, Research Institutes including universities		<ul style="list-style-type: none"> • Strengthen the sustainable tourism attributes of destination area through formulation of tourism Code of Conduct (CoC) manuals • Conserving wetland tourism products from agro chemicals, pesticides, fertilizer and plastic waste • Promote green tourism with less impact on the environment and discouraging uses of nondegradable products like plastic • Develop Botanical garden in community forest areas • Protect and preserve snow leopard, blue sheep and Himalayan thar and kasturi. • Save Dolphin species which are found in few rivers like Patharia and Mohana in Kailali. • Save wild rice which is found in some pocket areas at the Ghodaghodi lake complex. • Stop the encroachment of ratan forest (Betahani forest) adjoined with Chure-bhawar to the north as sources of water in-take of Ghodaghodi lake including other different lakes • Stop uncontrolled cattle grazing, firewood, and timbers harvesting from the chure forest, and stones, gravel, and boulders unsuitable mining from the Kandra and other Khahare Khola like Donda and Tengnahwa in the hill-side • Control illegal and over exploitation of forest and destructive collection of Yarsagumba in high mountain regions and pastures • Train sufficient historical, cultural and nature interpreters (as local guides) for local touristic sites. • Preserve and promote local indigenous people's customary law/traditional knowledge, institutions, practices and norms. • Protect, restore and promote built heritages such as monasteries/stupas, hindu temples in all districts, musto temples in mountain districts, and palaces and forts in terai and mountain districts, etc. • Preserve and promote local architectural vernacular incorporating into the designs of building, bridges, stone devals, ladders, Naulis (water taps) and other public structures. • Provide financial and other incentives for the preservation and replication of such traditional designs • Promote museums, craft centers and art centers. • Develop eco and zoological research centers and study hubs in Terai, Hills and Mountain regions for national and international students, researchers, scientists, scholars, etc.
9.2.4	Explore and initiate to enlist Natural and Cultural heritage	Important and major Natural and Cultural heritages of SP		*	*	MoITFE to coordinate with the concerned government	All Districts, Municipalities and Rural Municipalities, Palace and heritage	10000	(a) Coordinate with relevant agencies for enlisting as UNESCO World Heritage Sites

sites of Sudurpashchim in UNESCO World Heritage sites					bodies at Province and at Center	conservation committees, Local organisations		
---	--	--	--	--	----------------------------------	--	--	--

STRATEGIC AREA 10 : POLICY ISSUE FOR A PROPER DIRECTION TO PROMOTE TOURISM IN SUDURPASHCHIM PROVINCE

Strategy 10.1 Develop Tourism Policy for SP

10.1.1	Draft Tourism Policy for SP	Dhangadhi	*			MolTFE to lead in consultation and cooperation from all Ministries and government bodies.	Full participation and cooperation needed from all Local governments at SP, Tourism Entrepreneurs, Tourism Associations, Donor Agencies, Development Partners, INGOs, NGOs,	50000	<p>The Tourism Policy document should be drafted in line with the following objectives:</p> <ul style="list-style-type: none"> a) develop tourism as a major basis of the economy of this province b) develop Sudurpashchim as a safe and quality tourist destination by conserving, promoting and developing heritages c) decide on policy issue on the basis of the concept of coordination between public-private-cooperative d) create an environment of investments by internal as well as foreign investments e) include the participation of disadvantaged communities in tourism as beneficiaries and f) steer the development of tourism through personal and institutional capacity building of tourism stakeholders
--------	-----------------------------	-----------	---	--	--	---	---	-------	---

Strategy 10.2 Review existing Acts and regulations that affect the tourism sector to harmonize with Tourism Policy of SP

10.2.1	Avail trouble free, easy and quick entry for International/ Indian tourists at cross boarder points	Trinagar and Gaddachauki boarder points of Nepal linked with Gauriphanta and Banbasa in Indian boarders	*	*	*	MolTFE	Custom office, security agency, immigration office, information office of Sudurpashchim Provincial Tourism Board, foreign currency exchange counter of banks, Dhangadhi Sub Metropolitan City	100000	<ul style="list-style-type: none"> a) Reach at common consensus for the best provision through constructive dialogue and discussions among main executing agencies and other helpful stakeholders and organizations b) Construct a state-of-art modern air-conditioned building towards the early part of Nepalese boarder for the welcome, information and enquiry desk, washrooms, waiting lounge, visa counter (immigration office), security checks, bank exchange counters, quarantine checks, refreshments centers (cafe) c) Mobilize multilingual information officers for the easy communication of incoming tourists
10.2.2	Adopt integrated infrastructure development and program reform policy for tourism	Sudurpashchim Province				MolTFE	Private and cooperative sectors, Multilateral and bilateral development agencies like UNDP, ADB, UNWTO, UKAiD, GIZ	10000	<ul style="list-style-type: none"> (a) MolTFE and provincial government to allocate resources and budget for tourism infrastructure and standardization with a high priority (b) MolTFE to coordinate well with local governments while allocating budget and resources in order to pre vent duplications and enhance integrated efforts

	development at SP									<p>(c) Take the policy of motivating and inducing bilateral and multilateral development partners to render support on tourism infrastructures development and take prior consent from central government for it if and when needed</p> <p>(d) Try to apply Build, Own, Operate and Transfer – BOOT model or any other model similar to BOOT for tourism infrastructure development after clarifying their legal implications and procedures</p> <p>(e) Offer policy led incentives to private sector and cooperatives to invite their investments in tourism enterprises</p> <p>(f) Attract the investment of big investors in tourism by formulating appropriate laws and offering incentives like leasing land in hill stations and for other projects on long terms, giving rebate on the import of machines and equipment and offering tax rebate, etc.</p>
10.2.3	Enhance Ecotourism Development in Community Forest through annual policy and programs	All destination areas with community forests	*	*		MoITFE	Office of Chief Minister, Divisional Forest Offices, Local communities, Tourism Entrepreneurs	1000	(a) Encourage tourism entrepreneurs to develop Ecotourism in the Community Forest under directives given by “Samudayik Banma Paryatana Prabardhan Karyabidhi 2075”	
10.2.4	Lobby to deduct the entry fee for tourists into restricted areas	Byas Rural Municipality ward no. 1 and Saipal Rural Municipality ward no. 1 and 5	*	*		MoITFE to coordinate with the central government	MoCTCA, Ministry of Home, Ministry of Forest, DNPWC	1000	Coordinate with the central government	
Strategy 10.3. Review and enhance Sudurpashchim Province tourism facilitation and improvement										
10.3.1	Bring unregistered tourism enterprises (hotels, lodges, homestays, tourist restaurants) into the mainstream of registration process	all destination areas with enterprises	*	*	*	MoITFE	Rural Municipalities and Municipalities	5000	<p>(a) Provide incentives to attract such informal institution / organisations into the main frame of the tax through registration</p> <p>(b) Adopt the policy of organizing registration camps to make the registration process short and easy</p>	
10.3.2	Provide incentives to tour operators of zone 3 in their package tour costs	Bajhang, Bajura and Darchula districts	*	*	*	Zoning Office	MoITFE, Tax Office	10000	<p>(a) Introduce a policy of incentivizing new tour operators which belong from zone 3 and registers from there</p> <p>(b) The policy incentives to compensate one fourth of the total cost of package tours which are operated in zone 3</p>	

10.3.3	Operate direct flight from Kathmandu to Sanfebagar and Dipayal	Sanfebagar, Dipayal and Kathmandu		*	*	MoITFE to coordinate with MoCTCA, Airlines Companies	Civil Aviation Authority of Nepal, Private sector Tourism organizations and Associations, Nepal Tourism Board	1000	(a) Operate direct flight to help to boost the numbers of tourists in the important tourist attractions such as: Ramaroshan, Vaidhyanath Dham, Jimaradi Dham, Shaileshowri temple, Khaptad, Badimalika, etc.
10.3.4	Provide special incentives to the local trekking service providers	Bajhang, Bajura and Darchula districts	*	*	*	MoITFE to coordinate with the concerned sectors	All local Municipalities and Rural Municipalities, Local tourism entrepreneurs,	1000	(a) Provide incentives to local tourism entrepreneurs to serve tourists / trekkers at local level with cheaper costs. (b) Discuss with local entrepreneurs in this regard at which areas they need incentives for better employment and income at local level
10.3.5	Declare Ghodaghodi lake as Nepal's first bird sanctuary	Ghodaghodi Lake area	*			MoITFE to coordinate with the concerned Ministry and Department	Ghodaghodi Municipality, Ministry of Forests, Department of National Parks and Wildlife Conservation, MoCTCAs	200	(a) Lobby to introduce this policy which will help to brand Sudurpashchim by linking its one differential specialty with new tourism
10.3.6	Advocate to lower the air fare on Kathmandu-Dhangadhi-Kathmandu sector	Dhangadhi, Kathmandu	*	*		MoITFE	Airlines Companies, CAAN, Nepal Tourism Board, Tourism entrepreneurs at SP, Chamber of Commerce and Industries of SP	1000	(a) Advocate to reduce the airfare cost discussing with the Airlines companies, travel and tour companies, MoCTCA, CAAN, NTB, SPTB, CCIs (b) Interact both at Dhangadhi and Kathmandu
10.3.7	Provide gratis visa for international tourists visiting Sudurpashchim	Sudurpashchim Province	*	*	*	MoITFE to coordinate with Central government MoCTCA and MoH	MoCTCA, MoH, Immigration Department	1000	(a) Offer this incentive to visiting tourists in third year on aftermath of work progress in tourism package and infrastructures as per tourism master plan
10.3.8	Make Paryatan Bikash tatha Byawasthapan Samitis (Tourism Management and Development Committees) formed under SP Government more capable and functional	Vaidhyanath Dham, Khaptad, Badi Kedar, Ramaroshan		*		MoITFE to Coordinate with the concerned committees	Shree Vaidhyanath Dham Paryatan Bikash tatha Byawasthapan Samiti, Khaptad Chhetra Paryatan Bikash tatha Byawasthapan Samiti, Badi Kedar Chhetra Paryatan Bikash tatha Byawasthapan Samiti, Ramaroshan Chhetra Paryatan Bikash tatha Byawasthapan Samiti	1000	(a) Adopt a policy of making these committees below independent as well as represented by tourism experts i. Shree Vaidhyanath Dham Paryatan Bikash tatha Byawasthapan Samiti ii. Khaptad Chhetra Paryatan Bikash tatha Byawasthapan Samiti iii. Badi Kedar Chhetra Paryatan Bikash tatha Byawasthapan Samiti iv. Ramaroshan Chhetra Paryatan Bikash tatha Byawasthapan Samiti
10.3.9	Take immediate actions following	All districts of SP	*	*		MoITFE	MoITFE will coordinate with All relevant	10000	(a) There is a need to introduce immediate recovery measures to bring tourism business back on track.

	Post-COVID Strategy (Chapter 11 of TMP)						governments and institutions		Ideally a three pronged phased approach focusing on tangible goals for i. recovery, ii. re-development and iii. re-positioning the tourism industry needs to be followed.
--	--	--	--	--	--	--	------------------------------	--	--

8.2. Chapter 8 Annexures

Annexure 8.2.1: Achham - Ramaroshan

Ramaroshan is another heaven on the earth of Achham district in far west Nepal. It is rich in natural bio-diversity that consists of 12 lakes and 18 meadows. Spread between 2200 to 2800 m from the sea level and located at a distance of 42 km through an off road from Jaygadh in Achham district, it can be reached up by driving up to the Rame following the Kailash River. Then after the walk of 10-15 minutes, Ramaroshan can be reached. It requires a 14 hour drive to reach from Dhangadhi or Mahendranagar. There are 5 lodges in Rame to accommodate up to 150 visitors in a single day except during winters. Ramaroshan Area Tourism Development and Management Committee (RATDMC) and Ramaroshan Rural Municipality (RRM) are key institutions responsible locally for the development of tourism in this region. RRM has already formulation of local area tourism master plan of Ramaroshan.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Offer technical and financial support to RRM to build following infrastructures while executing local area tourism master plan:</p> <ul style="list-style-type: none"> Multipurpose (trekking, pony ride and cycling) trekking trails with locally paved stones and with hand railings to link different lakes and meadows Rock climbing, Bunge jumping (at Sankot with 375 m height), paragliding and lake boating activities Install electricity and internet supplies 108 <i>Dhara</i> stone tap Build Changunaryan temple Allocate garbage management points with degradable and non-degradable. Inform visitors for their responsibility for proper collection and dumping of garbage. Arrange to recycle the non-degradable wastage 											1st priority
<p>Install information provisions:</p> <ul style="list-style-type: none"> Trail head signage with RT route map at Rame Create a website of Ramaroshan: Formulate a website with complete information (distance, walking hours, altitude, food availability, accommodation provisions, climatic conditions, gears, etc.) about Ramaroshan trip and all needs of early preparation for the convenience of potential visitors Build cultural museum: Build it to let the visitors know about the traditional, historical, geographical, cultural and religious attributes of this place 											
<p>Conserve lakes : Offer technical knowledge and skills to remove <i>Kumbhi</i> plants Provisions to stop the sporadic damages made by floods</p>											
<p>Keep record of visitors: Arrange to record about the brief profiles of visitors entering Ramaroshan from various entry points (Jayagadh, Muga Bazar, Jimradi, Bannigadhi, Ghattekheti, Kamal Bazar/Mahaladi kot, Kalapani/Muga Bazar, Mellek/Syaule, Sutar/Muga Bazar, Mangalsen/Muga Bazar, Naraharinath Rural Municipality via Alleri, etc.).</p>											

Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
Guiding service skills training:												
Training to local tourist guides and entrepreneurs for authentic interpretations												
Income generating professional skills capacity building to locals:												
Since this destination is offered with local organic raw products like potato, milk, <i>lokta</i> , <i>Dhupi salla</i> , meat, maize, <i>lekali</i> curd, various herbs, wool (of goats and sheeps'), <i>bans/nigala/malanga</i> , ghee and millet products; proper capacity building training on processing, packaging, labeling, supplying, marketing linkages and overall business plans would be supportive to increase income. Homestay operation and management training to locals												

Estimated budget (In 000) = 40000

Annexure 8.2.2: Achham - Vaidhyanath Dham

Vaidhyanath Dham of Achham district is one among four dhams of Nepal. Situated on the banks of Budhi Ganga the holy shrine is a research and academic center for Hindu religion. It is a sacred place where Ravana in Treta age had mediated to get blessing from Lord Shiva. Lord (nath) Shiva as a "Vaidhya" had assembled 9 out of 10 chopped (wounded) heads of Ravana. Vaidhyanath is accessible from Bauniya with 96 KM of drive. It is 10 hours drive from Dhangadhi or Mahendranagar. It also serves as the central part between Tikuniya to Taklakot (gateway to Mt. Kailash/Mansarovar) via Bauniya with a distance of 283 Km.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Accommodation: <ul style="list-style-type: none"> Support to establish homestay in Bagbedi and Saphebagar which are in the nearby surrounding areas of Lord Shiva's (Vaidhyanath Dham) temple Complete the ongoing construction of "Santamahant niwas/asram (Pilgrims' center) Allocate garbage management points for degradable and non degradable wastage. Inform visitors with signage and through information desk for proper collection and dumping of garbage as their own responsibility Arrange to recycle the non-degradable wastage 											
Build physical infrastructure to control flood led devastation: Construct 2-3 Km of strong damp wall on the bank of Budhiganga river to control annual floods and destruction of river											1 st priority
Arrange to keep record records of visitors: Arrange to record about the brief profiles of visitors travelling to Vaidhyanath Dham in Sanphebagar											
Marketing and promotion Utilizing the recently built website www.vaidhyanath.com , advertise this destination through FAM trips, media (TV/Radio) advertisements, and printed publications											
Build other infrastructures: <ul style="list-style-type: none"> Convert the 2.5 KM long Saphebagar-Vaidhyanath Dham road as blacktop Complete the ongoing construction of new museum Add more infrastructure at the ongoing construction of a natural park beside Budhiganga river Build <i>Ayurveda Sikchylaya</i> (Ayurveda hospital) as the name Vaidhyanath Dham resembles with the identity and popularity of this premise 											

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<ul style="list-style-type: none"> • Arrange <i>Sulav khana</i> (cheap food)' for pilgrims during special occasions like Shivaratri • Build other infrastructures as suggested in the master plan of Vaidhyanath Dham which is being built by "<i>Vaidhyanath Dham Parvatan Bikash तथा Bvawasthanan</i>" 											
<p>Arrange to build local handicrafts and sale for visitors: Build skills of local people of surrounding areas to build "Shiv and Shivlinga" from local stone. It would be both a good income generation as well as promotional element for this sacred site.</p>											

Estimated budget (In 000) = 500000

Annexure 8.2.3: Baitadi - Melauli Bhagwati temple

Melauli Bhagwati is a religious and famous Hindu temple located in the center of 6.82 hectares (approximately 134 *ropanis*) of landscape which constitutes as an integral part of *Melauli Dharmik and Paryatakiya Bikash Chettra* in Melauli Municipality of the Baitadi district. A 32 Km of wide paved road from Patan Municipality connects this site. This religious site is also being connected by a new link road of 35 Km from Ugratara temple in Dadeldhura district. This temple complex is offered with an unexplored mysterious Melauli Cave (*Devgufa*) located on the North West bank of temple.

Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
Build following basic infrastructures of this temple complex: Various entry gates from different directions Compound wall Resting places for visitors												1st priority
Support to fulfill the scarcity of drinking water in this region												
Support to build infrastructures guided by the master plan and DPR which are prepared by Melauli Municipality												
Render support to research and investigation on hundreds of meter long Melauli Cave (<i>Devgufa</i>) by inviting technical experts (cave experts/geologist/archeologist) with the aim of opening it for tourists with the provision of light and oxygen.												

Estimated budget (In 000) = 50000

Annexure 8.2.4: Baitadi - Tripurasundari temple

Also known as Ranyasaini locally, this is one of the seven sisters' goddesses' temple built in historical architectural aesthetics of the pagoda-style. It is located in Pugar village of Dashrathchand Municipality in Baitadi district, a hill district in Sudurpashchim province. One can visit the temple all the year around and can be reached in 7 hours drive from Dhangadhi. The temple area covering 12 *Ropani* of landscape is based on a small hillock having wonderful views all around which truly reflects the beauty and history of this temple. This temple is one of the most religiously significant sites in Nepal which is visited by thousands of Hindu devotees gathering from across Nepal and India to celebrate special occasions such as Sankranti, Dashain, Gaura, and Jaat. About 4-5 lakhs of tourist visit this temple annually.

Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
Build a plan for water supply at the temple complex area: The shortage for water supply is real inconvenience. It requires building and installing water supply system for this place												1st priority
Build few new shops for rent on the outer side of right entry gate for commercial purpose												
Build paved road that heads towards <i>Maiti ghar</i> of Goddesses Tripurasundari												
Support to complete the ongoing construction of 12 rooms pilgrimage shelter through financial cooperation												

Estimated budget (In 000) = 20000

Annexure 8.2.5: Bajhang - Moyana Hill View Point

Located at an altitude of 2800m, Moyana hill view point is one of the best viewpoints in Chainpur (Jayaprithvi Municipality), Bajhang district to observe nearly 300 km range of Himalayas covering Mt Saipal in the east to Api and Nampa on the west and also Chainpur bazaar surrounded by rivers all around. The view point is accessible by driving 13 Km from Chainpur to reach the small trek starting point and then after 2 Km of trekking in around an hour. It can serve as a USP and attract thousands of visitors in Bajhang.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build basic infrastructures: <ul style="list-style-type: none"> Blacktop the 13 km road which connects the trek starting point near Moyana hill point to Chainpur Add the paved walking steps which is completed for nearly one fourth only of the 2 Km of trekking route Build a modern ecofriendly three tiered view Tower which is conceptualized and proposed by Jayaprithvi Municipality. Arrange first tier as local gifts' shop and second and third tiers of view tower as café, washroom and viewing lobbies. 											1 st priority
Put information materials to direct visitors: <ul style="list-style-type: none"> A welcome (interpretative) signage at Chainpur to let the tourists know about this important place before their visit A directional signage at the trek starting point An another directional signage next to Bhopur palace in Chainpur for the guidance of the driving of visitors up to the trek starting point An interpretative signage (board) at the view point at 2800 m height 											

Estimated budget (In 000) = 20000

Annexure 8.2.6: Bajhang - Natural Hot Spring (Tatopani) at Talkot

A natural hot spring (*Tatopani*) lies at the bank of Seti River in Sunikot in ward no. 1 in Talkot Village Municipality. This site is located towards north from Chainpur (Jayaprithvi Municipality), the district headquarter of Bajhang on a distance of 8 Km. This site is offered not only with medicinal and recreational values but also with religious value with the location of a Shiva temple beside the hot spring where annual rituals like *Bratabandha* and religious fairs are organized on the days of Shivaratri and Maghi. It has high potential to be a booster product to augment the growth of tourist arrivals in Bajhang.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Build following basic infrastructures and go on experimenting it:</p> <ul style="list-style-type: none"> Built a C shaped heavy and tall protection damp to protect the source site of hot water from river flood which had already damaged it in past The damage of hot water site by flood compelled to install a metal water pipe from hot water source site in the downside (beside river) to up to the bath pond. The two bath ponds for male and female, few changing rooms and one wash room are already built on the upper side of Seti River. It necessitates pumping (lifting) of water from the lower side and experiment if the lifted water works well to be hot until it reaches the bath pond. Also it needs to know whether it is convenient to lift water for visitors for their bathing use whenever they reach this site Blacktop the 8 Km of motor road that links Chainpur with hot spring site 											1st priority
<p>Offer proper information and safety instructions to hot spring users (visitors):</p> <ul style="list-style-type: none"> Install information (sign board with promotional and safety information) about this product in Chainpur from where tourists may generate on large scale to visit this site Install a safety instruction board with code of ethics (does and don'ts) at the very site. Inform visitors on their roles to use waste bins for garbage settlement 											

Estimated budget (In 000) = 20000

Annexure 8.2.7: Bajura - Badimalika

It is one of the famous seven sisters' temple sites (4200m) located in remote parts of Bajura district. It is accessible by trekking only with minimum of 3 days of walk to reach and 1 day to return from/to Martadi (1550m). As villages with hotels/lodges/homestays area not available on this route, self-arrangements of camping gears and other logistics are must to visit this place. The destination is noteworthy for its natural sightseeing, grassland with different flowers and Himalayan peaks as a backdrop. A fair is held on the day of 'Rishi Tarpani Purnima' on which several pilgrims and visitors travel to this place.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Camping site building for quality tented accommodation:</p> <p>Allocate camping sites with signage at all places of overnight stays during trekking to and from Badimalika Build temporary toilets at those camping sites at Sota, Ghodapatan, Tribeni, and Badimalika Arrange separate tents for FIT visitors at Badimalika during special puja day on Janai Purnima Arrange drinking water for visitors with special temporary provisions (collection of rain water and/or supply of water from surrounding areas) during the main visiting season (Janipurnima in Shrawan/Bhadra) Allocate garbage management points with degradable and non-degradable. Inform visitors for their responsibility for proper collection and dumping of garbage Arrange to recycle the non-degradable wastage Renovate pilgrims' shelters laying at Tribeni. Arrange drinking water and renovate toilets there</p>											
<p>Information provisions:</p> <ul style="list-style-type: none"> • Trail head signage with RT route map at (a) Martadi (on front of Badimalika temple) (b) Kordaha (c) Achham?? (d) Bamka (e) Nateshwori (f) Bolde (Uttari gate) (g) Puima • Directional signage at Sota, Ghodapata, Tribeni, Badimalika, Chamkili, Bhudhimaiko than (odar shelter point), Thulgada mandir, Muttepani, Dhanpuri ko gadha • Create a website of Badimalika: Formulate a website with complete information (distance, walking hours, altitude, food availability, accommodation provisions, climatic conditions, gears, etc.) about Badimalika trip and all needs of early preparation to safeguard potential visitors from • any risk and danger 											1 st priority
<p>Trekking route facilitation and safety:</p> <ul style="list-style-type: none"> • Maintain the trail route which are slippery and with big stones • Put hand railings at 5 unsafe ridge trail between Badimalika and Chamkili which is a section of route between Badimalika to Nateshowri (return trip route). 											

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<ul style="list-style-type: none"> Install strong and highly elevated hand railings on front of water tap sections at Badudhara (drinking water collection point in Badimalika) 											
<p>New infrastructure building for easy access of visitors: Construct Cable car route between Budha Kordaha to Lauri Binayak (the nearest point to Badimalika by walk)</p>											
<p>Record keeping of visitors: Arrange to record about the brief profiles of visitors entering Badimalika from 4-5 entry points (Bajura, Achham, Kalikot, and Jumla).</p>											

Estimated budget (In 000) = 400000

Annexure 8.2.8: Bajura/Bajhang/Doti/Achham - Khaptad

Located at the confluence of four districts (Doti, Achham, Bajura and Bajhang) and falling under Khaptad National Park with rich natural bio-diversity, Khaptad (3200m) the paradise on earth is the place of highest importance from the view point of spiritual, religious and nature based tourism in Far west. Late Khaptad Baba had mediated at this place for more than 50 years. Khaptad is accessible by walk mainly from two sides Jhigarana, Doti with 16 km of trekking and Darugaun, Tamail (Bajhang) with 4-5 hours of walking. There are also other several entry points from other districts.

Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
<p>Accommodation:</p> <p>Good and comfortable accommodation arrangements for 500 visitors in Khaptad. Such arrangements automatically include the continuous and efficient supply of power, water and internet</p>												1 st priority
<p>Access:</p> <ul style="list-style-type: none"> • Convert all entry roads connecting from Bajhang, Bajura, Doti and Achham into paved one. Build alignment of trek routes • Build a multiuse (cycling + pony trek + walking) trails to facilitate visitors for their easy and comfortable reach from one site to another site within the vicinity of Khaptad • Plan and build a ring road all around Khaptad via <i>Madhyabarti chetra</i> • Connect around 3 Km of distance between Sahasralinga site (3200m as the highest area) of Khaptad with Dhaulacheda (Bajura) through a cable car 												
<p>More study and research:</p> <p>Include research programs to explore on herbs, plants, wildlife, caves and/or any unidentified matters in the action plan</p> <p>Conduct a study for ski sport and bring recommendations</p>												
<p>Yoga center:</p> <p>Build Yoga and meditation Sadhana Center of international level</p>												

<p>Capacity building:</p> <ul style="list-style-type: none"> • Include capacity building actions (e.g. guide training, porter guide training, etc.) for the support of livelihoods of people from all around Khaptad • Offer training on local crafts • Offer training on hospitality related knowledge, skills and attitude to direct and indirect service providers to visitors 															
---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Estimated budget (In 000) = 500000

Annexure 8.2.9: Dadeldhura - Aalital

Situated at the base of Mahabharat range above 800m from sea level and offered with natural beauty of green hills, forests and tremendous biodiversity, Alital is a beautiful lake in ward no. 3 of Aalital Rural Municipality. Boating, round trip hiking for about 1.5 Km, picnicking, trekking in nearby areas, biodiversity observation, fishing, bird watching, etc. are few activities available for visitors in this destination. It is also associated with divine power and religious belief. This destination can be reached by a 15 km drive from Budar market of Dhangadhi-Dadeldhura (Bhimdutta) highway through an earthen road. The basic facilities like wash rooms, vehicle parking, tea-houses, etc. are available for the convenience of visitors.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build new infrastructures to add value to this product: <ul style="list-style-type: none"> Build musical fountain with colorful lights for the night time Build additional short hiking routes in surrounding forests Blacktop the 15 km long feeder road that links Budar market of Dhangadhi-Dadeldhura (Bhimdutta) highway to Aalital Develop homestay in surrounding areas by incentivizing the pioneer investors on homestays Add the provision of accidental safety rescue for visitors Invest in other infrastructures as per the forthcoming DPR report of this lake area by Aalital Rural Municipality 											1 st priority
Guide visitors through proper information provisions and safety instructions while being in lake: <ul style="list-style-type: none"> Install information (sign board with promotional and safety information) about this product at Budar market and in Aalital Install a safety instruction board with code of ethics (does and don'ts) at the very site. Inform visitors on their roles to use waste bins for garbage settlement 											
Conduct focused marketing and promotion: <ul style="list-style-type: none"> Connect Aalital product to the mainstream promotion of Sudurpashchim province 											
Standardize tourism activities through the formulation of post COVID-19 management protocol and code of ethics for safety of visitors and health of surrounding environment: <ul style="list-style-type: none"> Formulate a protocol for the control of COVID related infection disease transfer, pollution control and proper management garbage, odour and waste with the help of visitors themselves 											

Estimated budget (In 000) = 20000

Annexure 8.2.10: Dadeldhura - Amargadhi Fort

Built in 1847 by General Amar Singh Thapa to protect the area and continue the conquest campaign from Mahakali to the West Kankada, it is a special historical heritage of Nepal's unification and artistic tourism monument located in Amargadhi Municipality. This is the same fort from where national figure martyr Amar Singh Thapa fought against British. It is a valuable historical heritage due to its connection to safeguard the sovereignty of the whole Nepal in medieval era. It can be a great learning and observing tourist center for study and research oriented tourist market segments. This destination can be reached by four hours drive from Dhangadhi or Mahendranagar.

Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
<p>Build infrastructure related to connectivity to this destination:</p> <p>Attract large number of India tourists via Champawat district of Utterakhand district and Bageshwar of Nepal by building a paved bridge between Nepal and India boarder</p>												1 st priority
<p>Establish a tourist information center for the promotion of this attraction:</p> <ul style="list-style-type: none"> Establish a tourist information center for information to potential visitors and the promotion as well 												
<p>Conduct focused marketing and promotion:</p> <p>Conduct well organized promotion and marketing of this product to research/study oriented market segments who are interested in history as well as historical heritage</p>												
<p>Train and create fort guides (as interpreters) :</p> <ul style="list-style-type: none"> Create local guides for offering meaningful experiences to visitors 												

Estimated budget (In 000) = 10000

Annex 8.2.11: Dadeldhura - Ganyapdhura

Ganyapdhura (Compass - 2676m) falls in Ganyapadhura RM in Dadeldhura district whose total area is 135.65 Square kilometer. As a hill station with religious value, the average elevation of this RM is 1,200 m above sea level. Ganyapdhura is a cool hill station with the certainty of snow in winter. This destination is surrounded by mountains and is full of biodiversity and rich flora and fauna where ecotourism is prime attraction. Due to its natural attribute, this destination is also called as "mini khaptad" in Dadeldhura. Ganyap temple, Ghanteshwar, Nangrital, Bhageshwar, Asigram, Bhumideuli, Mastamandu, Kailpalmandu, Chaukabhagawati are potential religious places in nearby surrounding areas.

