

SUDURPASHCHIM PROVINCE TOURISM MASTER PLAN

2079/80 – 2089/90 BS (2021/22 – 2031/32)

Magh 2078/February 2022



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

Publisher



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Province Government
Sudurpashchim Province

Ministry of Industry, Tourism, Forests and Environment

Dhangadhi, Kailai
Nepal

Ref No.:

FOREWORD

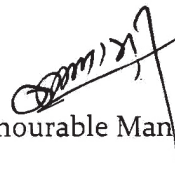


Sudur Paschim Province is a province with various tourism potentials. There are many natural, religious, cultural and historical heritages within this province. The Government of Nepal has identified a total of 100 tourist destinations across Nepal as major tourist destinations. Ten different tourist destinations in this province have been successfully included among the 100 destinations. In addition to the ten tourist destinations, many other tourist destinations are located in this province. The province is made up of with three kinds of geographical conditions such as mountains, hills and terai, leading to different types of climate. Due to the diverse climate, there is a possibility that tourists can visit and enjoy various tourist spots of this province throughout the year.

Considering the possibility of generating substantial income as well as creating jobs through sustainable and effective development of tourism in the province, the government of Sudurpaschim Province, Ministry of Industry, Tourism, Forestry and Environment has prepared the tourism development master plan of the Sudurpaschim Province, highlighting the condition of the tourist destinations in the province, the potential of tourism development and the need for development of physical infrastructure and other programs for the same. Ever since its formation Sudurpaschim provincial government has been giving priority to the tourism sector while allocating budget for it every year.

On behalf of the provincial government, I express my commitment to work proactively to manage effective structures to implement projects in the tourism sector and work towards generating income and employment with quality development of the tourism sector through the effective implementation of this master plan in coordination and collaboration with all the stakeholders. Finally, I would like to express heartfelt gratitude to the Secretary of the Ministry of Industry, Tourism, Forestry and Environment Mr. Devesh Mani Tripathi and all the employees who actively worked in the preparation of this master plan, representatives of all the stakeholders for their important feedback during preparation of the master plan, the consultants and experts involved in the writing of the master plan and to UNDP Resident Representative Ayshanie Medagangoda-Labé, Governance Advisor Binda Magar, Project Coordinator Satish Pandey, and tourism expert Rabi Jung Pandey for their support in rewriting this master plan to make it more simple and further effective.

Thank you


Honourable Man Bahadur Dhama
Minister





Province Government
Sudurpashchim Province

Ministry of Industry, Tourism, Forests and Environment

Dhangadhi, Kailai
Nepal

Ref No.:

FOREWORD



Spread over 19,153 square kilometers including mountains, hills and Terai (Inner Madhesh), the landscape of Sudur Paschim province comprises a variety of geographical conditions, climate, river valleys (Seti, Mahakali, Budhiganga rivers), different species of flora and fauna, natural geo-structure and human settlements developed in diverse cultural background and their cultural mix.

The mountainous and hilly regions of the province comprises not only beautiful peaks such as Api, Nampa, Saipal, Byasrishi and Jethibahurani, but also one of the ten Great Himalaya trail sections in the southwestern part of Nepal, famous Hindu pilgrimage sites and temples (like the temples of seven sisters goddesses, Malika Arjun, Baidhanathdham, Parasuramdham, Godavaridham, Ghatalbaba site), and the Khaptad National Park and Shuklaphanta National Park rich in natural and bio-diversity. There are natural lakes (Ghodaghodi Lake, Betkot Lake, Jhilmila Lake, Alital and Surma Lake) and archaeological and historical sites such as Patal Bhubaneswar, Bimkot palace, Doti palace, Amargadhi for and Ajaymeru Kot. Similarly, the Tharu communities living in Kailali and Kanchanpur and their lifestyle, the festivals they celebrate and the customs they follow like *Badghar* and *Bhalmansa* are important tourist attractions of the Province. Magar culture, Tamang culture, Doteli culture adorn the cultural mosaic of this province.

Among the list of 100 new tourist destinations designated by the Government of Nepal, ten tourist destinations fall in the Sudur Paschim Province including Badimalika in Bajura, Ramaroshan in Achham, Shaileshwari temple and Khaptad in Doti, Apinampa Conservation Area in Darchula, Ghodaghodi Lake in Kailali, the Tikapur circuit and Bhadagaon and the Dodhara-Chandni area in Kanchanpur respectively.

Despite abundant potential for tourism in the province, due to lack of an effective master plan the planned infrastructure building of tourist destinations and development of easy access to these destinations has not been possible. As a result, we have not been able to promote the tourist spots of this province even in other provinces and neighboring countries. This has resulted in poor tourist arrival depriving the province possible income from the tourism sector while also losing the jobs that could be created in the sector.

Considering these factors, the Ministry of Industry, Tourism, Forestry and Environment, has developed a tourism development master plan of Sudurpaschim Province with the help of a consultant and mobilized approved budget for the financial year 2022/23. During the preparation of the master plan, discussion was held with the stakeholders in all the districts within the province and their suggestions have been included. This master plan has also mapped the current status of major tourist areas of the province, potential opportunities and infrastructure activities to be built in the area and possible networking with other nearby tourist destinations. As it also makes an estimation of the cost required for building such infrastructure, I am confident that this master plan will serve as a milestone in the planning and effective development of the tourism sector of the province. I would like to express my gratitude to UNDP Resident Representative Ayshanie Medagangoda-Labé, Governance Advisor Binda Magar, Project Coordinator Satish Pandey, and tourism expert Ravi Jung Pandey for their support in rewriting this master plan to make it more farsighted, simple and effective.

Thank you

Devesh Mani Tripathi
Devesh Mani Tripathi

Secretary



FOREWORD



The United Nations Committee for Development Policy has recommended that Nepal graduates from Least Developed Country status by 2026. This is an important milestone towards the national ambition of 'prosperous Nepal, happy Nepali'. It encapsulates the nation's aspiration for development as reflected in the 15th period plan. It's therefore crucial that Nepal continues to explore local and self-sustaining opportunities to minimize any negative implications of graduation if it is to achieve that target sustainably and irreversibly.

Tourism is playing an ever-larger role in Nepal's economy and is one of the world's major economic sectors. It is the third-largest export category (after fuels and chemicals) and, in 2019, accounted for 7 percent of global trade. It represents over 20 percent of some countries' GDP and, overall, is the third largest export sector in the global economy ([WTO 2020 Report](#)). WTO studies show that tourism is among the sectors that have been most affected by COVID-19. The pandemic has impacted economies, livelihoods, public services, and opportunities on all continents.

In Nepal, too, all parts of its vast value-chain have been affected. While the sector generated over US\$2 billion in revenue and supported more than one million jobs directly and indirectly in 2019, it sank into a deep chasm in 2020 with the pandemic travel restrictions (WTTC Report 2019, [TKP report for 2018](#)). The fact that Nepal had expected to welcome about 2 million tourists in Visit Nepal Year 2020, which crashed before its launch due to COVID-19, shows the extraordinary potential for growth in the sector.

Given that potential to boost Nepal's economy, the initiative by Sudurpaschim Province's Ministry of Industry, Tourism, Forest, and Environment to develop the Tourism Master Plan envisioning 10 years of is both contextual and encouraging.

UNDP has supported the people and the Government of Nepal in their fight against poverty and in addressing national and local development challenges since it opened an in-country office in 1963. Notably, UNDP played a key role in the establishment of the Nepal Tourism Board and promotion of sustainable tourism for poverty alleviation through the Tourism for Rural Poverty Alleviation Programme

UNDP has expanded its presence and engagement in the provinces by opening field offices at the province level to complement the country's transition to a federal system of governance. Continuing the support, I am particularly pleased that UNDP Nepal has helped to shape the Sudurpaschim Tourism Master Plan by providing technical expertise. This largely falls in line with UNDP's area of priority in Nepal: poverty reduction and sustainable development through employment creation, access to energy and policy support in pro-poor development planning and monitoring.

The Tourism Master Plan stresses the need to trigger the local economy through 10 strategic areas that laid the foundations for the Master Plan: the tourism product, a tourism information management system, human resource development, infrastructure development, inclusivity of women, disadvantaged and vulnerable populations, and coordination between vertical and horizontal stakeholders and more are all incorporated. And it is hugely encouraging that the Master Plan has gained the private sector's ownership, as well as that of local communities, by ensuring their engagement in the review and consultation processes and by incorporating their feedback. This document is expected to provide clear guidance to policy makers as they formulate strategies, and action plans. These will engage the private sectors and foster partnerships and cooperation among a wide range of stakeholders.

I am confident that the Tourism Master Plan will create a conducive environment for more socio-economic opportunities for women and the most vulnerable groups while it also considers nature-based and nature-friendly solutions to uplift the lives of Sudurpaschim's people and will contribute to improving the gross national income. UNDP Nepal is committed to continue working with the people and the Government of Sudurpaschim province in putting this Master Plan into practice.

A handwritten signature in black ink, appearing to read 'Ayshanie'.

Ayshanie Medagangoda-Labé
UNDP Resident Representative in Nepal

ACKNOWLEDGEMENT

The Province Tourism Master Plan was prepared under the direction and leadership of Ministry of Industry, Tourism, Forest, and Environment of Sudurpaschim Province. This is first such document prepared to guide on fostering tourism opportunities in Sudurpaschim Province with aim to contribute to Sustainable Development Goals 2030. It drew wider consultations both in community level, district level and in provincial level following Leave No One Behind. This master plan envisions 10 years of time in line to priorities set by Government of Nepal and in interests of people.

We are grateful for the guidance provided by Mr. Trilochan Bhatta- Honorable Chief Minister and close suggestion from Mr. Man Bahadur Dhami- Honorable Minister of Industry, Tourism, Forest, and Environment of Sudurpaschim Province.

We express our sincere gratitude to Mr. Devesh Mani Tripathi, secretary of Ministry of Industry, Tourism, Forest, and Environment, former secretaries, all staff members of Ministry, associated departments for their incisive and substantive contributions to this initiative.

We would like to express sincere thanks to the expert team members and associated technical team of Picasso /SATAEC / ADA Joint Venture, Kathmandu, Nepal for the research work to draft the provincial tourism master plan. We thank them to have closely worked with ministry throughout the preparation process.

We very much like to thank UNDP Nepal for providing technical support by providing expert in reviewing the draft master plan and to give a final shape. We would thus like to thank Dr. Ravi Jung Pandey, an expert from UNDP Nepal in providing his peer review and support in shaping the master plan. We are equally grateful to others whose inputs and insights improved this report, including Binda Magar- Policy Advisor (Governance) and Assistant Resident Representative (Programme) and Satish Pandey- Project Coordinator, Sambodhan Project of UNDP Nepal.

At the same time, this master plan has been possible only after various civil society members, private sectors, community members, local elected leaders and officials had contributed with their insights, interests, and feedbacks.

EXECUTIVE SUMMARY

The Tourism Master Plan 2079/80-2089/90 BS (2021/22-2031/32 AD) is the Government of Sudurpashchim Province's term strategic plan aimed at helping gain some much-needed direction 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 years of the master plan's implementation.

This Master Plan spells out the government's vision for Sudurpashchim Province: become a leading tourism destination in the country, promote and diversify the province's current tourism offerings, provide a range of experiences that will be of interest to both domestic and international visitors from key economies, and develop tourism as a significant contributor to the economy. This vision is in line with the tourism industry becoming increasingly more important to Sudurpashchim's economy, even though it does not currently contribute significantly to the province's coffers. The priority action plans outlined in the Master Plan have all been widely discussed among government agencies and other private sector stakeholders.

Unrivalled natural and cultural resources are the province's major tourism assets. Together with three protected areas, the attractions of the province include the Himalayan mountain range and the gateway to sacred Kailash Mansarovar. In order to better manage these unparalleled offerings, the Master Plan pursues the strategic vectors of product development, improvement of existing attractions and diversification of the products on offer to stimulate wider participation and benefit sharing at the local level.

The Tourism Master Plan thus sets out key interventions to improve the tourism economy, which includes: (i) promotion of private sector investment, and public-private partnership by improving the investment environment; (ii) improvement of infrastructure with a larger focus on roads and aviation; (iii) product development around the periphery of the infrastructure that is already being developed; (iv) prioritisation of conservation and enhancement of natural and cultural heritages with cultural circuits as new tourism products; (v) more support to facilitate the participation of women, disadvantaged groups and local communities; (vi) improvement of 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 for micro-enterprises and indigenous knowledge in the tourism sector; and (x) a post COVID-19 recovery plan.

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

1. **Tourism Products and Activities Development:** to develop new tourism areas and tourism activities.
2. **Tourism Infrastructure Development and Standardisation:** to provide clear guidelines for necessary tourism infrastructure development that will be incorporated into the MoITFE's policy and work plans for immediate implementation.
3. **Tourism Information Management System Enhancement:** to make tourism, touristic information and statistical systems inclusive, more reliable, up-to-date, efficient, and easily accessible.
4. **Institutional Framework for Destination Management and Governance:** to provide an effective institutional regulatory framework to support the development and growth of the sector along with the optimum use of resources, minimise negative impacts on the environment and society, and maximise the participation of local communities while ensuring that they receive adequate socio-economic benefits.
5. **Human Resource Development for Quantity and Quality Services in Tourism:** to improve the human resource capacity, quality, quantity and performance in the tourism sector, and help the province minimise the out-migration of youths for foreign employment and utilise those human resources in Nepal itself.

6. **Tourism Marketing and Promotion:** to achieve consistently high growth in tourism arrivals throughout the year and significantly improve the value derived from visitors in terms of revenue, seasonality and geographic spread as well as to establish a universally recognised tourism brand, both locally and abroad.
7. **Coordination between Governments, Provinces and the Public and Private Sectors:** to contribute to greater GDP growth and employment, reduce poverty and assist sustainable development.
8. **Access and Participation of Women and Disadvantaged Groups in Tourism:** to attract investment and improve and expand commercial tourism facilities and services and to share benefits with a wider group that includes women, disadvantaged groups and the local community.
9. **Natural and Culture Heritage Conservation:** to protect, preserve and promote the diverse tangible and intangible cultural heritages of Sudurpashchim Province, and generate income and employment through sustainable tourism development while minimising the impact of tourism on the natural environment through proactive planning and implementation.
10. **Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province:** to attract more investment, improve/ expand commercial tourism facilities and services, and also improve the quality of accommodations, food, and safety and public sector services.

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. Average annual tourist arrivals are expected to grow by 30% in 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 1,130,526 by 2025/26 and 2,504,847 by 2031/32. Tourists' length of stay is expected to be 6 days by 2025/26 and 12 days by 2031/32 for domestic tourists, 6 and 10 days for Indian tourists, and 20 and 22 days for international tourists, respectively. Likewise, per day expenditure for domestic, Indian and international tourists is expected to increase to USD 30 to 40, USD 80 to 100 and USD 120 to 150 by 2025/26 to 2031/32, respectively. Similarly, tourism receipts as a percentage of GDP is rise to 6% by 2025/26 and 10% by 2031/32.

The overall assessment of the Tourism Master Plan in a nutshell is as below:

Plan Period	
Years	Duration
2021/22 - 2031/32 AD (2079/80 - 2089/90 BS)	Ten Years
Vision	
Sudurpashchim Province will be recognised as an excellent, safe and tourist-friendly destination equipped with fundamental standard infrastructure for the world tourism market that will assist the province in its pathway to sustainable prosperity.	
Goal	
To contribute to the sustainable socio-economic development of Sudurpashchim Province while protecting its natural, cultural, and environmental heritages on which its tourism sector is based.	
Objectives	
Objective 1: To support the development of Sudurpashchim Province as an attractive and safe tourism destination through the exploration, identification, conservation, proper management, development, promotion and protection of its outstanding unique natural, cultural, religious, historical, archaeological 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, by identifying and analysing existing strengths, weaknesses, opportunities and threats to the province's tourism sector.

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

Objective 4: To develop environmental and cultural heritage-friendly tourism infrastructure through single as well as integrated efforts among the 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 an increment in the tourism-related revenue for the Government of Sudurpashchim Province.

Strategic Areas (Components)	
1: Tourism Products and Activities Development	6: Tourism Marketing and Promotion
2: Tourism Infrastructure Development and Standardisation	7: Coordination among governments, provinces and the private and public sectors
3: Enhance the Tourism Information Management System	8: Improve Access and Participation of Women and Disadvantaged Groups 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	Epicentres	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	Wetlands (Lakes), National Parks, Community Forests, Religious Sites, River Corridors, Dolphin Areas, Casinos, Manmade Parks (fun parks, religious heritage, museums) and Monuments, Religious Sites, Differential Bridges (Single pillar and suspension), Indigenous (Tharu) Cultures, and 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 Rural Municipality (b) Jhulaghat/Julagat towards India	Religious Sites (temples, pilgrimage destinations), Hill Stations, Cool Climate, Himalayan Panorama, River Rafting, Archaeological Sites (forts), Natural Caves, and Lakes.
#3: High Mountain landscape based adventure tourism zone	Darchula, Bajhang and Bajura	Gokuleshwar, Khalanga, Chainpur, Martadi	N: Khodpe and Silgadhi I: (a) Urai /Taklakot (b) Tinker Bhanjyang (c) Darchula	The Himalayan Range, Mountain Valleys, Cultural Attractions (Byasi people), Adventure Foot Trails (Api Himil Base Camp, Saipal Base Camp), Conservation Areas (Api- Nampa), Archaeological Sites (Uku Durbar), Religious Sites (temples, masta), Eco-walking Trails, Natural Hot Springs, and Homestays.

Envisaged Tourism Products (Types)

#1: Ecotourism products based around protected areas and national parks, wilderness, community forests, pristine landscapes, and nature observation

#2: Recreational and sports tourism products based around hill stations, cool climatic elements, and special interests

#3: Aquatic tourism products based around rivers and lakes

#4: Religious and spiritual tourism products around sacred sites and religious circuits

#5: Terrestrial and aerial adventure tourism products based around mountains and pristine nature

#6: Tradition-based homestay tourism products showcasing local communities and their unique culture

#7: Historical, archaeological 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 Standardisation	17801000	65.90327
3. Tourism Information Management System	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 among governments, inter provinces and intra-sectors (public and private)	11000	0.040724
8. Access and Participation of Women and Disadvantaged Groups for Sharing Benefits from 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 Visitor Arrivals- All (30% [Average Annual growth (AAG) Rate])	452,781	1,130,562	2,504,874
# of Visitor Arrivals- Indian (25% AAG Rate)	300,000	675,000	1,143,750
# of Visitor Arrivals- Domestic (40% AAG Rate)	150,000	450,000	1,350,000
# of Visitor Arrivals- 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%

सार-संक्षेप

पर्यटन गुरुयोजना वि.सं. २०७९/८०-२०८९/९० (सन् २०२१/२२-२०३१/३२) सुदूरपश्चिम प्रदेश सरकारको आवधिक रणनीतिक योजना हो, जसको उद्देश्य यस प्रदेशको पर्यटन विकासका लागि अत्यावश्यक दिशा र मार्गदर्शन प्राप्त गर्न मद्दत गर्नु रहेको छ। दश वर्षीय दूरदृष्टि र पाँच वर्षीय कार्ययोजनासहितको रणनीतिले सुदूरपश्चिम प्रदेश सरकारको गुरुयोजना कार्यान्वयनको पहिलो पाँच वर्षमा पर्यटन क्षेत्रमा देखिएका प्रमुख चुनौतिहरूलाई कसरी सम्बोधन गर्ने योजना बनाएको छ भनी उल्लेख गर्दछ।

यस गुरुयोजनाले सुदूरपश्चिम प्रदेशका लागि सरकारको दूरदृष्टिको वर्णन गर्दछ : देशकै प्रमुख पर्यटकीय गन्तव्य बन्ने, प्रदेशमा हाल उपलब्ध पर्यटनसम्बन्धी क्रियाकलापहरूको प्रवर्द्धन र विविधीकरण गर्ने, स्वदेशीका साथै अग्रणी मुलुकका विदेशी पर्यटकहरूलाई आकर्षित गर्न विविध अनुभवहरू प्रदान गर्ने, र अर्थतन्त्रमा महत्वपूर्ण योगदानकर्ताको रूपमा पर्यटन क्षेत्रको विकास गर्ने। वर्तमान अवस्थामा प्रदेशको अर्थतन्त्रमा खासै योगदान नरहे तापनि यो दूरदृष्टि सुदूरपश्चिमको अर्थतन्त्रका लागि पर्यटन उद्योग महत्वपूर्ण बन्दै गइरहेको अवस्था अनुरूप छ। गुरुयोजनामा उल्लिखित प्राथमिकताका कार्य योजनाहरूबारे सबै सरकारी निकाय र निजी क्षेत्रका अन्य सरोकारवालाहरूबीच व्यापक रूपमा छलफल भएका छन्।

यस प्रदेशको अतुलनीय प्राकृतिक तथा सांस्कृतिक स्रोतहरू यहाँको प्रमुख पर्यटन सम्पदाका रूपमा रहेको छ। तीन वटा संरक्षित क्षेत्रहरूसहित प्रदेशको आकर्षणहरूमा हिमालय पर्वत श्रृंखला र पवित्र कैलाश मानसरोवरको प्रवेशद्वार समावेश छन्। यी अतुलनीय स्रोतहरूको अझ राम्रो व्यवस्थापनका लागि गुरुयोजनाले स्थानीय स्तरमा व्यापक सहभागिता र लाभ बाँडफाँटलाई उत्प्रेरित गर्न विभिन्न कार्यक्रमहरूको विकास, विद्यमान आकर्षणका क्षेत्रहरूको सुधार र क्रियाकलापहरूको विविधीकरणको रणनीतिक उद्देश्य बोकेको छ।

यसरी पर्यटन गुरुयोजनाले पर्यटन अर्थतन्त्रमा सुधार ल्याउन केही प्रमुख कार्यहरू निर्धारण गरेको छ, जसमा निम्नलिखित रहेका छन् : (१) लगानीको वातावरण सुधार गरी निजी क्षेत्रको लगानी र सार्वजनिक-निजी साझेदारीको प्रवर्द्धन; (२) सडक र हवाई क्षेत्रमा ध्यान केन्द्रित गर्दै पूर्वाधारमा सुधार; (३) हाल विकास भइरहेको पूर्वाधारको परिधि वरिपरि क्रियाकलापहरूको विकास; (४) नयाँ पर्यटन क्रियाकलापका रूपमा सांस्कृतिक सर्किटसहित प्राकृतिक तथा सांस्कृतिक सम्पदाको संरक्षण र संवर्द्धनमा प्राथमिकता; (५) महिला, वञ्चितकरणमा परेका समूह र स्थानीय समुदायको सहभागितालाई सहजीकरण गर्न थप सहयोग; (६) प्रदेशको पर्यटन प्रवर्द्धन गर्न नीतिगत र नियमनकारी संरचनामा सुधार, (७) मध्यमस्तरको मानवसंसाधनको विकास; (८) अन्तरक्षेत्रगत सम्पर्क-सम्बन्धहरूमार्फत स्थानीय स्रोतहरूको प्रयोगको प्रवर्द्धन; (९) पर्यटन क्षेत्रमा लघु उद्यम र स्वदेशी ज्ञानका लागि सहयोग; र (१०) कोभिड-१९ पछिको पुनर्लाभ योजना।

क्रियाकलापहरू १० वटा निर्दिष्ट रणनीतिक क्षेत्रहरूमा विभाजन गरिएका छन्, जुन देहाय अनुसार रहेका छन्:

१. **पर्यटन कार्यक्रम र गतिविधिहरूको विकास:** नयाँ पर्यटन क्षेत्र र पर्यटन गतिविधिहरूको विकास गर्न।
२. **पर्यटन पूर्वाधार विकास र मानकीकरण:** आवश्यक पर्यटन पूर्वाधार विकासका लागि स्पष्ट मार्गदर्शन प्रदान गर्न, जसलाई तत्काल कार्यान्वयनका लागि उद्योग, पर्यटन, वन तथा वातावरण मन्त्रालयको नीति तथा कार्य योजनाहरूमा समावेश गरिनेछ।
३. **पर्यटन सूचना व्यवस्थापन प्रणाली विस्तार:** पर्यटन, पर्यटकीय सूचना र तथ्याङ्क प्रणालीलाई समावेशी, बढी भरपर्दो, अद्यावधिक, प्रभावकारी र सहजै पहुँचयोग्य बनाउन।
४. **गन्तव्य व्यवस्थापन र नियमनका लागि संस्थागत ढाँचा:** स्रोतहरूको अधिकतम उपयोग गरी यस क्षेत्रको विकास र वृद्धिलाई सहयोग पुऱ्याउन, वातावरण र समाजमा पर्ने नकारात्मक प्रभावहरू न्यूनीकरण गर्न र पर्याप्त सामाजिक-आर्थिक लाभहरू प्राप्त गर्ने कुरा सुनिश्चित गर्दै स्थानीय समुदायहरूको सहभागितालाई अधिकतम बनाउन प्रभावकारी संस्थागत नियमनकारी ढाँचा उपलब्ध गराउन।
५. **पर्यटनमा संख्यात्मक र गुणस्तरीय सेवाका लागि मानव संसाधन विकास:** पर्यटन क्षेत्रमा मानवश्रोतको क्षमता, गुणस्तर, परिमाण र कार्यसम्पादनमा सुधार गरी वैदेशिक रोजगारीका लागि युवाहरूको विदेश पलायनलाई न्यूनीकरण गरी ती जनशक्तिको नेपालमै सदुपयोग गर्न प्रदेशलाई सहयोग गर्ने।
६. **पर्यटन बजारीकरण र प्रवर्द्धन:** वर्षभरि नै पर्यटक आगमनमा लगातार उच्च वृद्धि हासिल गर्न र राजस्व, मौसमी र भौगोलिक विस्तारको हिसाबले पर्यटकहरूबाट प्राप्त हुने आयमा उल्लेखनीय सुधार गर्नुकासाथै स्थानीय र विदेशमा विश्वव्यापी रूपमा परिचित पर्यटन ब्रान्ड स्थापना गर्न।
७. **सरकार, प्रदेश र सार्वजनिक तथा निजी क्षेत्रहरूबीच समन्वय :** कुल ग्राहस्थ उत्पादन वृद्धि र रोजगारीमा योगदान गर्न, गरिबी घटाउन र दिगो विकासमा सहयोग गर्न।

