

*Resource Efficiency, Safeguarding Natural and  
Cultural Heritage for Sustainable Tourism  
Development*

Name of Country :- Nepal

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# SWOT Analysis

## Strengths

- Diverse natural and cultural heritage, world heritage sites
- Tourism has been declared a priority sector by government
- Various government, non government, private sector, CBOS are working together

## Weaknesses

- Political instability, policy instability, institutional instability
- Most sites not well preserved or promoted, weak infrastructures
- Slow restructuring process after earthquake
- Weak monitoring and evaluation

## Opportunities

- Branding and marketing at globally
- neighboring countries China and India are coming as economic power and growing trends of outside visiting (tourism)
- Innovation, Technology and sustainability ( Smart tourism) can be applied under framework of the SDGs

## Threats

- Maintain quality in tourism services
- Increase adequate investment
- Strikes
- Environmental issues, climate changes

# Stakeholder Roles and Responsibilities

<u>Name of Stakeholder</u>	<u>Status</u>	<u>Roles and Responsibilities</u>
1. Ministry of Culture, Tourism and Civil Aviation (DOA, DOT)	Government	to formulate policy, implementation, M&E
2. Nepal Tourism Board	Public Private Partnership	to promote Tourism
3. Nepal Association of Tour and Travel Agents	Private	to provide tour packages
4. Trekking Agencies Association Nepal (TAAN)	Private	to provide trekking facilities
5. Hotel Association of Nepal (HAN)	Private	to provide hotel
6. Nepal Mountaineering Association (NMA)	Private	Mountaineering activities
7. Nepal Association of Rafting Agents (NARA)	Private	to provide rafting service
8. Tourism Development committee	Civil Societies	to develop tourism area
9. Home stay Association of Nepal (HOSAN)	Civil Societies	to promote Home stay
10. ADB	Development Partners	to provide technical and financial support
11. UNWTO	International Organization	to promote tourism worldwide
12. UNESCO	International Organization	to provide technical and financial support conserving heritage sites

# Key Regulatory and Policy initiatives, Strategies, Programmes

## Policy and Regulations

- Tourism Policy 2008
- National culture policy 2010
- Tourism vision 2020
- Tourism Act 1978
- Ancient Monuments preservation Act, Rules 1989
- Nepal Tourism Board Act 1997
- Nepal Tourism rules 1998
- Hotel, Lodge, Restaurant, Bar and Tour Operator Regulation 1981
- Home stay Operating Procedure 2010
- Hiking Related Rules 2002
- Mountaineering Expedition Regulation 2002
- Rafting Regulation 1996
- Tourism Service Delivery Directives 2014

## Programme

- Tourism Infrastructures development project
- Great Himalaya Trekking Trail
- Lumbini Development Trust
- Pashupatinath Development trust
- Archeological sites preservation project
- World heritage site preservation project

## Strategies

- National Tourism Strategic Plan 2016-2025

# Benefits, Lessons Learned and Recommendations

- Encourage Private-Public-People Partnership (PPPP) in heritage protection and promotion
- Prepare and promote an annual events calendar (promoting Intangible heritage such as festivals and events)
- Diversify products/destinations
- Design different promotional strategies for domestic and international markets
- Develop a resource base on tourism and environmental protection practice (including climate change)
- Network of trained institutions
- Develop a reward system to promote good practice