A temperate climate dominates this RM due to its location in the mid-hill area followed by easy access. Ganyapdhura RM is 10 Km drive from Amargadhi, the district headquarter of Dadeldhura. There are three different accesses to Ganyapdhura Lake and the compass (the highest point) by foot from lower parts (ward no. 1, 2 and 5) of Ganyapdhura RM. Each walking route is 10 Km is average.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Build infrastructure related to connectivity to and activities at this destination as per its DPR built by Ganyapdhura RM and suggestion given by a high level "Ganyapdhura Tourism Council":</p> <ul style="list-style-type: none"> Build motor road for some part and wide and spacious trekking trail with good walking steps for the rest part from ward no. 1, 2 and 5 to reach to the lake on top. Put signage (welcome, directional, warning, interpretative, etc.) and drinking water taps at certain distances in between trek start and end points Construct a water barrier dam at lake side to convert the flowing lake as a big pond for the purpose of offering water related activities for visitors Build other basic infrastructures like protection shade, washroom and drinking water supply near the lake (pond) Construct eco and tourist friendly homestays in nearby areas Build additional trekking routes in surrounding areas for more engagement of visitors and the extension of their length of stay Develop basic infrastructures (protection shade for devotees, washrooms, drinking water, etc.) for the potential religious places laying in surrounding areas 											1 st priority
<p>Establish a tourist information center for the promotion of this destination:</p> <ul style="list-style-type: none"> Establish a tourist information center at Amargadhi for information to potential visitors and the promotion as well Create a website with all kinds of information of this destination 											

<p>Policy revisit for allowing large scale tourist accommodations:</p> <p>Allow to open and operate eco-friendly hotel, lodges and resorts in mountain areas on public-private partnership or private sector-community partnership model through policy insertion/revisit</p>														
<p>Activities</p>	<p>Year-wise Implementation</p>										<p>Remarks</p>			
	1	2	3	4	5	6	7	8	9	10				
<p>Conduct focused marketing and promotion:</p> <p>Conduct well organized promotion and marketing of this product to research/study oriented tourist market segments who are interested in natural based ecotourism</p> <p>Produce a documentary and conduct massive advertisement of local traditional, festivals, ethnic festivals, etc.</p>														
<p>Train and create nature guides (as interpreters) :</p> <ul style="list-style-type: none"> Produce nature guides locally for offering meaningful experiences to visitors 														
<p>Conduct additional study:</p> <p>Conduct a separate study to identify more areas for varied tourism purposes in Ganyapdhura</p>														

Estimated budget (In 000) = 10000

Annex 8.2.12: Darchula - Api-Himal Base Camp Trek

Api-Himal Base Camp trek is a special adventure tourism product in Darchula district that offers trekking tourists to trek up to the base camp of Mt. Api (7132m) which has brand value of being the highest mountain in Sudurpashchim province. Mt. Api lies in the Yoka Pahar Section of Gurans Himal, part of the Himalayas in the extreme northwest corner of Nepal, near the border of Tibet. This trekking route falls in Api-Himal Rural Municipality of Darchula district and it consists an integral part of Api Nampa Conservation Area that adds its value as a green, natural and protected area.

After 16 hours' drive from Dhangadhi or Mahendranagar the trek begins from Makarigadh. This trek route takes around 3 nights and a 1/2 day of trekking from Makarigadh, Darchula to reach the base camp. This trek, however, can also be made for longer days by mixing Khaptad as a transit destination and also including Bajhang district in route. Khaikot is the last village in this route with human settlement. Api Himal Base Camp trekking route also consists Shiddhamakarkot trail which is situated at an altitude of 2500 m.

This trek on either route is operational with the mix of tea house and camped trek. This route is moreover a camped trek with little possibility to stay at tea houses or homestay on trek route. Hence, one needs to carry camping tents, food items and other logistics of needs because tea houses are available in limited areas like Khandeswori, Khaikot, Dhauliodar and Api base camp. In Dhauliodar and Api base camp, the tea houses open only seasonally.

Gokuleshwar (a transit point on Mahakali highway during the driving to trek starting point), the entry gateway with big market and shops for this route, is offered with plenty and sufficient hotels, lodges, shops, good communication facilities, other amenities (banks, ATMS, health services, etc.) and trekking gears for the convenience of trekkers before trekking.

Api Base Camp Trek Itinerary

Day 1: Kathmandu to Chitwan (dinner) and journey continue to Dhangadhi (Attariya bus park) (18 hours bus ride or 1 hour flight plus 1 hour drive)

Day 2 and Day 3: Attariya to Makarigadh (14 hours bus ride, dinner at Bhatkada and breakfast at Lattinath) - Ganna to Makarigadh (2 hours off road trip) lunch at Makarigadh. Trek begins from here in one of the longest stairs of Nepal (Shiddhamakarkot Padmarg trek which is almost 8600 stairs) for 2 to 3 hours.

Day 3: Acclimatization in Khandeswori Bazar

Day 4: Trek begins from Khandeswori to Khaikot (Ghusa), lunch at Siti gau.

Day 5: Trek starts from Khaikot to Dhauliodar (lunch) and dinner at Api base camp (5 - 6 hours uphill trek)

Day 6: Trekking from Api Base Camp to Kalidhunga *tal* and other beautiful places around Api.

Day 7: Trek downhill from Api to Khandeswori (6-8 hours)

Day 8: Catch jeep from Makarigadh to Lattinath (2 hours drive) and catch bus from Lattinath to Attariya (10 hours drive)

Day 9: Bus ride continues from Dhangadhi to Kathmandu (18 hours bus ride)

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Audit round trip trekking trails by certified trek auditors: Conduct a special study visit to audit this trek by the certified trek auditors as prerequisite for the planned development and upgrading the standards, quality and safety on this trek. This auditing involves path quality assessment, identifying environmental characteristics (pristine, rural or semi-urban), existing accommodation assessment including catering establishments, water availability, risk assessment, communications status (phone/internet/Wi-Fi/mobile phone cell coverage -NTC/NCELL), emergency evacuations											1 st priority

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Build essential infrastructures for trekking trails and tourist accommodations:</p> <ul style="list-style-type: none"> • Build and maintain (rectify) trekking trails which are affected by path erosion, trail drifting, trail slagging, stoniness, rockiness, needs of ladders and bridges, steps, slopes, path obstructions (any other type), landslides, slippery, trail deviation, water barriers, etc.). Rectifications on trails should be based on the indications by the final report of trail auditing • Build a permanent shelter at base camp: Build it to let the trekkers be safe when the temporary nature of shelters is not always available at base camp. Install electricity and internet supplies at base camp and on route as far as possible • Support to build homestay and standardize the existing tea houses: It should be based on the report prepared by trekking trail expert auditors 											
<p>Install signage and create complete information provision:</p> <ul style="list-style-type: none"> • Trail head signage with RT route map at Makarigadh and Gokuleshwor • Welcome/Directional/Warning/ Interpretative signage as indicated by trail auditing report • Create a website of Api Himal Base Camp Trek: Formulate a website with complete information (distance, walking hours, altitude, food availability, accommodation provisions, climatic conditions, gears, etc.) about this trip and all needs of early preparation for the convenience of potential visitors 											
<p>Keep record of visitors: Arrange to record about the brief profiles of visitors of varied market segments (local, national, international -Indians/western/USA) entering Api-Himal Base Camp. Build a counter for recording tourists' entry at a most feasible place</p>											
<p>Offer skills training to trek guides from local areas: Training to local tourist guides and entrepreneurs for authentic interpretations</p>											

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Offer income generating professional skills capacity building to locals: Since this destination has high possibility to increase the large number of trekkers after the execution of aforementioned work plan; offering trainings on processing, packaging, labeling, supplying, creating market linkages and knowhow on overall business plans associating the local organic raw products and training service providers on tourists' services would be supportive to increase income. Homestay operation and management training to locals</p>											

Estimated budget (In 000) = 50000

Annexure 8.2.13: Dadeldhura - Dallek with Chepulthan Park

Dallek is a cool climatic hill station with a small village settlement at an altitude of 2100m in Naugada Rural Municipality in Darchula district. It is located towards east from Khalanga (the district head quarter of Darchula) on a distance of 30 Km of earthen road. Dallek along with 'Chepulthan' (2300m) - a special park at 2300m on a distance of 30 minutes' walk from Dallek, also serves as a picnic spot. Both Dallek and Chepulthan offer 360 degree views of Himalaya and excellent views of valley.

Snow watching and snow playing in winter are USP for which this destination is popular. So, Dallek is also found as a destination of choice for the residents of Khalanga (1000m) for their outdoor trips specially when there is snow fall in Dallek in early, mid and post winter time. Other key attributes of this destination are; (a) availability of organic, delicious and also cheaper meals than town centers (Darchula, Dharcula, Galfai, etc.) (b) the provision of cultural program shows in homestay for group of tourists by residential Chettri community (Manyal, Bohara and Doval families) (c) the production of Allo cloths which is a key gift items of incoming visitors to buy and carry and (d) larger scale of tunnel based vegetable farming in the entire village.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build (support) basic infrastructure to add value to this destination: <ul style="list-style-type: none"> Blacktop the Khalanga - Dallek 30 km long earthen road Build a cultural center with museum which could value add to this village tourism product. Build a protection shade, washroom, and drinking water points at Chepulthan park for the convenience of visitors Offer financial resources to local community homestay to upgrade homestay product for its quality and standardization Offer one time financial incentive to local homestay operators for buying traditional dresses and attire to perform cultural programs in groups 											1 st priority
Establish a tourist information center: <ul style="list-style-type: none"> Establish a tourist information center at Khalanga for the easy and free dissemination of information to potential visitors and promotion of destination Create a website with all kinds of information of this destination 											
Conduct focused marketing and promotion: Conduct well organized promotion and marketing of this destination, its nature and culture, <i>allo</i> gift item product to the tourist market segments who like nature and community based homestays Produce a documentary and conduct massive advertisement of local traditional, festivals, ethnic festivals, etc.											
Build capacity of hosts on a range of activities :											

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<ul style="list-style-type: none"> Produce nature and culture interpretation guides amidst local youths for offering meaningful experiences to visitors Offer training to homestay operators on English language and offer tips on skills for standardizing homestay Capacitate homestay operators on marketing, promotion and promotional communication 											
Bring the homestay operators in the mainstream of registration process											

Estimated budget (In 000) = 50000

Annexure 8.2.14: Doti - Chahara Jharana

Chahara Jharana is a beautiful waterfall located in Chattiwan-2, Joraya Municipality of Doti district. It falls from a height above 100 meters. It is also said to be the tallest waterfall of the district and the amount of water flow from the waterfall is same throughout the year. Surrounded by the pristine forest areas, it offers the finest environment for ecotourism and nature walk.

This waterfall is located around 10 km east of Doti's Budar Bazaar. This area also consists of a beautiful lake (Chatiwan) and picnic park in adjacent area. It can be reached by an easy three hours drive from Dhangadhi and Mahendranagar. It is highly potential destination to increase the number of tourists. Chattiwan Tourism Promotion and Conservation Development Committee is looking after the development activities and other necessary activities in and around the region.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build basic infrastructures to facilitate visitors: <ul style="list-style-type: none"> • Install basic infrastructures like visitors' protection shade, changing room, washroom, light café centers, etc. • Blacktop the existing road to the waterfall which is off-road (muddy) that creates problem in rainy seasons • Put dustbins for recyclable and non-recyclable waste materials 											1 st priority
Offer proper information and safety instructions to waterfall and pond using visitors: <ul style="list-style-type: none"> • Indicate the area for vehicle parking with signboard • Install an interpretative signage mentioning detail information about this site and safety aspects • Formulate and put an information board with code of conducts not only for safety aspects of for site users but also to direct them for socially and environmentally acceptable responsible behaviors like using waste bins for garbage settlement • Install a safety instruction board with code of ethics (does and don'ts) at the very site. 											
Publicize and promote this site on a massive scale: <ul style="list-style-type: none"> • Include this product/destination in the mainstream of promotion of Sudurpashchim province in aftermath of aforementioned actions 											

Estimated budget (In 000) = 20000

Annexure 8.2.15: Dot - Seti River Rafting

Seti River is one of the important rivers for the water based tourism in Doti district. This river is not crowded and still unspoiled. It is a perfect fit for first-time rafters because of its low level of difficulty. It provides some stunning views of landscapes of different settlement area along the rafting route. Dipayal-Silgadhi Municipality has managed rafting trip on Wandurisen - Dipayal section (1 day trip) with its own two rafting boats.

This River flows southern region and meets Karnali River at Doti district and has rapids with lush banks and pristine white beaches. Once the Seti meets the Karnali River, however, it widens out and the landscape morphs into stunningly sheer rock cliffs towering over the waters. The difference between the West Seti and other rafting rivers like the Trisuli or Bhote Kosi is that it flows through sparsely populated valleys. In the dry season, villagers come down from the hills to graze their livestock. The trip is the most thrilling experience for keen Anglers and will enjoy the entire trip into the wilderness of Wild West Nepal.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Build basic infrastructures to facilitate rafters and rafting companies:</p> <ul style="list-style-type: none"> • Build or facilitate investors to build and start tourists' lodges or teahouses on rafting routes to avoid the compulsion of rafting companies to camp only on the beach. • Incentivize locals to start up homestay. This would not only fulfill the stay of rafters with close observation culture but also help to manage logistics which is one of the biggest challenges for rafting companies and rafters • Since it takes longer time to reach the starting point of rafting which kills the excitement of participating in rafting in Seti River, build good and paved connecting roads 											1st priority
<p>Put information signage to guide rafting tourists:</p> <ul style="list-style-type: none"> • Indicate the area for vehicle parking near the rafting starting point with signboard • Install river rafting trail head signage one at highway in Dipayal and another at rafting starting point. This signage must include information on attributes of Seti river for rafting, length of rafting routes, facilities for meal, refreshment, accommodation, communication on route and safety aspects to follow • Formulate and put an information board with code of conducts (does and don'ts) for rafters and rafting companies to direct them for socially and environmentally acceptable responsible behaviors like using waste bins for garbage settlement 											
<p>Publicize and promote Seti river rafting product on a massive scale:</p> <ul style="list-style-type: none"> • Include this product/destination in the mainstream of marketing and promotion of Sudurpashchim province in aftermath of aforementioned actions 											

Estimated budget (In 000) = 60000

Annexure 8.2.16: Kailali - Tikapur Park

Well known and popular for a big garden with several flower plants and water fountain coincided with picnic and water based tourism, Tikapur Park is one of the large man-made parks in Nepal. This park in Tikapur Municipality is located in the South-East of Kailali district. It is located towards 90 km east from Dhangadhi airport, 30 Km east from Chisapani and 100 Km east from Nepalgunj airport. It is close to the Indian boarder of Khakraula. This park's boundary with Karnali River gives it more tourism activity based on water like boating, rafting, beach tourism.

Tikapur park is also known as "Tikapur Ten" due to its ten interrelated varied attributes: (i) Tikapur park (ii) Karnali river (iii) Banana items (iv) Tikapur circuit (v) Green trails (vi) Culture and food (vii) Padam Prakaseswor temple (viii) Wildlife and bird watching (ix) Rafting/Beach/Boating/Fishing in Karnali river and (x) Dolphin watch in Mohana and Karnali Rivers near to the park and Dolphin Museum in Daulatpur Ghat, Tikapur-5. Those attributes make it an ideal and pleasant destination for recreation, entertainment and refreshment.

The king Mahendra built this park while he was seeking for a peaceful and idyllic place to get relief from the heart disease from which he had been suffering from. Having made a small palace, he ruled the country from this place for some time. That signifies the historical importance of the park.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
1. Add more amenities (facilities) and activities for visitors: <ul style="list-style-type: none"> Add more activities and package those activities well that will allow the visitors in involving in a lot of activities and spending longer time with enjoyment Establish the food outlet inside the park with proper system and control Well manage the parking area and maintain the toilets with proper hygiene and sanitation Build a cycling trail (26 Km) connecting Tikapur - Chisapani (Karnali bridge) via the bank of Karnali River 											1st priority
2. Strengthen the park management and beautify more the overall look of this park: <ul style="list-style-type: none"> Reinforce the management system of park to fully utilize many underutilized back part of park spaces where picnic is organized. Strengthen the maintenance of dried up flower plants and water foundation which are not well maintained Discourage the unmanaged development in surrounding area of the park as this makes the view of the park undesirable 											
3. Create linkage of park with other attractions: <ul style="list-style-type: none"> Connect the park with existing landscape based resources like river and resort to diversify the product on integrated approach 											
4. Market and promote robustly: <ul style="list-style-type: none"> Reinforce marketing of this destination and product in national and international markets as this is a destination product to be liked by all age groups and market segments (Nepali, Indian and others) 											

Estimated budget (In 000) = 20000

Annexure 8.2.17: Kailali - Bhada Community Homestay

Bhada village with community homestay tourism is located in Kailali District, 10 km north east from Dhangadhi city center. It is predominately a Tharu indigenous (ethnic) community village with around 300 households located at the ward no. 16 of Dhangadhi Sub Metropolitan City. Bhada is predominantly inhabited by "Dangaura" Tharu, a unique sect of indigenous Tharu community who are rich and well-known for Katharia Tharu cultural identify and life styles with a variety of traditional dances with music (e.g. Sathiya Dance, Jhumra Dance, Maghauta Dance, Lathi Dance). The natural and cultural landscapes including Joganiya Lake, Sahadeb Mahadeva Lake, Koiliha Lake, Ganesh community forest and Behada baba temple in close surrounding areas are supplementary attractions for this destination. Furthermore, the clean and unspoiled natural environment coincided with unique hospitality attributes and organic food supplies are other pull factors for all kinds of visitors in Bhada. In 2012, the Bhada community started tourism initiative by offering a range of tourism activities and accommodations in the form of homestay. Bhada Village is a great stop on the way to the largest untouched wilderness in the Terai-Bardia National Park (a 2 hour drive away) or to Suklaphanta Wildlife Reserve, with Asia's largest herd of Swamp Deer (a 3-hour drive away).