८. पर्यटनमा महिला र वञ्चितताकरणमा परेका समूहहरूको पहुँच र सहभागिता: लगानी आकर्षित गर्न र व्यावसायिक पर्यटनजन्य सुविधा र सेवाहरूको सुधार र विस्तार गर्न र महिला, पिछडिएका समूह र स्थानीय समुदाय समावेश रहेको फराकिलो समूहसँग प्राप्त लाभको बाँडफाँट गर्न ।
९. प्राकृतिक तथा सांस्कृतिक सम्पदा संरक्षण: सुदूरपश्चिम प्रदेशका विविध मूर्त र अमूर्त सांस्कृतिक सम्पदाको संरक्षण, सम्बर्द्धन र प्रवर्द्धन गर्न र अग्रसक्रिय योजना र कार्यान्वयनको माध्यमबाट प्राकृतिक वातावरणमा पर्यटनको प्रभावलाई न्यूनीकरण गर्दै दिगो पर्यटन विकास मार्फत आय र रोजगारी सिर्जना गर्न ।
१०. सुदूरपश्चिम प्रदेशमा पर्यटन प्रवर्द्धनका लागि उचित दिशानिर्देशका लागि नीतिगत मुद्दाहरू: थप लगानी आकर्षित गर्न, व्यावसायिक पर्यटनजन्य सुविधा र सेवाहरूको सुधार/विस्तार गर्न र आवास, खाना, र सुरक्षा र सार्वजनिक सेवाहरूको गुणस्तरमा सुधार गर्न ।

पर्यटन र आर्थिक प्रक्षेपणहरू: रणनीतिक योजनाको कार्यान्वयन पछि बहुआयामिक प्रभावहरूमार्फत, अर्थतन्त्रमा लाभ पुग्ने अपेक्षा गरिएको छ, जस्तै: (क) पर्यटक आगमनमा वृद्धि; (ख) बसाइको अवधिमा वृद्धि; (ग) प्रति पर्यटक प्राप्त र कुल राजस्वमा वृद्धि; र (म) रोजगारीमा वृद्धि । सन् २०२२ मा औसत वार्षिक पर्यटक आगमनमा ३०% वृद्धि हुने अपेक्षा गरिएको छ, जसमा भारतीय पर्यटकहरूको संख्यामा २०% ले वृद्धि, आन्तरिक पर्यटकमा ४०% र अन्तर्राष्ट्रिय पर्यटकको संख्यामा २०% वृद्धि हुने समावेश छ । सोही अनुसार सन् २०२५/२६ सम्ममा पर्यटक आगमन १,१३०,५२६ र सन् २०३१/३२ सम्ममा २,५०४,८४७ पुग्ने अनुमान छ । पर्यटकको बसाइको अवधि आन्तरिक पर्यटकका लागि सन् २०२५/२६ सम्म ६ दिन र सन् २०३१/३२ सम्म १२ दिन, भारतीय पर्यटकका लागि ६ र १० दिन र अन्तर्राष्ट्रिय पर्यटकका लागि २० र २२ दिन रहने अपेक्षा गरिएको छ । त्यसैगरी, सन् २०२५/२६ देखि २०३१/३२ सम्ममा आन्तरिक, भारतीय र अन्तर्राष्ट्रिय पर्यटकको दैनिक खर्च क्रमशः ३० देखि ४०, ८० देखि १०० र १२० देखि १५० अमेरिकी डलरसम्म पुग्ने अपेक्षा गरिएको छ । त्यसैगरी, कुल गार्हस्थ्य उत्पादनको प्रतिशतका रूपमा पर्यटन क्षेत्रबाट प्राप्त हुने राजस्व सन् २०२५/२६ सम्म ६ प्रतिशत र २०३१/३२ सम्ममा १० प्रतिशत पुग्ने देखिन्छ ।

संक्षिप्तमा पर्यटन गुरुयोजनाको समग्र मूल्याङ्कन निम्नानुसार रहेको छ:

योजना अवधि	
वर्ष	अवधि
वि.सं. २०७९/८०-२०८९/९० (२०२१/२२-२०३१/३२)	दश वर्ष
दूरदृष्टि	
सुदूरपश्चिम प्रदेशलाई विश्व पर्यटन बजारका लागि आधारभूत मानक पूर्वाधारसहितको उत्कृष्ट, सुरक्षित र पर्यटकमैत्री गन्तव्यको रूपमा परिचित हुनेछ, जसले प्रदेशलाई दिगो समृद्धिको मार्गमा अघि बढ्न मद्दत गर्नेछ ।	
लक्ष्य	
पर्यटन क्षेत्र आधारित रहेको प्राकृतिक, सांस्कृतिक र वातावरणीय सम्पदाको संरक्षण गर्दै सुदूरपश्चिम प्रदेशको दिगो सामाजिक तथा आर्थिक विकासमा योगदान पुऱ्याउने ।	
उद्देश्यहरू	
उद्देश्य १: सुदूरपश्चिम प्रदेशका उत्कृष्ट अनुपम प्राकृतिक, सांस्कृतिक, धार्मिक, ऐतिहासिक, पुरातात्विक र मानव निर्मित सम्पदा र क्रियाकलापको अन्वेषण, पहिचान, संरक्षण, समुचित व्यवस्थापन, विकास, प्रवर्द्धन र संरक्षणमार्फत सुदूरपश्चिम प्रदेशलाई आकर्षक र सुरक्षित पर्यटकीय गन्तव्यको रूपमा विकास गर्न सहयोग गर्ने ।	
उद्देश्य २: प्रकृति, मनोरञ्जन, जलचर, धार्मिक, साहसिक, वन्यजन्तु, समुदायमा आधारित पर्यटनको दिगो विकास र विविधीकरणका लागि पर्यटन क्षेत्रका विद्यमान सबल पक्ष, कमजोर पक्ष, अवसर र चुनौतीहरूको पहिचान र विश्लेषण गरी आवश्यक रणनीति र कार्ययोजना तर्जुमा गर्ने । प्रदेशको पर्यटन क्षेत्र।	
उद्देश्य ३: सुदूरपश्चिम प्रदेशको सामाजिक तथा आर्थिक समृद्धि र विकासका लागि पर्यटनलाई बाहकका रूपमा विकास गर्दै वञ्चितताकरणमा परेका समुदायलाई पर्यटनमा समावेश गरी लाभको बाँडफाँट गर्ने ।	
उद्देश्य ४: सरकार, निजी क्षेत्र र स्थानीय समुदायको एकलका साथै एकीकृत प्रयासमार्फत वातावरणीय र सांस्कृतिक सम्पदामैत्री पर्यटन पूर्वाधारको विकास गर्ने ।	
उद्देश्य ५: सुदूरपश्चिम प्रदेशमा दिगो पर्यटन विकासका लागि नीति, संस्थागत संरचना र जनशक्तिको विकास र सुदृढीकरण गर्ने ।	
उद्देश्य ६: सुदूरपश्चिम प्रदेश सरकारको पर्यटनसम्बन्धी राजस्वमा वृद्धि गर्न सहयोग गर्ने ।	

रणनीतिक क्षेत्रहरू	
१: पर्यटन कार्यक्रम र गतिविधिहरूको विकास	६: पर्यटनमा महिला र वञ्चितीकरणमा परेका वर्गको पहुँच र सहभागितामा सुधार
२: पर्यटन बजारीकरण र प्रवर्द्धन	७: गन्तव्य व्यवस्थापन र सुशासनका लागि संस्थागत रूपरेखा
३: पर्यटन पूर्वाधार विकास र मानकीकरण	८: प्राकृतिक तथा सांस्कृतिक सम्पदा संरक्षण
४: सरकार, प्रदेश र निजी तथा सार्वजनिक क्षेत्रहरूबीच समन्वय	९: पर्यटनमा संख्यात्मक र गुणस्तरीय सेवाका लागि मानव संसाधन विकास
५: पर्यटन सूचना व्यवस्थापन प्रणाली विस्तार	१०: सुदूरपश्चिम प्रदेशमा पर्यटन क्षेत्रको प्रवर्द्धनलाई उचित दिशानिर्देशका लागि नीतिगत मुद्दाहरू

पर्यटन व्यवस्थापन योजनाको समग्र केन्द्रविन्दु						
दूरदृष्टि	लक्ष्य	उद्देश्यहरू	बृहत रणनीतिहरू	रणनीतिक क्षेत्रहरू	रणनीतिहरू	कार्य योजनाहरू
१	१	६	९	१०	४१	१५५

परिकल्पना गरिएका पर्यटन क्षेत्रहरू				
क्षेत्रहरू	जिल्लाहरू	मुख्यकेन्द्रहरू	मुख्य प्रवेशद्वारहरू (राष्ट्रिय / अन्तर्राष्ट्रिय)	उपज केन्द्रविन्दु (प्रडक्ट फोकस)
#१. तराईको समतल परिदृश्य पर्यटन क्षेत्र	कैलाली र कञ्चनपुर	अत्तरिया, गोदावरी र घोडाघोडी	रा: पूर्वी प्रवेशद्वारका रूपमा चिसापानी, कर्णाली अ: (क) त्रिनगर-बनबासा (ख) गौरीफन्टा घुडाचौकी (ग) भजनी/खकरौला	सिमसार क्षेत्र (ताल), राष्ट्रिय निकुञ्ज, कम्युनिष्ट, धार्मिक स्थलहरू, नदी करिडोरहरू, डल्फिन क्षेत्रहरू, क्यासिनोहरू, मानव निर्मित पार्कहरू (मनोरञ्जन पार्क, धार्मिक सम्पदा, संग्रहालय) र स्मारकहरू, धार्मिक स्थलहरू, विभिन्न पुलहरू (एकल स्तम्भ र झोलुङ्गे), आदिवासी (थारु) संस्कृति, र सामुदायिक होमस्टेहरू (भदा, राणा थारु, माघी)।
#२. मध्य पहाडी धार्मिक तथा मनोरञ्जनात्मक पर्यटन करिडोर क्षेत्र	डडेल्धुरा, बैतडी, डोटी र अछाम	स्याउले, अमरगढी, खोड्पे, पाटन, दिपायल सिलगढी, साँफेबगर	रा: अत्तरिया अ: चम्पावत (तामली)/ भागेश्वर गाउँपालिका (ख) भुलाघाट/भारततर्फ जुलाघाट	धार्मिक स्थलहरू (मन्दिर, तीर्थस्थल), हिल स्टेशन, शीतल मौसम, हिमाली परिदृश्य, रिभर राफ्टिङ, पुरातात्विक स्थलहरू (किल्ला), प्राकृतिक गुफा र तालहरू।
#३: उच्च पहाडी परिदृश्यमा आधारित साहसिक पर्यटन क्षेत्र	दार्चुला, बझाङ र बाजुरा	गोकुलेश्वर, खलंगा, चैनपुर, मार्तडी	रा: खोड्पे र सिलगढी अ: (क) उराई/ताक्लाकोट (ख) टिंकर भञ्ज्याङ (ग) दार्चुला	हिमालय पर्वत, पर्वतीय उपत्यका, सांस्कृतिक आकर्षण (व्यासी जाति), साहसिक पदमार्ग (अपि हिमाल आधार शिविर, साइपाल आधार शिविर), संरक्षण क्षेत्र (अपि-नाम्पा), पुरातात्विक स्थलहरू (उकु दरबार), धार्मिक स्थलहरू (मन्दिर, मस्ता), पारिस्थितिकीय ट्रेकिङ, प्राकृतिक हट स्प्रिङ्स, र होमस्टेहरू।

परिकल्पना गरिएका पर्यटन क्रियाकलापहरू (प्रकार)

#१: संरक्षित क्षेत्र र राष्ट्रिय निकुञ्जहरू, सुनसान स्थानहरू, सामुदायिक वनहरू, प्राचीन परिदृश्यहरू, र प्राकृतिक अवलोकनमा आधारित पर्यापर्यटन क्रियाकलापहरू
#२: हिल स्टेशन वरपर आधारित मनोरञ्जन र खेल पर्यटन क्रियाकलापहरू, चिसो मौसमजन्य क्रियाकलापहरू, र विशेष रुचिहरू
#३: नदी र तालमा आधारित जल पर्यटन क्रियाकलापहरू
#४: पवित्र स्थलहरू र धार्मिक सर्किटहरूसम्बन्धित धार्मिक र आध्यात्मिक पर्यटन क्रियाकलापहरू
#५: हिमाल र निश्चल प्रकृतिमा आधारित स्थलगत र हवाई साहसिक पर्यटन क्रियाकलापहरू
#६: स्थानीय समुदाय र उनीहरूको अद्वितीय संस्कृति प्रस्तुत गर्ने परम्परामा आधारित होमस्टे पर्यटन क्रियाकलापहरू
#७: ऐतिहासिक, पुरातात्विक र सांस्कृतिक सम्पदामा आधारित पर्यटन क्रियाकलापहरू
#८: सभा, प्रोत्साहन, सम्मेलन र कार्यक्रम र व्यापार-सम्बन्धित पर्यटन क्रियाकलापहरू

रणनीतिक क्षेत्रहरूका लागि अनुमानित बजेट

रणनीतिक क्षेत्र	बजेट (रु ०००मा)	प्रतिशत (%)
१. पर्यटन क्रियाकलाप र गतिविधि विकास	६९६३०००	२२.८९६८
२. पर्यटन पूर्वाधार विकास र मानकीकरण	१७८०१०००	६५.९०३२७
३. पर्यटन सूचना व्यवस्थापन प्रणाली	१५७०००	०.५८९२४९
४. गन्तव्य व्यवस्थापन र नियमनका लागि संस्थागत रूपरेखा	९५०००	०.३१९७९१
५. पर्यटनमा संख्यात्मक र गुणस्तरीय सेवाका लागि मानव संसाधन विकास	११७६००	०.४३५३८१
६. पर्यटन बजारीकरण प्रवर्द्धन्	२२५०००	०.९४४०६७
७. सरकारहरूबीच, अन्तरप्रदेश र क्षेत्रहरूबीच (सार्वजनिक र निजी) बीचको समन्वय	११०००	०.०४०७२४
८. पर्यटनबाट प्राप्त हुने लाभहरूको बाँडफाँटका लागि महिला र पिछडिएका समूहहरूको पहुँच र सहभागिता	१८८०००	०.६९६०१८
९. प्राकृतिक र संस्कृति सम्पदा संरक्षण	२०३१०००	७.५१९२९५
१०. सुदूरपश्चिम प्रदेशमा पर्यटन प्रवर्द्धनका लागि उचित मार्गनिर्देशनका लागि नीतिगत मुद्दाहरू	१९२२००	०.७११५६७
कुल	२७०१०८००	१००

योजना अवधि लक्ष्यहरू**पर्यटकहरूको आगमन, बसाइको अवधि, खर्च र आय (जीडीपी)**

सूचकहरू	सन् २०२१/२२ सम्म	सन् २०२५/२६ सम्म	सन् २०३१/३२ सम्म
पर्यटक आगमन - सबै (औसत वार्षिक वृद्धि (अवव) दर)	४५२,७८१	१,१३०,५६२	२,५०४,८७४
पर्यटक आगमन - भारतीय (२५% अवव दर)	३००,०००	६७५,०००	१,१४३,७५०
पर्यटक आगमन - स्वदेशी (४०% अवव दर)	१५०,०००	४५०,०००	१,३५०,०००
पर्यटक आगमन - विदेशी (२०% अवव दर)	२,७८१	५,५६२	११,१२४
प्रादेशिक स्तरमा आतिथ्य गर्ने-अतिथि अनुपात	३:१	२:१	१:१
पर्यटकको बसाइको अवधि (दिन) - स्वदेशी	४ दिन	७ दिन	१२ दिन
पर्यटकको बसाइको अवधि (दिन)- भारतीय	४ दिन	६ दिन	१० दिन
पर्यटकको बसाइको अवधि (दिन)- विदेशी	१६ दिन	२० दिन	२२ दिन
प्रति दिन खर्च (अमेरिकी डलर)- स्वदेशी	२० अमेरिकी डलर	३० अमेरिकी डलर	४० अमेरिकी डलर
प्रति दिन खर्च (अमेरिकी डलर)- भारतीय	७० अमेरिकी डलर	८० अमेरिकी डलर	१०० अमेरिकी डलर
प्रतिदिन खर्च (अमेरिकी डलर)- विदेशी	१०० अमेरिकी डलर	१२० अमेरिकी डलर	१५० अमेरिकी डलर
प्रदेशको कुल ग्राहस्थ उत्पादन (जीडीपी) मा पर्यटन क्षेत्रको योगदान (%)	१% भन्दा कम	६%	१०%

ABBREVIATIONS

AD	Anno Domini
AAGR	Average Annual Growth Rate
ABCTC	Api Base Camp Trek Circuit
ANCA	Api Nampa Conservation Area
ATM	Automated Teller 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 Organisation
DoT	Department of Tourism
DPR	Detailed Project Report
FAM tour	Familiarisation Tour
FGD	Focus Group Discussion
FWU	Far Western University
GACPAF	Ghodaghodi Area Conservation & People Awareness Forum
GDP	Gross Domestic Product
GHT	Great Himalayan Trail
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	Metre
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 Hotel Management
NATTA Far West	Nepal Association of Tour and Travel Agents, Sudurpashchim Province
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 Organisation
SAARC	South Asian Association for Regional Cooperation
SNP	Shuklaphanta 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/ km²	Square Kilometre
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
TDAs	Tourism Development Areas
TDS	Tourism Development Society
TIC	Tourism Information Centre
TOs	Tour Operators
TT	Trans-boundary Tourism
UNWTO	United Nations World Tourism Organisation
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

Acknowledgements	vii
Executive Summary	ix
Abbreviations	vxiii
Chapter 1	
BACKGROUND	1
1.1. Contextual Background	2
1.1.1 Tourism Trends in Nepal	2
1.1.2 Tourism History of Nepal	2
1.1.3 Tourism Plans and Policies	2
1.1.4 Tourism Geography	2
1.1.5 Need for a Tourism Master Plan for Sudurpashchim Province	3
1.2. Sudurpashchim in general	3
1.3. Rationale	5
1.4. Brief Objectives	8
1.5. Scope of work	9
1.6. Structure of Master Plan	9
Chapter 2	
STATE OF ART OF TOURISM IN SUDURPASHCHIM PROVINCE: CURRENT SITUATION AND FUTURE POTENTIAL	13
2.1. Brief Overview of Tourism in Sudurpashchim Province	14
2.2. Tourist Market Segments	16
2.3. Tourism Establishments Providing Services	19
2.4. Tourism Based Employment Ration	19
2.5. Major Tourism Institutions and Actors	20
2.6. SWOT Analysis of Sudurpashchim Province's Tourism Sector	21
2.6.1 Strengths, Weaknesses, Opportunities and Threats for Tourism Development in Sudurpashchim Province	19
Chapter 3	
GUIDING FRAMEWORK AND METHODOLOGY OF PLAN FORMULATION	27
3.1. The Planning Approach	28
3.2. Methodology Utilised	28
3.2.1 Collection and Review of Relevant Literature	28
3.2.1.1 District Level Planning Workshop	29
3.2.1.2 Province Level Consultations and Planning Workshops	29
3.2.1.3 Focus Group Discussions	30
3.2.1.4 Key Informant Interviews	30
3.2.2 Observatory Field Visits	30
Chapter 4	
STRATEGIC TOURISM ZONES, PRODUCTS AND ACTIVITIES	33
4.1. Selection of Strategic Tourism Zones	34
4.2. Key Factors for the Division of Three Tourism Zones	34
4.3. Primary Objectives of Strategic Tourism Zones	35
4.4. Profile of Selected Tourism Zones in Brief	35
4.5. Profile of Selected Tourism Zones in Detail	36
4.5.1 Terai Plain Landscape Tourism Zone	36
4.5.2 Mid-hills Based Religious and Recreational Tourism Corridor Zone	38
4.5.3 High Mountain Landscape Based Adventure Tourism Zone	41

Chapter 5**GUIDING PRINCIPLES, APPROACHES AND MANAGEMENT FRAMEWORK 45**

5.1. Guiding Principles	46
5.2. Plan Period and Approach to Development	47
5.2.1 General Approach	47
5.2.2 Specific Approach	48
5.3. Management Framework	50
5.4. Plan Period	50

Chapter 6**MASTER PLAN'S OUTLOOK: VISION, GOALS, OBJECTIVES, STRATEGIES, GUIDING PRINCIPLES AND TARGETS 53**

6.1. Vision	54
6.2. Goals	54
6.3. Objectives	54
6.4. Broader Strategies	54
6.5. Strategic Areas	55
6.6. Strategic Targets	56

Chapter 7**STRATEGIC TOURISM AREAS/COMPONENTS 59**

7.1. Tourism Products and Activities Development	60
7.2. Tourism Infrastructure Development and Standardisation	61
7.3. Tourism Information Management System Enhancement	69
7.4. Institutional Framework for Destination Management and Governance	70
7.5. Human Resource Development for Quantity and Quality Services in Tourism	72
7.6. Tourism Marketing and Promotion	73
7.7. Coordination among governments, provinces and public and private sectors	74
7.8. Access and Participation of Women and Disadvantaged Groups for Sharing Benefits from Tourism	75
7.9. Natural and Cultural Heritage Conservation	79
7.10. Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province	84
7.11. Chapter 7 Annexures	85
7.11.1. Annexure 7A	86
7.11.2. Annexure 7B	89
7.11.3. Annexure 7C	91
7.11.4. Annexure 7D	94
7.11.5. Annexure 7E	95
7.11.6. Annexure 7F	100
7.11.7. Annexure 7G	103
7.11.8. Annexure 7H	104
7.11.9. Annexure 7.4	105
7.11.10. Annexure 7.6	113
7.11.11. Annexure 7.9	119
7.11.12. Annexure 7.10	125

Chapter 8**ACTION PLAN 131**

8.1 Ten-Year Action Plan	132
Strategic Area 1: Tourism Products and Activities Development	133
Strategic Area 2: Tourism Infrastructure Development and Standardisation	147

Strategic Area 3: Tourism Information Management System Enhancement	157
Strategic Area 4: Institutional Framework for Destination Management and Governance	160
Strategic Area 5: Human Resource Development for Quantity and Quality Services in Tourism	162
Strategic Area 6: Tourism Marketing and Promotion	164
Strategic Area 7: Coordination among governments, provinces and public and private sectors	166
Strategic Area 8: Access and Participation of Women and Disadvantaged Groups for Sharing Benefits from Tourism	167
Strategic Area 9: Natural and Cultural Heritage Conservation	170
Strategic Area 10: Policy Issues for a Proper Direction to Promote Tourism in Sudurpashchim Province	173
8.2. Chapter 8 Annexures	177
Annexure 8.2.1: Achham: Ramaroshan	178
Annexure 8.2.2: Achham: Vaidhyanath Dham	180
Annexure 8.2.3: Baitadi: Melauli Bhagwati temple	181
Annexure 8.2.4: Baitadi: Tripurasundari temple	182
Annexure 8.2.5: Bajhang: Moyana Hill View Point	183
Annexure 8.2.6: Bajhang: Natural Hot Spring (Tatopani) at Talkot	184
Annexure 8.2.7: Bajura: Badimalika	185
Annexure 8.2.8: Bajura/Bajhang/Doti/Achham: Khaptad	186
Annexure 8.2.9: Dadeldhura: Aalital	187
Annexure 8.2.10: Dadeldhura: Amargadhi Fort	188
Annexure 8.2.11: Dadeldhura: Ganyapdhura	189
Annexure 8.2.12: Darchula: Api-Himal Base Camp Trek	191
Annexure 8.2.13: Dadeldhura: Dallek with Chepulthan park	193
Annexure 8.2.14: Doti: Chahara Jharana	194
Annexure 8.2.15: Doti: Seti River Rafting	195
Annexure 8.2.16: Kailali: Tikapur Park	196
Annexure 8.2.17: Kailali: Bhada Community Homestay	197
Annexure 8.2.18: Kailali: Ghodaghodi Lake Area	199
Chapter 9	
PLAN IMPLEMENTATION APPROACH, MODALITY AND MONITORING	205
9.1 Implementation Arrangements and Strategies	206
9.2 Key Implementation Agencies and Their Potential Roles	207
9.3 Supporting Agencies	212
9.4 Resource (Budget Requirements and Funding Mechanism)	213
9.5 Monitoring and Evaluation	214
Chapter 10	
GENDER MAINSTREAMING TO ENHANCE TOURISM POTENTIAL IN SUDURPASHCHIM PROVINCE	217
10.1 Context	218
10.2 The State of Women in Tourism in Nepal	218
10.3 Barriers to Women's Inclusion in Tourism	219
10.3.1 Household Related Barriers	220
10.3.2 Societal Barriers	220
10.3.3 Occupational Barriers	220
10.3.4 Barriers to Participating in Planning and Management of Tourism	220
10.3.5 Policy and Programme Level Barriers	221
10.4 Women's Inclusion from a Gender Perspective: Prospects in Community-Based Tourism	221
10.5 Recommendations and Strategic Actions	222
10.5.1 Research and Evidence Generation	222

10.5.2 Engendering Tourism Strategy, Policy and their Effective Implementation	222
10.5.3 Promote Women's Participation in Tourism Sector	223
10.5.4 Involve Women in Campaigning and Promotion of Tourism Sector	223
10.5.5 Capacity Building and Leadership Development	223
10.5.6 Support Women's Entrepreneurship Development	223
10.5.7 Promote Partnerships with the Private Sector	223
10.5.8 Provisions of Rewards	223
10.5.9 Documentation and Dissemination of Good Practices	223

Chapter 11

POST-COVID-19 TOURISM RECOVERY PLAN 225

11.1 Context	226
11.2 Post-COVID-19 Tourism	227
11.3 Impact of COVID Pandemic	228
11.3.1 Human Collateral and Economic Loss	228
11.3.2 Unsafe Destination Image	228
11.3.3 Travel Warnings	228
11.3.4 Drastic Fall in Visitor Arrivals	228
11.3.5 Added Economic Costs for Rebuilding	228
11.4 Post-COVID-19 Strategy	229
11.4.1 Recovery	229
11.4.2 Re-development	229
11.4.3 Re-positioning	230

BIBLIOGRAPHY 231

LIST OF TABLES

Table 1: Brief introduction of Sudurpashchim in a nutshell	3
Table 2: Evaluation of internal criteria of tourism development of Sudurpashchim by NTSP 2016-25	6
Table 3: Scope of study during formulation of tourism master plan	9
Table 4: Mixture of tourism assets and attractions available in Sudurpashchim Province	14
Table 5: Tourist arrival data in Sudurpashchim Province	16
Table 6: Top generating markets to Nepal 2010 to 2018, with market share	16
Table 7: Mixture of tourism activities at various destinations in Sudurpashchim Province	18
Table 8: Number of establishments in the major tourism industries in Sudurpashchim Province	19
Table 9: Share of number of establishments in the tourism industry by size of persons engaged in Sudurpashchim Province	19
Table 10: Destinations covered by field visits in districts	30
Table 11: Summary of data collection tools used	31
Table 12: Profile of selected tourism zones in brief	35
Table 13: Three phases of the Master Plan with duration and implementation focuses	51
Table 14: Plan period targets	56
Table 15: List of airports existing in Sudurpashchim	62
Table 16: List of highways in Sudurpashchim	63
Table 17: Feeder and tourist roads in Terai Plain Landscape Zone (Kailali and Kanchanpur)	63
Table 18: Feeder and tourist roads in Mid-hills based Religious and Recreational Tourism Corridor Zone (Dadeldhura, Baitadi, Doti and Achham)	64
Table 19: Feeder and tourist roads in High mountain Landscape based Adventure Tourism zone (Darchula, Bajhang and Bajura)	64
Table 20: List of recommendations for accommodation facilities' installations and improvement	67

Table 21: Strategies and working policies for Information Management System in Tourism	69
Table 22: Providing incentives to existing and potential disadvantaged tourism entrepreneurs	75
Table 23: Scenario of unregistered tourism enterprises	77
Table 24: Existing supply chains, manmade skills and future potential for enterprises development	78
Table 25: List of other trekking trail products	93
Table 26: List of community homestays registered in Sudurpashchim Province	97
Table 27: List of individual homestays registered in Sudurpashchim Province	98
Table 28: Unregistered homestays in operation registration in Sudurpashchim	98
Table 29: Tourism-related decisions made by MoITFE and federal Cabinet	109
Table 30: List of Division Forest Offices in the role of DMOs on forest related issues	110
Table 31: DMOs formulated and led by private sector commercial tourism organisations	111
Table 32: Varied target market segments for Sudurpashchim Province	113
Table 33: Past tourism promotion initiatives of Sudurpashchim Province	116
Table 34: Various promotional materials built for marketing of Sudurpashchim	117
Table 35: Various resources for nature-based tourism with description	122
Table 36: Controlled Area Permit Fee Structures for districts in Sudurpashchim and adjoining provinces	127
Table 37: Main thrust and roles in general for the implementation of the Master Plan	206
Table 38: Programme-wise allocation of budget for SPTMP	213
Table 39: Drops in Global Tourism from January to December 2020 - 2021	226
Table 40: Drops in Nepali Tourism from January to December 2019 - 2021	227

LIST OF FIGURES

Figure 1: Interest and attractions of different tourism market segments in Sudurpashchim Province	17
Figure 2: Share of number of establishments in tourism industry by sex of owners	20
Figure 3: Tourism-related stakeholders associated in Sudurpashchim Province	20
Figure 4: Likely line of tourism destination management in Nepal	108
Figure 5: Organisational structure of MoITFE	109
Figure 6: Key implementing agencies in Sudurpashchim Province	206
Figure 7: Barriers to women's inclusion in tourism	220
Figure 8: Global COVID-19 crisis in tourism	226

LIST OF CHARTS

Chart 1: Guiding principles of the tourism Master Plan	47
Chart 2: Specific approaches	49
Chart 3: Management framework (5S Model)	50
Chart 4: Proposed organisational (institutional) architecture for implementation of SPTMP and effective tourism system	206

LIST OF MAPS

Map 1: Province map of Sudurpashchim with 88 local units	4
Map 2: Strategic tourism zones for Sudurpashchim Province Tourism Master Plan	34
Map 3: Saipal expedition map	91
Map 4: Api Base Camp trek map	92
Map 5: Ecological zones of study areas	119

1

CHAPTER



BACKGROUND



1.1 CONTEXTUAL BACKGROUND

1.1.1 Tourism Trends in Nepal

The contemporary world has seen tourism become one of the leading sectors for the socio-economic transformation of many countries. Tourism is a lucrative industry and it is growing rapidly in many developing countries, including Nepal. The unique natural and cultural heritage of Nepal has placed the country on the world's tourism map. Nepal's "largely unspoiled and pristine nature" and "age-old culture" are key attractions and strong pull factors that have helped establish the country as a tourist destination for the rest of the world.

