

Nepal Gateway To The Himalaya



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Himalayan Travel Mart and Conference

Kathmandu

June 2, 2017

Nepal's
Effort – Desire – Intent
to
Consolidate – Expand – Establish
Himalayan Tourism
as
Unique Experience
of
Adventure Tourism
in
Global Tourism Market

Himalaya and Adventure

- **Close Relations - Himalaya as center of Adventure Activities**
- **Adventure Motivation broadly consists of:**
 - Knowledge seekers, and
 - Experience Achievers

In Ancient time Himalaya remained:

- *A sanctuary for spiritual knowledge with history of Saints and Sages*

In Recent past saw its value for:

- *Exploration , Research, and findings as knowing the unknowns*

Today and moving to immediate future Himalaya seems motivate:

- *Getting to feel freshness of Nature and Inspired*
- *Encountering challenges to feel Rewarded*
- *Satisfaction of getting something Achieved*

Himalaya Leads to Business of Adventure Tourism

- **Adventure Tourism One of the Fastest Growing Segment due to:**
 - Changing customer expectation based on authentic experience
 - Expanding to unexplored destination in the market
 - Increased repeat visitors in the destinations
- **Potentiality of High Value Customers due to:**
 - Relatively longer preparation and stay
 - Requirements of additional gears and gadgets
- **Intensive Linkage to Local Economies due to:**
 - Relatively higher retention of tourist spending to local destination
 - Involvement of Micro and Small entrepreneurs
 - Resilient in nature
- **Orientation More towards Sustainable Practices due to:**
 - Retaining of local natural-cultural environment
 - Getting communities involved for safety, support, and services
 - Development drivers to interior and remote areas of destinations

Nepal as *Gateway to Himalayas*

Nepal centrally located with Pakistan and India in the west, India and Bhutan in the East, and Tibetan region of China in the North

**Nepal getting highest concentration of High Peaks
and**

**Three major Events in the past established Nepal as
Synonym to Himalaya:**

- ***First Ascent of 8000m peak Mt Annapurna in 1950***
- ***Success of Mt Everest highest on Earth in 1953, and***
- ***Successful ascent of all 8000m Himalayan peaks from 1950 to 60 (Annapurna to Dhaulagiri) as Golden decade for mountaineers***



Himalayan Tourism in Nepal

- Decade of 50s witnessed high Mountain Climbing in Nepal
- Decade of 60s got popularity of Trekking along the foot of Himalayas
- Decade of 70s witnessed Culturally motivated Himalayan heritage based tours
- Decade of 80s got initiated Rafting on Himalayan snow fed Rivers
- Decade of 90s could draw special interest tours with nature and culture based activities
- Following Decade drew popularity in specific adventure as bungee jumping, paragliding, free fall, Canyoning
- Recently. Biking, zip lining, golfing, custom tailored tours and long distance trekking as GHT are adding on

Positioning Himalaya for Adventure Tourism

Understanding and Working for intricate balance of Environment Protection, Community Development, and Industry Growth Sharing its values with International community

- ***Himalaya - more than Geographical mass***
- ***Bio-diversity - protected for future***
- ***Source of fresh water - lifeline to billions***
- ***People living around - nurturing distinct values and culture***
- ***Stewardship - sensitive environment***
- ***Sharing with global community - as common heritage***
- ***Accommodating present differentiation in Tourism development framework among Himalayan countries***

Conceptual Fundamentals

- **Himalaya as unified motivation of travel in the industry**
- **Redefining Himalayan Adventure not limiting to border of a Nation**
- **Widening Spectrum of Tourism Activity in Himalayan region**
- **Bringing Himalayan countries together to collaborate in developing Himalayan tourism**
- **Integrating Himalayan Identity designing diverse tour products**
- **Strengthening capability to manage harshness of natural disasters**
- **Institutionalizing learnings and experience for Himalayan Tourism**

Reference

- **Almost One Third arrivals in Bhutan Moving through Nepal**
- **Almost Twenty percent of annual arrivals in Nepal are under Nepal India combined tours**
- **Around Fifteen percent of arrivals in Nepal are under Combined tours of Nepal and Tibet**
- **Himalayan Tourism in Tibet and Bhutan started after strategic cooperation with Nepal**
- **Sikkim State of India is looking to combine tours with Nepal**

Rationales

- **Complementing Vertical topography of Nepal Himalaya to horizontal expansion of Himalayan Tourism**
- **Capitalizing cordial relationship of Nepal with Himalayan countries**
- **Extending values of Himalayan Image of Nepal as Synonym to other Himalayan countries**
- **Leveraging Human Resource Skill of Nepalese Sherpas and specialized service operators in Himalayan Tourism**
- **Extending Nepal's Connectivity infrastructure to Himalayan countries**
- **Gearing up quality of Tourism service complementing each others strength**
- **Benefiting to extend Himalayan tourism from Deregulated and privatized Nepalese tourism operation**
- **Institutionalizing multi-country Himalayan tours**

Steps Ahead

- **Nepal –Gateway to Himalaya is to complement Brand of Naturally Nepal**
- **Policy coordination among the Himalayan Countries at bilateral and regional level**
- **Recognize Commonality of Himalayan heritage for High Value industry products**
- **Build Trust at National and Industry level**
- **Share experience in Environmental Management, Tourism Product Innovation, Community Development to establish common ownership of Himalayan tourism**
- **Himalayan Travel Mart is a step forward in moving towards strengthening and developing Himalayan tourism as special segment in redefining global Adventure Tourism**

**THANK YOU
and
WISH YOU ALL GRAND SUCCESS
ON
YOUR
ENDEAVORS**