Thus Bhada can offer multiple opportunities to promote the whole village as a Tharu open museum and Centre of attractions for indigenous Tharu culture and tradition. This can offer meaningful experience to visitors and help increase the large number of tourists in this area.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Build and support with new infrastructures:</p> <ul style="list-style-type: none"> Construct <i>Tharu Sanskritik Museum</i> (Tharu Cultural Museum) with 10 additional rooms giving the flavors of 10 different titles of Dangaura Tharu. Build this museum with all basic amenities like visitors resting place, entry ticket counter, washrooms, cafeteria, etc. Build a Dangaura Tharu Cultural Performance Building with working offices for support staff Allocate resources to manage the <i>Deuthan</i> (God's sacred place) of Dangaura Tharu Upgrade the existing tourism training center building in community hall which also serves as the secretariat of <i>Homestay Gaun Bhada Tourism Development and Management Committee</i> Build the space between tourism training center and the office of cooperative as an open theater by putting big shade in that space Build all necessary infrastructures (parking space, varied signage, foot trail, protection shade, drinking water, washrooms, mobile charging point, etc.) for the picnic spot at Joganiya lake Support to add one <i>golghar</i> (round room) in each of the 20 homestay 											1st priority
<p>Install informational signage :</p> <ul style="list-style-type: none"> Trail head signage at Bhada for Joganiya lake with RT route map Create a website of Bhada Homestay Community Tourism : Formulate a website with complete information (distance, walking hours, food availability, cultural attributes, accommodation provisions, climatic conditions, prices, etc.) about Bhada 											

Community Homestay											
Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
<p>Organize the income oriented skills training to local hosts:</p> <ul style="list-style-type: none"> • Offer training to create local nature and trekking guides for authentic interpretations and meaningful experience to visitors Offer skills training to local hosts to produce local handicrafts, gift items, more varieties of local organic foods for the use of visitors and also for export of such products after attractive packaging. • Conduct a separate mini study to design specific plans and incentives on these actions 											
<p>Conduct focused marketing and promotion:</p> <ul style="list-style-type: none"> • Conduct well organized promotion and marketing of this product targeting to the market segments who are interested in homestay tourism for the close observation of culture, nature and ethnicity • Integrate this destination in the mainstreaming promotional plan of Sudurpashchim province 											

Estimated budget (In 000) = 40000

Annexure 8.2.18: Kailali - Ghodaghodi Lake Area

Ghodaghodi Lake (as a cluster of 20 lakes) is the largest standing fresh water system in low land Nepal with international importance as a Ramsar site under Ramsar Wetland Convention on 13th August 2003. It is located in the mid of Bardia National Park to the East and Shuklafanta National Park to the West and linked with Basanta Wildlife corridor that serves as the Trans-boundary Wildlife Corridor (TWC). It is also known as an Important Bird and Biodiversity Areas (IBBA: developed and site identified by Birdlife International and its endorsed by DNPWC) and Key Biodiversity Areas (KBA: sites identified and listed by International Union for Conservation of Nature). This destination also serves as the one of Nepal's 100 destinations selected for VNY 2020. A master plan for the development of tourism and other issues is built by Ghodaghodi Municipality which can be a good basis for tourism related further physical infrastructures development planning and execution.

Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
1. Bird Sanctuary declaration: As a paradise for various species of migratory (annually from Siberia) and non-migratory birds (up to 20,000 birds found with 1 % of birds from South Asia Region seasonally migrate to the area) with few species (Cotton Pygmy Goose, Common Moorhen and Spot-billed Duck) breeding only in this lake, declare it as Nepal's first bird sanctuary. It will be a strong pull factors for high yield tourists from all over the world.												1 st Priority
2. Construction of vehicle parking, standard Public toilet, picnic site and establish a pragmatic garbage management system In Tengnuwa community forest near existing parking area out of highway for easy parking, Safety of vehicles and increase revenue as per the standards required for parking of different sized vehicles.												
3. Construct Welcome Gate in the East-West Highway both in the entry and exit points of GLA to inform and prepare the visitors before entering GLA and to create a monument for to identity of Ghodaghodi Municipality that shall be simple geometry and symmetry with pedestrian access. Addition of two horses symbolizing the space that is being entered to give curiosity to people visiting.												
4. Construct Wildlife Bridge - Artificial in the East-West Highway connecting forests and creating a corridor as passage for crossing for flora and fauna with that corridors designed to connect habitats, allow animals to pass between areas separated by the East-West highway, effective for wildlife habitat for overpass and green bridge for large or herd-type animals; carefully designed wildlife fencing on both sides of the bridge and addition of vegetation on the												

bridge.																				
5. Construct Ghodaghodi temple for re-development in the evidence of religious temple toward front area adjacent to East-																				
	Year-wise Implementation														Remarks					
	1	2	3	4	5	6	7	8	9	10										
West highway for preservation of the religious temple with authentic development of main temple that proposed main temple stands on rows of grid aligned wooden post with 3 steps of roof in increasing height. The main temple is divided into three zones inside temple: outer Path Inner Path and main idol area. The temple area includes Religious Ceremony Shade, Walking Path, Scattered Visitors' Shade, Tharu museum, Public Toilet, Water supply etc.																				
6. Construct and support Ghodaghodi religious complex in Tenguwa Community Forest, opposite to Ghodaghodi temple, across the East-West Highway for scientific reappraisal of ancient Vedic traditional knowledge and utilize it for benefit of humanity. Free education in addition to learning Sanskrit, shastras, vast vedic education that programs of the design include Classroom for Saskrit school, Hostel, Admin Block, Meditation hall (multipurpose), Agni Kunda, Bhajankirtan hall, Dharmashala, inner vehicle parking and other facilities to fulfill the purpose of <i>Ashram</i> and its objectives.																				
7. Construct Tharu Cultural museum with souvenir shop in Ghodaghodi temple area																				
8. Construct Pedestrian Bridge in the East-West Highway, Connecting Ashram and Temple for bridge connects two sides of road and is made for pedestrians to move across without having to wait for clear passage, also a view deck for par anomic scene that enclosed overpass footbridge for pedestrians across East-West highway for safety and scene view purpose. Minimalist design with required structural components and appropriate height.																				

<p>9. Construct Entrance Gate of GLA and Visitors Centre with Artificial Water Park in front of Oshawa Lake for recreational water park to beat the heat, visitor guidance center for general wetland information, conference seminar hall for general meetings that shall be provided with enough parking space, visitors centre for information and interpretation to visitors, ticket counter, Restaurant for food and refreshment, Conference hall to accommodate different program along with toilet.</p>															2nd priority
	Year-wise Implementation										Remarks				
	1	2	3	4	5	6	7	8	9	10					
<p>10. Construct ANIMAL RESCUE CENTRE in south to Ojuwa Lake to provide short term shelter, care and rehabilitation that there will be Office and veterinary room supporting the rescue center with temporary shelter, open space and water pool for rescued animals and birds.</p>															
<p>11. Construct Ghodaghodi Lake Round Circuit Trail; 28 km (Component no.: 6a) for Bird watching, Hiking and horse riding around the lake and study flora and fauna. Resting shed, tree house View Tower, Bird hides, Signage shall include.</p>															
<p>12. Construct 2View tower Alongside the Lake circuit trail that shall consist of eco-friendly infrastructure like walkway trail, view deck, bird hides, teahouse, resting desks, toilet and drinking water provisions. (In RajakPadau and BarkaSirah of Lake)</p>															
<p>13. Construct Cable car Station in between <i>Malika</i> and Chilimchore in the highest altitude of Chilimchore for making easy access for tourist; Natural View of the Kamali river, the Churia Hills and Plain land of Terai, Revenue generation for conservation. It will need detail survey; EIA is required for the detail design of this component. The proposed Cable car extends from Hattikhal to Churia highest altitude hill (5km long).</p>															
<p>14. Establish paragliding station in the highest top of chure hill.</p>															
<p>15. Construct Ghodaghodi Lake Area Trekking Trail. in starting from near the East-West highway and moving through plain land and culture through Bhawar jungle to hilly village Chilimchore and further move through ridge of Chure and again run downwards through hill crossing Bhawar forest back to plain land of Terai to attract tourist who like to trek through above mentioned landscape and biodiversity. Increase the tourist activities in different</p>															

destination that lie within this trail and it is 44 km trail which expands from shortest 2day trek to a week trek depending upon the activities and duration tourist spend in each destination and trail route.												
16. Develop and support Maghi and Lathahuwa Model village (home-stay) in Maghi and Latthahuwa to provide accommodation for visitors with unique experience of Tharu village along with other essential features like health post. The												
Activities	Year-wise Implementation										Remarks	
	1	2	3	4	5	6	7	8	9	10		
Cluster of home-stay supported with view tower and cultural center.												
17. Support Chilimchore Destination Development Chilimchore to provide accommodation to trekkers and visitors and to increase the life standards of the people residing there Natural View of the Karnali river, hills, mountain and plain of terai and to conserve the environmental aspects and create awareness regarding flora & fauna, and to attract research based tourism and agro tourism. That the Home-stay as per the vernacular architectural style supported with health post and												
18. Construct Avian Research Center in <i>Chilimchore</i> for Bird ways research Bird Hide all research relation to avian. That the building conceptual done as per the flight action of a bird, will include bird hide and research center, bird counts, bird-feeding area.												
19. Support Eco- resort in the mid-way between <i>Chilimchore</i> and <i>Malika</i> for accommodation provisions, camping site, agro tourism. That the building with the materials available around the area for construction. Units designed as per minimalism and sustainable concept.												
20. Preserve and reconstruct Malika Temple Complex in Malika for religious Tourist Destination and rest Point for GLA trail. The restoration and conservation of the temple area.												

<p>21. Establish Signage in the hiking and trekking route, major destination and highway for serving visitor to inform warn and interpreted about the destination and other information. Different kinds of signage like: 1. DIRECTIONAL SIGNAGE 2. WARNING SIGNAGE (Information of Dos and not Dos with penalty in GLA) 3. WELCOME SIGNAGE 4. INTERPRATION SIGNAE 5. TRAIL HEAD</p>																		
<p>22. Build Ghodaghodi as tourist friendly cycling and walking city in ward no. 1, 2, 4, 6, 8, and 10. in in ward no. 1 (<i>Sukhhad</i>), 2 (<i>Sandepani</i>), 6 (<i>BasantaBasuriya</i>), 8 (<i>Latthahawa</i>), 4 (through <i>Betahani</i> forest to <i>Gaidakherha-Maghi-Rampur-Janakpur</i>), 9 (<i>Sikarjhala</i>) and 10 (<i>Bulbuliyato Pahalmanpur</i>) through Mahendra highway to Sukhad</p>																		
<p>Activities</p>	<p>Year-wise Implementation</p>										<p>Remarks</p>							
	<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p>	<p>9</p>	<p>10</p>								
<p>23. Designate and build certain areas in GM with tourist friendly walking lane Between Bijaya Laxmi petrol pump - GLA complex (East- West Highway) and Bhukhali chowk - GMC block</p>																		
<p>24. Promote at least standard to 1 star hotels giving tax-free and subsidies/grants to fascinate investors' in the field of tourism accommodations to promote GLA a Main destination.</p>																		
<p>25. Conserve Churia-bhawar forest: for breeding of Raj Lahache (great slaty woodpecker; <i>mulleripicus pulverulentis</i>) and Raj Dhanesh (great hornbill; <i>buceros bicomis</i>) and Conserve betahani forest: for water recharge of the area and for breeding of forest birds.</p>																		
<p>26. Conserve grassland site to the north-west part of Nakror Lake as grassland field for grass bird species, grass-dependent animals such as rabbit, deer etc. From time to time, bushes and small trees to be cleared.</p>																		
<p>27. Remove aquatic plants like Lotus and shrubs, and emerging bushes under the water and surface of water to clear at least 5 hector area in the mid of the Lake for lifespan of lake and feeding, playing, swimming etc. of migratory birds as well as for all water birds in first phase then gradually more area should be cleared.</p>																		
<p>28. Conduct plantation of fruits bearing plants for birds feeding in GLA forest area.</p>																		

29. Demarcate GLA to stop human encroachments														
30. Build Purbi Ojahuwa Lake as an additional boating lake														
31. Build iron nets with stones and or concrete two steps Bars/wall from in concrete view tower to Rajak Parau for making easy walk to observe south site of the Lake and for siltation control in the														
32. Pull out , collect all of the Besharma (local name) bushes from Ghodaghodi Lake, dry, and dispose it in each year until no germination in layer of Ghodaghodi Lake.														
33. Pull out , collect all of small Jamun (local name) trees from edges of Ghodaghodi Lake, dry and dispose it in each year because these trees have been squeezing the size of Ghodaghodi Lake until no germination.														
Activities	Year-wise Implementation										Remarks			
	1	2	3	4	5	6	7	8	9	10				
34. Organize campaigns to collect and pick out wastes like plastic bottles, bags, and other sorts of wastes following over surface and under surface of water of Ghodaghodi Lake.														
35. Pull out to Clear all of the bushes from the <i>Barka</i> and <i>ChhotkiSiraha</i> , and in front check-dam of the Lake.														
36. Pull out all of the germinated and or germinating bushes under water in Ghodaghodi Lake.														
37. Revitalization of different Lakes such as <i>Chandarbijuwa</i> , <i>Bukuwa</i> , <i>Terhi</i> , <i>Parsihiniya</i> , <i>Tin-chatiya</i> , and <i>Semrahuwa</i> , <i>Rampfal</i> , <i>BichkaChatiya</i> , <i>Chatiya</i> , <i>sonpokhari</i> , <i>Khaurahuwa</i> , Nakror, etc. within GLA, all of these Lakes have been totally dried, but its shapes are still existing. Moreover these lakes are the main water sources of Ghodaghodi Lake														
38. Pull out and clear Narkat (local name Lerghut) bushes, <i>Besharma</i> (local name) bushes and Bais trees (as non-timber-forest-product) for conservation management of Nakror Lake.														
39. Repair and construct irrigation canals from Baghdhauri Dam in Kauha River not making connectivity with Nakror and other Lakes. The canals should be constructed, like start from Baghdhauri Dam through nearby Nakror Lake in the east (not joined with Nakror) and get linked it with existing canal in nearby south of Nakror water gate.														