Nepal doesn't just offer attractions that no other tourism destination can – like Mt. Everest, the world's highest peak, Lumbini, the birthplace of the Buddha, and Kali Gandaki, one of the deepest gorges in the world – but also some of the most rewarding historical, cultural and religious experiences. In recent years, Nepal has even begun to offer new activities like community-based tourism, ecotourism and adventure sports like bungee jumping, white water rafting, paragliding, mountain biking, canyoning, kayaking, glacier walks, ultra-marathons, and rock/wall climbing. However, hiking and trekking in Nepal's pristine mountain landscape remains the country's core tourism offering. Every year, thousands of nature, culture and adventure sports enthusiasts travel to Nepal to engage in hiking, trekking, peak climbing and mountain expeditions.

Tourism thus has great potential in aiding Nepal's development and socio-economic transformation. This aspect is further validated by the Nepal Trade Integration Strategy (NTIS), which enlists tourism as one of the 19 potential export sectors. The value of the tourism sector to Nepal's economy can be glimpsed in its contribution to the GDP, which is now around 5 percent. This value had been growing steadily prior to COVID-19 pandemic.

1.1.2 Tourism History of Nepal

Ever since the formal opening up of the country in the 1950s, there have been significant efforts to develop varied forms of tourism in Nepal. These efforts have been supplemented by the successful ascents of Mt. Annapurna in June 1950 and Mt. Everest in May 1953, which brought the country much attention on the global stage. Ever since, hunters and mountaineers have continued to arrive in search of adventure while hippies and backpackers flocked to Nepal seeking spirituality in the 60s and 70s. Hikers and trekkers began to arrive in the 80s, leading to an expansion of community-based village tourism. Tourism offerings have now expanded to include heritage tours and ecotourism in the 90s and the 2000s.

1.1.3 Tourism Plans and Policies

Six decades of planning in Nepal saw a total of 15 periodic plans. The very first national five-year development plan (1965-70) integrated tourism development into economic planning, institutionalising tourism as a significant source of employment and foreign currency. Furthermore, tourism-specific national plans and policies, like the Tourism Master Plan 1972, the first National Tourism Policy 1995, the New Tourism Policy 2008, Homestay Operating Procedure 2009, National Tourism Strategic Plan 2016-25, and Trail Standards Guidelines 2018, among others, were also formulated to offer proper roadmaps to orient tourism towards the country's socio-economic growth. However, the growth and development of tourism in the last seven decades (1950-2020) has been uneven.

1.1.4 Tourism Geography

Tourism in Nepal has long been limited by a narrow geographical and spatial focus, concentrated primarily in the 'tourism triangle' of Kathmandu, Pokhara and Chitwan-Lumbini and Namche Bazar, the gateway to Everest. Pokhara, Kathmandu and Namche Bazar remain the entry and exit points for trekking in the Annapurna

Conservation Area, Langtang National Park and Sagarmatha National Park, respectively. A cursory look at total arrivals in 2019 reveals that 19,874 sq. km area of Sudurpashchim, which accounts for 13.28% of Nepal's total area, received less than 1% of all international tourists. The poor growth of tourism in Sudurpashchim Province can be attributed to a few major problems like poor development and diversification of tourism products and activities, an inability to promote tourism at the international level, underdeveloped infrastructure, and an inability to link entrepreneurship with tourism, as indicated by the fifteenth periodic plan (Fiscal Year 2019/20-2023/24) of the National Planning Commission (NPC, 2020).

1.1.5 Need for a Tourism Master Plan for Sudurpashchim Province

As per the 2020 Tourism Industry Analytical Report published by the Central Bureau of Statistics (CBS), Sudurpashchim Province accounts for just 12.1% of all tourism establishments in the country. This proportion is second-to-last among the seven provinces. Similarly, out of a total of 371,140 persons engaged in the tourism industry, Sudurpashchim Province accounted for only 4.6% with a total of just 17,195 persons, again the second-to-last after Karnali Province. As per these figures, tourism has not taken off in Sudurpashchim Province in the same way that it has in other provinces. This is primarily due to a lack of awareness among local inhabitants towards the tourism industry and tourists, lower quantity and quality of tourism-related infrastructure, poor entrepreneurial capacity of service providers, and a lack of marketing and promotion.

It is in this context that the need for a tourism master plan becomes evident. Such a plan can provide concentrated development efforts, especially in planning and execution, in order to promote the growth of Sudurpashchim Province as a major tourist destination.

1.2 SUDURPASHCHIM IN GENERAL

Table 1 offers a general introduction to Sudurpashchim Province in brief.

TABLE 1: Brief introduction of Sudurpashchim in nutshell

Location	Far-west Nepal, spread between 28°.22" to 30°.09" northern latitude and 80°.03" to 81.25" eastern longitude.
Area	19,539 square kilometres with mountains= 7932.834 sq km (40.6%), Hills = 6,748.7706 sq km (34.54%), and Terai = 4,857.3954 sq km (24.86%)
Provincial borders	→ East: Province Number 5 (Bardia) & Karnali (Surkhet, Dailekh, Kalikot & Mugu) ← West: Pithoragarh district, Uttarakhand, India ↑ North: Tibet ↓ South: Lakhimpur district, Uttar Pradesh, India
Population	2,552,517 (9.63% of Nepal's total population) (2011 Census) Mountains = 462,345 (18.16%), Hills = 862,215 (33.78%), Terai = 1,226,957 (48.06%)
Geography	Inner Madhesh, Terai, Hills and Mountains
Altitude range	109 m (Kailali) to 7,132 m (Darchula, Api Himal)
Language	Nepali and local languages
Distance from Kathmandu	740 km
Distance from New Delhi, India	350 km
Unique cultural dances & 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 and administrative divisions 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 at the provincial level Mayor and council government system at the local level		
Total provincial sector ministries	6		
Total local governmental units	88 (1 Sub-Metropolitan city + 33 Municipalities + 54 Village Municipalities), accounting for 12% of all 753 local governmental units in Nepal		

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

Sudurpashchim is the western-most province of Nepal. It is divided into nine districts — Achham, Bajhang, Bajura, Baitadi, Dadeldhura, Doti, Darchula, Kailali, and Kanchanpur — and is home to the rivers Mahakali in the west, Seti River in the centre and Karnali in the east. Its geographical coverage includes mountains (7,932.834 sq. km, 40.6% of total area), hills (6,748.7706 sq. km, 34.54% of total area), and Terai (4,857.3954 sq. km, 24.86% of total area) (Map 1).

Nepal's far western region is its unexplored treasure – rich in wildlife, natural beauty and cultural expression. Ranging from the flat and tropical Terai (Kailali and Kanchanpur districts) to the Mid-Hills and rising up to the Himalaya with the peaks of Mt. Api (7,132 m) and Mt. Saipal (7,031 m).

Sudurpashchim comprises everything that Nepal has to offer. As a host destination, Sudurpashchim Province is full of pull factors that include its unique topography and geography, climatic conditions, vegetation, natural environment, cultural heritage, and hospitable people. Many of the local communities still follow the religious beliefs and values of the Masto religion, which is quite distinct from the Hindu religion followed by a majority of Nepalis. This offers a unique experience to those interested in studying society, traditional communities, rituals and religion. Sudurpashchim is also full of natural and cultural attractions and has tremendous potential for the development of tourism.

However, a careful look at tourism trends shows that most tourism remains largely concentrated in central and eastern Nepal. But with a new federal set-up in place, elected representatives now have the mandate and the resources to intervene in developing Sudurpashchim's tourism potential.

MAP 1: Province map of Sudurpashchim with 88 local units



1.3 RATIONALE

It is always prudent to plan well before intervening. Planning provides a reliable basis for organised, rational and continuous efforts to achieve specific objective(s) by matching the available resources and programmes with the needs and desires of the people. In the aforementioned context, the rationale behind the formulation of this tourism master plan for Sudurpashchim Province is illustrated by a number of valid points in the following paragraphs.

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

Nepal embarked on the new federal governance system with a new constitution in 2015. These epochal changes in the state structure have brought about new implications in the form of opportunities and challenges in all economic spheres, including tourism.

Thus, the new seven provincial governments now have important responsibilities for preserving and promoting their touristic resources and sites through tourism development strategies and action plans. The objectives behind these strategies and plans should be to protect cultural and natural heritage, generate revenue and promote local economic development. Nepal's 2015 constitution clearly states that tourism must identify, conserve, promote and advertise the nation's historical, cultural, religious, archaeological and natural heritages. It further says that Nepal must pursue ecologically friendly industrial development, formulate necessary environmental policies and prioritise the local people when it comes to the distribution of the benefits of tourism.

Furthermore, all seven provincial governments are guided by a number of constitutional provisions, including Section 13 (Provincial Executive Body) Article 162 that outlines the province's executive authority and Section 16 (Provincial Economic System) Article 207 which defines the province's economy. Since the formation of Sudurpashchim Province, the governor has presented five policy and programmes for the fiscal years 2074/75, 2075/76, 2076/77, 2077/78 and 2078/79. The policy and programmes for the FY 2078/79 envisions the development, expansion and improvement of five sectors, namely tourism, agriculture, hydropower, herbs and industry, in order to achieve prosperity and economic independence. These annual policy and programmes are the primary basis for the annual budget and subsequent actions.

Furthermore, Nepal aims to transition from a least developed country to a developing nation by 2030, achieve the Sustainable Development Goals (SDGs) and eradicate poverty. In this pursuit, the Government of Nepal adopted "**Prosperous Nepal, Happy Nepalis**" as a development slogan.

The new Tourism Policy 2008 has stressed the following policies:

- Emphasise the need to both diversify and expand tourism while also developing and conserving destinations through the growth of both quantitative and qualitative tourism;
- Strengthen partnerships between the public, private and community sectors to fulfill the above needs;
- Enhance services to encourage visitors to stay longer in a safe environment;
- Facilitate the participation of the local community in the tourism sector;
- Expand rural tourism to help alleviate poverty;
- Prioritise new destinations and product development.

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

- Quality at destinations (ensure proper trail infrastructure, attraction management, account for overcrowding and natural and cultural landscape degradation, ensure safety and sustainability);
- Service quality enhancement;
- Food safety and hygiene;
- Quality of accommodations;
- Six priority tourism development areas in the country.

Sudurpashchim Province, with varied mixture of nature, culture, religion, vegetation, climatic conditions, and natural and cultural heritage, is among the six priority areas identified by the NTSP study team. Kailali and the surrounding areas have great potential to attract visitors through a wide range of cultural and natural attractions. However, the demand is low and the state of in4

frastructure is poor, as shown below in Table 2.

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

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

Source: NSTP 2016-25, MoCTCA 2021

Given this state of tourism and past plans, it is clear that Sudurpashchim Province requires sound tourism planning.

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

Apart from being an effective facilitator, the provincial government has to play a leading role when it comes to matters such as destination development, promotion of fairs and festivals, publicity campaigns, information technology initiatives, market research, exhibition and seminars, and skills development.

Facilitation of integrated efforts for development of the tourism sector

Development in this sector requires close partnership between governments, the private sector, communities and thematic experts. Tourism is perhaps the only sector which multiple, elaborate backward and forward linkages with other segments of the economy, like infrastructure, transport, construction, the environment, and water resources.

Offering a sensible basis for collaboration with federal and local governments and their plans

Tourism development requires coordination among many different governmental and non-governmental entities. The provincial government must thus actively collaborate with municipalities and rural municipalities that make up the local government, along with federal government agencies like the MoCTCA, MoEF, DoT and others.

The following local governments have formulated tourism development plans in recent times.

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

The federal government's MoCTCA has also formulated the 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 the exchange of knowledge and experiences with all levels of government for mutual benefit and potential collaboration.

Scaling up from past efforts and achievements

Though still in relative infancy, tourism in Sudurpashchim Province has been part of a number of campaigns at the district and province levels. These include the 'Sundar Sudurpashchim' advertisement campaign led by the Kailali Chamber of Commerce and Industry in 2014, *Kailali Bhraman Barsa - 2072* (Visit Kailali Year - 2072) led by the Kailali District Coordination Committee, and several annual tourism festivals and fairs organised at the destination and/or district levels. While these past efforts have been commendable, there is clearly a need to learn from such campaigns and scale up.

Getting benefits from global tourism trends through planned efforts

Tourism is both an industry and social force. As such, the global tourism industry has playing important roles in the development of destinations in the 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.

Sudurpashchim Province too will be able to take advantage of the above trends through planned efforts.

Relating Sudurpashchim to global tourism growths

As a service and hospitality industry, tourism is one of the world's largest and fastest growing industries in the world, witnessing an average growth of 4.5% in last 20 years till 2019, before the outbreak of the 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 the Americas (2%). Around 100 million direct and 400 million

indirect jobs were created, accounting for 10% of total global employment (WTTC, 2020). Generating USD 1.7 trillion in revenue as of 2019, international tourism was the third largest export category behind fuel (USD 2.4 trillion) and chemicals (USD 2.2 trillion). International tourism accounted for 29% of the world's services exports and 7% of overall exports (UNWTO 2020).

This master plan envisions gaining similar benefits by relating to these global trends.

Pulling sizeable numbers of international tourists (including Indians) from Nepal's total arrivals

Nepal witnessed 1,197,191 international arrivals in 2019 by air and land transfer. The average length of stay was recorded as 12.7 days and the visit purposes were for holidays (778,173), pilgrimage (197,786), trekking and mountaineering (171,937) and others (49,301). India, China, USA, UK and Sri Lanka were the top five countries in terms of the highest numbers of arrivals. Tourism contributed 4.2% to Nepal's total GDP, 17.35 percent to its total foreign currency earnings and employed 500,000 individuals directly and a similar number of individuals indirectly. Tourism is thus a sector that has great potential for the economic development of the country. The effective execution of this plan can benefit Sudurpashchim Province by attracting a sizeable share of these total arrivals to Nepal.

Benefiting from domestic tourism

Until recently, the international tourist market was believed to be one of the most prospective growth sectors for the national economy. But the COVID-19 pandemic bottlenecked the inbound flow of international tourists. Nonetheless, the devastating effects of COVID-19 offer opportunities for the tourism sector to 'Build Back Better' by exploring the alternative segment of 'domestic tourism' as a viable option. The systematic development of domestic tourism is seen to be indispensable in the context of none or very poor arrivals of international tourists. The global health crisis has given an opportunity to the Nepali tourism economy free itself from its dependency on peripheral international tourism. This formulation of this plan can be rationalised from this aspect too.

Fulfilling the vital needs of tourism development in the province

Sudurpashchim Province is an untouched tourism destination. Despite its cultural and natural diversity, this province still lags behind others when it comes to visitors. This tourism master plan can play a vital role in developing tourism in the province by following ways:

- By upgrading the tourism industry from the beginning, or discovery phase, of its life cycle, which is clearly visible given the low number of international tourists to the region;
- By assisting in planned tourism development in the province, consisting of infrastructure, institutions, and marketing in a context where no such tourism master plan has existed in the past;
- By reducing the active population's dependency on foreign (India and Middle Eastern nations) employment by creating tourism-based employment for the youth within the province;
- By offering a realistic framework to protect natural and cultural heritage;
- By offering guidance to both local governments and the private sector for overall tourism development.

1.4 BRIEF OBJECTIVE

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

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

1.5 SCOPE OF WORK

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

TABLE 3: Scope of study during formulation of the tourism master plan

<ul style="list-style-type: none"> To observe and analyse the present situation of different aspects of tourism like accommodation, tourism services, connectivity, accessibility and other infrastructure;
<ul style="list-style-type: none"> To point out the positive as well as negative effects of tourism on the socio-cultural and environment spheres, and recommending strategies, measures and actions to mitigate risks and impacts by making tourism infrastructure as environment-friendly as possible;
<ul style="list-style-type: none"> To identify and recommend tourism zones and products, including new tourism treks/circuits with a detailed plan of action;
<ul style="list-style-type: none"> To identify important infrastructure to be developed and coming up with short, mid and long term strategies, action plans and programmes, and estimating the cost of each infrastructure;
<ul style="list-style-type: none"> To identify the roles and responsibility of the three-level governments and the private sector in the development of infrastructure in tourism destinations;
<ul style="list-style-type: none"> To collect information related to tourism destinations and destination governance, and to analyse them to come up with a destination management plan and policy while developing different tourism activities and programmes;
<ul style="list-style-type: none"> To analyse and map the present situation of safety and security, rescue and health facilities at tourism destinations. These include disaster and crisis management;
<ul style="list-style-type: none"> To develop a possible tourism package or product at 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 contextual aspects of the plan's formulation. It covers information on tourism in Nepal, Sudurpashchim Province in general, potential of tourism in the province, the problem statement for plan formulation, rationales, brief objectives, scope of study and the structure of the master plan.

Chapter 2: State of Art of Tourism in Sudurpashchim Province: Current Situation and Future Potential

covers baseline information including general profiles of all nine districts, followed by a district map with major tourist attractions and tourism profiles in tabular form. It includes an inventory of all categories (natural, adventure, archaeological, historical, religious and cultural) of tourism attractions with an indication of their market significances (global international, national domestic and local). A SWOT analysis for each district is covered next, offering an appropriate basis for the formulation of the action plan as covered in chapter 8. This chapter also includes SWOT-related information of all nine districts as micro-destinations. Furthermore, it covers SWOT analysis of one or two key tourism destinations/products in each district. SWOT analyses are offered for the purpose of designing action plans for improvement and/or standardisation.

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

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

Chapter 5: Guiding Principles, Approaches and Management Framework presents principles, approaches and service delivery strategies to be followed by all nine districts of Sudurpashchim Province in order to facilitate the development and management of tourism for the next 10-year period.

Chapter 6: Master Plan's Outlook: Vision, Goals, Objectives, Strategies, and Targets outlines the aims and objectives that the master plan hopes to achieve once it is implemented by Sudurpashchim Province.

Chapter 7: Strategic Tourism Areas/Components presents introductory information in 10 strategic areas (components) that are integral parts of tourism sector development, their current provisions, existing arrangements, status of applications, and past efforts. In addition, this chapter also includes an annexures with basic information on community-based tourism with its standard norms and regulations.

Chapter 8: Ten-Year Action Plan 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, time frame (short, medium or long term) for execution, names of lead implementing agencies, names of other support agencies and the estimated budget. In addition, this chapter also consists of an action plan for 18 prime products identified for the entire province as an annexures.

Chapter 9: Implementation and Monitoring deals with implementation arrangements and strategies, including a proposed organisational (institutional) architecture for implementation of the Sudurpashchim Tourism Master Plan (STMP) and an effective tourism system. Furthermore, it provides an inventory of key institutions and their roles in the implementation of the master plan. Finally, it covers the budget estimation for the plan's implementation and valuable suggestions regarding monitoring and evaluation.

Chapter 10: Gender Mainstreaming to Enhance Tourism Potential in Sudurpashchim Province deals with the importance of gender issues at the local, provincial and national levels, considering Sudurpashchim's 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 emphasises a recovery plan for tourism to bounce back to pre-COVID-19 levels as long as negative images are eradicated from tourists' minds. As no tourism destination is immune from crises, the Sudurpashchim tourism industry too requires strategies and a set of directions to follow, which will prepare the tourism destination to manage this crisis by 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 documents, like the outcome of the field workshops along with a list of participants, have already been presented separately in the workshop completion report.

2

CHAPTER



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



2.1 BRIEF OVERVIEW OF TOURISM IN SUDURPASHCHIM PROVINCE

Sudurpashchim Province is one of Nepal's seven provinces, constituted as per the new 2015 constitution of Nepal. The province has high mountains to the north, hills in the middle and the plain Terai to the south, encompassing very cold to warm and humid weather conditions. Rising from a height to 109 m in Kailali district to 7,132 m at the top of Mt. Api in Darchula, Sudurpashchim Province has diverse geographical features, climates, river basins (Seti, Mahakali, Budhiganga, etc.), ecological belts, human settlements and cultures.

Sudurpashchim Province is divided into nine districts. Parts of Bajhang, Bajura, Achham and Doti districts are part of Khaptad National Park and its buffer zone. Khaptad National Park is a protected area, established in 1984. It covers an area of 225 sq km and ranges in elevation from 1,400 m to 3,300 m. Likewise, parts of Kanchanpur district is covered by Shuklaphanta National Park, a designated hunting reserve established in 1969 which was later declared a protected area in 1976 and a national park in 2017, with a total area of 305 sq. km. Similarly, Api-Nampa Conservation Area, which is also a protected area, lies in Darchula district and was established in 2010 with 1,903 sq km of area in an elevation from 518 m to 7,132 m. Named after the two peaks, Api and Nampa, this protected area was established to conserve the unique biodiversity and cultural heritage of the area, which falls within the Kailash Sacred Landscape.

Sudurpashchim Province has unparalleled natural beauty, couple with extremely varied and diverse attraction that are highly suitable for trekking and mountaineering. It also includes important natural, religious and cultural sites, including Khaptad National Park, Shuklaphanta National Park, Api Nampa Conservation Area and many wet lands. Some of its major tourism products include:

- The Himalayan landscape, including the peaks of Mount Api, Saipal;
- Hills, lakes and mountains for adventure-based activities like mountaineering, trekking, and rafting;
- Religious and spiritual sites like the famous Tribeni, Saharsha Linga, Khaptab Baba Ashram, Badimalika, Ramaroshan, Baidanath, Ugratara, Tripura Sundari, Ninglasen, and Malika Arjun;
- Rich culture that is manifest in various festivals, dances and music.

Despite these attractions, tourism contributes very little to the local economy. Thus, there is enormous potential to expand the tourism industry in the province by improving infrastructure, addressing environmental degradation, enhancing promotion and marketing, and developing new products. Some of Sudurpashchim Province's tourism attractions, as spread out across the Terai, Hills and Mountains, are presented in Tables 4 and 5.