<p>40. Construct water control gate and embankment in some area to increase water level of <i>Nakror, Ramphal, Sonpokhari, Bichki Chatiya, Budhiya Nakror, Baisahuwa, Chanarbijuwa, Bukuwa, khaurahuwa, Semrahuwa, Tendi, Parsihinuya</i> and other lakes .</p>																		
<p>41. Land acquisition of the encroached land around <i>Sonpokhari, BichkaChatiya, Ramphal, Budhiya Nakror and Nakror lakes</i> are needed to construct embankment, irrigation channel construction as well as developing ecotourism sites.</p>																		

Estimated budget (In 000) = 1000000

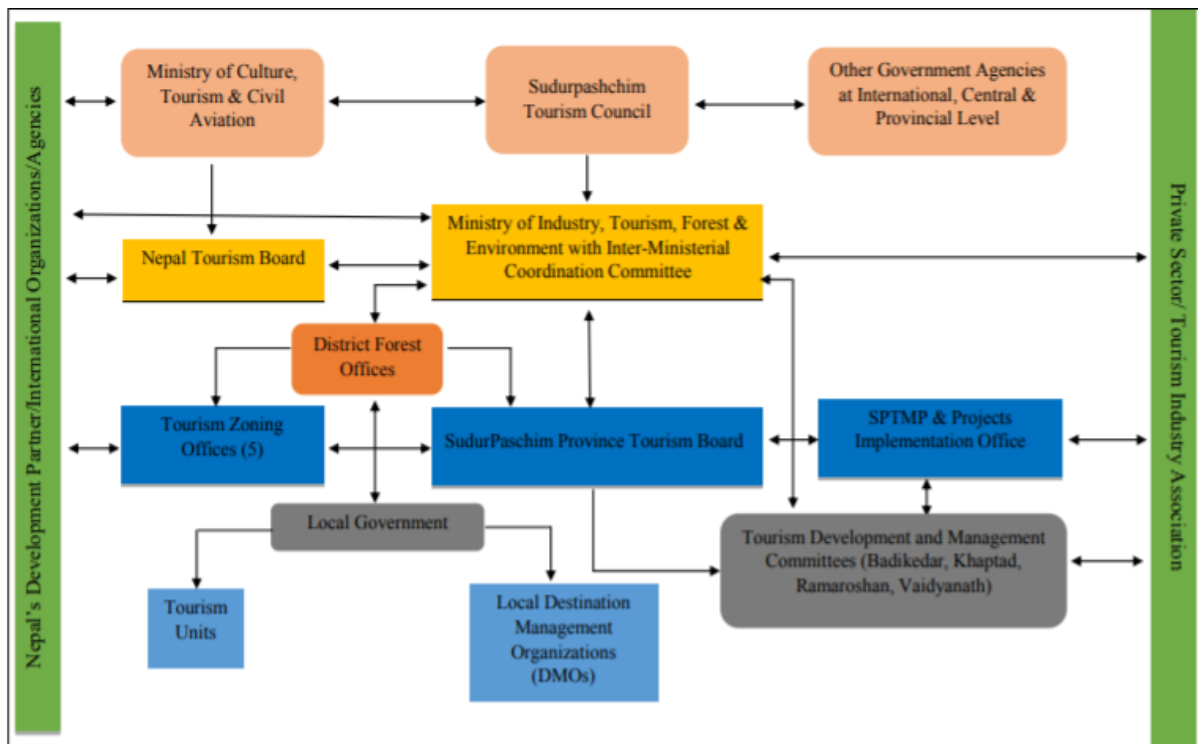
9 Chapter

PLAN IMPLEMENTATION APPROACH, MODALITY AND MONITORING

9.1. Implementation Arrangements and Strategies

The Ministry of Industry, Tourism, Forest and Environment (MoITFE) as the Government of Sudurpashchim Province (GoSP) will play the lead role for the implementation of the Sudurpashchim Province Tourism Master Plan (SPTMP). Positioned in between several governmental and private organizations as shown in chart 4 below, MoITFE will be in close coordination and consultations with the Government of Nepal/Ministry of Culture, Tourism and Civil Aviation (GoN/MoCTCA) for its action.

Chart 4: Proposed Organizational (Institutional) structure for SPTMP Implementation and Effective Tourism Development and Management System



Source: Study Team, 2021

MoITFE will play its various roles in coordination with several other organizations like private sector tourism associations (e.g. NATTA Far west, TDS, district level PHANs), tourism development and management committees, and divisional forest offices of nine districts, local governments, destination management

organizations and destination communities. There will be following three types of thrusts and roles in general for the implementation of tourism plans.

Table 37: Main thrusts and roles in general for the implementation of plan

Type of plan activities	Lead role in general	Associating partners as and when needed	Integrated approach
Short term	Local governments	GoSP/MoITFE to support in need	✓
Midterm	GoSP/MoITFE	Local governments	✓
Long term	GoSP/MoITFE	GoN/MoCTCA or GoN/MoCTCA and local governments too	✓

Source: Study Team, 2021

The integrated approach among three levels of governments will be the core possible option. MoITFE will maintain mutual cooperation, coordination and collaboration amidst and across all relevant stakeholders and actors at national, provincial and local level.

MoITFE together with the private sector organizations, including tourism industry associations, local governments, destination management organizations and destination communities, will implement the priority tourism activities under its regular annual programme and budgets. However, MoITFE in consultation with Federal Government may also execute a time-bound ten-year SPTM implementation project by securing funding from development partner (s).

On the other hand, MoITFE will coordinate with Tourism Industry Associations and entrepreneurs making them more responsible for SPTMP implementation and operation, especially in tourism human resource development, marketing/ promotion and site specific products development.

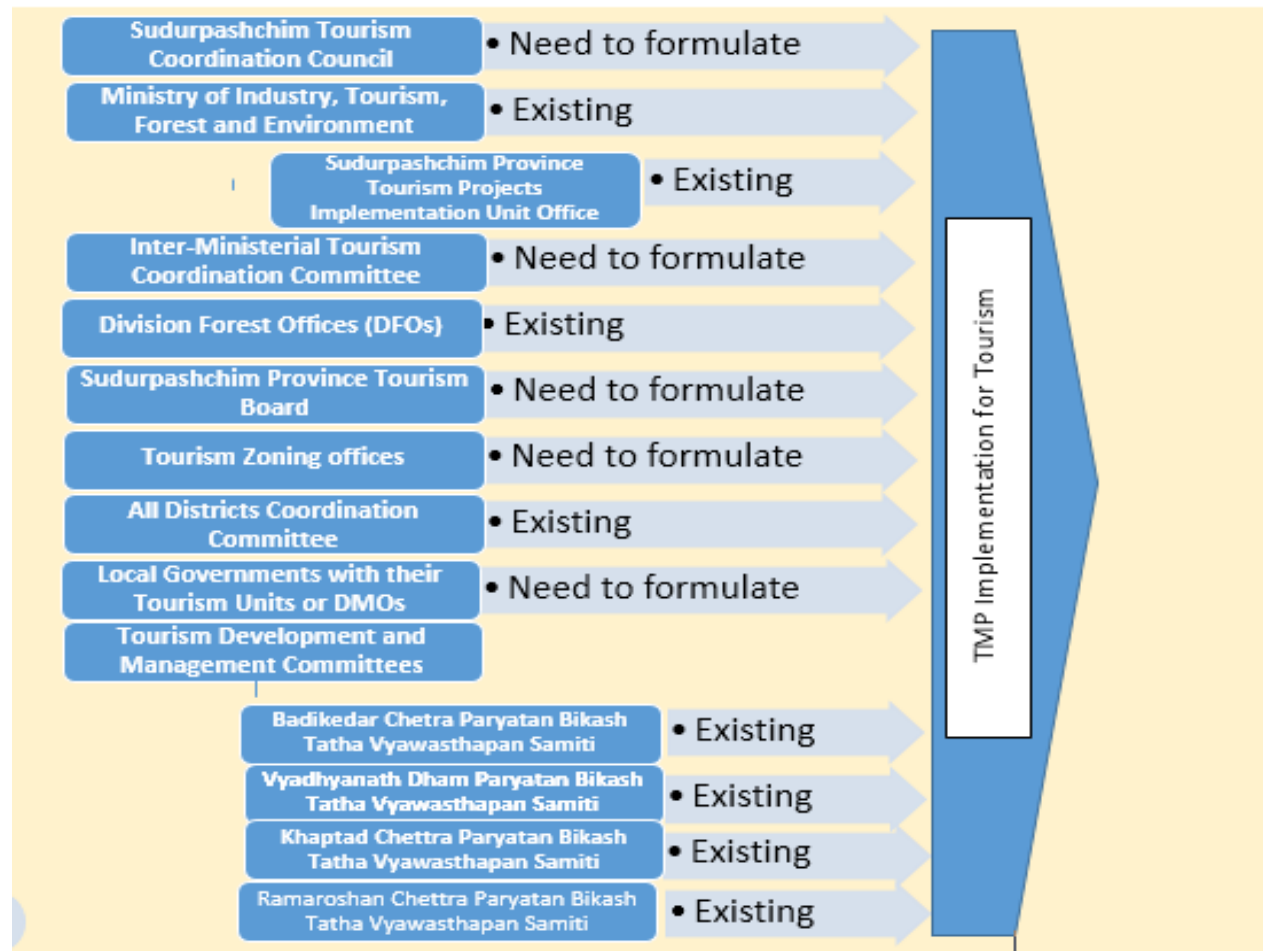
9.2. Key Implementation Agencies and Their Potential Roles

Following will be the key institutions for tourism development, management and implementing the Tourism Master Plan of Sudurpashchim Province.

- A. Sudurpashchim Tourism Coordination Council
- B. Ministry of Industry, Tourism, Forest and Environment
- C. Inter-Ministerial Tourism Coordination Committee
- D. Division Forest Offices (DFOs)
- E. Sudurpashchim Province Tourism Board
- F. Tourism Zoning offices
- G. Sudurpashchim Province Tourism Projects Implementation Unit Office
- H. All Districts Coordination Committee
- I. Local Governments with their Tourism Units or DMOs
- J. Tourism Development and Management Committees

These institutions some in already existing form and some in developing stage will play below given proactive and constructive roles for the development, management and implementation of the tourism plan in the Sudurpashchim Province.

Figure 6: Key Implementing Agencies in SP



A. Sudurpashchim Tourism Coordination Council

Sudurpashchim Tourism Coordination Council (STCC) will be formulated under the chairmanship of the Chief Minister of Sudurpashchim Province. Its major roles will be as follows:

- To coordinate with neighboring foreign states like Utterakhand and Utter Pradesh of India to facilitate border issues at Dharchula, Jhulaghat, Champawat, Gaddhachauki, and Gauriphanta
- To simplify cross border facilities for Indian and foreign tourists
- To coordinate with neighboring provincial governments and territories (especially province No. 5 and Karnali province) for undertaking collective efforts for mega projects, overcoming policy and institutional disputes
- To ensure cooperation and coordination at national level. For it, it will be closely working with the federal government bodies, including MoCTCA, Department of Tourism (DoT), Department of National Parks and Wildlife Conservation (DNPWC), Department of Archaeology (DoA), Nepal Tourism Board (NTB),

Civil Aviation Authority of Nepal (CAAN), Department of Immigration (DoI), Department of Road (DoR) etc.; central level private sector organizations, including FNCCI, CNI, CCN and Tourism Industry Associations (TIAs)

- To consult, support and facilitate relevant Protected Area (PA) authorities directly as well as through federal government channel, for developing, promoting and managing natural and cultural heritage based tourism in the respective PAs.
- To collaborate with Indian counterpart for product linkages, development, and joint promotional and marketing efforts

B. Ministry of Industry, Tourism, Forest and Environment

Ministry of Industry, Tourism, Forest and Environment is the supreme body to formulate required policies, regulations and facilitate all tourism development and management related functions throughout the province. Apart from tourism, MoITFE has multiple sectors to deal with like industry, forest and environment. There are 10 Division Forest Offices, 2 water resource management offices, 1 forest research and training centre, 1 industry, commerce and consumers' welfare protection directorate and 9 cottage and small industry offices. Furthermore, there are 4 special destination specific committees as tourism specific extended bodies. MoITFE's functions mainly for tourism are either under the sole authority of MoITFE or are joint authority between MoCTCA and MoITFE. Some central activities are under the sole authority of MoCTCA. Likewise, some activities are run in partnership with MoITFE and local governments. It illustrates that MoITFE is maintaining close coordination and cooperation with central and local governments. Some of the major responsibilities performed by MoITFE regarding tourism includes the following functions:

- Formulation of policy, law, parameters, and plans as related with provincial tourism development,
- Development of infrastructures for tourism development
- Promotion of tourism in the province
- Regulation of tourism activities in the province
- Tourist police management
- Registering, giving approval, renewal and regulation of tourist hotels, resorts, lodges, travel agency, trekking agency, guides, rafting agency, etc.

However, MoITFE will have major roles to implement the plan as such:

- To consult and adequately strengthen and mobilize relevant tourism destination development and management organizations (NGOs, Companies and Government Organizations), such as Ramaroshan Chettra Paryatan Bikash Tatha Vyawasthapan Samiti in the case of Ramaroshan; local clubs; Temple Management Committees; Homestay Management Committees; Hotel Associations; tourism and conservation related NGOs, Mother Groups; Buffer Zone User Committees; Eco-Clubs, Community Forest User Groups; Cultural Groups, Tourism Associations, etc.
- To work closely with MoCTCA and other relevant federal ministries
- To attract and effectively mobilize the technical and financial assistance of relevant development and conservation partners, including GIZ, UNDP, World Bank, ADB and so on, for the development and promotion of tourism in Sudurpashchim province while conserving its outstanding natural and cultural heritages
- To attract more investment in tourism sector through Foreign Direct Investment (FDI), and national and provincial investors. As far as applicable, emphasis will also be given to promote investment in Public-Private Partnership (PPP) and Public-Cooperative Partnership (PCP) models.

- To support destination communities through financial incentives, trainings and infrastructures, to establish, operate and expand various direct and indirect tourism enterprises on an individual level as well as in a group

C. Inter-Ministerial Tourism Coordination Committee

An Inter-Ministerial Tourism Coordination Committee will be formulated under the chairmanship of Hon. Minister for Industry, Tourism, Forest and Environment. It will have following roles:

- To facilitate the development of tourism sector within the province by integrating tourism sector into the major development vision of the province,
- To minimize policy and institutional related disputes and optimizing use of resources on tourism sector through smooth cooperation, coordination and collaboration between and among the relevant provincial ministries and departments.

D. Division Forest Offices (DFOs)

The Division Forest Offices will have following roles:

- Protection and conservation of natural landscape and biodiversity and support for the development of ecotourism sites and destinations
- To preserve forest areas (e.g. Gwallek and Sigas Forest areas in Baitadi) and implement and monitor eco-tourism activities within its jurisdictions as per the approved management plan of the respective units such as national forest, protected forest and community forest user groups (CFUG)
- Implement and monitor other tourism development projects as delegated by the MoITFE.

E. Sudurpashchim Province Tourism Board

SPTB will be a province capital based middle level macro regional destination management organization. It will be positioned in-between NTB (as a mega national organization) and local level or district capital based destination management organization. Its roles will be as follows:

- To work closely with the relevant destination communities, local governments, PA authorities, private sectors and relevant provincial line agencies for the development, promotion and management of tourism in the province.
- To market and promote Sudurpashchim province as a premier tourist destination
- To accelerate destination promotion campaigns in association with NTB, tourism industry associations and other agencies
- To arrange necessary resources, assistance and support for the execution of tourism master plan in coordination with MoITFE

E. Tourism Zoning offices

Three tourism zoning offices will be responsible for the execution of tourism programs and activities at the zoning levels. Their roles will be as follows:

- To pull the cooperation of public, private, local communities, civil society and local tourism enthusiasts on integrated approach that is more impactful
- To manage all tourism development, promotion and management activities in the districts located in respective corridor (mid-hill religious tourism corridor, plain landscape based Terai tourism

corridor, northern mountains based tourism corridor/zones to be looking after directly through MoITFE)

- To strengthen and facilitate all District Coordination Committees (DCCs) and Local Governments (Municipalities and Rural Municipalities) in respective zoning areas to implement the actions and activities of the plan in their respective domain
- To help destination areas policy makers, planners, authorities, destination managers, conservation authorities, protected areas managers, youth clubs, local women groups, nature-culture conservation custodians, trekking trails managers, trail owners, local tourism development committees, etc. to set zone based tourism development, conservation, management, visitors' arrivals growth strategies and actions
- To offer a solid basis for the strategic spatial planning, including set up of physical infrastructures as well as institutional and policy framework

G. Sudurpashchim Province Tourism Projects Implementation Unit Office

This is a prior existing office located in the secretariat of MoITFE. Its roles will be as follows:

- To coordinate directly between MoITFE and its zoning offices
- To execute tourism projects as per the provincial tourism action plan

H. All Districts Coordination Committees

Its roles will be as follows:

- To play coordinating roles to organize joint meetings among local governmental units, intra-districts' meetings in the districts
- Coordinate and facilitate the development and promotion of district and inter-district level tourism products (trail and route based products), including developing product linkages
- Resolve conflicts and help to enhance cooperation between municipalities and districts for the development of tourism

I. Local Governments (Municipalities and Rural Municipalities) with their Tourism Units or DMOs and tourism information and service centers

After the election, local bodies are in the state of readiness with necessary space and resources for intervening for the much-awaited needs of inclusive development at local areas. Local governments have important functions for preserving and promoting their touristic resources/sites. Therefore, they are expected to develop tourism development strategies and respective action plans. The objectives of developing these strategies and plans are to protect cultural and natural heritage, generate own revenue and promote local economic development.