TABLE 4: Mixture of tourism assets and attractions available in Sudurpashchim Province

Mountains:	Mt. Api (Darchula), Mt. Saipal (Bajhang), Mt. Byasrishi (Darchula), Mt. Jethibahurani (Bajhang).
Great Himalayan Trail (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 a mix of Tharu, Chhetri, Brahmin and other mountain communities
Archaeological sites:	Ajaymeru kot (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
Unique water creature:	Dolphins and Golden Mahaseer in Karnali and other rivers (Kailali), Crocodiles and Pythons in Ghodaghodi Lake (Kailali)
Lakes:	Budhinanda & Khapar (Bajura) Ghodagodhi, Joganiya and Jokhar, (Kailali), Ali (Dadeldhura), Bedkot & Jhilmila (Kanchapur), Surma Sarobar (Bajhang)
Waterfalls:	Budar (Doti), Barel Chada & Dantola (Bajhang), Birekhola (Bajura), Barahmase & Batase (Kanchanpur)
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 from the ancient and medieval eras:	Uku (Darchula), Doteli King (Doti), Mal la - Garba & Nimdi (Kailali), Bhopur (Bajhang)
Hill station-based viewpoints:	Moyana danda, Khasileda & Chuli (Bajhang), Khani danda, Rajkanda & Vasubhir hills (Kailali), Byas gompas site hill (Darchula), Dallek (Darchula)
Seven sister temples:	Tripurasundari (Dadeldhura), Melauli Bhagawati, Nigalsaini & Dilasaini (Baitadi), Surma Devi (Bajhang), Ugratara (Dadeldhura) and Badimalika (Bajura)
Other popular Hindu temples:	Siddhababa (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 is Nepal's longest (Kanchapur), Julaghat, built by British India 200 years ago (Baitadi), Chisapani stands on a single pillar (Kailali)
Strange shaped hill:	Linga landscape (Kailali)
Doteli language, history and civilisation:	Doti
Other manmade attractions	Aircraft museum (Kailali) statue of Nepal Ama (Kanchanpur), statue of Nepal Ama on the bank of Seti river (Doti)
Single ethnic group-based community homestay:	Bhadagaun & Maghi (Kailali), Ranatharu (Kanchanpur)

Source: Study Team, 2021

TABLE 5: Tourist arrival data in Sudurpashchim Province

Tourist movement statistics							Climbers move- ment		Trekkers move- ment
Years	Total arrivals in Nepal	Arrivals in Sudurpashchim as per various nationalities			Total arrivals in Sudurpashchim	Total departure of foreigners from Sudurpashchim	Mt. Api (7,132m)	Mt. Saipal (7,031m)	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+ Gad-dhachauki)			
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 Border survey, 2015; MoCTCA, 2017

2.2 TOURIST MARKET SEGMENTS

Since there is no mechanism for separate records for tourists visiting Sudurpashchim Province, the top source markets (Table 6) for Sudurpashchim are almost the same as any other major destination within Nepal.

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

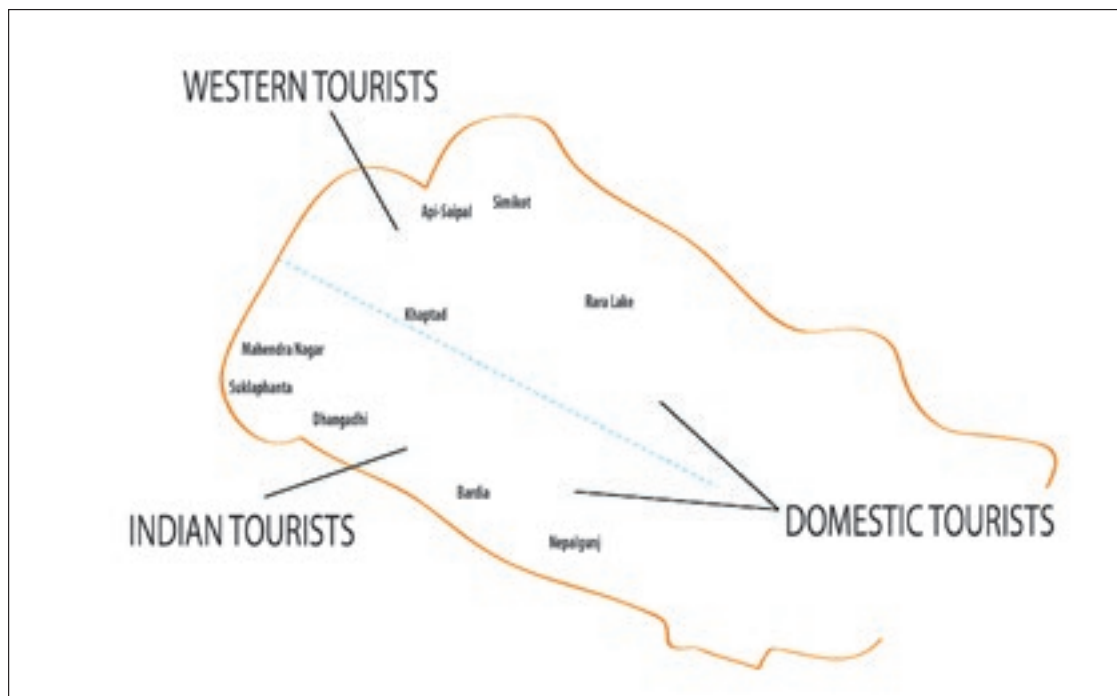
Country	2010	2011	2012	2013	2014	2015	2016	2017	2018	Change 2018/17 %	Market share 2018
India	120,898	149,504	165,815	180,974	135,343	75,124	118,249	160,832	194,323	20.8%	16.57 %
China	46,360	61,917	71,861	113,173	123,805	64,675	104,005	104,664	153,633	46.8%	13.10 %
Sri Lanka	45,531	59,884	69,476	32,736	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 are an important market for Nepal's tourism as they are high spenders despite their short trips. Indians come to Nepal in the summer months, which is 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 tourist markets (Indians, westerners and domestic) are equally important for Sudurpashchim Province. However, the choice and perception of those market segments are different, with one ecological belt as the prime choice and the other two as alternatives. This variation in interest and choice of tourism market segments are marked in figure 1 below.

FIGURE 1: Interest and attraction of different tourism market segments in Sudurpashchim Province



Source: Study Team, 2021

Amidst the three market segments of international tourists, Indians and Nepalis themselves, there is tremendous prospect for Sudurpashchim Province from the Indian market due to its proximity and cultural ties. This region is the western entry point for tourists from India, as it borders the Indian states of Uttar Pradesh¹ and Uttarakhand². The large populations of these two neighbouring states of India comprise a significant tourist market for Sudurpashchim.

However, very few foreign tourists other than Indians visit Sudurpashchim. Most arrivals are transit tourists who come into Nepal simply to extend their stay in India. Amidst Indians too, a majority are budget travellers visiting for (a) religious purposes, to pay homage to Khaptad Baba and temples like Behada baba (Kailali) and Siddhanath (Kanchanpur) or (b) free or cheap treatment at the eye hospital in Dhangadhi. From the perspective of tourism, Sudurpashchim Province nevertheless has great potential given its proximity to metropolitan Indian cities with large populations like Rudrapur, Pithoragarh, Lucknow, New Delhi and others.

The low number of tourist arrivals, however, can also be a boon for Sudurpashchim Province as the region remains unadulterated by too many visitors, giving it cachet as an untouched destination. Activities for external

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

² Uttarakhand with Deharadun as its capital is a state in northern India with a land area of 53,483 km² and an estimated population of 10.08 million in 2018.

tourists entering Sudurpashchim or internal domestic tourists traveling from one place to another are also quite diverse. The variety of tourism activities and events available are presented below in Table 7.

TABLE 7: Mixture 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 other destinations, and soft walking in the hills and mountains along the Great Himalayan Trail (GHT). ● Wildlife tourism and safaris in national parks, eco-tourism, nature tourism, wildlife observation in protected areas and national parks. ● Bird watching in wetlands, community forests and national parks, homestays in distinct cultural and natural landscapes. ● Study, research and observation tours to historical and archaeological sites like forts and caves. ● Paying homage, worship and meditation at various religious and spiritual sites. ● Change of climate and relaxation at hill stations. ● Recreation, MICE, and VFR tourism in business hubs and gateways like Dhangadhi, Mahendranagar, Attaria and Dadeldhura. ● Mountains and snow viewing at hill stations like Khanidanda (Kailali district), Amargadhi (Dadeldhura district), Gothalapani and Bichpani (Baitadi district), Chainpur (Bajhang district), Dipayal and Silgadhi (Doti district) and Khalanga (Darchula district).
Aquatic tourism activities	<ul style="list-style-type: none"> ● Rafting and kayaking in rivers, boating and observation of biodiversity in lakes, canyoning in waterfalls, baths in natural hot springs.
Aerial tourism activities	<ul style="list-style-type: none"> ● Paragliding, bungee jumping, zip lines, scenic helicopter flights.

Sudurpashchim's natural beauty, especially its contrast of the plains and mid-hills with the towering Himalaya, is its primary attraction. Each hill top is either accessible by surface transport or two-to-six hours of trekking or a pony ride. Some of these hilltop destinations are full of agro-farms and cultural activities while home-stay tourism and rural tourism activities are available in the surrounding villages.

Dhangadhi Sub-Metropolitan City, Attaria (Godavari Municipality) and Mahendranagar (Kanchanpur) also have a number of tourist facilities like luxury hotels, casinos, shopping malls, restaurants, museums, parks, gardens, and homestays. Amargadhi (Dadeldhura) is the largest hill station in the southern part of the province and is also close to Dhangadhi, Attaria and Mahendranagar which are entry and exit hubs for several renowned tourist destinations in Sudurpashchim province.

Mahendranagar (Bhimdatta Municipality), located towards the extreme west of this province, is a large market city that is the gateway to Shuklaphanta National Park (Kanchanpur) for wildlife tourism and other emerging tourist hotspots like Jhilmila Lake, Bedkot Lake, and Siddhababa *dham* (pilgrimage). Furthermore, Attaria is a transit point for several great pilgrimages, like the seven sister goddesses and five *dhams*, and treks to Mt Api (7,132 m), and Nampa and Byas regions along the Great Himalayan Trail.

If essential public infrastructure is built in coordination with local government agencies, Dhangadhi, Mahendranagar, Attaria and Dadeldhura can all be developed as great tourist hub and gateways for Sudurpashchim Province.

2.3 TOURISM ESTABLISHMENTS PROVIDING SERVICES

There are a total of 7,604 tourism establishments in Sudurpashchim Province providing services for both national and international tourists as indicated below. They, however, account for only 5.6% of Nepal's tourism establishments, ranking second to last among all eight provinces.

TABLE 8: Number of tourism-related establishments in Sudurpashchim Province

Districts	Short term accommoda- tions		Restaurants and mo- bile food services		Beverage serving		Travel agencies	
	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

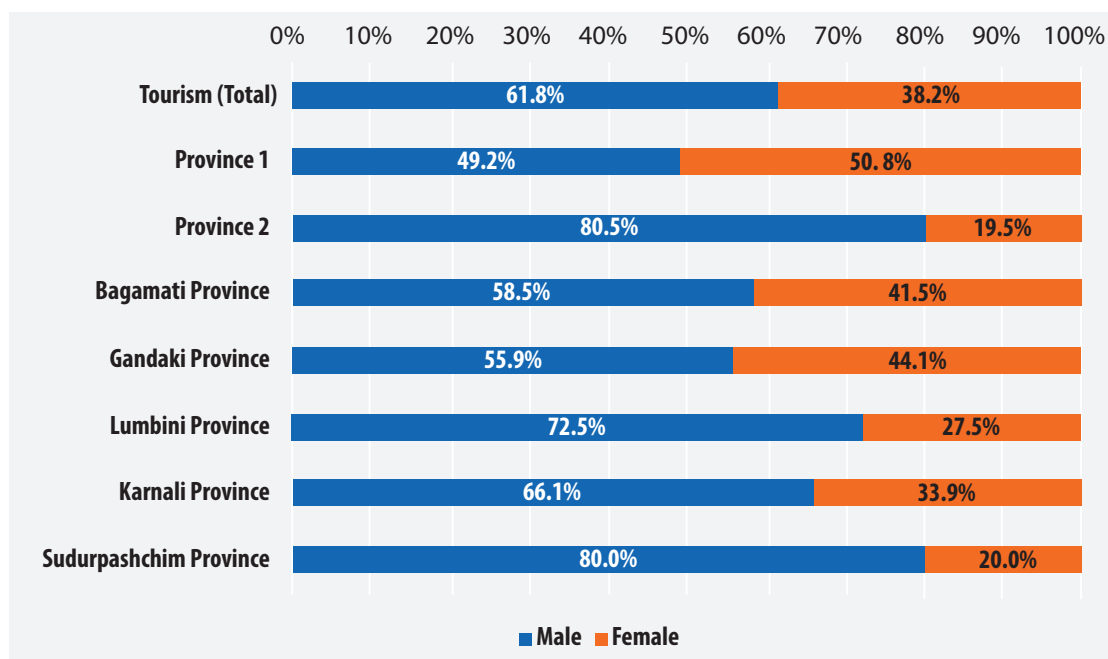
The employment ratio of the 7,604 tourism establishments in Sudurpashchim Province is indicated below in Table 9. More people are employed in small-scale tourism enterprises all over the country. Sudurpashchim Province also follows the same trend, employing just 1-2 people in 5,889 tourism enterprises. Sudurpashchim has a negligible number of establishments that employ more than 50 persons.

TABLE 9: Share of number of establishments in Sudurpashchim's tourism industry by size of persons engaged

	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
Bagmati 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).

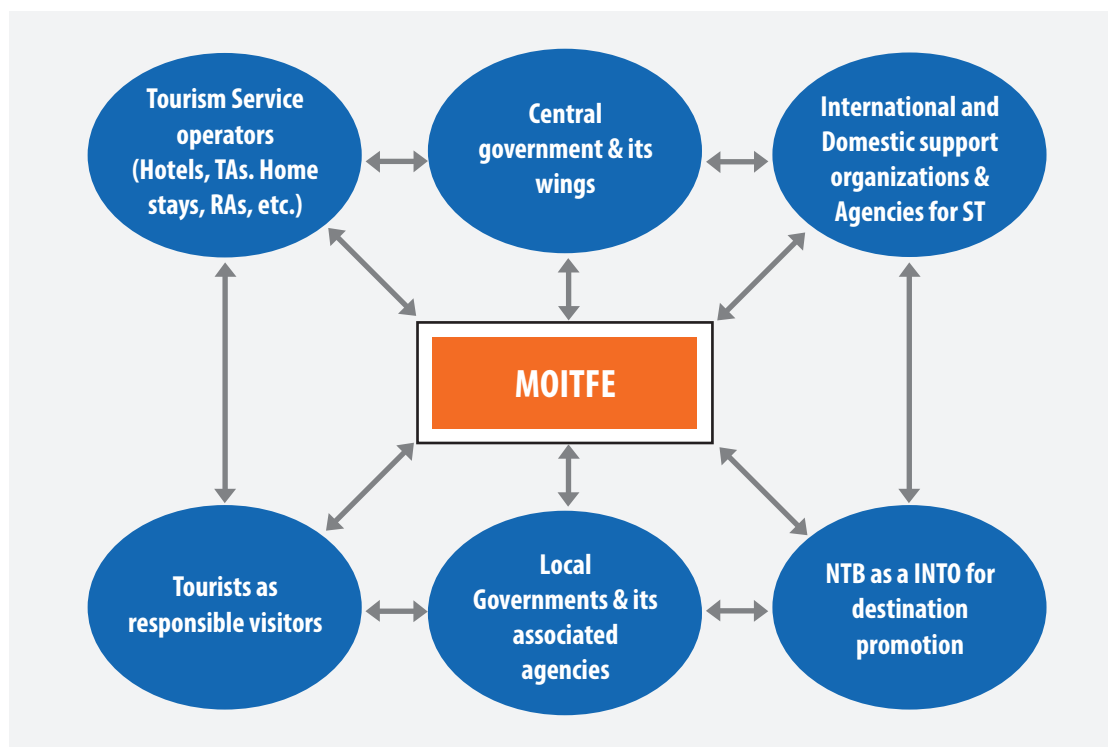
When it comes to the participation of women in the tourism industry, Sudurpashchim Province ranks quite low. The proportion of establishments with female owners in Sudurpashchim is just 20.0% while the highest proportion is in Province 1 at 50.8%. (Figure 2)

FIGURE 2: Share of number of establishments in tourism industry by sex of owner

Source: CBS, 2021

2.5 MAJOR TOURISM INSTITUTIONS AND ACTORS

The following actors are directly or indirectly associated with the tourism industry in Sudurpashchim Province.

FIGURE 3: Tourism-related stakeholders in Sudurpashchim Province

Source: Study Team, 2021

2.6 SWOT ANALYSIS OF SUDURPASHCHIM PROVINCE'S TOURISM SECTOR

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

There are lots of opportunities to develop Sudurpashchim Province as a potential tourism destination and some initiatives have already been taken to realise them. However, there still remain some gaps and threats for tourism development. The strengths, weaknesses, opportunities and threats for tourism development within the province are highlighted in a summarised form in the succeeding paragraphs. For detailed profiles and SWOT analysis of all nine districts of this province, see *Volume II, Annex 2 to 10*.³

Strengths	Weaknesses
<p>Sudurpashchim Province has a number of strengths that act as highly favourable departure points for the sustainable development of tourism.</p> <ul style="list-style-type: none"> • A destination with the prospect for multiple brand identities, like: (a) a hub for indigenous Tharu culture, (b) the ultimate destination for bird watching, (c) a strong spiritual and religious destination, (d) an eco-friendly green/nature tourism hub with several community managed forests, and (e) an agro-organic food destination with widespread availability of local organic food. • A destination with key attributes for tourist market segments of all kinds — Nepalis, Indians, and international tourists. • Self-built networks of private sector tourism stakeholders in the forms of Tourism Action Groups (TAGs) like NATTA, TDS, and PHA at the district level, providing opportunities for interventions with business plans. 	<p>Despite its natural and cultural appeal, the following weaknesses are widespread as bottlenecks (constraints) whose mitigation is a precondition to building up Sudurpashchim as a tourist destination.</p> <ul style="list-style-type: none"> • Poor border connectivity of Sudurpashchim border with the Indian border. The lack of an efficient single window platform at Trinagar and Gaddhchowki points are acting as bottlenecks to the arrival of Indian tourists and tourist from third countries via India. Other cross-border issues at Mahendranagar and Dhangadhi include restrictive border timings, incomplete road links, delays for cross-border vehicles and “harassment” by border authorities. • Inadequate supply of tourist services along with poor standards of tourist infrastructure (accessibility, accommodations, amenities, health and safety arrangements). • Sudurpashchim’s potential and products are not well recognised, both in the International and national markets due to inadequate marketing and promotion. • Very poor awareness among locals regarding tourism, tourists, and benefits of tourism. Communities are unaware that tourism can be a significant source of income, and can be a tool of transformation regarding social behaviour. • Poor tourism awareness and technical know-how among government structures, resulting in unfocused budget allocation and scattered plans and policies. • Lack of regular plans and programmes focused on raising awareness among communities and entrepreneurs, building their capacity, supporting businesses, and formulating tour packages and operations. • Similar rival organisations³ working to promote tourism, making it difficult to develop synergy amongst them.

³ Examples include NATTA Far West and TPA located in Dhangadhi. These organisations are working on similar kinds of activities to promote and market Sudurpashchim, which is what TDS is also working on. However, there is no synergy between these organisations.

- Rich and diverse biodiversity, flora, fauna, and varied landscape are key attractions for tourists from Europe and USA who visit in very low numbers.
- Dhangadhi Sub-Metropolitan City, Attaria (Godavari Municipality) and Mahendranagar (Kanchanpur) have a number of tourist facilities like luxury hotels, casinos, shopping malls, restaurants, museums, parks, gardens, and homestays.
- Friendly and welcoming local hosts with a history of hospitality (Tharus, Magars, Brahmins, and Chhetris).
- Homestays owned and operated by indigenous Tharu communities with rich culture and traditions.
- Presence of structural barriers, particularly to work in areas like Shuklaphanta National Park, Khaptad National Park and Api Conservation Area which are under the jurisdiction of the Department of National Parks and Wildlife Conservation, preventing a proper flow of tourists to those areas.
- Low value image of Sudurpashchim as a tourist destination against the backdrop of higher transportation costs to and from Kathmandu, and poorer arrangements regarding accommodations, food, and emergency protection.
- A lack of provincial level and local level ('destination areas') tourism master plans, programmes and strategic guidelines to develop Sudurpashchim as a premier tourist destination.
- Dhangadhi lacks a distinct brand identity⁴, which has also narrowed down the potential for other destinations in Sudurpashchim Province.
- Lack of developed tour and transport services in Western Nepal, with generally low quality hotels and vehicles, constrained HRD and SMTE development, and lack of preparedness among the community.
- Lack of demand for packaged tours in Sudurpashchim from tourist market segments that have interests in recreation and holiday making.
- Lack of local-level Destination Management Organisations (DMOs) to take leading roles in destination tourism management affairs.
- Capacity constraints of local tour operators due to their lower numbers and almost no attention from Kathmandu-based tour operators to package and sell Sudurpashchim.
- Lack of enterprises (e.g. tour operators, trekking agencies, etc.) in districts and their headquarters (e.g. Gothalapani, Khalanga, Chainpur, Sanfekar, Mangalsen, Dipayal) other than Kailali and Kanchanpur, that can formulate packages for tourists and connect with tourist markets.
- Sudurpashchim is recognised as an add-on destination (not as a main destination) which has little spill-over benefits except when combined with Dhangadhi, Shuklaphanta, Chisapani, Tikapur, etc.
- Smaller number and variety of water-based (related) tourism activities despite Sudurpashchim having a large number of wetlands, rivers and ponds.
- Substandard hospitality, language and service skills of service providers.
- Lack of local guides and interpretation facilities leading to less meaningful experience for tourists.
- Inadequate provisions and mechanisms for the collection of garbage, leading to poor waste management, sanitation and hygiene.
- The concept of public-private partnerships is lacking when it comes to tourism-related interventions.

Opportunities	Threats
<p>The following opportunities in Sudurpashchim Province, if utilised properly, could lead to the lasting growth in tourism.</p> <ul style="list-style-type: none"> • Diversified tourism destinations, products, assets and heritages in Sudurpashchim, spread out over three different ecological belts (Terai, Hills and Mountains). • Large Indian market segments are closeby. The expanding Indian middle class, along with economic growth in neighbouring countries India and China, provide significant market segments. • Uttar Pradesh and Uttarakhand states (both of which have millions of citizens) in India are big opportunities for Sudurpashchim Province as a macro destination. • Ready position of Dhangadhi, Mahendranagar, Attaria, Ghodaghodi and Amargadhi as tourist hubs with various amenities and services. • Presence of various professional organisations, service providers, institutions and associations (e.g. TDS, PHA, NATTA Far west, WNTA, etc.) to develop tourism. • Saturated demand in popular destinations across the border provides opportunities for Sudurpashchim to grab the existing market with similar products. • Interconnection of lake areas and rivers in the lowlands with the cool climatic Chure Shivalik range to the north after a walk or drive of just a couple of hours offers immense opportunities with a choice of cool climate products to potential visitors. • The unspoiled natural beauty of Sudurpashchim can be developed as a popular new destination, as more than 60% of tourists to Nepal visit natural areas like national parks, conservation areas and wildlife reserves. • Large number of wetlands (lakes, ponds and rivers), present opportunities to use tourism and nature conservation in an integrated manner so that tourism can be a tool for nature conservation and local prosperity. • Development of hiking trails around lakes and the Chure hill jungles through Global Positioning System (GPS)-based navigation and installation of standard signage and other infrastructure. 	<ul style="list-style-type: none"> • Poorly developed and poorly promoted image of Sudurpashchim in terms of both quantity and quality causing bottlenecks for partnerships / investments / strong networking for resource mobilisation. • Lack of exploration, research, marketing strategy and minimum quality, safety and standard-based promotion of destinations and tourism products. • Inadequate and substandard tourism infrastructure (e.g. lack of trekking trails with proper signs, road side footpaths, cafes, tourist information centres, general information signage and boards, clean drinking water, locker rooms for visitors, and washrooms). • Destinations are at risk as tourism is taking place in an unplanned and unstructured manner. • Limited technical knowhow among new government structures when it comes to destination management. • Many tourism entrepreneurs and facilities (hotels, lodges, homestays) are not registered with governmental authorities and are operating informally, which may not guarantee the quality of services and are also causing the government to lose out on revenue. Sustainability of tourism can come under threat if formal institutions have to compete with informal ones.

⁴ Dhangadhi needs to present itself with a distinct brand identity. Dhangadhi could be branded as a cricket hub, a gateway to Mt. Mansarovar and Kailash, an entry point to Khaptad and 7 sisters goddess dham, or as a gateway to adventurous trekking on the Great Himalayan Trail to Api and Saipal Base Camps.

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| <ul style="list-style-type: none"> ● Development of Sudurpashchim as an ecological, herbal and zoological research and study hub for national and international students, researchers, scientists, and scholars. ● Strengthening the sustainable tourism attributes of destination areas through formulation of tourism Code of Conduct (CoC) manuals. ● Development of bird watching tourism by turning GLA into Nepal's first bird sanctuary in close coordination with local, provincial and federal governments, along 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) – among 100 new destinations identified for Visit Nepal Year 2020. | <ul style="list-style-type: none"> ● Uncontrolled cattle grazing, firewood collection and timber harvesting in the Chure forests, and mining of stones, gravel, and boulders from the Kandra and other seasonal rivers like Donda and Tengnahwa are leading to challenges in biodiversity conservation and watershed management. ● Poaching of lake-based fauna and wild animal species. ● Increasing use of lakes for aqua-culture, unmanaged plastic waste and rising water pollution are threatening lake species and birds like vultures. |
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3

CHAPTER



GUIDING FRAMEWORK AND METHODOLOGY OF PLAN FORMULATION



3.1 THE PLANNING APPROACH

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

Transdisciplinary approach with destination area stakeholders: A holistic approach for mutual learning through cooperation and exchange between the study team of experts and the communities of the destination areas.

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

Collective approach with local governments: The study team worked closely with local elected leaders (mayors and deputy mayors of sub-metropolitan cities, metropolitan cities, municipalities and chairpersons of rural municipalities and/or their representatives). These local actors assisted the study team as resource persons for topography, geography, vegetation, climatic conditions, landscapes, key tourism attractions, tourism-related institutions, state of infrastructure and tourist accommodation arrangements. Their supporting roles were included during KII, joint workshops and local site observations.

Participatory approach that mobilised the following persons and institutions:

- (a) Multi-disciplinary technical experts like tourism specialists, economists, environmentalists, sociologists, GIS experts, and rural development experts.
- (b) District Forest Officers and project team members under MoITFE for joint planning, consultations, and sharing meetings with staff, and to receive constructive inputs (feedback).
- (c) Institutional inputs and suggestions on the draft of the Sudurpashchim Tourism Master Plan (STMP) collected from various state and non-state agencies.
- (d) Guidance and supervision by the Hon. Tourism Minister and Secretary of MoITFE, Sudurpashchim Province based on regular briefings and updates by the consultant and expert team on process and progress.
- (e) Multi-stakeholder engagement at various levels (community/destination level, district level, provincial level) throughout the planning process.

Bottom-up planning approach by visiting sites in the study areas.