The postelection Municipalities and Rural Municipalities with peoples' mandate are steered by Nepal's Local Government Operation Act (LGOA) 2074 under the overall guidance of the Constitution of Nepal - 2015. LGOA provides wide range of responsibilities to municipalities in regard to tourism development, e.g. the development of local level development plans and projects to identify, implement, manage, monitor and evaluate innovative tourism services and works, facilitation for tourism services and works, collection of tourism fees while streamlining the tourism based revenue and expense mechanism. This is also in line with the Government of Nepal (GoN's) endorsed National Tourism Strategy Plan (NTSP, 2016-25). Those local governments have right to promulgate tourism related policies, programs, and regulate and facilitate

tourism functions in their respective jurisdictions, including establishment of institutional framework overlooking tourism (and Culture) portfolio.

As a government entity, municipalities and rural municipalities with tourism potentials have following roles to perform:

- Formulate and enforce tourism related laws, bylaws and institutions (e.g. tourism area conservation and development board) at municipal level
- Formulate destination area's tourism development plans and programs in line with SPTMP and ensure its effective implementation
- Develop DMO at destination level for the purpose of effective Destination Governance, Sustainable Destination Management and Destination Leadership
- Provide updated tourist information, keep records of visitors, also avail visitor rescue related facilities, offer clean toilet/washroom and parking facilities to the visitors
- Develop, upgrade and maintain tourism infrastructures
- Support communities in establishing and operating tourism enterprises through skill training, seed capital and other incentives
- Register and renew tourism enterprises, as applicable
- Preserve natural and cultural heritages of touristic importance
- Support tourism entrepreneurs and private sectors in establishing and expanding tourism business, including promotion and marketing supports
- Strengthen backward and forward linkages for tourism development and promotion, including working with the local communities at grass root levels and with MoITFE and other relevant ministries and departments at provincial level

J. Tourism Development and Management Committees

There are four special committees namely:

- (a) Badikedar Chetra Paryatan Bikash Tatha Vyawasthapan Samiti
- (b) Vyadhyanath Dham Paryatan Bikash Tatha Vyawasthapan Samiti
- (c) Khaptad Chetra Paryatan Bikash Tatha Vyawasthapan Samiti, and
- (d) Ramaroshan Chetra Paryatan Bikash Tatha Vyawasthapan Samiti formulated by MoITFE for the overall tourism product and destination developments, promotion and marketing of destination areas.

Their roles are as follows:

- To build plans for designated religious, cultural and tourism areas and help implement such a plan
- To conserve and protect natural and cultural heritage and sites of touristic importance
- To build and facilitate the building of accommodation for incoming visitors in respective destinations in own territory
- To act to promote religious, cultural, eco, health and adventure sports tourism
- To help to increase income of local communities through tourism (such as community homestay) and through cooperatives.

9.3 Supporting Agencies

There are some other related organizations whose indirect roles are equally important in implementing this plan. They may have many direct and indirect roles to play such as funding, legal/ institutional provisions, social mobilization, organizing tourism entrepreneurship and skill development trainings, preparing tourism business plan and product packaging, formulating investment friendly policies and regulatory frameworks to attract more investment including FDI on tourism and inter-ministerial coordination etc. These organizations are as such:

A. Other Provincial Ministries and Departments

Ministry of Economic Affairs and Planning
 Ministry of Infrastructure Development
 Ministry of Land management, Agriculture and Cooperative
 Ministry of Social Welfare
 Ministry of Internal Affairs and Law and different departments under these ministries

B. Ministry of Culture, Tourism and Civil Aviation (MoCTCA)

MoCTCA and its extended arms, like Department of Archaeology (DoA), Department of Tourism (DoT), Civil Aviation Authority of Nepal (CAAN), Nepal Airlines Corporation (NAC), Nepal Academy of Tourism and Hotel Management (NATHM), Nepal Tourism Board (NTB), Nepal Mountaineering Academy (NMA), Taragaon Development Committee and so on.

C. Department of National Parks and Wildlife Conservation (DNPWC) and Respective Protected Areas (Khaptad NP, Api Nampa CA, Shuklaphanta NP)

D. Department of Immigration (DoI)

E. Cottage and Small Industry Development Board (CSIDB)

F. Tourism Industry Associations and Private Sector Associations of Sudurpashchim and Nepal

G. International support Organizations and Agencies (e.g. GIZ, DFID, World Bank, USAID, UNDP, etc.)

H. Tourism Industry Associations (TIAs)

Trekking Agencies Association of Nepal (TAAN), Nepal Association of Tours and Travel Agencies (NATTA), Society of Tour and Travel Agencies (SOTO), Rafting Agencies Association of Nepal (NARA), Nepal

Mountaineering Association (NMA), Hotel Association of Nepal (HAN), Restaurants and Bar Association of Nepal (REBAN), Homestay Association of Nepal (HOSAN), Village Tourism Promotion Forum Nepal (VITOF), Tourist Guides Association Nepal (TURGAN), Airlines Operators Associations of Nepal (AOAN), Pacific Asia Travel Association (PATA)- Nepal Chapter, Cannoning Association of Nepal (CAN), Cycling Association of Nepal, Nepal Adventure Tourism Sports Association (NATSA), Himalayan Rescue Association (HRA) etc. will have a significant role in promoting Sudurpashchim province as a destination for a range of activities in domestic and international markets, and strengthening the capacity of their members in delivering the high quality tourist services and facilities.

9.4 Resource (Budget) Requirements and Funding Mechanism

A total of **NPR 27,01,08,00,000.00 (Twenty seven Arabs One Crore and Eight Lakhs Rupees only)** has been estimated to implement the Sudurpashchim Province Tourism Master Plan over the next ten-year period. However, majority of the Tourism Infrastructure Development works are done by Federal Government and other Ministries of the Sudurpashchim Province.

Table 38: The Program wise allocation of budget for SPTMP

Budget Estimation for Strategic Areas (Components)		
Strategic Areas	Budget (NRs. In 000)	Percentage (%)
11. Tourism Products and Activities Development	6163000	22.8168
12. Tourism Infrastructure Development and Standardization	17801000	65.90327
13. Tourism Information Management System Enhancement	157000	0.581249
14. Institutional Framework for Destination Management and Governance	95000	0.351711
15. Human Resource Development for Quantity and Quality Services in Tourism	117600	0.435381
16. Tourism Marketing and Promotion	255000	0.944067
17. Coordination between inter governments, inter provinces and intra-sectors (public and private)	11000	0.040724
18. Access and Participation of Women and Disadvantaged Groups for Sharing in Tourism	188000	0.696018
19. Natural and Culture Heritage Conservation	2031000	7.519215
20. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province	192200	0.711567
Total	27010800	100

Source: Study Team, 2022

During the initial years, MoITFE Sudurpashchim Province will be relied on the large junk of budget given by the Federal Government, besides mobilizing its own revenue and other funding mobilized by private sectors, development partners, NGOs and local governments.

- Due to the creation of notable economic liabilities of MoITFE for tourism infrastructures as per the master plan, the mobilization of resources will be based also on annual approved development programs of Sudurpashchim province, plan of actions indicated by tourism master plan and periodic plans of the province.
- During the midterm and end of the implementation of SPTMP, MoITFE and other relevant local governments will be getting more revenue generated by tourism of Sudurpashchim.
- The private commercial tourism entrepreneurs will be motivated to render their tourism services and program executions through the development of professionalism and formulation and application of code of conducts manual (for planning, economic, socio-cultural, environmental, and tourists' safety and security)
- There will be following potential sources of revenue generated for MoITFE/ Sudurpashchim province and relevant government bodies from year second and onward:
 - Registration and Renewal of tourism enterprises [Hotel, Lodges, Homestays, Restaurants (Except Star Hotels and Resorts), Trekking Agencies, Travel Agencies, Tourism Transport Service Agencies, Tourism Sports Operating Agencies (Paragliding, Zip line, Bunge Jumping, etc.)].
 - Tax paid by tourism entrepreneurs and also workers (Tour Guides, Trek Guides, Hotel Managers, and other workers whose income touches tax sealing)
 - Issuance and renewal of Licenses (Trekking Guide, Travel/Tour Guide, Rafting Guide etc.)
 - Concessions paid by tourism investors/entrepreneurs for leasing Government forest, river, Lakes, and other public property for tourism use
 - Entry fee for tourists at province cultural and natural heritage sites (parks/botanical gardens)
 - Revenue generated by museums, cultural Center, craft center, training centers, provincial Zoo and so on
 - Sharing of revenues (with NMA and MoCTCA) generated through NMA Peak Climbing, and Mountaineering
 - Sharing of revenue (with Department of Immigration) to be collected through controlled area entry fee.
 - Sharing of revenue (with Department of Immigration) to be collected through tourist entry visas to be issued at immigration points (Gaddachowki and Trinagar) in Sudurpashchim Province.

9.5. Monitoring and Evaluation

- Implementation of SPTMP will be considered to be one of the regular activities of MoITFE and its extended arms. Therefore, the implementation of plan will be monitored and evaluated using the regular tools, frameworks and institutions. SPTB represented by the nominees from private sectors, cooperatives and national parks, will be an important institutional wing of MoITFE to monitor and evaluate plan execution
- Arrangements will be done to monitor physical and infrastructure development from Ministry of Infrastructure Development and Ministry of Economic Affairs and Planning of Sudurpashchim to know whether the objectives of plan have been met or not.

- Three zoning based offices will also play the coordinated and integrated roles as plan implementation coordination units
- Furthermore, all key Implementation Agencies' as listed above will play their natural roles to monitor and evaluate the performance of activities done by them. This process would be guided by the standard procedures of evaluation and monitoring developed by MoITFE in association with SPTB.
- In addition to the regular monitoring and evaluation mechanism, following additional monitoring and evaluation tools will also be used to ensure the effective monitoring of the implementation of the plans and timely improvement on the implementation approach and methods, including participation of relevant stakeholders, benefits to the locals and quality of the outcomes:
 - Periodic monitoring by private sector associations.
 - Periodic and occasional monitoring by the destination communities and civil society organizations.
 - Guidance and feedback given by the relevant federal government agencies.
 - Verbal and written feedback from visitors and tourism entrepreneurs (including guides).
 - Evaluation feedback on particular tourism projects of destination areas given by specially assigned tourism experts by MoITFE
 - Feedback from the development partners
 - Mid Term Period Review of plan (3rd year of its implementation).
 - Third Period Review (at the end of 5th Year of plan implementation).
 - Numerous acts, rules, regulations, bylaws, work procedures, gathan adesh, tourism development committees will be formulated and brought in practices for plan execution, monitoring and evaluation.
 - Arrangements of annual expense management and auditing of expenses will be done as per the existing rules.

10

Chapter

GENDER MAINSTREAMING FOR ENHANCING TOURISM POTENTIAL IN SUDURPASHCHIM PROVINCE

10.1 Context

The subject of gender issue at local, provincial and national levels is one of the important development areas which employers and employees of SP need to consider in harnessing the capacity of both men and women to contribute in various spheres of development including tourism. This aspect is also largely related with the achievement of the Sustainable Development Goals 2030 - "Achieve gender equality and empower all women and girls" through the contributions of both women and men and thus achieve national as well as worldwide sustainable development goal (UNDP 2015).

Worldwide, greater gender equality has contributed to the overall quality of the tourist experience in tourism businesses too, with a considerable impact on profitability and quality across all aspects of the industry. According to International Labor Organization (ILO), out of the total work force in the tourism industry, men and women represents 54 and 46 percent respectively. While making a comparison with the other sector, the tourism sector has almost twice as many women employers as other sectors. Tourism provides better opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership than other sectors of the economy. However, women in tourism are still underpaid, under-utilized, under-educated, and underrepresented. It is believed that even in developed countries, women in tourism are typically earning 10 to 15 percent less than their male counterparts. Looking at the lower role and position of women in society, there is potentially an economic importance for tourism to open door for women and to provide additional income to help to support families.

In this regard, The National Tourism Strategic Plan (2015 – 2024) has clearly guided about the importance of gender mainstreaming in enhancing tourism potential in Nepal, which is equally relevant to promote tourism in Sudurpashchim Province as well. Below are the excerpts from NTSP (2015-2024).

Gender Equality

Ending all discrimination against women and girls is not only a basic human right, it's crucial for sustainable future; it's proven that empowering women and girls helps economic growth and development.

Gender Targets

- End all forms of discrimination against all women and girls everywhere
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation
- Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation
- Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate
- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life
- Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences
- Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

Source: UNDP, 2015

10.2 THE STATE OF WOMEN IN TOURISM IN NEPAL

Women's participation in tourism in Nepal appears active in certain tourism roles and destination areas. There are female trek leaders in leading solo women tourist trekkers, or even working as team leaders in mountain expeditions or operating hotels, lodges, restaurants, trekking and travel agencies from the top management positions.

The database with regard to women's engagement in tourism sector is not available as no research in this sector has been carried out so far. However, the UNWTO report states that tourism is relatively labour intensive and thus employs a high proportion of women and has higher proportion women and has higher potential for linkages with other local enterprises.

According to Tourism Employment Survey 2014, approximately 138,148 persons were directly employed in the tourism sector in which 80% were male and 20% were female. There is a great variation across gender, education, ethnicity and geography in employment. The percentage of male employee in the tourism industry is very high (85%). Tourism creates opportunities ranging from large scale industries like hotels, airlines, travel agencies, trekking agencies, which are dominated by men to small scale cottage industries like handicraft and textiles, sales outlet, where women's involvement is relatively high. Thus, the gender disparity in employment in the tourism industries is clearly visible. About four out of five (80%) workers were male and only one-fifth were female (20%). The proportion of females (26%) was higher among the self-employed than among employees (19%). Tourism Employment Survey 2014 further indicates that the proportion of male workers was higher than female workers in all types of tourism industries, except in Home Stays where 57% were females compared to 43% males (NTSP 2015).

The proportion of female workers was highest in accommodation industries, followed by other (paragliding, ultra-light, skydiving) industries, airlines, travel agencies, trekking agencies and rafting agencies. Hotels are the biggest employers in tourism, but have two levels of employment - Executive and staff, where women are mostly hired as staff. Terms of job positions in mountain tourism like kitchen boys, Sirdars, Sherpas (assistant guides) are all symbolic of men. Women are rarely hired as Sherpa, porters, or cooks for trekking, although these activities are not uncommon for mountain women.

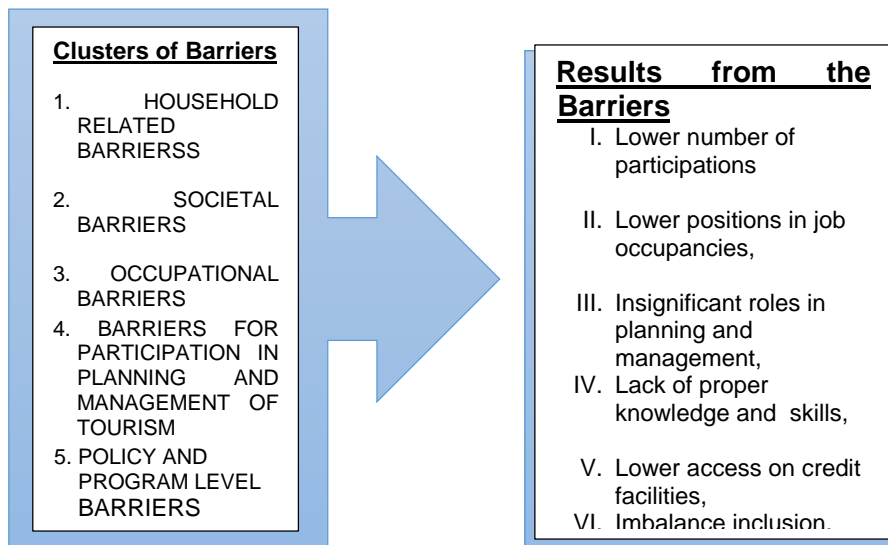
It is found that women participation in Nepalese tourism industry is high but is limited in certain areas or is culturally linked with limited reach to proper training and skills. Women are not receiving the same level of education and training in services as men are. This hinders women to take leadership and managerial position. According to UNWOMEN (2015), as long as women remain less qualified than men they are likely to remain in lower paying and less secure jobs, even if better-paying jobs become available through trade expansion. Therefore, key variables that determine the impact of trade on women are often education, skills and access to various resources and their reproductive roles.