3.2 METHODOLOGY UTILISED

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

3.2.1 Collection and review of relevant literature:

The study team reviewed various publications such as 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. These included Nepal's and Sudurpashchim's tourism acts and regulations, the 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 stakeholders in Sudurpashchim province:

A number of stakeholders were consulted in nine districts of Sudurpashchim province using the following tools for information collection.

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, Dadeldhura, Baitadi, Doti, Achham, Darchula, Bajhang, and Bajura) with two in each district during the month of April - June 2021. 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 organisations involved in the tourism sector, political party leaders, District Forest Officers, provincial parliamentarians, officers of cottage and small industries, security persons, tourism entrepreneurs, actors of Destination Management Organisations, media persons and other stakeholders actively took part in these workshops. Ten such workshops were conducted in the meeting halls of District Coordination Committee and Municipalities by reaching district headquarters of Kailali, Kanchanpur, Dadeldhura, Baitadi, Darchula, and Bajhang. The remaining eight workshops were conducted online through Zoom due to the lockdown imposed amidst the second wave of the COVID-19 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 the preparation of a Tourism Master Plan (brief information on objectives, scope, methodology, output and checklist to be filled by the municipalities) via a presentation by the study team;
- b) to distribute survey forms for the collection of required information.

The **second district level planning workshops** were conducted in an interval of a few days for the validation of the information collected through the first district workshops and the survey forms filled by local governmental units. These workshops discussed the SWOT analysis from a tourism perspective at the district level as well as the municipal level along with discussions about existing plans and programmes as well as future possibilities.

3.2.1.2 Province Level Consultations and Planning Workshops (PLCPW)

On April 1st, 2021, an inception report was submitted to the MoITFE, followed by a presentation on April 2nd, 2021. Constructive inputs on overall strategies of plan formulation, including proper methodology to be adopted and issues to be covered in the master plan, were received. After field visits of more than a month and a half during the aftermath of the inception report, the field report was submitted to MoITFE on May 28th, 2021. This was followed by a detailed presentation on the findings on June 12th 2021. This presentation meeting, held with the Secretary of MoITFE, also saw the participation of District Forest Officers from various districts, apart from the team members.

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

3.2.1.3 Focus Group Discussions (FGDs)

FGDs were organised with stakeholders like the chambers of commerce and industry, district level hotel associations, homestay operators, provincial tour and travel agent 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 of cottage and small industries, and media persons. These FGDs were useful for the study team to explore information that offered opportunities to interview and discuss with a number of people at the same time and use the interaction as a source of insight. Such FGDs supported the collection of data on existing and potential sites and events for tourism planning, information related to the SWOT analysis 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 providers, rafting agency operators, tea house operators, tourism well-wishers and travel operators of Sudurpashchim who are living abroad in the Middle East), tourism service providers (trek/tour guides, waiters in hotels, cooks in tourist canteens, trekking porters), officers of district divisional forest offices, 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 associated with tourism management in specific destinations (e.g. Major of Nepal Army unit in Khaptad area), tourism campaigners, and tourism media writers. Views/suggestions from those respondents were collected on current issues, constraints, gaps and the way forward to include in the master plan. Such interviews were a combination of both structured (in-person) and unstructured interviews (telephonic).

Inputs generated through the aforementioned consultations included topics like present tourist infrastructure conditions, future intervention needs, tourism products and services standards, and value chain linkages (horizontal and vertical) in destination areas. Other topics included the present state of natural and cultural heritages and steps needed for their preservation, aspects of gender equality and social inclusion with reference to marginalised/disadvantaged communities, visitor satisfaction, and marketing and promotion.

3.2.2 Observatory Field Visits

Observatory field visits were conducted 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, 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 Barrage
3	Dadeldhura	Amargadhi Fort, Ajayameru kot, Ghatal Baba, Ugratara goddess temple, Aalital lake, Parshuram Dham, Ganyapdhura
4	Baitadi	Julaghat border site in Nepal side, Jhulaghat India border and bazaar in India, Niglasaini, Tripurasundari, & Melauli Bhagawati Goddesses temples, Ishwori Ganga dham, Jagannath temple, Patal Bhumeshowar Cave, Asim Kedar, Gwalkek dham, Panchadeval temple site

5	Darchula	Shreebagar hot spring, Malikarjun temple, Dungri devi temple, Dallek Homestay, Uku Mahal archaeological site, Chapari view tower, Chameliya Hydropower project site, Jagatpuri Shirdham, Jagannath temple, Tinker Gompa, Darchula (Nepal side) – Dharchula (India side) border point
6	Bajhang	Tapoban hot spring, Hattisar palace, Jaya Prithbi Singh School, Talkot palace, Datola waterfall, Barel waterfall, Talkot Masto 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	Sanfebagar, Mangalsen, Ramaroshan, Jimaradi Dham

Source: Study Team, 2021

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

- key tourism attractions (natural, cultural, historic and archaeological sites and religious heritages);
- cultural landscape-based resources/attractions (cultural museum/craft centres, local foods, music, folk songs, costumes, rituals, events, architecture, lifestyle including agro-tourism activities);
- religious sites (temple, monastery, mosque etc.);
- natural landscape-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 infrastructure and facilities (visitor welcoming centre/ tourist information centre and interpretation facilities, drinking water, rest points, sanitation, communication facilities and standards, lighting/electricity, toilets, medical shops, parking lots, etc.);
- tourist safety provisions (tourist police and other responsible security units for tourists), etc.

The field visits carefully assessed present conditions/states, practices, procedures, 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 visits	72 sites in 9 districts
2	Reconnaissance survey with local governmental units	88
3	KIIs	52
4	FGDs	12
5	Zoom meeting s	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 finalising the draft report	1

Source: Study Team, 2021-2022

All of aforementioned information collection tools identified, assessed and documented tourism resources; prepared SWOT analyses (including current issues constrains and gaps) of all nine districts and ten major selected destinations; listed viable tourism products; and developed action plan and activities to develop, promote and manage the selected tourism products.

4

CHAPTER



STRATEGIC TOURISM ZONES, PRODUCTS AND ACTIVITIES



4.1 SELECTION OF STRATEGIC TOURISM ZONES

Sudurpashchim Province is divided into the following three strategic tourism zones⁵ based on the spatial and thematic attributes and features of 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



All of aforementioned tourism zones are proposed as destinations with unique attributes. Such tourism zones can have few or many tourism sites and events. However, these tourism zones are isolated and separate from each other. The zoning concept rather prioritises a selected choice of products for targeted market segments. However, it also envisions offering varied categories of tourism products and events to the same or different market segments. The goal is to offer the nine districts of Sudurpashchim province as destinations with world-class quality tourism experiences.

Thus, it is conceptualized that there will be good interconnections between the 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 including the Great Himalayan Trail (GHT), nature walk experiences and religious and cultural circuit experiences.

4.2 KEY FACTORS FOR THE DIVISION OF THREE TOURISM ZONES

- (a) Organically existing categories (Himalaya/Mountain/Terai) of the landscape with distinct topography, geography, vegetation, climatic conditions, and people;
- (b) Basin/sub-basin and river corridor;
- (c) Attributes of religious, cultural, historical, archaeological, natural and adventure tourism assets and their commonalities;
- (d) Prior established trekking routes, including the Great Himalaya Trail (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 wings 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.

⁵ See Annex 15, Volume II for Networking Diagram of Sudurpashchim Province with the boundaries of all three tourism zones.

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 the nature 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, mid-term and long-term action plans;
- d) Conservation and optimum utilisation of Hindu, Masto, and Buddhist culture and heritage-based tourism assets;
- e) Promotion of special interest tourist activities and products like bungee jumping, hot spring baths, cave exploration, paragliding, zip lining, high Himalayan extreme adventure sports, mid-hill adventure sports, canyoning, kayaking, extreme human-nature interface, flagship mammal expeditions and 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 boarding 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 area policymakers, planners, authorities, destination managers, conservation authorities, protected area managers, youth clubs, local women groups, nature-culture conservation custodians, trekking trails managers, trail owners, local tourism development committees, etc. set up zone-based tourism along with conservation, management, visitors' arrivals growth strategies and actions;
- g) To build cooperation among public and private actors, local communities, civil society and local tourism enthusiasts through an integrated approach;
- h) To offer a solid basis for strategic spatial planning, including setting up of physical infrastructure as well as an institutional 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	Wetlands (Lakes), National Parks, Community forests, Religious sites, River corridors, Dolphin areas, Casinos, Manmade parks (fun parks, religious heritage, museums 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 Rural Municipality (b) Jhulaghat /Julaghat towards India	Khas Aryan culture, Hill stations (Churia and Mahabharat ranges), National parks, Cool climate, Himalayan panorama, Spiritual and Religious sites with <i>dhams</i> (Gods and Goddesses), Natural beauty and Biodiversity, River rafting, Archaeological 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), Archaeological remains (Uku Durbar), Religious sites (temples, masta), Holy lakes and rivers, Natural 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
Geographical division:	All terrain is of plain landscape, connected with India border plus few sections of Churia hills on the north border
Altitudinal range:	170 m (Kailali) to 1,957 m (Kailali)
Boundary:	East: Surkhet and Bardia of province 5 West: Pithoragarh district of Uttarakhand state of India North: Doti, Dadeldhura and Surkhet district South: Lakhimpur district with Dudhawa National Park of Uttar Pradesh state of India
Major Tributaries:	Mahakali, Karnali, Mohana, Khutiya, and Godavari rivers and several wetlands (lakes)

b. Epicentre(s) and Gateway(s)

Epicentre:	Attaria ⁶ , Godawari ⁷ and Ghodaghodi ⁸ (see a brief explanation offered in footnote to designate these places as epicentres)
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⁶ Due to its central location in Kailali and Kanchanpur districts and its position as the entry gateway for seven mid-hill and mountain districts towards north, Attari deserves to be epicentre.

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 border), Dhangadhi (main hub of province), Mahendranagar (Kanchanpur), Churia hills, Bhajani-Khakraula (Nepal-India) border point and Banke and Bardia national parks (province 5) but is also a centre of attraction for average of 200 daily domestic tourists for bird watching and lake viewing. The availability of more than 10 hotels with a capacity of accommodating 150 tourists a day is yet another strength of this destination to be the epicentre of the Terai Plain Landscape Tourism Zone.

National Gateways: Chispani with East West Highway, Bhajani, Syaule (Dadeldhura)

International Gateways: Trinagar-Banbasa, Gauriphanta-Ghaddachauki with borders 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-sectional point
- Hulaki Highway connecting Mahendranagar and Dhangadhi to eastern section like Bhajani and Khakraula via southern corridor near India border (proposed, construction ongoing)
- Road to India to Lakhimpur district in Uttar Pradesh via border

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 Rural Municipalities 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. Shivapuri dham, Naina Devi, 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 dam, Kanchanpur
- xii. Karnali river rafting (Chisapani – Tikapur 26 Km) areas

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

- Lakes (wetlands) and rivers (Karnali) for water-based boating 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 walks);
- Unique bridges for photography and recreation;
- Manmade attractions (theme parks, water parks, gardens) for soft walks and recreation;
- Manmade events and attractions (casinos, shopping centres, aircraft museum) for entertainment and recreation;
- Rivers with dolphins for recreation;
- Religious and sacred sites (temples, shires, abode of gods and goddesses) for spiritual and religious fulfilment;
- Soft hiking/trekking routes in lower hills (Churia) and viewpoints for soft adventure;
- Indigenous (Tharu) traditional culture for observation;
- Tharu community homestays (Bhada, Rana Tharu, Maghi) for unique experiences.

g. Linkage Opportunity with other Zones and Destinations

- Linkage with Bardia and Banke National Parks via Chisapani and Amaltari
- Trans boundary tourism linkage opportunity with Dudhawa National Park, Lakhimpur, Uttar Pradesh, and other nearer states of India like New Delhi, Haryana, and Punjab
- Trans boundary tourism linkage opportunity with Jim Corbet National Park, Pithoragarh, Uttarakhand, India
- Linkage with Religious corridor covered Mid hillss tourism zone (Dadeldhura and Baitadi)
- Linkage with Lumbini via East West highway

4.5.2. Mid hills based religious and recreational tourism corridor zone

a. Geographical features and boundaries

District coverage:	Entire district of Doti, Achham, Dadeldhura and Baitadi
Geographical division:	All mid-hill regions connected with plain landscape in southern region and Himalayan region to the north plus few sections of foothills of Himalayan region (lekali areas) on the north borders and few areas with inner Madhesh
Altitudinal range:	176 m (Dadeldhura) to 3,430 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, Budiganga, Kailash, Chaulani and Surnaya rivers

b. Epicentre(s) and Gateway(s)

- Epicentre:** Syaule⁹, Amargadhi¹⁰, Khodpe¹¹, Patan¹², Dipayal–Silgadhi¹³, Sanfebagar¹⁴
(see a brief explanation offered in footnote to designate these places as epicentres)
- National Gateways:** Dadeldhura (up to Syaule), Baitadi and Darchula with Mahakali highway; Baitadi (Khodpe) and Bajhang (Chainpur) with Jayaprithvi 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 border 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 Mahabharat range covering Dadeldhura, Baitadi, Doti and Achham districts.

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

⁹ It offers a transit point for both east-north and west-north destinations from Terai 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 can be considered an epicentre

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

- Vaidhyathan 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 Doan (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, Parshuramdham temple, Jimradhi temple)
- 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. Product 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 archaeological sites such as Amargadhi Fort and Ajaymerukot;
- Boating in lakes;
- Hiking to waterfalls (e.g. Shayal) and mid-hills;

- 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);
- Organic gastronomy tourism (Batuk, Chukain, Makai ko roti, Chanja, Asala macha, Bhang ko achar with timur);
- Ecotourism in protected areas like Gwallek, Sigas and Patal Bhumeswar, Harit Uddhyan Park- Patan, etc.;
- Fairs (e.g. Kedarmela, Dashara mela in Khaptad).

g. Linkage Opportunity with Other Zones and Destinations

- Linkage with Kalikot and Dailekh districts in the east with Karnali province and Surkhet district in the south with Karnali province
- Linkage with Bajura, Bajhang and Darchula districts in High mountain landscape based adventure tourism zone
- Trans boundary ecotourism linkage opportunity with Gangotri National Park, Govind National Park and Jim Corbett National Park in Uttarakhand state of India
- Linkage with Terai plain landscape tourism zone (Kailali and Kanchanpur districts)
- 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

Geographical division: This tourism zone consists of high Himalayas, high mountains (Doha Lekh and Ghori Lekh) and mid-mountains (Badi malika) regions. With an ecological belt consisting of hills to mountains, the zone is full of geographical diversity, natural beauty, religious heritage, forests, herbs, rivers, and landscapes consisting of mountains, rivers, and plateaus.

Altitudinal range: 518 m (Darchula) to 7,132 m (Mt. Api in Darchula as the highest point in the 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

b. Epicenter (s) and Gateway (s)

Epicenter: Gokuleswar¹⁵, Khalanga¹⁶, Chainpur¹⁷, Martadi¹⁸ (see a brief explanation offered in footnote to designate these places as epicentres)

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)

¹⁵ Positioned as a gateway to Khalanga and Api Base camp with the availability of airport

¹⁶ Serves as the district headquarter of Darchula and west-north gateway to Sudurpashchim Province

¹⁷ District headquarter of Bajhang, also serves as the entry point to Saipal Base Camp

¹⁸ District headquarter of Bajura, also the gateway to Badimalika trekking route and transit point for Rara-Khaptad trekking route

c. 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, Dhangadhi)
- Road to and from Dadeladhura connecting to Attaria as cross-section point
- Mid-hill 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 state, however without motorable bridge at border points (Julaghat-Jhulaghat and Bhageshwar-Tamali)

Trail connectivity:

- Talkot-Saipal Base Camp trekking route in Bajhang district
- Gokuleshwar/Makarigaad-Api Base Camp (3,861m) trekking route in Darchula district
- Saipal circuit trek: Passing through three passes, namely Sakya Lagna Pass (4709 m), Zimgang pass (5,332 m) and Chapchua Pass (5,216 m) in 20 days
- Badimalika (4,200m) pilgrimage trek (Martadi-Sota-Tribeni-Badimalika-Nateshwori)
- Budhinanda pilgrimage trek (4,500 m)
- Various other potential trekking trails in the upper mountain regions in Darchula, Bajhang and Bajura districts.

Water connectivity: Mahakali River Corridor through rafting

d. Major Stakeholders and Actors

- Darchula Hotel and Tourism Entrepreneurs Association
- Bajhang Hotel Entrepreneurs Association
- Bajura Hotel Entrepreneurs Association
- 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
- Chambers of Commerce and Industries in three districts
- West Nepal Tourism Alliance
- Research Academy for Humanism & Jayaprithvi Bahadur Singh

e. Significant Tourism Sites

- i. Mt. Api (7,132m) in Ghusa, Mt. Byas (6,770m) and Mt. Nampa (6,754m) located in Byas in Api Nampa Conservation Area (1,903 sq km)
- ii. Api base camp trek circuit (Gokuleshwar-Api-Darchula route)
- iii. Archaeological remains of Uku Durbar
- iv. Surmasarovar lake
- v. Caves (Dharmi cave of Khandeshwari, Kailash Gufa)
- vi. Lakes [Lipu lake (5,000m), Budhinanda lake (4,500m), 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. Waterfalls (Barel Chada, Dantola, Birekhola Jharana, Dahakot)
- xiv. Khaptad National Park (3,176m) and Khaptad area
- xv. Mt. Saipal (7,031m), 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 springs in Bajhang (Tatopani/Tapoban), Darchula (Shreebagar, Khalanga and Gotu, Byas RM)
- xviii. Temples (two of the seven sister goddesses) Surma Devi and Badimalika (4,200m)
- xix. Parks [Bitthad area (as mini Khaptad) with tourism park, Dhamkane park]
- xx. Bitthadchir Rural Municipality
- xxi. Moyana hill view point, Jayaprithvi Municipality
- xxii. Masto temples
- xxiii. View towers (Chapari, Jalpa devi, Barjukot, Bhawanimandu, Kalajagra)
- xxiv. Satyabadi school in Mellek
- xxv. Kairankot Agro Farm
- xxvi. Ranisen Paryatakiya Chetra

f. Product 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;
- Waterfalls and sightseeing;
- River rafting in Mahakali, Karnali and Seti rivers;
- Homestay and snow attractions;
- Bathing in hot springs;
- Eco-walking trail route beside the Mahakali river;
- Bungee jumping in 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 border points in the north

5

CHAPTER



GUIDING PRINCIPLES, APPROACHES AND MANAGEMENT FRAMEWORK



This chapter presents principles, approaches and service delivery strategies that will be followed by all nine districts of Sudurpashchim Province in order to facilitate the development and management of tourism for the next 10-year period.

This plan is focused on bringing about overall change in the general perception of the people **from all nine districts of Sudurpashchim Province**. It is contrary to past tourism development approaches, which, as some critics say, had fewer efforts to develop tourism in Sudurpashchim in a concerted and coordinated approach. MoTTE of Sudurpashchim Province has now focused on developing tourism in partnership and this plan will strive to achieve balanced development in all nine districts of the province. While **all districts need to have their own 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.

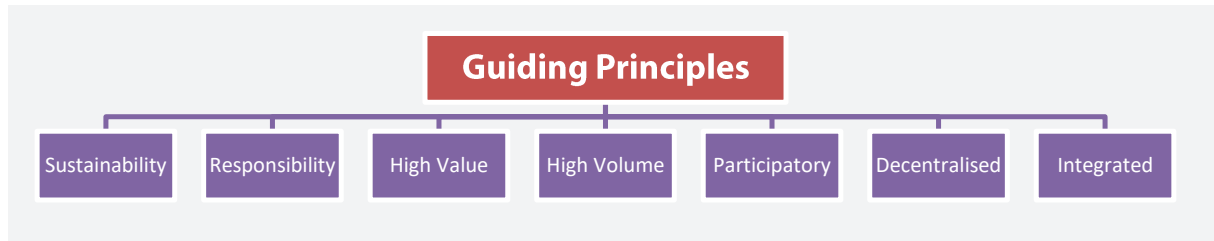
In this regard, this plan is based on **seven key principles** and **two broad approaches -- specific and general**. To achieve the overall objectives of the master plan as sustainable and responsible tourism development, for effective and efficient deliverance, the **5S** model will be followed as a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

5.1 GUIDING PRINCIPLES

The basic guiding principles of master plan formulation: The following seven commonly accepted general principles of tourism development were adopted in formulating this master plan which can support speedy growth-bound and sustainable economic development in Sudurpashchim Province.

Sustainability. The plan provides a high priority to sustainability. Sustainable tourism implies optimal use of resources, minimisation of negative impacts on the environment and biodiversity and maximisation of benefits for local people. Primarily, it will support only those activities and programmes that the local people can manage without further external support. Central to this effort is to ensure local ownership and optimal management of tourism activities and services.

- i. **Responsibility.** The plan promotes responsible tourism which is environmentally friendly, socio-culturally acceptable, economically viable and socially equitable.
- ii. **High Volume.** Tourism in Sudurpashchim is still in its infancy with a low volume of tourist arrivals.
- iii. **High Value.** High value or higher spending (quality) tourism as and when this implies increased benefits and profits for both the private and public sectors.
- iv. **Participatory.** Local residents, with particular emphasis on women and marginalised 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 the 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 based on a 'tourism for all' principle, is inclusive of the private sector and local communities.
- v. **Decentralised.** Decentralised tourism governance, planning and support institutions.
- vi. **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 overall tourism development cannot be achieved without active participation of the local community in all stages, 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.

CHART 1: Guiding Principles of Tourism Master Plan

5.2 PLAN PERIOD AND APPROACH TO DEVELOPMENT

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

5.2.1. General Approach

The general approach will focus on improvements to the livelihoods of the local people, sustainable institutional development for effective implementation of development activities, participation of local people to share benefits from tourism development, and better coordination and linkages for effective and efficient use of the resources available within the province. While working under this broad theme, the following key areas will be taken as prime components for overall development and management. 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 centring 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 that are basic to good development practice and are drawn from the collective experience of other development approaches.

b. Institutional development:

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

c. Social inclusion:

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

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

d. Partnerships, linkages and resources sharing:

The plan emphasises partnerships, resources sharing and linkages with related organisations (GOs, local government bodies, NGOs and private sector) to undertake infrastructure works (construction, repair and maintenance) and products and services delivery (accommodation, entertainment, facilities for tourists, micro-enterprise development). Likewise, it focuses on working closely with local and district-level government bodies and the private sector so that they will not only support the tourism development efforts of the MoITFE but will also help 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. It will focus on specific areas that need priority, make sustainable use of local resources and work towards making tourism development activities more pro-poor and responsible.

a. Adjusting interventions by strategic tourism zones:

The plan has categorised Sudurpashchim Province into ***Terai, Mid hills*** and ***High mountain*** landscape zones (see **Chapter 4**), based on the spatial and thematic tourism attributes such as natural and cultural resources available in the districts and their tourism destinations. This will help understand the ground reality and allow interventions accordingly for better adjustments. To promote provincial tourism, a set of clear management prescriptions, boundaries and the nature and types of intervention will need to be further defined in consultation with local governments and the private sectors, together with their district-specific tourism plans.

b. Area specific priority interventions:

Despite major issues, tourism-related development issues appear to be quite similar throughout Sudurpashchim Province but 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 plans that are consolidated at the provincial level. Tentatively, this master plan will give major priority to tourism development programmes across Sudurpashchim Province.

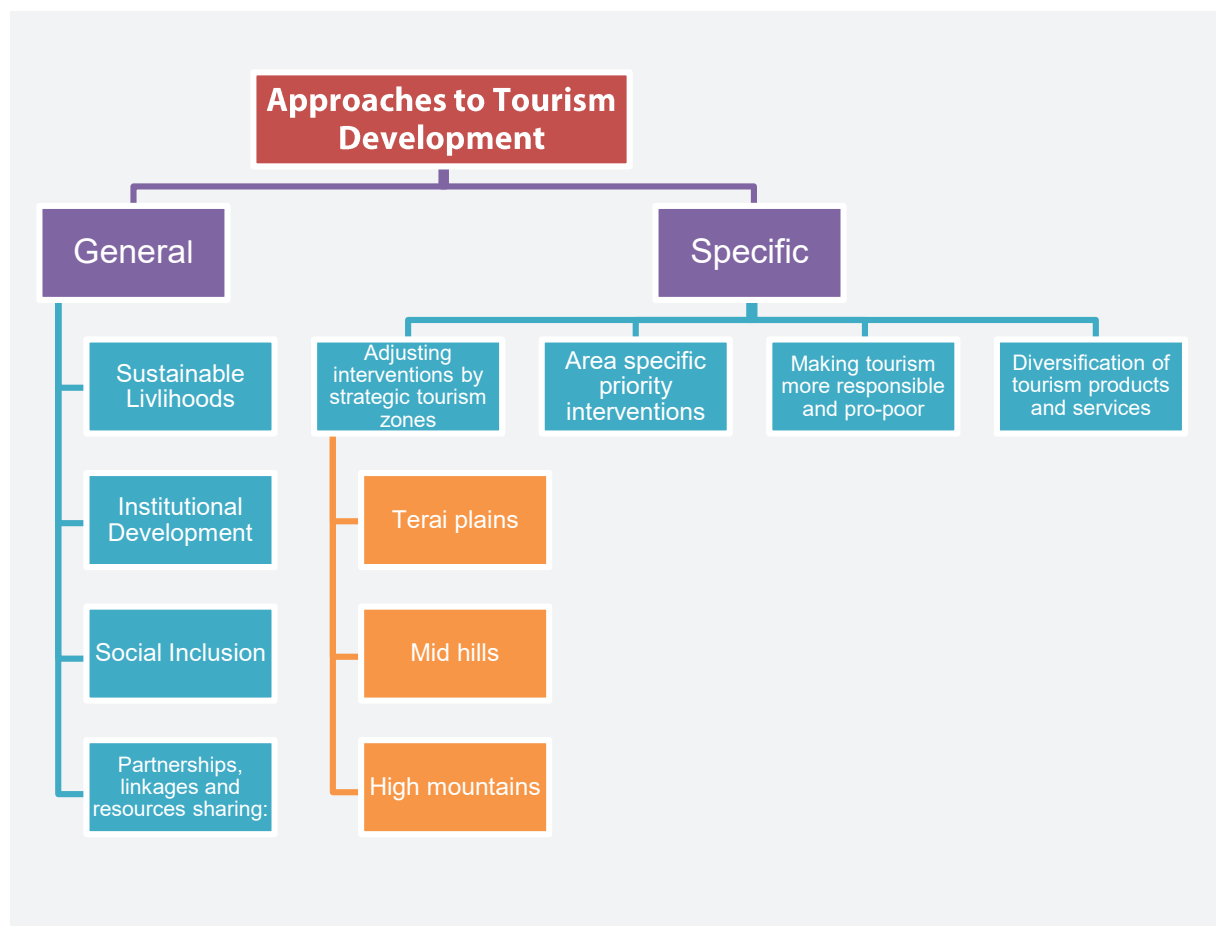
c. Making tourism more responsible and pro-poor:

The plan will focus on making tourism activities more sustainable and responsive within the framework of pro-poor and responsible tourism with a view that such activities will help meet the needs of both tourists and host regions while protecting and enhancing opportunities for future growth. Effective and efficient management of all resources will help to fulfill economic, social and aesthetic needs, as well as make it easier to maintain cultural integrity while protecting essential ecological processes, biological diversity and life support systems (UNWTO). Hence, local 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 minimise costs and maximise benefits in favour of the poor.

d. Diversification of tourism products and services:

Ample opportunities exist for tourism growth in Sudurpashchim Province. Current market and consumer trends indicate that experienced travelers prefer authentic, off-the-beaten-track vacations in remote, unexplored places to luxurious vacations. Global trends also indicate a growing demand for nature and culture-based holidays, with spiritual tourism forecasted to double and perhaps even triple in the next 20 to 30 years. This growing interest in cultural and spiritual tourism and ecotourism presents enormous opportunities, provided that Sudurpashchim Province can avail of the opportunities presented. At this juncture of a potential rising demand for tourism, there is also a critical demand from locals regarding new motorable roads. There is thus a need to combine Sudurpashchim Province's assets into attractive and marketable tourism products while fostering synergies with local demands for roads. Infrastructure and services must be planned and developed 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 conduct tourism development in partnership with local communities, tourism-related stakeholders, local bodies and government agencies, not only to minimise and mitigate negative impacts but also to diversify tourism products and services.

CHART 2: Specific Approaches



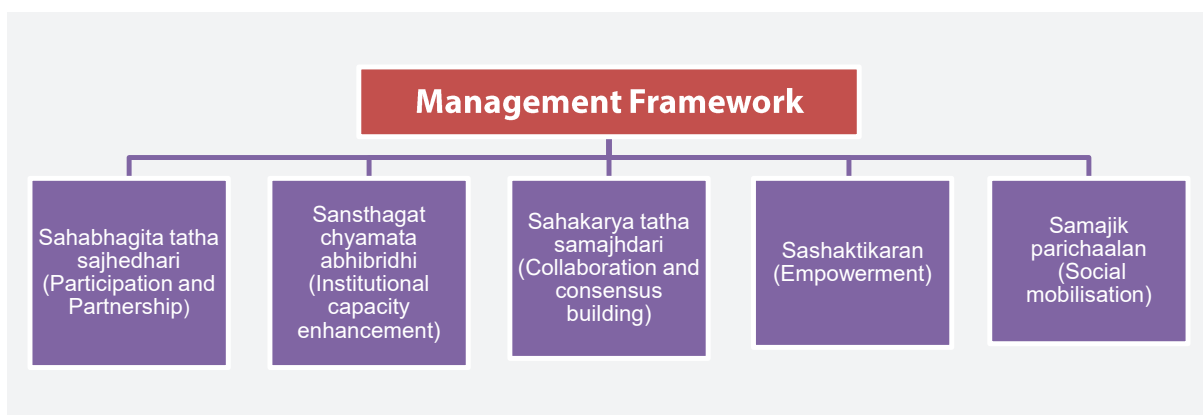
5.3 MANAGEMENT FRAMEWORK

The tourism master plan emphasises enhancing the capacity of local communities to conserve their rich and unique natural and cultural heritage by diversifying 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 Sudurpaschim Province through (i) enhanced capacity of local institutions and organisations and (ii) empowerment of women, the poor and disadvantaged groups.

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

- (1) Sahabhagita tatha sajjhedhari (Participation and partnership)
- (2) Sansthatag chyamata abhibridhi (Institutional capacity enhancement)
- (3) Sahakarya tatha samajhdari (Collaboration and consensus building)
- (4) Sashaktikaran (Empowerment), and
- (5) Samajik 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 infrastructure, amenities, small-scale HR development, tourism awareness through short term interventions, hub/sub based tourism package formulation and implementation, development of eco-walking trial routes within 5 km, tourist information centres located within tourism hubs, marketing and promotion based on annual events.
Medium term (1-4 years)	2078 – 2081 BS	Auditing and post-auditing infrastructure and signage development of longer trekking routes directed towards base camps of mountains, cable car lines, protection of dams besides hot springs that are located beside big rivers, preparation of detail project reports for 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 the border, highways connecting tourism corridors and zoning areas with cross-border tourism provisions, alignment and building of new trekking trails, exploration and preparation of caves for tourist entries, etc.) and other destination-related improvements, expansion, and maintenance.

Source: Study Team, 2021

6

CHAPTER



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



6.1 VISION

The ten-year **vision** for tourism in Sudurpashchim Province is stated as follows:

"Sudurpashchim Province will be recognised as a tourist-friendly, safe, quality and appreciated destination equipped with fundamental standard infrastructure for the 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 to 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, historical, archaeological 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, natural, community based, and rural tourism types by identifying and analysing existing strengths, weaknesses, opportunities and threats to the province's tourism sector;
- c) To help economic growth induce productivity, employment, livelihoods, and entrepreneurship support for local residents, and facilitate the participation and inclusion of and benefits for disadvantaged communities;
- d) To develop tourism as an important sector of the economy through integrated efforts among the government, private sector and local communities for the lasting prosperity of the province;
- e) To develop and strengthen policies, institutional frameworks, and human resources for achieving sustainable tourism development in Sudurpashchim Province; and
- f) To support increment in the tourism sector-related revenue for the government of Sudurpashchim.

6.4 BROADER STRATEGIES

This plan document has adopted the following **broader strategies** to lead plans of action and their prioritisation and effective implementation:

- i. Separate contributions (financial and technical) as well as joint cooperation and coordination between any two or across all three tiers (local, provincial and federal) of government
- ii. Infrastructure developments that are nature, culture and environment friendly and responsible
- iii. Public-Private-Community Partnership (PPCP) mechanism for collaborative efforts and effective outputs

- iv. Institutionalisation of tourism through formulating and utilising Destination Management Organisation (DMO) model, which is based on the integrated participation of local governments, the private sector, tourism-related enterprises, local tourism committees, local communities, suppliers of services in tourism, civil society representatives, and tourism experts
- 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 field visits to the districts
- vii. Mainstreaming prior and present tourism development work practices of the MoITFE which are based on the annual budget and programmes of prior years, and the province's policy and programmes
- viii. Various programmes prioritised 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 been developed (**Chapter 8**) for the systematic and holistic development of tourism in 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 Standardisation
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 among Governments, Provinces and the Public and Private Sectors
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 goals, objectives and expected outcomes, the following strategic targets have been envisioned to be accomplished 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	1 130,562	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%
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)	150/1500/3000 (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
Targets related to Policy, Governance / Institutions and HRD			
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)
Natural & Cultural Heritage Conservation			
# 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 have been envisaged as prerequisites. **Strategies** have been set for each of these areas and comprehensive **plans of action** 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

Explanations for each of these intended strategic areas are provided in the succeeding paragraphs, consisting of an introduction, their current state, shortcomings, arrangements, status of applications, past efforts for improvement, and progress updates.

7.1 TOURISM PRODUCTS AND ACTIVITIES DEVELOPMENT

Various types of **tourism products** already exist in Sudurpashchim Province. Among them, the following eight types are major ones:

Product A: Pilgrimage and sacred sites-based religious and spiritual tourism products

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 lining) tourism products

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

Product E: Community, homestay, culture and tradition-based tourism products

Product F: Protected areas, wilderness, community forests and pristine landscapes-based park (wildlife viewing jungle safari, bird watching, nature walking) and nature tourism products

Product G: Historical and archaeological heritage-based tourism products

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

A brief description of the above tourism product types of Sudurpashchim Province can be found in **Annexures 7A to 7H**

7.2 TOURISM INFRASTRUCTURE DEVELOPMENT AND STANDARDISATION

Sudurpashchim Province can be one of Nepal's premier tourism destinations only if essential infrastructure are developed as per minimum standards of quality and safety. Hence, the following actions are recommended to develop infrastructure prior to marketing, promotion and offering any tourism product or destination.

- Develop and expand tourism infrastructure development programmes with high priority and on a planned basis. Provide high priority to (a) major tourism sites like Khaptad (Achham, Bajhang, Bajura and Doti), Ramaroshan (Achham), Badimalika (Bajura), Mt. Api Base Camp trekking route (Darchula), hot springs at 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 springs at Talkot (Bajhang), Moyana Himalayan view point (Bajhang), ruins of old Doteli 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), Shuklaphanta National Park, Ishowri Ganga Dham, Jagganath temple religious route (Baitadi) and Pancha Pandav religious site (Baitadi); (b) tourism activities like rafting and other water-based adventure activities in Karnali river considering Chisapani as the hub (Kailali); and (c) water-based recreational activity like fresh water Gangetic Dolphin watching at Dolphin conservation areas in Mohana, Kanda, Patharaiya, Kandra rivers in Bhajani and Tikapur areas (Kailali)
- Introduce policy incentives to investors for mega and large-scale investments in tourism infrastructure development
- Encourage private sector and cooperative investment in tourism infrastructure development through proper legal provisions and by making the investment process faster, easier and through a one-window platform
- Invite investors for large infrastructure projects by offering land on long-term lease, providing custom rebates on the import of machinery and technical equipment, and providing tax rebates for certain years
- Introduce Build, Own, Operate and Transfer (BOOT) or similar models through clarifying legal concept and processes
- Encourage investments from bilateral and multilateral development and aid agencies (UNDP, World Bank, ADB, GIZ, USAID, China Aid, etc.) in tourism infrastructure development through permission from the federal government
- Establish and apply "integrated infrastructure development and improvement" programmes by allocating sufficient resources that will help develop and expand the tourism sector in a planned manner
- Allocate provincial government budget for tourism infrastructure development and standardisation in the short, mid and long-term. Coordinate with local governments on issues and priorities prior to allocation of the budget
- Build infrastructure at separate religious travel circuits like *char dhams*, *paanch Kedars*, *saat goddesses* to promote them in the Indian tourist market
- Establish/enhance immigration and cross-border tourism facilities, including tourism information centres and interpretation facilities, at Darchula and Julaghat.

What needs immediate attention are repair and reconstruction of damaged road networks with black topping to facilitate smooth travel; audit of existing trekking trails; and identification of the needs of infrastructure (constructing small bridges, footsteps and hand railings, supporting homestays, deciding on proper day-to-

day trek itinerary with points of stoppage for lunch breaks and overnight stays, installing signage, labeling the environmental grading of trekking routes, etc.). These are all necessary, apart from exploring and developing uncharted trekking trails.

Airports that are only used during certain seasons need to be converted into all season facilities. Single international airport dependency needs to be diversified to other suitable areas of the country along with speedy construction of other alternate international airports.

From the basic recommendations above and the gaps identified, it is clear that well-planned and focused interventions for infrastructure development with minimum standards, quality and safety are prerequisites to brand Sudurpashchim province as **"Incredible Sundar Sudurpashchim"**. The quantity and quality of infrastructure really matters for establishing and strengthening Sudurpashchim's western entry gates, such as Dharchula/Darchula, Jhulaghat-Julaghat, Chamawat (Tamal)-Bhageshwar, Banbasa-Gaddachauki and Gauriphanta-Trinagar India-Nepal border points.

There should also be a greater focus on improving air and surface connectivity, including trekking trails and accommodation-related infrastructure. Those aspects, along with their present state, are detailed in the following paragraphs.

A. Developing and strengthening air connectivity

Dhangadhi/Godavari, the gateway and provincial headquarters, 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)	Bhimdattta 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

Not all airports are currently operational, as mentioned above, so it is crucial to resume operation of airports like Darchula, Kanchanpur, Tikapur, and Doti, which have been closed for long. Airports that resume services require upgrading by the Civil Aviation Authority of Nepal (CAAN) with essential safety and standard infrastructure. Dhangadhi airport should be linked with Pokhara and other regional airports in the country.

Dhangadhi airport should also be upgraded as a regional international airport to connect with India and other South Asian countries with facilities for bigger aircraft. The present length of the runway can be further extended from 1,800 X 30 metres to more as per the required standard for a regional international airport. Furthermore, it is important to link Dhangadhi/Mahendranagar-Khaptad, Dipayal-Khaptad, Bajhang-Mt. Kailash Mansarovar, and Doti-Ramaroshan through commercial helicopter services.

B. Developing and strengthening road connectivity and associated facilities

Sudurpashchim Province offers the 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 (<i>Madhya Pahadi</i>)	Achham	Julaghat (Baitadi)	
Postal (<i>Hulaki</i>)	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-Kailai (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 (via Pancheshwar)	Melauli	Luwaghat (Chompawaaat district)	56 Km
Baitadi	Chauraha (Dasarath Chand)	Ishwari Gangadham	2 Km
Baitadi	Chauraha (Dasarath Chand Municipality)	Jhulaghat via Mahakali river corridor (Ranibunda and Sangadi)	10 Km
Doti	Silgadhi	Jhigarana	15 Km
Doti-Achham	Silgadhi	Sanfebagar	67 Km

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 (via Dungri devi temple)	33 Km
Darchula	Gokuleshwar	Makarigad (Trek starting point for Api Himat 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)	25 Km
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 connectivity-related infrastructure gaps in all three tourism zones, the following actions are recommended for strengthening road connectivity, standardising such connectivity and associated facilities.

- i. Working with federal government and other concerned agencies to upgrade East-West highway as a two-lane fast track road (express roads) along the Chisapani, Lamki, Ghodaghodi, Chaumala, Attaria and Mahendranagar sections.
- ii. Developing road amenities 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 parks) in major tourist hubs and transit points.
- iv. Developing infrastructure and mechanisms with proper alignment, adequate information, arrows, and traffic police to ensure a safe vehicular and pedestrian environment.
- v. Installing road head signage at the starting point with clear information about places and distance.
- vi. Adding touristic facilities such as parking lots, resting places, clean toilets/washrooms, visitor information facilities, information boards, arrow posts, signage, viewpoints, selfie points, walking/hiking trails, refreshment shops etc. while constructing new roads.
- vii. Building bus terminals and waiting areas with shelter at the starting and end points.

c. Building and managing infrastructure for cycling trails (mountain biking)

The plain areas of Dhangadhi (ward no.3), Mahendranagar, Ghodaghodi (e.g. Chidiya lake-Ghodaghodi Lake area), Chisapani-Dudhejhari and few mountain landscapes are highly attractive for cycling (mountain biking). This can be an additional soft adventure activity for sports and recreation. Hence, it is important to build such cycling trails with all associated infrastructure.

d. Ensuring the use of disabled-friendly pathways for pedestrians on both sides of the roads

Tourist hubs or gateways like Dhangadhi, Attaria, Mahendranagar, Khalanga, Ghodaghodi, Jayaprithbinagar Municipality, Dasarathchand Municipality, Amargadhi, etc. must have disabled-friendly pedestrian pathways with resting points, shelter and parks to facilitate walking tourists. Most of these places have allocated such pathways but these areas are now occupied by frontline shops that not only hamper the free movement of pedestrians but also mar the natural beauty of these cities. Such encroachment must be removed. Declaring vehicle-free zones in certain areas with pedestrian pathways should also be part of governmental policy at the province and local levels. It is very important to designate certain areas in tourist hub sites as tourist-friendly walking lane as this would help ensure that these areas are environmentally friendly and free of noise, air and other kinds of pollution.

e. Building new water ways

Build waterways to facilitate water steamers that will connect one place to another (e.g. Khimari to Moni, 72 Km, in Karnali whose baseline and detail survey have already been completed).

f. Intervening for safe trekking by developing and strengthening trekking trail connectivity and associated facilities

As Sudurpashchim is one of the ten sections of the GHT in Nepal, it is important to get upper, middle and lower trekking routes audited by GHT-certified trail auditors. This will ensure that these tourism products meet standards of safety and quality.

The following actions are recommended to strengthen the safety, quality and standard of trekking trails.

- i. Getting all trekking trails (higher and lower altitude) audited by GHT-certified trekking trail auditors, supplemented by infrastructure such as information management systems, accommodation facilities (tea houses/.homestays/farm stays/eco-lodges, restaurants/camping sites and other accommodation platforms), trail safety, security and grading (rating) of the trekking trails.
- ii. Developing locational maps/boards (soft and hard copies) for all trekking trail areas (routes).
- iii. Building trail infrastructure (signage, shelter, drinking water outlets, washrooms, etc.) for hikers/trekkers/cyclists' safety.
- iv. Designing, developing and promoting soft trekking and walking trails in lower elevations with comfortable trails, resting places, eating and drinking facilities, leisure activities and so on. Such trails should also be fit for the elderly and disabled community.
- v. Carrying out detailed feasibility studies to explore and develop alternative trekking trails in the following sections (where road alignments have destroyed / or are going to destroy trekking trails):
 - Khasileda viewpoints in Bitthadchir RM (Bajhang).
 - Churia hills in Godavari Municipality (Kailali).
 - Maghi-Chilamchure route in Ghodaghodi Municipality (Kailali)
 - Moyana view point in Jayaprithvi Municipality (Bajhang)
 - Siddha Makarikot Padmarga
- vi. Sending post-infrastructure development trail product information to NTB, NATTA, NATO, Department of Tourism, etc. with the aim of including the trail and its itinerary on their websites, which will be high value marketing and promotion.

F1. Building adventure sports tourism infrastructure

- I. Constructing basic infrastructure at paragliding take off points, zip line starting points, rock climbing sites, canyoning 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, and upgrading for bird watching along trekking routes, along with information signage (e.g. trail head, welcome, directional, interpretations, warnings, trail markers, etc.)
- II. Developing locational maps, directions and information signage
- III. Building other light infrastructure like bird sanctuaries, shelters, drinking water stations, washrooms, etc. at regular intervals along bird watching routes

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

- I. Preparing necessary technical equipment (e.g. helicopters) and experts for search and rescue
- II. Organising regular training and capacity building programmes for search and rescue

H. Developing, upgrading and expanding accommodations and amenities

Accommodation related gaps are another infrastructure-related concern. Investors, tourism entrepreneurs and local communities must be incentivised, supported and facilitated to establish and operate the following types of accommodations and 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 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 major trekking trails (GHT middle, GHT lower and other trekking trails)
Private Homestays	Wherever appropriate
Farm-Stay 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, Mahendrangan, Dhangadhi
Star Hotels	Khanidanda, Dhangadhi, Mahendranagar, Sukkhad, Lamki, Sadepani, Chaumala

Source: Study Team, 2021

I. Renovating and maintaining old heritage palaces as visitor destinations

Investing in basic infrastructure (e.g. boundary walls, entry gate, entry ticket counter, painting of buildings, preserving its arts, washrooms, interpretive signage, etc.) to conserve historical Garba durbar (Mohanyal RM), Malla residence (Nimdi-3, Ghodaghodi), and its art and architecture for tourist visits.

J. Building nature park and city park related infrastructure

- Constituting a sub-committee under the DMO to lead this matter through dialogue with provincial and local governments on revenue generation issue. As per the Intergovernmental Finance Management Act 2017, the local government has the power to decide entry fees on parks, collect tax and distribute them amidst the provincial and federal government
- Building a master plan to develop such parks
- Building proper pathways with signage for entry into and exit from such parks
- Building entry gate and entry permit issuance centres

- v. Declaring conservation or protected areas for special appeal
- vi. Assigning staff for its operation
- vii. Creating a small profile brochure with key features (flora and fauna) and code of conduct (responsible tourism issues) for visitors

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

The immense number of wetlands in the lower parts of Sudurpashchim Province deserve to be presented to visitors with all amenities and conveniences.

Improving infrastructure for wetland-related sacred areas and temples

- I. Improving lake areas (e.g. Budhinanda lakes, Ghodaghodi lake area, Ramkunda, etc.) and their vicinity as a Unique Selling Proposition (USP) by upgrading infrastructure and amenities through formulating a master plan
- II. Covering a number of important matters such as remodeling of the front area and religious complex, modern tourist information centre with audio and video interpretations of legends (if any); profile of lake area; signage around lake and its associated biodiversity, ecosystem, and flora and fauna; a museum; a café; washrooms; waiting-cum-viewing halls; paved walkways and level ground; welcome gate; and parking space in the master plan and the Detailed Project Report (DPR)
- III. Building an entry gate, site map, visitors waiting shelter, garden park, drinking water station, washrooms for males and females, and interpretive signage at wetland-related sacred places and temple areas (e.g. Kam Kunda, ward no. 4, Ghodaghodi Municipality)
- IV. Integrating the renewed GLA into the mainstream for marketing and promotion

K 1. Building Water Park related infrastructure

- I. Inviting the investments from the private sector for infrastructure building on BOOT model through open tender for a modern water park (e.g. Persenia lake area, Ghodaghodi Municipality)
- II. Allowing investment from private sector on infrastructure requisites like swimming points, swimming pools, restaurants, mini gardens, waiting halls, washrooms, parking spaces, water supply channels, and interpretive signage.
- III. Developing a promotional brochure consisting of the key attributes of each tourist site
- IV. Integrating such products into a marketing campaign

K2. Building infrastructure for natural spring sites

Building basic amenities at natural spring sites [e.g. Shreebagar (Darchula), Talkot Tatopani (Bajhang), Bhalka Basanta (Ghodaghodi-6, Kailali), Gotu tatopani (Byas-3, Darchula)] is necessary to make those areas ready for tourists to visit and observe spiritual, religious and natural spring experiences.

- I. Build and improve amenities like visitor shelters, washrooms, and interpretive signage
- II. Develop a promotional brochure consisting of the key attributes of each tourist site
- III. Integrate such products into an overall marketing campaign

L. Other support infrastructure

Converting Jhulaghat-Julaghat and Dharchula-Darchula sections of the Nepal-India border into trade and transit points with tourism information and interpretation facilities

Supporting, incentivising and promoting clean and green transport, such as cycling, manual rickshaws, electric rickshaws, and electric vehicles.

7.3 TOURISM INFORMATION MANAGEMENT SYSTEM ENHANCEMENT

Adequate information is a prerequisite for initiating tourism planning, development and management. As an emerging destination for tourism, Sudurpashchim Province has welcomed fewer tourists and thus, there hasn't been much study and research regarding tourism. Fewer tourism activities have been performed and insufficient tourism information products made ready. In such circumstances, there is a lack of proper data regarding tourist arrivals and their profiles.

Hence, it is of great importance to make tourism, touristic information and statistics more reliable, accurate, efficient and easily available through digitisation. Maintaining a proper and effective Information Management System in Tourism (IMST) can assist in the systematic and sustainable development of tourism in Sudurpashchim Province.

The following policies are recommended for the systematic development of IMST in Sudurpashchim Province.

TABLE 21: Strategies and working policies 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 by road and by air. Collaborate with relevant municipalities/rural municipalities, PA authorities, immigration offices, tourism industry associations, police check points, and 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 in Sudurpashchim to play effective roles for the development of tourism in the province. ● Create GPS-based maps and modern information technology-based profiles of tourist destinations after identifying new destinations and to promote existing ones. ● Apart from using tourism-related information and statistics from nine districts of the province for MoITFE's own purposes, disseminate the processed digital and printed information to tourists, the private sector, media and other stakeholders. Make use of modern information technology. 	<ul style="list-style-type: none"> ● Establish modern, state-of-the-art tourism information centres in Trinagar (Dhangadhi), Gaddhachauki (Mahendranagar), Bhageshwar (Dadeldhura), Julaghat and Darchula, which are linked with Indian border points, namely Gauriphanta, Banbasa, Champawata, Jhulaghat and Dharchula. Collect and record information regarding tourist arrivals of all types and arrange information about tourist destinations and products in all nine districts, accessibility provisions to such destinations and all other pertinent information like accommodations, guides and so on. ● Establish a tourism information centre at Chisapani not only for recording the entry of Nepali and international tourists but also availing them for all kind of information about Sudurpashchim as a tourist destination. ● Establish a separate information centre at Darchula to facilitate the information needs of Indian tourists entering Nepal through this border point. ● Establish a separate information centre at Syaule (Dadeldhura) to facilitate the information needs of 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 centre can be used to offer information about southern destinations like Kailali and Kanchanpur for tourists visiting from north to south.

Source: Study team, 2021

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

A. Creating digital information:

- High quality promotional documentary videos that include all key attractions and activities. Such videos should be promoted through social media and YouTube with captions and sign language.
- Develop and launch a high-quality website for tourism in Sudurpashchim. This website should include all information regarding tourism, including 4As, 7Ps and all relevant information that can help tourists make prompt decisions to visit the province.
- Produce short videos, short movies, photo documentaries etc.
- Disseminate information on Sudurpashchim tourism to all interested and prospective tour operators and travel agencies in tourist generating countries and across Nepal.
- Disseminate digital information to promoters of Sudurpashchim in Nepal and worldwide.

B. Producing promotional printed collateral:

- Promotional posters consisting of key features like 7 sister goddess, 4 kedars, 4 dhams, upper and lower GHT trekking routes, and 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 its features, including attractions, products, activities, facilities, route maps, contacts and so on.
- Promotion brochures of destination areas, products and activities across all districts
- Trekking, driving and rafting routes and site maps of Sudurpashchim
- Books and calendars of festival and events of Sudurpashchim
- Special interest tourist guide books for Sudurpashchim
- Informative books on traditional food, dances and crafts of Sudurpashchim

7.4 INSTITUTIONAL FRAMEWORK FOR DESTINATION MANAGEMENT AND GOVERNANCE

Tourism touches upon all aspects of a community—economy, government services, the natural environment, and residents. In broad strokes, a tourism destination is the agglomeration of businesses and organisations involved in producing and marketing the overall tourism product within a geographical area or strategic unit which provides all necessary resources and whose integrated activities allow tourists to access the kind of experiences they expect.

There are both sustainable and non-sustainable tourism destinations in the world. Sustainable tourism destinations apply sustainable tourism principles and practices which include optimum use of resources, minimisation of negative impacts on the environment and society, and maximisation of participation and socio-economic benefits for local communities. The following three vital aspects are critical to ensuring both volume and sustainability:

- Destination Management
- Destination Governance
- Destination Leadership

Coordinated efforts of key stakeholders like the public sector, private sector, local communities and others with collective leadership for responsible management and good governance are required to ensure that tourism is sustainable.