10.3 BARRIERS FOR WOMEN'S DECENT INCLUSION IN TOURISM

At present about 5 different clusters of barriers (Figure 10.1) exists on the respectable and upright inclusion of women in tourism in Nepal that are consequential with:

- i. Lower number of participations,
- ii. Lower positions in job occupancies,
- iii. Insignificant roles in planning and management,
- iv. Lack of proper knowledge and skills,
- v. Lower access on credit facilities, and
- vi. Imbalance inclusion

Figure 7: Barriers for Women's decent inclusion in Tourism



10.3.1 HOUSEHOLD RELATED BARRIERS

Tourism has been instrumental in women's advancement and empowerment in many Himalayan communities. But while some women enjoy these benefits of tourism, for many (e.g. Gurungs, Tamangs, Sherpas, Rais, etc.), tourism just adds to their daily duties of care taking of household jobs like cooking, child rearing, livestock rearing, farming, fuel and fodder collection, making of indigenous handicrafts, environmental conservation, cultural preservation, fruit and vegetable production, bee keeping, etc. Typically, in the less affluent mountain areas where tourists visits, women's normal household responsibilities are compounded when their husbands and sons are away for few months a year, working as trekking porter and guides. Still, some women manage to do all that, and run a small trekker's lodge to earn a little extra income.

10.3.2 SOCIETAL BARRIERS

Involvement of women in adventure sector is very rare due to social reasons. There are negligible presence and initiatives taking place recently. Social roles and obligations as well as access to education, skill and training poses the barrier at one end while the need to compete against men who have direct access in market, socializing and so on creates hurdle at other end. Moreover, in Sudurpashchim Province there are typical gender issues such as chhaupadi and early marriage. During the period women have to stay in chhau shed for 5-7 days as per family cultural and norms and they can't do any work and treated as badly discrimination.

10.3.3 OCCUPATIONAL BARRIERS

Lack of technical knowledge at the community level has been one of the inhibitors to diversify tourism service. The invisibility of women's role in the care economy, which forms a major part of hospitality work in lodges and teashops in mountain areas and their concentration in low wage and menial jobs, are another set of challenges women face in the tourism sector. The lack of adequate and appropriate training

opportunities to tourism community inhibits women's decent participation also due to lack of occupational standard for women in tourism.

10.3.4 BARRIERS FOR PARTICIPATION IN PLANNING AND MANAGEMENT OF TOURISM

There are significant disparities between men and women's status, access to resources, control of assets and decision-making powers that undermine the sustainable and equitable development of tourism. In mountain villages along Nepal's popular trekking routes, women routinely manage small tourist lodges serving 30-40 tourists per day, and again that many trekking staff, yet they are rarely seen in village meeting status and their ability to respond to outside influences.

Women's roles as the caretakers of the households and communities at large have developed them as the prime actors of tourism in the destination communities. In most of the mountain communities, women are round engaged in cooking, managing local hotel and lodges, operating teashops, making indigenous handicraft, conserving environment, preserving culture, producing fruits and vegetables, bee keeping, etc. For example, in Bridhim village, in Rasuwa, the Tamang women do most of the work from cooking food for tourists, cleaning the home stays, to vegetable farming. During their free time, they make indigenous handicraft like traditional caps, bags and shyama (robe), and in the evening, when they finish all their work, they sing and dance, thus entertaining the tourists. Therefore, women carry out almost all of the tourism activities in the rural areas, yet they are excluded from planning, decision-makings and management related involvements.

In home stays, both men and women participate in economic activities, but women are seen more as internal service providers like cook, cleaner, gardener whereas, men are seen more as external service providers like the public relations person, cashier, or the one who decides on what to cook for tourists and how much to charge.

10.3.5 POLICY AND PROGRAM LEVEL BARRIERS

Tourism Policy 2065 advocates the participatory tourism development with special priorities for women led activities (MoCTCA, 2009). It recommends a framework to be developed through cooperative where women, Madhesis, indigenous people and ethnic groups will be incorporated to share the benefits of tourism. Other policy measures to diversify tourism and wider women participation are promotion of community homestays in rural areas.

The sector as a whole suffers from shortfalls of the various periodic plans mainly in the form of lack of adequate execution, lack of consistency and coherence among various plan documents, and lack of open and community oriented approach. In this context, the state policies have not been able to promote women's empowerment at higher scale.

10.4 WOMEN'S INCLUSION FROM GENDER PERSPECTIVE: PROSPECTS IN COMMUNITY BASED TOURISM

The rural set up in Sudurpashchim Province has key tourism ingredients. It is community led, abundant with natural and cultural resources, and has rural poor communities who require opportunities for income generation. A broad shift from mainstream conventional tourism to community-based rural tourism with

increased women's participation and ownership at local level is crucial to fulfill Sudurpashchim Province's tourism potential.

There are many examples of successful community based and rural tourism models (Ghalegaun, Ghandruk, Bridhim, etc.) which have addressed poverty, expanded income and employment opportunities and secured livelihoods for impoverished local communities in Nepal. Community recognition of women's contribution to community-based tourism enhances women's overall status. The development of women business and service skills prepares them for income generating activities, and both of these help develop women's self-confidence, self-respect, and economic worth. Helping a community appreciate the value of 'women 'and their contribution to sustainable village-based tourism and the community as a whole is the first step towards enhancing women's roles in and due benefit from community based tourism. Enhancing women's role in community-based tourism can also be a key factor in conserving the mountains' rich bio-diversities and cultural heritage.

There are need for a program to facilitate the women entrepreneurs in rural areas of SP, which would motivate them and others to work in their field more effectively and efficiently.

If women were to give better opportunities in-terms of acquiring skilful training in community based tourism, SP's tourism could be revolutionized and would be thriving in the days to come. There is necessity to strengthen women from both quantity and quality point of view. Therefore, effective measures of actions should be taken to promote tourism in SP as any other industry to develop it in a professional way.

10.5 RECOMMENDATIONS AND STRATEGIC ACTIONS

There is a potential for the creation of various employment and self-employment opportunities. However, a number of socio-cultural issues need to be addressed for this to happen in practice. The following actions are recommended to take into account for creating a gender friendly environment for women and their empowerment in the tourism sector at SP:

10.5.1 RESEARCH AND EVIDENCE GENERATION

Map the number of women involved in the tourism sector by conducting a detailed research in the tourism sector. It is also imperative to know the area of women's participation along with occupation of women holding in overall tourism sector. In this regard, establishing a system of collecting database of women participation and entrepreneurs in Nepal is necessary and to update it regularly. Explore the opportunity and challenges while analyzing the situation of women's in tourism sector.

10.5.2 ENGENDERING TOURISM STRATEGY, POLICY AND ITS EFFECTIVE IMPLEMENTATION

Ensure new Tourism Policy to be drafted exclusively for SP will be revised from a gender perspective for women's fair and equitable participation in trade and tourism related activities. Gender mainstreaming can be used as a strategy to address gender related issues in this sector. Acknowledge the needs and aspirations of men and women and transforming organisations into gender-inclusive workplaces. Pursue and implement macroeconomic, social and sectorial tourism policies that are geared towards eradicating poverty and reducing gender-based inequality for achieving sustainable development.

Building solo network of women (e.g. mothers' club, youth young girls' club, etc.) and women and men through local cooperatives, formulating tourism development committees, and sub-committees with women's fifty percent occupancy in such committees can be another intervention for formulating strategies to engage women at planning, management and decision making levels.

Strengthen legal protection for women in tourism related employment by including minimum wage regulations and equal pay laws. Provision of maternity leave requirements, flexible working hours, work-from-home options, and arrangements for childcare. Women employed in the tourism industry are concentrated in lower-paid jobs with fewer opportunities for career progression. This inequality can be overcome through pro-active gender-equality policies and training aimed at combating and overcoming gender stereotypes and to address issues on violence against women engaged in tourism sector.

A sincere review of the existing legal provisions is also important so that appropriate suggestion could be offered to government on various difficulties and struggles of women like their opportunities confined mainly on menial and low paid works, low number of their participations, the hardships of working mothers, their maternity issues and challenges, challenging stages of growing small children, sexually discriminating behaviours with them at their workplace, etc.

Following two approaches would be instrumental to mitigate the syndromes of imbalance inclusion of women in tourism.

- (i) Building capacity at Small and Medium Entrepreneurship (SME) level
- (ii) Building capacity at employees level

The entrepreneurship level capacity buildings necessitates the organization of knowledge and skills transfers and training on learning to formulate various plan documents like business plan, management plan, operational plan, and several other aspects of entrepreneurship in tourism like feasibility report, proposal formulations for bank loans, account (income and expense) keeping, and report writing, etc.

The employees level capacity building is related with occupational skill standard trainings on various aspects of tourism like hospitality and front desk management, quality services, cooking, baking, communication skills, hygiene and sanitation, sustainability practices, local guiding, accommodation issues, etc.

10.5.3 PROMOTE WOMEN'S PARTICIPATION IN TOURISM SECTOR

Prepare a critical mass of women's participation in tourism sector by including tourism curricula in academic degree and provision of scholarship programme in the tourism education for women/ girls. Provide training and improve the educational level of women already working in different areas of the industry through a non-degree strategic program of action.

10.5.4 INVOLVE WOMEN IN CAMPAIGNING PROMOTION OF TOURISM SECTOR

The present COVID-19 affected severely in Nepal tourism industry. The negative repercussions of this pandemic is likely to translate into a reduced number of tourist arrivals over the next few years. It is expected to decline more than 50% of international tourists' arrivals and this might impact on heavy loss on job and employment of people. It will be necessary to target the global tourism market and convince potential visitors to come to Sudurpashchim Province, which will help affected tourism entrepreneurs in rural and urban areas of this province. In this regard, mobilize women who are role model in this sectors as good will ambassadors for tourism promotion.

10.5.5 CAPACITY BUILDING AND LEADERSHIP DEVELOPMENT

Build the capacity of men and women involved in tourism sector through leadership development at all levels that includes public, private sector, and community management by including leadership programs at the national level and in large and small-scale tourism enterprises. Ensure that women have access to tourism related right to information and extensive training and orientation on leadership development skill.

10.5.6 SUPPORT IN WOMEN'S ENTREPRENEURSHIP DEVELOPMENT

Facilitate women's tourism entrepreneurship by ensuring women's access to credit, land and property as well as providing appropriate training and resources to support women's enterprises and their sustainable empowerment. Ensure that the credit facility to women is at nominal interest rate without collateral and with the arrangement of a basket fund under women entrepreneurship development fund. Formulate specific policies to promote women owned micro-small and medium entrepreneurship ventures. Provision of special concession on taxes on women led ventures and their products including VAT.

10.5.7 PROMOTE PARTNERSHIP WITH PRIVATE SECTORS

Promote partnership with private sector to empower women working in tourism sector. Involve stakeholders in such trade business and tourism industry to provide gender friendly enabling environment to attract women in this sector.

10.5.8 PROVISION OF REWARD

Ensure that women's contribution to community or national development through promotion of tourism, is properly recognized and rewarded and by monitoring tourism activities carried out in the household and at the community as well as in national level.

10.5.9 DOCUMENTATION AND DISSEMINATION OF GOOD PRACTICES

Document good practices carried out by women in the tourism sector by government as well as private sector. Disseminate the good practices widely by organizing regional and national level of workshops regularly and partnership with media. Exchange such good practices at international forum through exposure visit in countries that promote tourism industry and build up women's network in the tourism sector.

11

Chapter

POST-COVID TOURISM RECOVERY PLAN

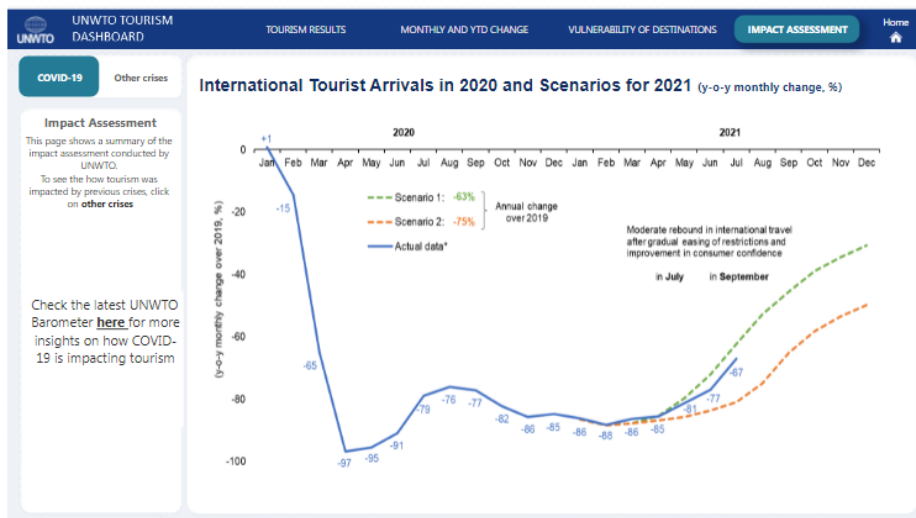
11.1. CONTEXT

This COVID-19 crisis has affected tourism all over the world. Worldwide, there has been significant drops in Global Tourism during 2020 and 2021 almost with USD 320 Billion loss incurred during these periods. Almost 100 to 120 Million Jobs were found at risk, USD 1.3 Trillion loss in tourism earnings and almost 1 Billion less tourists' arrivals during 2020 alone as compared to figures with 2019 (Table 39, Figure 8).

Continents	% change in 2020 to 2019 for better comparability	% change in 2021 to 2019 for better comparability
Asia & Pacific	- 83.5 %	- 94.1 %
Europe	- 69.4 %	- 62.6 %
Middle East	- 73.6 %	- 79.2 %
Americas	- 68.1 %	- 62 %
Africa	- 68.8 %	- 74.2 %
World	- 73 %	- 72 %
USD 320 Billion loss incurred during these periods		

Figure 8: Global COVID 19 crisis on tourism

COVID-19 crisis on tourism.



Source: UNWTO Barometer, 2021

UNWTO research shows that several countries around the world are starting to ease restrictions on travel. At the same time, governments and the private sector in those countries are working together to restore confidence and essential foundations for recovery.

As has been suggested by UNWTO, now time has come to act concertedly both by Government and the tourism entrepreneurs to assess the likely impact of COVID-19, mitigate the damage to economies, and safeguard jobs and businesses following the UNWTO Global Guidelines to restart tourism Industry. As suggested by UNWTO, the Government of Sudurpashchim Province also need to move ahead following roadmap and priorities for the tourism sector in the challenging days ahead, from providing liquidity for vulnerable tourism businesses to opening of borders.

The start of COVID 19 pandemic in Nepal from 2020 March/April and subsequent lockdowns have had a significant negative impact on the tourism sector. Both demand and supply have been severely affected resulting in a near collapse of the market. On the supply side some accommodation and trekking areas have incurred significant loss and substantial economic damage. Transport links have also been affected thereby restricting access to some areas.

It has been almost two years period that Nepal has lost the tourism activities at significant level (table 40). Nepal at present is facing crises in both domestic and international tourism activities. So, it is very important of making the right decisions at the right time. It is also high time now to 'restart' tourism activities in Sudurpashchim Province at new situation. All that is needed is to do so on the back of many weeks of hard work and commitment.

Table 40: Drops in Nepalese Tourism during (January to December 2019 - 2021)

Year/Month:	2019	2020	2021
January	81273	65983	8874
February	102423	77064	9146
March	127351	34025	14977
April	109399	13	22450
May	78329	839	1468
June	74883	100	1143
July	70916	195	2991
August	94749	267	5917
September	92604	584	9898
October	134096	2025	23284
November	130302	1956	26135
December	100866	4242	24679
Total	1197191	230085	150962
	+2.01% from 2018	- 80.8% from 2019	-34% from 2020

Source: MoCTCA (2021), Department of Immigration (2022),

On the demand side there have been mass cancellations and reports of very few bookings for the tourism seasons. There are a number of aspects to the decline in demand including, but not limited to lack of availability of travel insurance, negative travel advice from many embassies, fear of additional outbreak of COVID 19 and exaggerated perceptions of the scale of mass infection.

11.2. POST-COVID 19 TOURISM

Past experiences from tourism destinations hit by several disasters shows that countries can recover. Success is measured in arrivals (numbers and source market) and timing (months after the quake). Achieving this requires appropriate efforts at different levels over a sustained period of time.

Nepal is facing a declining market for its cultural and natural including trekking product from classic source markets. Recovery efforts should therefore target products and markets that have growth potential and are likely to sustain in years ahead.

Tourism being one of the significant economic sector, it is vital for Nepal to re-establish the destination image as safe and emphasize the recovery activities to restore the destination in traditional 'pre-COVID 19' tourism markets and products. Nepal including SP also can't ignore the opportunity for new tourist segments or in tapping into the opportunity to improve service offerings and standards.

Tourism can bounce back to its pre-COVID 19 level if the negative image is eradicated from the tourists' minds. As no tourism destination is immune from crisis, the SP tourism industry too requires strategies and a set of directions which enable and prepare destination tourism authorities to manage a crisis event from its onset and rapidly implement a recovery strategy.

11.3. IMPACT OF COVID PANDEMIC

Nepal is also not immune to the fact that apart from the physical damage done by the earthquake in 2015, this COVID 19 pandemic has led further to a negative destination image as unsafe, deterring tourists from visiting. This is mainly due to extensive international media coverage during the crisis period. As a result of the market decline thousands of livelihoods who depend on tourism as their (sole) source of income have been severely affected. For example, an early assessment of the revenue losses done by NTB in 2020 in the tourism industry suggests a loss of more than NRs. 1000 million every month.

Categorically, a **five** stage impact has been identified as the overall COVID 19 impact in Nepal.

11.3.1. HUMAN, COLLATERAL AND ECONOMIC LOSS

Tourist accommodations of different types were either fully or partially suspended service facilities in all areas including the Kathmandu valley.

11.3.2. UNSAFE DESTINATION IMAGE

Nepal got international media attention on COVID 19 outbreak. Media portrayed news of COVID 19 pandemic induced an image of a country in deep crisis and an unsafe destination for travel. This helped the international response for more negatively affected the destination branding and image. As a result, many travel trade associations and embassies of tourist generating countries also requested citizens of their countries to 'reconsider' visits to Nepal.

11.3.3. TRAVEL WARNINGS

The lack of trade and consumer confidence on destination Nepal further led to international tour operators' reluctance in covering travel insurance to Nepal which is further damaging.

11.3.4. DRASTIC FALL IN VISITOR ARRIVALS

Tourist numbers are down by about 84% and 34% between 2020 -2021 in comparison to the same period in previous year 2019. Even hoteliers stopped receiving new bookings while cancellation of advance bookings was on the rise. This further led to job loss. There is a speculation that about 5,00,000 to 10,00,000 Jobs risked (including both direct and indirect employment in the tourism sector alone (NTB 2020).

11.3.5. ADDED ECONOMIC COST FOR REBUILDING

From the view point of tourism sector governance and functions, the decline in public sector revenue flows from tourism is affected not only the promotion, maintenance and upkeep of the tourism sector but also occurrence of increased costs to respond to market slackness both to NTB and for the industry as a whole.

The negative repercussions of the COVID 19 pandemic are likely to mean a reduced number of tourist arrivals over the next 2-3 years, and reduction in spend per day. The sheer amount of recovery and rebuilding destination and visitor's confidence stands at lots of Nepali Rupees. There is an increased need for invest in safe tourist experiences for all market segments including SP.

11.4. POST-COVID STRATEGY

Many post-COVID 19 affected destinations from around the world have proved to be resilient in bouncing back. But the speed of recovery is function of the right strategies and implementation both at product and market level.

Owing to an increasingly important role of tourism in the Nepalese economy, Nepal can't afford to wait long for the revival of the tourism market. At the same time, it will be very important to continue to promote innovation and sustainability in tourism sector. Here are some specific suggestions for different sectors to revive SP tourism. There is a need to introduce immediate recovery measures to bring business back on track. Ideally a **three** pronged phased approach focusing on tangible goals for **recovery**, **re-development** and **re-positioning** needs to be followed.

As enterprises have witnessed a significant downturn in international visitors demand, the strategy will address the urgent need for more volume of visitors to maintain economically viable businesses. This may require a special relief package for the industry as incentives to survive during period of crisis.

The strategy follows a timeline of 3 years with first year dedicated for recovery while coinciding with redevelopment (year 1-2) and re-positioning (year 1-3). It also aims to work on specified products and markets during these phases of interventions. The strategy will adopt visitor growth strategies to make optimal use of the tourism product sites and visitor infrastructure across the destination all over the country.

11.4.1. RECOVERY

A special relief package to the industry needs to be introduced to sustain business in the time of crisis. Government at all levels should help the tourism entrepreneurs with appropriate policy and guidelines to:

- **Provide liquidity** ("*Rahat Kosh*"/ a subsidized loan) and protect jobs in the tourism sector
- **Establish** public – private collaboration for an efficient reopening of tourism industry
- **Harmonize and coordinate** protocols and procedures designed to operate tourism businesses

- **Add value to jobs** through new technologies for effective and efficient operation of tourism industry
- **Adopt** new innovations and sustainability policies for tourism development and operations
- **Knowledge sharing** and collaboration with all tourism stakeholders locally and globally
- **Destination re-branding** highlighting the positive elements of the tourism products and services available in all destinations in Nepal.

11.4.2. RE-DEVELOPMENT

This phase will focus on re-developing and reconstruction of the tourism system both at the supply and demand side. The supply side (re-)development will be prioritized (by destination area) depending on how destination areas have been affected.

On the demand side, re-development will focus on extensive communication efforts. These efforts require a clear and objective message (contents) and a concerted effort from industry operators in Nepal and various source markets. The objective of all communication will be a recovery (and growth) of visitor numbers which should be quantified and measured through the inventory systems.

Marketing will be focused on those visitors and market segments which demonstrate a high propensity to travel to and stay in Nepal. Different source markets require a different communication strategy which needs to reflect development trends observed before the pandemic. Government need to motivate tourists with creating appropriate environment through:

- **Building confidence** in Nepalese tourism industry through **safety and security** on COVID-19
- **Opening of borders** with responsibility
- **Showing the readiness and response** of Nepal government for the COVID-19 transmission compared to the other competitive destinations
- **Collaborating National tourism bodies** with the global level tourism bodies to help the Nepalese tourism industry prepare and respond to global health emergencies
-

11.4.3. RE-POSITIONING

The overall recovery and re-development works are aimed towards the re-positioning of destinations in Nepal. This will be a sustained effort over the period of next three years. The increased importance for safety through quality services and infrastructure enables a repositioning of the tourism product of all touristic areas including in SP towards attracting a higher spending eco-tourism consumer. At the same time, the (more resilient) pilgrimage and religious tourism markets should become more activity managed and hosted market segments to ensure continued growth of the tourism sector in Sudurpashchim Province.

Rather than mourn what we have lost the strategy aims to focus on what we still have which includes most of the heritage sites, accommodations, trails and many major attractions along with SP. A new opportunity would also be carefully highlighted basically playing a catalytic role for achieving such results as such:

- **Create** maximum "Tourist Satisfaction"
- **Promote** "Domestic Tourism" properly, encouraging with adequate resources to mitigate and recover from outbreaks
- Sufficiently **educate and prepare** service-providers and human resources within the tourism and hospitality industry for the recovery, to retain and collaborate with guests/ potential guests appropriately to avoid uncertainties and risks

- **Make** the social media and mass media more responsible and ethical for Sudurpashchim Province tourism industry
- **Aware** the tourism industry, regarding announcements and advices from global tourism institutions such as UNWTO, World Travel and Tourism Council (WTTC), International Civil Aviation Organization (ICAO) etc. in order to help to recover and promote the Nepalese tourism industry at global standard from this pandemic.

BIBLIOGRAPHY

- Bhatia A.K. (2004). *International Tourism Management*. New Delhi: Sterling Publishing P. Ltd.
- CBS. (2018). *District Profiles of Achham, Baitadi, Bajhang, Bajura, Dadeldhura, Dracula, Doti Kailali, and Kanchanpur*. Kathmandu: Central Bureau of Statistics (CBS)
- CBS. (2021). *National Economic Census 2018 Analytical Report Tourism, March 2021 of CBS*. Kathmandu: Central Bureau of Statistics (CBS)
- CGLTDB. (2077). *Comprehensive Master Plan of Ghodaghodi Lake Area (GLA)*. Sukhad: Comprehensive Ghodaghodi Lake and Tourism Development Board (CGLTDB)
- DBB, FNJ. (2017). *Major Touristic Destinations & Possibilities of Bajura*. Bajura: Federation of Nepalese Journalists (FNJ) District Branch Bajura (DBB).
- DFO. (2020). *Dadeldhura ma Paryaparyatan: Ek Parichaya*. Dadeldhura: Division Forest Office (DFO)
- DFO. (2074). *Gwallek Kedar Prastawit Sanrakchit Ban Baywasthapan Karyayojana (Gwallek Kedar Proposed Protected Forest Management Work-plan)*. An unpublished report. Baitadi: Division Forest office (DFO).
- DFO. (2075). *Sigas Prastawit Sanrakchit Ban Baywasthapan Karyayojana (Sigas Proposed Protected Forest Management Work-plan)*. An unpublished report. Baitadi: Division Forest office (DFO). Unpublished report
- DFO. (2077). *Patal-Bhuwaneshwar Wetland Area Management Plan for fiscal year 2077/78 to 2086/87*. Baitadi: Division Forest office (DFO).
- DSM. (2076). *Dharmik, Etihask ewam Paryatakiya Sthalharuko Chinari (An Introduction of Religious, Historical and Tourism Destinations)*. Dipayal: Dipayal Silgadhi Municipality (DSM).
- GIZ. (2018). *Assessment of Community Based Homestays in the Mid and Far Western Terai Region of Nepal*. Kathmandu: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- GoN NPC. (2015). *Nature Conservation National Strategic Framework for Sustainable Development (2015-2030)*. Kathmandu: Government of Nepal, National Planning Commission.
- KCCI (2013). *Sundar Sudurpashchim Volume I and II.....*
- McKercher, B. (1993). Some fundamental truths about tourism: Understanding tourism's social and environmental impacts. *Journal of Sustainable Tourism*, 1(1). DOI: [10.1080/09669589309450697](https://doi.org/10.1080/09669589309450697)
- MLJPA. (2017). *Sthaniya Sarkar Sanchalan Ein 2074 (Local Government Operation Act 2017)*. Kathmandu: Ministry of Law, Justice and Parliamentary Affairs (MLJPA)
- MoCTCA. (2016). *National Tourism Strategic Plan 2016-25*. Kathmandu: Ministry of Culture, Tourism and Civil Aviation (MoCTCA)
- MoCTCA. (2020). *Nepal Tourism Statistics 2019*. Kathmandu: Ministry of Culture, Tourism and Civil Aviation (MoCTCA)
- MolTFE. (2021). *Mananiya Pradesh Pramukh Mohan Raj Malla Sudurpashchim Pradesh ko arthik barsa 2078/79 ka lagi Pradesh Sabha samachya 2078/2/26 ma prastut Pradesh sarakako niti tatha karyakarma (Honorable Provincial chief Mohan Raj Malla's presented provincial policy and programs for*

Sudurpashchim Province for the fiscal year 2078/79). Dhangadhi: Ministry of Industry, Tourism, Forest and Environment (MoITFE)

MoCTCA. (2009). *Paryatan Niti 2065* (Tourism Policy 2009). Kathmandu: Ministry of Tourism and Civil Aviation (MoCTCA).

NATTA SPA. (2020). Destination Far west 2020, A Bulletin. Dhangadhi: Nepal Association of Tour & Travel Agents (NATTA) Sudurpashchim Province Association (SPA).

NPC. (2019). *Fifteenth Periodic Plan of Nepal 2019/20-2023/24*. Kathmandu: National Planning Commission (NPC)

NTB (2020), *Operational Guideline with Health Protocol for Tourism Sector*, 1st Version, June 2020, Kathmandu

Pandey, H.D. (2072). *Baitadi ko Sahitik Darpan*. Kathmandu: Janchetan Bikash Samaj

Pandey, R.J. (2020), *Participation*, Journal Published by Nepal Participatory Action Network, Year 22, No. 20, Kathmandu, Nepal

Paudyal, B. and Neupane, G. (2020). *Birsieka Nayak Jayaprithvi Bahadur Singh*. Kathmandu: Nagarik (Kala), 22 August 2020

PT. (2017). *Paryatakiya Chhetra ma Rajyale Purbadhar Nirmal Garnuparcha* (State should build infrastructure in tourism sector). A special coverage by PT 8(55) page 40. Dhangadhi: Paschim Today (PT).

RF. (2020). *A Proposal for Development and Promotion of Saipal Circuit Trekking Trail through its Auditing based Feasibility Study*. An unpublished document. Kathmandu: Rara Foundation (RF)

Sapkota, T.R. (2013). Marketing and promotion of tourism in Pokhara. In Upreti, B.R., Upadhayaya, P.K. and Sapkota, T. editors. *Tourism in Pokhara. Issues, Trends, and Future Prospects for Peace and Prosperity*. Kathmandu: PTC and NCCR, pp. 113-135

Sharma, S. R., Upreti, B. R. and Upadhayaya, P. K. (2010). *Community-based and peace-sensitive tourism: fulfilling Nepal's potential*. Evidence for Policy Series. Regional edition South Asia, No. 3, ed. Ed. Bishnu Raj Upreti. Kathmandu: Swiss NCCR North-South.

Singh, B.P. (2016). *Chainpur-Taklakot Marg: Sambriiddhi ko Sudur Dhoka* (Chainpur-Taklakot Highway: The Far west Gate for Prosperity). Kathmandu: Kantipur publication on 15 Oct, 2016 on page 7.

SWMO. (2019). Master Plan for Ganyap Tal Watershed Conservation and Development in Ganyapdhura Rural Municipality. Dadeldhura: Soil and Watershed Management Office (SWMO)

TDS. (2015). *Results of the Boarder Survey*. Dhangadhi: Tourism Development Society (TDS)

TDS. (2018). *FAM Trip: International and National Tour Operators, A field study report* (12-29, November 2018) submitted to Nepal Tourism Board. Dhangadhi: Tourism Development Society (TDS)

TGDB (2020), *A Report on Impact Evaluation of Homestay in Nepal*, MoCTCA, Tara Gaon Development Board, 2020, Kathmandu, Nepal

Thagunna, K.D. (2078). Arthik Barsha 2077/78 ko Barsik Niti tatha Karyakram (Policy and Programs for Fiscal Year 2077/78). Ganyapdhura: Ganyapdhura Gaupalika. Dadeldhura

Thapa, U. (2013). Far Western Region of Nepal can be Tourism Destination, in R. Dhakal (Ed.), *NATHM Souvenir 2013* (pp. 66-67). Kathmandu: Nepal Academy of Tourism and Hotel Management

UNWTO (2021), *Barometer*, Vol. 19, Issue 5, September 2021, Madrid, Spain

Upadhayaya, P. K. (2019). *Sudurpashchim Pradeshko bikashma Paryatan Chettra ko Bhumika* (Role of tourism for the development of Sudurpashchim). Available <http://www.paschimtoday.com/news-details/6143/2019-08-04>

Upadhayaya, P. K. (2019). Sustainable Tourism Appliance in Destinations: An Overview of Ghodaghodi Lake Area in Far West Nepal. *Contemporary Research: An Interdisciplinary Academic Journal*, vol. 3 (1).

Upadhayaya, P. K. (2019). Tourism Stimulated Prosperity and Peace in Provincial Destination: An Appraisal of Far West Nepal. *Journal of Tourism & Hospitality Education*, Vol. 9, 30-39.

Upadhayaya, P.K., Khatiwada, S.S., Upreti, B.R., and Sapkota, T.R. (2013). *Codes of Conduct for Peace Responsive Tourism in Pokhara: A Manual*. Kathmandu: Pokhara Tourism Council, Nepal Tourism Board and the NCCR North South. <http://www.nccr.org.np/publication/details/99>.

<https://sdgs.un.org/goals>

<https://www.undp.org/sustainable-development-goals>