A. Destination Management

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

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

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

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

DMOs by territorial set up:

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

DMOs by organisational structure:

- Purely Private, such as tour operators, business associations, etc.
- Purely Public such as national park authorities
- Public-Private such as Nepal Tourism Board with the participation of both the public and private sector.

B. Destination Governance and its Dimension

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

There are several main dimensions of good destination governance:

- **Accountability:** DMOs are accountable to their key constituencies. They should justify their programmes and activities and measure and disclose results.
- **Transparency:** Transparency involves information sharing and acting in an open manner.
- **Involvement:** Inclusiveness tracks the level to which DMOs ensure representation and involvement from all key stakeholders.
- **Structure:** Structure refers to the mechanism or mechanisms for decision-making and building relationships between inter-related components.
- **Effectiveness:** Effectiveness involves the extent to which DMOs fulfill their objectives.

- **Power:** Power indicates the extent to which key organisations/actors are able to influence decision-making.

The existing coordinated and integrated efforts of key stakeholders like the public sector, private sector, local communities and other stakeholders for Destinations management and governance 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 in Nepal directly engaged in the tourism sector as service providers. As per one estimate for the period before COVID-19, 536,000 persons were directly employed in tourism. Indirect employment is believed to be much higher than this figure. Being a low capital venture, tourism is a sector that can offer employment at very low investments. It can thus help minimise the number of youths going abroad for employment and utilise those human resources in Nepal itself.

A. Existing HRD Conditions, including training facilities and HR needs of Sudurpashchim's tourism sector

- Two differing scenarios are visible in Sudurpashchim Province in terms of the utilisation of human resources in the tourism sector. Major 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, but most other destinations in the hill and mountain districts are operating with self-employed owners in hotels and lodges with very few hired employees. Overall, there is a lack of skilled human resources in Sudurpashchim's tourism sector.
- Most trekking and rafting agencies bring all services, including human resources, from Kathmandu and other major gateways such as Pokhara and Chitwan leaving very little money in Sudurpashchim.
- The demand for trained human resources is low due to a comparatively smaller number of tourists in Sudurpashchim province, but there is also an acute shortage in the supply of trained human resource due to a lack of specialised tourism institutions.
- MoITFE is a newly established tourism focal ministry for Sudurpashchim Province so it lacks adequate trained manpower in the tourism sector.
- Present trends show that skilled human resources are pulled away from the province to Kathmandu and Gandaki Province. Trained and experienced human resources with occupational skills attempt to leave this province to join work in other provinces or abroad. A major challenge is to retain these skilled human resources in Sudurpashchim's own tourism establishments.
- Nepal Academy of Tourism and Hotel Management (NATHM) and Nepal Mountain Academy (NMA), which are the government's formal tourism training institutes, have very poor records of providing tourism-related skill development training to the people of Sudurpashchim. This may be due to the remoteness of the area, which increases the cost factor, and the low demand for training opportunities.
- Only a few local tourism associations, like Tourism Development Society, NATTA Far West, Professional Hotel Association, etc. located in Dhangadhi and Mahendranagar, offer occasional trainings on trek guiding and travel operations.
- None of the universities or colleges has dedicated full academic courses on tourism and hospitality.
- Sudurpashchim Province also lacks qualified training instructors in tourism.

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

- Training to people who will be involved in managing Destination Management Organisations 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, lodge management, bakery, coffee making-related training etc.
- Rafting, kayaking, fishing, angling, canyoning-related training
- Housekeeping and hospitality training for high-end hotels
- Conference/event organisation/management training
- Visitor information centre management training

B. Gaps and issues to reflect in planning

- Deficiency in the supply of trained human resources at the provincial level
- A big challenge for the tourism industry of Sudurpashchim is a lack of human capital due to brain drain. The province's skilled workforce is increasingly migrating overseas for work, leading to high turnover in tourism. This trend, however, applicable to all of Nepal.
- Lack of tourism related HRD institutions (academic and vocational training) in Sudurpashchim Province
- Lack of relevant training manuals and qualified instructors.
- High import of HR for specific jobs in hotels and trekking/rafting/travel companies from outside, discouraging locals.
- Poor awareness levels, poor quality of services, poor hygiene and sanitation, and poor hospitality skills.
- All of this has had serious implications on the quality and reliability of tourism services. Hence, emphasis should be given to developing a trained and skilled workforce within the province to match the demand from 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:

- Place large hoarding boards with key attractions of Sudurpashchim at the international airport in Kathmandu
- Create and place advertisements for Sudurpashchim on national television channels in tourist generating countries like the USA, India, UK, France, Germany, etc.
- Organise FAM trips for journalists from international media, renowned celebrities, inbound tour operators for Nepal from tourist generating countries, Indian travel agents, and travel media and bloggers
- Place promotional information boards 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 facilitate tourism
- Disseminate digital profiles of tourist destinations on the internet
- Promote tourism attractions and packages on national and international media in association with private tourism enterprises, their associations, Nepal Tourism Board and tourism ambassadors located in source market countries
- Promote tourism through the following modes:
 - » C2C (Consumer to Consumer) through social networks
 - » 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 neighbouring countries and other tourist generating countries
- Advertise provincial tourism attractions and activities in domestic and international tourism source markets through the full use of websites, social media, networks, and mobile apps and also print media as and when practically applicable

For details see **Annexure 7.6**

7.7 COORDINATION AMONG GOVERNMENTS, PROVINCES AND THE PUBLIC AND PRIVATE SECTORS

Tourism is a composite product with functionally interdependent sub-sectors. It has a multidimensional character with overlapping roles for various actors in developing and managing this sector. Tourism thus requires integrating the actions of various stakeholders for proper development and consolidated output. In this context, a tripartite partnership and/or coordination among governments, provinces and both the private and public sectors would be the right way forward for effective tourism development in Sudurpashchim Province.

Sudurpashchim province must adopt a policy to integrate and coordinate efforts between governments within Sudurpashchim province, among provinces (especially Lumbini Province and Karnali province) and also among the three levels (local, provincial and federal) of government. One strategy would be to constitute a Province Tourism Coordination Committee (PTCC) as proposed and briefly elaborated in chapter 9. For this, the working policy would be to mobilise resources to identify new destinations, tourism develop development, enhance HRD and promote tourism through coordination and cooperation among federal and local governments and international donor agencies. The following actions are recommended in this regard:

- I. Adopting a policy of coordinated competition with adjacent provinces where trekking, river rafting, paragliding and cycling-related tourism activities of one province can also be operational in the landscapes and air space of another province
- II. Operating programmes regarding infrastructure development, expansion, and promotion of tourism in an integrated fashion through coordination among sectorial ministries and agencies

7.8 ACCESS AND PARTICIPATION OF WOMEN AND DISADVANTAGED GROUPS FOR SHARING BENEFITS FROM TOURISM

Tourism will only be sustainable if local people benefit from an enhanced absorptive capacity at destination areas. This is largely possible when community-based tourism is promoted by allowing local disadvantaged peoples, particularly women, marginalised groups, and persons with disabilities, to meaningfully participate in tourism planning, partnering, decision-making and maintaining ownership. With the formulation of the government's vision for 2020 and beyond, which mainly focuses on creating employment in rural areas for women and marginalised communities, distributing tourism benefits to the grassroots and enhancing community partnership would further this goal. Tourism needs to be developed in a manner that is sustainable and inclusive, especially regarding participation in decision-making of marginalised and disadvantaged communities in development and management (NPC, 2019). In this context, tourism in Sudurpashchim will be developed by fully engaging locals at all levels and using locally produced goods and services, so as to increase the local retention of tourism benefits while ensuring equitable benefits to wider communities.

The following actions are recommended to ensure the active participation of disadvantaged groups and to obtain maximum benefits from tourism:

A. Creating an amicable environment for meaningful participation

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

B. Offering a few initial incentives to make 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 existing and potential disadvantaged tourism entrepreneurs

DAs	Existing/ Potential enterprises or services and related activities	Initial supports needed for inclusion
Mr. Api Base Camp route (Darchula)	Potential trekking goods/gear providers for tented camps	Grants on initial collection of equipment like camping tents, kitchen materials, high resolution cameras
Ramaroshan (Achham)	Existing and potential handicrafts (<i>Chapra, Doka, Dalo, Dhakdo, Doile, Chapro, Rassi, Kataura, and Dhaka</i>) makers from <i>Nigalo (Deulo)</i>	Training to new entrants and refresher training to existing ones
Kanda (Bajura)	Varied items made from local potatoes	New training
Darchula, Bajhang, Bajura, Doti and Achham districts	Tourism service providers (Home-stays, hotels, lodges, restaurants)	Training-led awareness, knowledge and skills building to be tourists friendly with essential hospitality training and hygiene and sanitation

Bajhang, Darchula, Bajura and Achham	Potential trekking agency, tour operators, etc	Concessional incentives to register new enterprises and rebate of 25% on tour package costs
Bajhang, Darchula, Bajura and Achham	Trekking goods shopkeepers/sellers	Grants on initial collection of equipment like camping tents, tented kitchen materials, high resolution cameras
Achham district	Makers of wooden materials like walking sticks (<i>Ghanghar ko latthi</i>)	Partial grants
Gothalapani (Baitadi)	Waiters and receptionists in hotels and lodges, tour and trekking guides	Training to new entrants and refresher training
Surnaya RM (Baitadi)	Cave tour guides	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 made from the leather of sacrificed buffalos	New training
Gothalapani (Baitadi)	Incense makers and flower producers	Subsidised loans through special government programmes 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 made from bamboo and <i>Bhango</i> Cloth made 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 for museums
Dallek (Nawagad RM), Darchula	Farmers growing vegetable (unseasonal) in tunnel	Subsidised loans through government special programmes or through cooperatives and other financing institutions
Darchula, Bajhang, Bajura and Achham districts	Selected natural herbs (e.g. <i>Satuwa</i> , <i>Ghucchechyawu</i> , <i>Yarsa</i> , <i>Chiraito</i> , <i>Panchaule</i> , <i>Hattajadi</i> , etc.) processors Selected natural herbs sellers	Training on packaging, subsidised loans through government special programme or through cooperatives and other financing institutions
Marma RM (Darchula)	Soap made from <i>Chiuri</i>	Capital access, subsidised loans, seed grant to new entrants
Darchula district	Varied items made from local grains (<i>Simi</i>) and <i>Nilo phapar</i>	New training to cooks
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 processing and packaging <i>Asala</i> fish
Shivanath RM(Baitadi)	Silauto makers	Fine touch training and skills training
Duhu RM (Darchula)	Suits made 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, subsidised loans, seed grants to new entrants
Talkot RM (Bajhang)	Juice made from <i>Laligurans</i> and oranges	Training on juice making, packaging, labeling, and storing with proper standards, quality, hygiene and sanitation

Kanchanpur, Kailali, Bajura, Achham	New homestay operators	Small-scale infrastructure supports such as homestay material support
Lovalek, 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 and trekking guides and porters	Nature, trekking guides and porter training to local youths (men and women)

Source: Study Team, 2021

C. Bringing unregistered illegal operators into the 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

DAs	Status of enterprises	Initial supports needed for inclusion
Darchula, Kailali and Kanchanpur	Homestays unregistered with tourism authorities	Bring all of those into the 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 into the formal registration process

Source: MoITFE and Study Team

The lack of registration of a number of homestays in peri-urban areas and tourist accommodations in urban areas (district headquarters) means that those enterprises will not receive any opportunities for financial incentives from governments, sanctioning loans from finance companies (banks, cooperatives) and capacity building trainings from government institutions. This scenario compels those organisations to remain out of inclusive development.

D. Bringing community organisations in the mainstream tourism planning and development process

It is important to ensure the active participation of community organisations 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, clubs, school eco-clubs, Municipalities/Rural Municipalities, wards, local NGOs working on tourism and culture into tourism planning, development, management, research, promotion and management.

E. Applying a bottom-up participation approach

Applying a bottom-up participatory planning process will be valuable as it will ensure representation of grassroots people in all programmes like infrastructure development, CoC formulation, capacity building activities, the management of infrastructure and the handover of the product to local communities

F. Utilising 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 in utilising destination areas based resources and local indigenous knowledge and skills. It seeks to promote initiatives for local communities or individuals and utilises natural and cultural resources of the community while harnessing their indigenous knowledge for the socioeconomic benefit of rural poor communities.

TABLE 24: Existing supply chains, manmade skills and future potential for enterprise 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 ghee
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	Clothes 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	Clothes from Allo, Handmade carpets	Clothes 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., the above-mentioned potentials have been identified as important tools to alleviate poverty and lift the living standards of people in rural areas.

G. Associating agriculture with homestay tourism to meet poverty alleviation objectives

It is necessary to organise effective programmes in currently operational 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 objectives.

H. Guaranteeing the inclusion of women from marginalised communities

It is equally important to create an appropriate institution to ensure the inclusion of women from marginalised communities, Madhesis, Janajatis, and ethnic communities who are disadvantaged in the benefits generated by tourism in their own areas. Such communities may include the *Badi* people living in Lamkichuha Municipality, landless groups, freed *kamaiyas* and occupational groups (e.g. mud-pot makers –Kumhar groups) living in Ghodaghodi, Kailali district.

I. Linking local production in the tourism value chain

It is fundamental to adopt a policy to link local production with the tourism value chain and offer the benefits of tourism to local communities where tourism is operational.

K. Arranging markets for the sale of local products

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

K. Organising skill development training with a set of rules

Field-based observations have realised the need to organise various types of income-generating and skill development trainings to local communities for tourism development and promotion. It is thus essential to hire qualified trainers to design the course content and deliver training programmes. Trainees must be selected with a special focus on women through public announcements and a systematic selection process. Furthermore, trainees must enter into a contractual commitment to utilise the skills acquired for a certain number of years with refresher courses offered to the same trainees every three years.

L. Key issues and gaps

The inclusion of women and disadvantaged groups into the tourism mainstream to benefit them and broaden socio-ecological benefits is a primary challenge in Sudurpashchim Province. There is, however, potential to enhance economic opportunities for such communities through the plans and programmes suggested above.

A systematic and focused approach will be instrumental in not only linking women and excluded communities with mainstream tourism but also in shifting them away from traditional subsistence systems for livelihood support to enterprise development. Several tourism types, like bird watching, ecotourism, 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 parts of Nepal. More broadly, the ecological zones comprise the Terai or flat land ecology that ranges from 100m to 1,200m, the Chure mid-hills and the Mahabharat range that is up to 3,500 and the snowy high mountains. All these ecological zones are equally important in the context of biodiversity and conservation. Each zone has different natural environments and socio-cultural values.

Tourism sites within the province are broadly categorised into religious, cultural, historic, and natural scenic values. There are various important natural resources in the ecological zones, including two national parks i. Khaptad and ii. Shuklaphanta, and one conservation area -- Api-Nampa conservation area -- in Sudurpaschim Province (see **Annexure 7.9.**)

In context of the above-mentioned natural and cultural heritages, and their threats and impacts, the following actions and activities are recommended to identify, explore, preserve, maintain, promote and make responsible use:

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

- Observations and excavations of destinations/sites by MoITFE and in association with the Department of Archaeology, Far Western University (FWU); Department of Anthropology and Department of Culture of TU; Human and Natural Resources Studies Centre, KU Department of Development Studies; research institutions; development organisations; and other relevant agencies to document and promote historical and archaeological sites. Such studies must not exclude the 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, DNPWC and other relevant agencies to explore the natural landscape and biodiversity of Sudurpashchim Province
- Preparing full documentation of the following heritages of Sudurpashchim Province
 - » Cultural heritage (both tangible and intangible)
 - » Natural landscape and biodiversity
- Disseminating the prepared inventory in the media, through varied platforms such as books, pictorial books, websites, documentaries, and so on.

B. Educating local communities around heritage sites about the value of heritage for common good

- Increasing community awareness through information/posters, photo displays, information boards, video documentary shows, training, drama, exposure visits, and case study sharing
- Strengthening the awareness of people by installing information board on heritage sites to reveal its value and need for conservation
- Disseminating knowledge on heritages sites to school students on a mass scale
- Engaging school/college students and communities on cleaning campaigns, essay competitions, documentary shows and photography competitions
- Increasing awareness on natural and cultural heritages among tourism entrepreneurs and stakeholders through training, exposure visits, printed materials, television, radio etc.
- Increasing awareness of visitors through word-of-mouth communication and printed materials

C. Networking with local organisations to capacitate them on use of natural and cultural heritage conservation

- Building partnerships and networking with organisations (e.g. Community Forest Users Groups, Cultural Conservation Local Societies) that are active in protection and sustainable use of natural and cultural heritage
- Strengthening the capacity of destination management organisations (communities), tourism entrepreneurs, buffer zone user committees/group members, hotel entrepreneurs, herders, schoolteachers, clubs, mother groups, anti-poaching units, heritage site conservation committees, lake conservation committees, and snow leopard conservation committees 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 a focus on zoning-based conservation

- Expanding the scope of beneficiaries and benefactors on a greater scale for highly valued destinations, as follows:
 - » The benefactors for and beneficiaries from 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 natural and cultural heritage conservation of Khaptad are the people of four districts: Doti, Achham, Bajura and Bajhang
- Declaring few destination areas as special heritage sites (e.g. Ghodaghodi Lake Area as a bird sanctuary, Uku palace area, Panchdeval, Garba Durbar) through association with local and federal 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 other similar destinations
- Working with relevant federal and provincial governments to promote wild, scenic and recreational river sanctuary: 100 km long Karnali river corridor falling under Turmakhand RM in Achham district
- Preparing and implementing 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 through illegal cultivation and unsustainable harvesting of water for farmland irrigation via water canals
- Strengthening the sustainable tourism attributes of the destination area through formulation of a tourism Code of Conduct (CoC)
- Conserving wetland tourism products from agro chemicals, pesticides, fertilisers and plastic waste
- Broadening the socio-ecological benefits of tourism
- Promoting green tourism by ensuring the least possible impact on the environment and discouraging uses of nondegradable products like plastic
- Developing botanical gardens in community forest areas
- Promoting efforts to preserve snow leopard, blue sheep and Himalayan thar and kasturi. These endemic, endangered flagship species are found in Mt. Api Conservation Area (Darchula), surrounding areas of Mt. Saipal (Bhanjyang), and Kanjirowa mountains and surroundings of Bajhang
- Saving dolphin species which are found in a few rivers like Patharia and Mohana in Kailali
- Applying strategies to save wild rice which is found in some pocket areas within the Ghodaghodi lake complex
- Stopping the encroachment of ratan forest (Betahani forest) adjoining Chure-bhawar to the north as sources of water in-take of Ghodaghodi lake
- Stopping uncontrolled cattle grazing, firewood and timber harvesting from the Chure forest, and stones, gravel, and boulder mining from the Kandra and other seasonal rivers like Donda and Tengnahwa, which are leading to the desertification of the Chure hills
- Stopping, mitigating or minimising negative impacts on wetland (as natural and cultural heritage) that are occurring due to the following actions:

- » Encroachment of lake areas through illegal cultivation
- » Encroachment (illegal cultivation) of lake areas, high pressure and destruction of forests, resulting in the loss of habitats for birds and wildlife
- » Existing and sporadically mounting conflict between the policies of the forest department and local government as well as between fish farmers and wildlife
- » Uncoordinated distribution of governmental facilities like roads, drinking water, electricity, etc. in development interventions
- » Increasing inward migration, causing the destruction of forest areas
- » Unsustainable harvesting of water for farmland irrigation through water canals
- » Increasing use of plastic waste and rising water pollution
- » Increasing use of lakes for aqua-culture
- » Use of pesticides and agrochemicals threatening birds like vultures
- » Disturbance of and threat to lake system-based fauna and wild species by poaching
- Controlling illegal and over-exploitation of forests and destructive collection of Yarsagumba in high mountain regions and pastures
- Establishing botanical gardens and open zoological gardens
- Preparing sufficient historical, cultural and nature interpreters (as local guides) for local touristic sites. This will not only lead to meaningful experiences for tourists but also persuade local communities to realise the value and importance of such natural and cultural sites
- Respecting, advancing and promoting local indigenous people's customary laws, traditional knowledge, institutions, practices and norms
- Protecting, restoring and promoting the use of built heritages such as monasteries/stupas (especially in northern border areas in Darchula, Bajhang and Bajura districts), Hindu temples in all districts, Masto temples in mountain districts, and palaces and forts in the Terai and mountain districts, etc. without degrading their archaeological and religious values
- Preserving and promoting local vernacular architecture incorporated into the designs of buildings, bridges, stone walls, ladders, water taps and other public structures by providing 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 sites, and showcasing them through cultural and archaeological museums, craft centres and art centres.
 - » Supporting local and regional museums.
 - » Protecting wetlands from agro-chemicals, pesticides, fertilisers, plastic waste and through zoning of core area
- Promoting destinations like Ghodaghodi, which have a number of natural and cultural attributes like: (a) a hub for indigenous Tharu cultural heritage; (b) the ultimate destination for bird watching; (c) an ecofriendly green tourism hub in Nepal's western Terai with 68 community managed forests; and (d) an organic food destination with widespread availability of organic and local food for incoming visitors
- Developing religious and cultural tourism activities primarily based on Tharu collective traditional lifestyles found in Kailali and Kanchanpur districts

- Developing hiking trails around lakes located to the south of the Churia hills in Kailali and Kanchanpur districts to expand the scope of benefits for local people living in the surrounding lake areas on a legal and systematic basis
- Supporting the building of adventure trekking trails between lakes and Chure hill jungles towards the north through Global Positioning System (GPS)-based navigation and installation of standard signage and other infrastructure. Apart from proper management and development of this lake system to increase the quantity and quality of visitor flows, the trekking trail-based linkage to the Chirua hills can be a future prospect in increasing the number of beneficiaries and the local areas of benefits.
- Developing ecological and zoological research and study hubs in the 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 systems consisting of mix [attractions (site + manmade) + physical products (infrastructure + transportation + facilities like hotels, restaurants and homestays) + people (host community and guests) + packaging (itinerary) + programmes (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 protection and prosperity of the area through a commonly accepted and feasible model

It has been observed that a large 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 the GLA's resources for their livelihoods and subsistence. They depend on fishing in the lake, collecting forest products, using lotus leaves and flowers, fetching herbals and medicinal plants for domestic use, collecting firewood and fodder for domestic animals, grazing cattle in the grasslands of the GLA, and using water from Ghodaghodi and Nakrod lakes for irrigation.

G. Applying a responsible system and practices to prevent, minimise and mitigate the potential negative impacts of tourism

- Applying responsible practices regarding visitor movements in terms of numbers of entry, entry timing, code of ethics while moving in sensitive destination areas (e.g. Ghodaghodi Lake area)
- Encouraging and supporting the use of alternative and renewable energy sources (e.g. solar/electricity) for power and fuel needs that help minimise the carbon footprint of tourism
- Applying the practices of segregating garbage collection as per their nature (e.g. degradable, non-degradable, recyclable) and treating them accordingly
- Introducing a responsible system to allow or restrict the grazing of animals (goats, sheep, horses, buffalos) on pasture lands inside special zones like Badimalika to protect nature
- Banning the use of plastic in protected area and ensuring safe and adequate waste and sewage management facilities in touristic areas
- Supporting and promoting the use of environment-friendly and carbon-neutral transportation facilities such as electric rickshaws, electric vehicles, bicycles, mule caravans, ponies, and emission-free vehicles
- Restricting the construction of motorable roads in highly sensitive natural and cultural sites and destinations areas where trekking trails can be developed

- Protecting lakes from encroachment through illegal cultivation, unsustainable harvesting of water for farmland irrigation via water canals
- Preventing the use of agro chemicals, pesticides, fertiliser, and plastic waste
- Building lake-based tourism infrastructure (walking trails all around the lake)
- Developing an eco trail (walking + cycling + pony trek) route with basic infrastructure like path safety, signage installation, protection shelter, washrooms, drinking water outlets, etc. all around the lake and on the outer circuit (GLA circuit trek)
- Offering training to more nature guides (natural and cultural interpreters)
- Formulating an inclusive and powerful management structure for the GLA with a self-sustaining business and revenue model

7.10 POLICY PLANNING TO PROVIDE PROPER DIRECTION TO 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.

A tourism policy for Sudurpashchim Province has yet to be formulated. The long-term policy vision is to 'establish Sudurpashchim province as a world class, beautiful, recreational, safe, quality and excellent tourism destination' by 'formulating a roadmap through tourism for the sustainable development and standardisation of this province.' In this regard, a special tourism policy has been envisioned for Sudurpashchim Province with the following objectives: (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 heritage; (c) enhance coordination through public-private-cooperation; (d) create an environment for domestic as well as foreign investment; (e) increase the participation of women and marginalised communities in tourism as beneficiaries; and (f) steer the development of tourism through personal and institutional capacity building of tourism stakeholders.

In order to produce a separate tourism policy for Sudurpashchim Province, and to harmonize this document with the existing Acts and Regulations, a review of other tourism and conservation related documents are necessary. See **Annexure 7.10** for a brief description of such policy guiding documents. However, it is imperative for separate tourism policy formulation to (a) focus and promote different types of tourism in the province; and (b) facilitate the participation of all stakeholders for short, medium and long term sustainable tourism development based on the principle of decentralisation. The ultimate vision of the tourism policy of Sudurpashchim Province should be to (a) utilise, promote and conserve the natural, cultural, historical, environmental, religious, archaeological heritages in a sustainable and responsible manner; and (b) establish this province as a beautiful, enjoyable, safe, and top quality tourist destination.

7.11. CHAPTER 7 ANNEXURES

7.11.1 Annexure 7A

Product A: Pilgrimage and sacred sites-based religious and spiritual tourism product

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

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

All these religious attractions have potential to be developed as a cultural circuit.

Similarly, a cultural circuit following the **four sister goddesses** in Baitadi district can be promoted by providing essential information, building religious shelters and making the areas easier to access. 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)

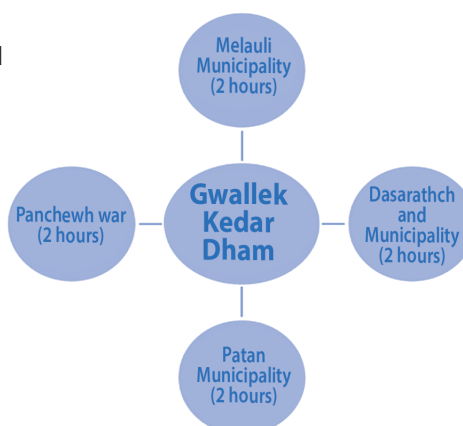
Baitadi district has the largest concentration of religious sites, shrines, and sacred areas that offer USPs to attract a large number of local, national and international Hindu tourists for cultural and religious tourism.

Sudurpashchim Province already has a pre-established identity as a religious destination with its **seven sister goddesses**. These seven destinations [the four aforementioned sister goddesses and three each from Bajhang (Surmadevi), Dadeldhura (Ugratara) and Bajura (Badimalika)] have great potential for tourism but they lack essential infrastructure and are difficult to reach. A 40 km-long road is being built between Melauli temple and Ugratara temple but the road is not in good condition.

Likewise, a *kedar* (Shiva) circuit consisting of the following **five** destinations in Baitadi is another potential religious tourism product but also lacks easy access and proper infrastructure:

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 centre

Among these five destinations, Gwallek Kedar is centrally located and in roughly equidistant from the other four kedars.



A Mahadev cultural circuit around Patan is another potential religious and spiritual product that can be developed by linking sacred sites like Patan Mahadev, Barahgar, Siddhanath, Banarasi, Anarkali, and Lodne.

A master plan for Shivnath temple (Shivnath RM-6, Baitadi) is also being built by Shivnath RM. The master plan includes proper access to the destination, building necessary infrastructure and marketing by establishing a tourism promotion wing. The execution of this site-specific master plan would be valuable.

The Melauli Bhagawati (one of the seven sister goddesses) temple complex, as also known as '**Melauli Religious and Touristic Development Centre**' (Melauli -1, Baitadi), has a temple that dates back to the 5th century. The temple area is spread across 6.82 hectares (approximately 134 *ropanis*) of land. A conceptual master plan titled '**Melauli Bhagawati Development Area (MBDA)**' with mapping and DPR has been formulated by Melauli Municipality for the development of Melauli religious area. This master plan aims to build a religious shelter, pilgrims guest house, MBDA office complex, library, a commercial building, public toilets, smaller temples, ancillary structures, including maintenance of the main temple complex, sanitary works, site development, landscaping, and exploration of Dev cave over the next 25 years. The estimated budget for the development of this area is Rs 382,925,000.00. Providing support to Melauli Municipality to execute the 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 at the meeting points of rivers (e.g. Jimaradi dham at the confluence of Budhiganga and Kailash rivers, Tribeni dham in Khaptad at the meeting of three rivers, Tribeni in Tribeni Municipality in Bajura district, and Tribeni in Mohnyal RM in Kailali district) in Sudurpashchim Province. These destination areas are in need of promotion to be developed as high value religious destinations. They also need basic infrastructure for the convenience of religious tourists.

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

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

Mohanyal temple (Lathuwa, Ghodaghodi-8) is worshipped by many communities but is in need of preservation and promotion.

Masto temples are religiously important centres for the local population of Sudurpaschim Province. They are scattered across many mountain districts and need to be preserved and promoted for religious tourists.

Development and upgrading the standards, safety and quality of famed religious, spiritual and natural destinations in Khaptad should be done as per a local area master plan. Yoga-based spiritual tourism should also be promoted in the holy land of Khaptad where the Khaptad Baba mediated for more than 50 years.

The following points of action are necessary to execute for the sustainable development of Khaptad as a tourist destination:

1. Accommodation: Good and comfortable accommodation arrangements for visitors in Khaptad. Such arrangements include a steady and efficient supply of power, water and internet.
2. Access:
 - Convert all entry roads connecting from Bajhang, Bajura, Doti and Achham into paved ones. Build alignments of trekking routes.
 - Build multi-use (cycling + pony + walking) trails to help visitors easily and comfortably reach from one site to another site within the vicinity of Khaptad

- Plan and build a ring road around Khaptad via the Madhyabarti chetra
 - Connect the 3 km of distance between Sahasralinga site (3,200m as the highest point) in Khaptad with Dhaulacheda in Bajura with a cable car
3. Build yoga and meditation centres of international standard
 4. Include various digital marketing and promotional activities
 5. Capacity building:
 - Include capacity building actions (e.g. guide training, porter guide training, etc.) to support the livelihoods of people from all around Khaptad
 - Offer training in local crafts
 - Offer training in hospitality, skills and attitude for direct and indirect service providers
 6. Conduct a study for ski sports with recommendations
 7. Policy changes:
 - Introduce a policy to make existing committees, namely Khaptad Tourism Development and Management Committee, Badikedar Area Tourism Development and Management Committee, and Vaidhanath Dham Development and Management Committee, more independent with the participation of tourism-related experts
 - Reduce the existing one-way air fare of USD 200 between Kathmandu and Dhangadhi for foreigners
 - Introduce direct flights between Kathmandu and Sanphebagar or Dipayal by making it mandatory for private airlines to conduct a 60:40 season air flights ratio prevailing under the Civil Aviation Authority of Nepal
 - Lobby to convert Dhangadhi into a regional airport so that it is able to start direct flights to New Delhi, India
 - Introduce a policy to develop an online information data management system for various affairs, including data keeping of tourist entries to Sudurpashchim
 8. Introduce research programmes to explore herbs, plants, wildlife, caves and/or any unidentified matters in the action plan
 9. Build and operate spa and message centres in Khaptad

Essential en-route (Martadi-Phul Chadhaune thau-Sota-Bhittechina-Budhimaithan-Tribeni-Khetipati-Badimalika-Nateshori) trekking infrastructure 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 flowers on both sides of the 7 km long irrigation canal between Chisapani and Dudhejhari, Kandra via Balchaur in Lamkichuha Municipality, Kailali.

Recreational tourism site - Churia hills areas to the north of the plains of Kailali and Kanchanpur should be developed as an area for recreation tourism. These areas (e.g. Chilamchure, which is 16 km north from Ghodaghodi Municipality) are located at a distance between 15 to 20 km from major towns like Kanchanpur, Dhangadhi, Attraria (Godavari) and Ghodaghodi.

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

Recreational tourism site – Churia hills and Mahabhart range based hill stations with cool climates like Godavari, Budhitola, Khanidanda, Rajkanda, Aalital and Dipayal-Silgadhi are closer to primary city centres like Dhangadhi, Mahendranagar and Amargadhi. These destinations have great potential to be developed as tourist sites with the installations of safe, quality and standard infrastructure.

Recreational tourism site – Amargadhi in Dadeldhura district is centrally located and can be developed as a central point (hub) connecting various touristic sites around Dadeldhura. A tour package of 2-3 days can be organised for visitors. Such a package would start from Amargadhi and include Amargadhi Fort, Ajaymerukot, Ugratara temple, Ghatalthan, Asirgram, Aalitaal and Parshuramdham.

Recreational tourism site - Moyana hill view point (Jayaprithvi Municipality, Bajhang) offers view of the Himalayan ranges, including Mt. Api to Mt Saipal. This view point can be developed as an ideal recreational point for views of the Himalayas.

Special interest based Himalayan herb hunting tourism should be explored and promoted. Sudurpashchim, along with Karnali province, are natural hubs for as many as 1,400 types of herbs. Upper Bajhang and Darchula alone contain 570 varieties of herbs. In this context, there is great potential to design activities for hunting these herbs in adventurous landscapes. High quality Yarsagumba and Guchhi Chyau hunting can be feasible in Sudurpashchim province.

Peak climbing or Mountaineering tourism should be given great focus. Mountaineering can range from climbing the highest peak of the world to climbing lower peaks. Peak climbing is the next step beyond trekking but before scaling the 8000-metre peaks. West Nepal can be an ideal place for peak climbing and learning climbing skills like in east Nepal which offers with many popular peaks (e.g. Island Peak 6,189m, Mera Peak 6,654m, Yala Peak 5,732m, Lobuche East 6,119m, Pisang Peak 6,019m, and Chulu West 6,419m) for this exact purpose. There are many peaks (25-30 peaks in the Api range and 25-30 peaks in the Kanjirowa range) in Sudurpashchim provinces that have an average height of 6,000 metres. These peaks, like Rakche, Urai, Saipal, Putha Himchuli, Kanjirowa and Api, are well-suited for climbing and training purposes.

Sports tourism

A sport tourism site along with a Himalayan view point can be developed at Bitheni area, Melauli Municipality-1 in Baitadi district. The attributes of this site are as follows:

- Spread across 150 *ropanis* of land
- Located at 1,860m
- Has 360 degree views of Mt. Api and Mt. Saipal
- Already has a DPR worth Rs 300 million ready for the development cricket and other sports
- DPR includes a number of elements like a cricket ground, football ground, garden, office complex, multipurpose complex, parking area, view tower, and washrooms

The provincial and federal governments, based on integrated concept and matching funds, will render economic and technical cooperation for certain infrastructure based on the DPR. The assistance will also include storage and distribution of water from Swarnaya to Bitheni area.

Dhangadhi can be developed as a hub for cricket-based sports tourism. Financial assistance should be rendered to build infrastructure at Phalpa cricket ground and stadium. A Dhangadhi Premier League could also be supported as this would provide opportunity to invite sports-loving tourists in the long run.

Chisapani area in Lamki Chuha Municipality (Kailali) can be developed as a spot for sports while Janaki Rural Municipality with Katase football ground in Kailali district has potential to be developed for girls' football. Apart from the regular operation of river rafting, other potentially new water sports related activities can be explored and studied. A beach area can be developed as a site for beach football events. All necessary infrastructures should only be installed after a proper study.

A cycle lane could also be developed as a form of sports tourism on both sides of the 7 km long irrigation canal between Chisapani and Dodhejhari, Kandra via Balchaur in Lamki Chuha Municipality. It will be an additional activity for tourists visiting Chisapani.

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 developed and promoted. For this, Saipal base camp (18 Km jeep drive to Dhalaun and nearly 5 days up trek) trek should be developed with the installation of necessary infrastructure (signage, trail paths, accommodations and environmental grading).

MAP 3: Saipal Expedition Map



Adventure trekking in Mt. Api (7132 m) Himalayan region should also be promoted. For this, Api base camp (6 hours drive from Gokuleshwar to Makarigad and nearly 4 days trek to base camp) trek must be developed with the installation of necessary infrastructure (signage, trail paths, accommodations and environmental grading).

MAP 4: Api Base Camp Trek Map

Extreme adventure (wilderness and leisure) trekking through high altitude passes (pasture lands, and wetlands) can be explored, developed and promoted as another adventure tourism product. Sudurpashchim's Bajhang, Bajura and Darchula are the least explored trans-Himalayan landscapes. However, there are a number of trails in Sudurpashchim that can offer extreme adventure through high altitude passes and high mountains (requiring 1,500 m ascent in one day). A few of the extreme adventure trails are as follows:

- Saipal circuit trek (around 20 days). This trekking route passes through Sakya Lagna Pass (4,709 m), Zimgang pass (5,332 m) and Chapchua Pass (5,216 m) and also includes a natural cave.
- Khaptad to Rara trek (15 days)

The private sector should be supported through policies and incentives in planning 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 at Khochalek, Gufakedar between Silegada to Satbanj on the way to Gokuleshwar in Baitadi district

Bungee jumping at Sankot (ward no. 4, 5 and 6, Ramaroshan RM, Achham)

Paragliding from Chilamchure (Mohanyal RM) to Ghodaghodi lake premise (Kailali)

Paragliding from Budar (Doti district)

Paragliding from Rajkanda (Kailali district) to Chisapani

Paragliding from Southwest ridge of Badimalika

Paragliding from Ramaroshan

Paragliding from Sahasstralinga

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

Cable car potential connecting around 3 Km of distance between Sahasralinga (3,200m as the highest point) in Khaptad and Dhaulacheda (Bajura) can be studied and developed.

New trekking routes for Khaptad from various entry points:

1. Achham district – from Sanfebagar, Bhedasen, Naini, Devisthan, Bhirku and Bhaskun;
2. Bajura district – Lasake and Kanda, Singada;
3. Bajhang district – Kudal, Ghodadauna;
4. Doti district – Saprawatera should be explored and developed.

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

Other trekking trails as follows can also be audited and developed:

TABLE 25: List of other trekking trails products

Product	Duration	Target group
Ramaroshan Trek	9 days	Tourists interested in culture, trekking, nature
Khaptad Trek	9 days	Tourists 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 priority as Sudurpaschim Province offers the following elements:

- Renowned rivers like Karnali, Seti and Mahakali for rafting and water-related sports
- A number of natural and manmade lakes
- A number of beautiful waterfalls
- Few natural hot springs

Karnali is the longest free flowing river in Nepal that is full of wild, scenic and recreational components. Karnali and Bheri rivers are adventurous rivers that are suited for kayaking, white water rafting and fishing. Karnali River with its graceful **Class III** to awe-inspiring **Class V rapids** offers opportunities for river expeditions with its large volume of whitewater along with short treks on its riverbanks, fishing and jungle safari activities. Karnali River should be promoted with Chisapani as the hub for rafting within the province (Chisapani – Tikapur route) and inter-province (Solta – Kuhine – Chisapani – Tikapur route) between Sudurpashchim and Province 5. Interprovincial revenue sharing from rafting on the same river (Karnali) can be resolved through cordial dialogue between the two provinces.

Similarly, a number of other rafting routes (e.g. Shera – Julaghat) in Mahakali river, Seti river (e.g. Bandarusen – Dipayal, Sanfebagar – Kuine) and Budhiganga river (Chitredovan – Ludeghat, Sanfebagar – Ludeghat, Budhiganga – Kuhine) can be promoted in the national and international market by installing necessary infrastructure like interpretive signage, shelters, washrooms and drinking water facilities at the starting point along with changing rooms at transits and final destination sites. A feasibility study should be done to promote rafting and other water-based tourism along the 100 km of the Karnali river corridor falling under Turmakhand RM in Achham district.

Furthermore, Sudurpashchim Province is also full of an immense number of lakes. Kailali district alone has more than 160 lakes, which is the highest number among all districts of Nepal. Lakes like Ghodaghodi, Bedkot, Jhilmila, Koilahi Koilahuwa, Joganiya, Mahadeva, and Jakhori in Kailali and Kanchanpur in the Terai regions are suitable for boating, biodiversity observation and recreation. More lakes should be opened up for recreational tourist activities. For example, Purbi Ajuwa Lake in Ghodaghodi area can be built up as an additional boating lake area. Other lakes in the mountain regions like Chededaha Lake (Bajura), Aalital (Dadeldhura), Khapar (Bajura), Budhinanda Lake (Bajura), Ramaroshan lake (Achham) and Surma (Bajhang) are well suited for wildlife and bird watching. Biodiversity observation 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 (Bajhang), Dantola (Talkot, Bajhang), and three waterfalls in Ramaroshan (Achham) could be developed as destinations with the installation of basic infrastructure.

Likewise, necessary infrastructure and information boards 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), and Bhalka natural springs (Balkha, Ghodaghodi, Kailali).

7.11.5 Annexure 7E

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

Community based tourism

A community refers to the people living near one another and participating in a daily rhythm of collective life. A community has roots in one place and its members are interdependent on a daily basis, performing many activities that satisfy the population's economic and social needs. The villages or rural communities of Nepal are unique, heterogeneous and culturally rich.

Such communities are well-suited for Community based Tourism (CBT), which is defined as a form of tourism that aims to include and benefit local communities and indigenous people. It is a form of tourism where the local community controls and engages in tourism development and management, and a major portion of the benefits remain within the community itself. Such forms of tourism provide value packed travel services that use local accommodation, food, music, art, crafts and traditions that support sustainable development as well. CBT provides national and international travelers with authentic experiences inside homes, villages, and at cultural heritages. The earnings generated from CBT are directly provided to the families those visitors stay with and buy services from.

CBT experiences vary greatly depending on the country tourists visit and the needs of the local people, meaning that every experience is unique. But, what these experiences have in common is that they are entirely community-owned and managed – meaning tourism 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, revitalises local culture and enhances 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 that are essential to community based tourism. Those aspects are as follows:

- i. CBT should operate with the involvement and consent of local communities (community residents).
- ii. CBT should provide a fair share of profits back to the local community.
- iii. CBT should involve communities rather than individuals.
- iv. CBT should be based on a benefit-based approach to managing tourism. It should take consideration both the benefits and costs to residents and focus on management actions that ensure benefits to the community.
- v. CBT should be environmentally sustainable.
- vi. CBT should respect traditional cultures and social structures.
- vii. CBT should have mechanisms to help communities cope with the impacts of tourism.
- viii. CBT should keep groups small to minimise the cultural and environmental impact.
- ix. CBT should brief tourists on appropriate behavior in the community.
- x. CBT should not make local perform inappropriate ceremonies.
- xi. CBT should not only give visitors real insight into local lives, but also ensure that their visits make 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.

A number of studies have revealed both the successes and failures of community based tourism. On the positive side, CBT has been successful in stimulating local economies with tourist flows, preserving historical heritage and culture, promoting local traditions, and promoting local entrepreneurship and products. The economic impact of CBT has been found to be significant.

CBT can have transformative effects on individuals, communities and society as a whole. People involved in CBT have better individual wellbeing, with more satisfaction and better community attachment. CBT contributes to financial wellbeing and psychological needs. The reasons behind the failure of CBT are deficiency in mechanisms, insufficient scope of coverage, and a lack of local engagement and community empowerment.

Homestay based tourism

- Homestays are a home-away-from-home. A homestay is not a hotel, motel, or a B&B. It is a unique hospitality system where the tourist stays with a family as a member of that family. Rural or urban based natural, cultural, historical, archaeological, religious, spiritual, traditional attractions and resources are “pull factors” for homestay tourism. Visitors come to homestays to spend one or more nights, eating, drinking and taking part in local cultures.
- A homestay is a non-commercialised, private residence with a paying guest (s) who stays in the comfort and security of a family home. Homestays are in operation in two forms in Nepal: community based and individual.
- 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 about different lifestyles.
- Relatively undisturbed and authentic cultural experiences 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 middle-income tourists. Therefore, whenever the number of middle-income people increases, homestay tourism prospers.
- Today, homestay tourism is recognised as an effective catalyst for rural socio-economic development as well as an effective tool to create support for biodiversity conservation in Nepal and Sudurpashchim Province.

The objectives of homestay tourism in Sudurpashchim province are as follows:

- To offer excellent hospitality to tourists with a guarantee of safety, security, hygienic food and water, clean surroundings and unique experiences
- To impart to tourists knowledge of our agricultural system, folk arts, sports and games, festivals, and 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

The Homestay Operation Procedure 2010 is the primary guiding document for homestays in Nepal. This guideline mentions the following key infrastructure as requirements to start homestays:

- (i) Homestay units (rooms) and beds
- (ii) Toilet and bathroom
- (iii) Kitchen and dining

- (iv) Adequate provisions for health, sanitation and visitor security
- (v) Access from one homestay unit to the other.
- (vi) Security and safety related infrastructure

After the federalisation of the nation and the formulation of provincial governments and provincial MoITFE in all seven states, homestays can be registered at provincial offices.

TABLE 26: List of community homestay registered in Sudurpashchim Province

Community homestay								
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			
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, traditional Tharu food, training and workshop venue, etc.	Lodging and meals at typical Tharu homestays, cultural dance, village tours Lahadu or buffalo cart rides (very rarely), visiting Behada Baba temple (very rarely)	Wildlife, nature and wetland (Joganiya lake) based experience
Maghi HS Tharu Gaon	Ghodaghodi Municipality - 4, Kailali.	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 drives, traditional Tharu food etc.	Lodging and meals at typical Tharu homestays, cultural dance, village tours Lahadu or buffalo cart rides (very rarely), visiting Behada Baba temple (very rarely)	Wetland (Ghodaghodi lake) experience, birdwatching at Ghodaghodi tal, Basanta Corridor forest and Churia forest range
Rana Tharu Homestay	Nayabasti, Bhimdatta Municipality-14 Kanchanpur	18 rooms	2072/2/28 , Tourism Office, Kohalpur, Banke	Tharu	-	Unique Rana Tharu culture, Shuklaphanta National Park (excellent grasslands and swamp deer habitat), Dodhara Chandani suspension bridge, Hattisar (elephant stable) etc.	Lodging and meals at typical homestays, cultural dance	Nature (SNP) and Water (Bheri River popular for 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 typical Tharu homestays	Pristine nature and culture in surrounding environment
Munal Kriśi tatha Paryatan homestay	Khaptad Channa RM-3, Bajhang	4 rooms	2076/09/21, MoITFE, Dhangadhi	-	Madeshi	Traditional hospitality and culture	Lodging and meals at typical homestays	Pristine nature and culture in surrounding environment
Basera Tharu Homestay	Lamkicu ha-3, Kailali	5 rooms	2076/09/27, MoITFE, Dhangadhi	Tharu	-	Tharu culture	Lodging and meals at 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 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 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 typical homestays	Local utensils made from leaves 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 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 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 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 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 homes capacity	Date of registration	Ownership type		Core product as USP	Offers	Augmented product as subsidiary pull factors
				Ethnic group	Madeshi community			
Khaira kandra Homestay	Jonapur, Kanchanpur	4 rooms	Not registered yet	-	Madeshi	Unique traditional hospitality and culture	Lodging and meals at typical homestays	Pristine nature and culture in surrounding environment
Krishnasar Homestay	Simalphanti, Kanchanpur	4 rooms	Not registered yet	-	Madeshi community	Unique traditional hospitality and culture	Lodging and meals at 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 typical homestays, Valley view,	Chepalthan park area, Snow in winter, handwoven sweater

Source: Study Team, 2021

Maghi homestay, Kailali has 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, besides the cultural experience, form the major basis for Dallek homestay. There is a lack of budget with Bijaya Sal homestay to buy machines to prepare local utensils made from the leaves the Bijay Sal tree as well as to extract liquid from the tree to made Ayurvedic medicine.

The following motivation factors can lead tourists to join community homestay in destination areas in Sudurpashchim Province:

- Experiencing a unique culture, particularly Tharu or Sauka culture
- Getting a homestay experience, socialising with host families and villagers
- Enjoying organic local food and experiencing the rural, natural environment
- Competitive pricing, particularly for group activities such as trainings, workshops, exposure visits etc.
- Cool climate and peaceful environment (e.g. Dallek homestay in Darchula)
- Notion of corporate social responsibility (CSR): supporting the livelihoods of poor people and assisting in the conservation of nature and biodiversity

Homestay operators in turn have the following motivating factors to start this business:

- To offer excellent hospitality to tourists with a guarantee of safety, security, hygienic food and water, and clean surroundings
- To impart to tourists the knowledge of our agricultural system, folk arts, sports and games, festivals, and cuisines and to explore the unseen dimensions of village life
- To offer long-term sustainable benefits to local homestay hosts and local communities

According to a GIZ study report on homestays, 97% of visitors to homestays in the study areas were domestic, with less than 3% of total visitors being international.

A few key issues for the sustainable growth of homestays in Sudurpashchim are as follows:

- Lack of business skills, concept and know how.
- Lack of proper packaging of homestay products leading to homestays not being able to reach their target market segments
- Lack of knowledge of homestays and their activities among travel intermediaries at the local, national and international levels
- Misconception among travel intermediaries about homestays as a low yield tourism product, resulting in a hesitancy to include this segment in their product offerings. Consequently, homestays are not linked to tourist generating countries
- Lack of authentic experience offerings to homestay visitors. Such experiences could include story telling about the destination areas, rice harvesting, learning to cook local food, learning about traditional architecture, dressing up in traditional attire, engaging in field work, milking cows or buffalo, etc.

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

7.11.6 Annexure 7F

Product F: Protected areas, wilderness regions, community forests and pristine landscapes based park (wildlife viewing jungle safari, bird watching, nature walking) and nature observation ecotourism product

Ecotourism in protected area should be strengthened. Shuklaphanta National Park, Khaptad National Park, Api Nampa Conservation Area, Ghodaghodi Lake Area, and community forests with lakes are popular protected areas in Sudurpashchim Province. These naturally rich destination areas should be developed and promoted as an ecotourism destination. Other upcoming protected sites like Gwallek, Sigas and Patal Bhumeswar in Baitadi district should also be developed as ecotourism destinations.

Ecotourism in Dadeldhura district can be developed and promoted: Seventy-five percent of this district is covered by forests. Ganyapadhura (Compas), Aalital, and Shailesh Srinkhala (Jogbudha) can be developed as ecotourism sites. The Division Forest Office of Dadeldhura has already initiated the promotion of these ecotourism sites among young students and civil society members with publications, posters and advertisements on radio and television.

Manmade parks like Kanari park (Kailali), Dhamkane park (Bajura), Martadi city garden (Bajura), Tikapur park (Kailali), and Jokhar lake park (Kailali) can be beautified to make them more attractive to an 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 a mini-Khaptad.

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

Bird watching tourism should be promoted as it is an emerging form of tourism across the world. There is great potential for bird watching in some hotspots in Sudurpashchim Province as it is rich in bird diversity. Birding is high value tourism as bird watchers spend more time in the field and thus spend more money. Bird watching tourism can be a new and emerging tourism product in this province. The following birding hotspots are found in Sudurpashchim province:

The Ghodaghodi Lake Area complex in Kailali district is made up of 24 lakes that are located alongside the east-west highway. 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 out of eight defined indicators for Ramsar sites (International forum for lake conversation as per Ramsar Declaration Iran): (a) there are more than 20,000 birds in the area and (b) 1 percent of birds from South Asia migrate seasonally to the area. GLA is an important area because it represents one of the last intact networks of marshes, swamps, and lakes in the Far Western Terai and supports an assemblage of rare, vulnerable, or endangered species. Among its bird species are the Cotton pygmy goose (*Nettapus coromandelianus*), Great slaty woodpecker (*Mulleripicus pulverulentis*), Great hornbill (*Buceros bicornis*), Grey-headed fish eagle (*Haliaeetus ichthyaeus*), Egyptian vulture (*Neophron percnopterus*), White-rumped vulture (*Gyps bengalensis*), Slender-billed vulture (*Gyps tenuirostris*) and Lesser Adjutant (*Leptotilos javanicus*). Three species of birds, namely Common moorhen (*Gallinula chloropus*), Indian spot-billed duck (*Anas aequalorhyncha*) and Cotton pygmy goose (*Nettapus coromandelianus*), breed only in Ghodaghodi Lake.

Ghodaghodi Lake Area can thus be declared a 'bird sanctuary'. Ghodaghodi Municipality has already passed this proposal at a meeting of its municipal council and will be sending it to the federal and provincial governments after conducting a declaration meeting.

Khutiya IBA Area/ VSFS

Located 8 km east of Attariya, Khutiya, an Important Bird and Biodiversity Area (IBA), is another hotspot for bird watching. The area consists of safe vulture feeding sites as a large number of critically endangered white-rumped vultures have been recorded in the area. Other 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 the Red-headed vulture, White-rumped vulture, Egyptian vulture, and Slender-billed vulture. Additionally, visitors can also observe the feeding behavior of vultures.

Shuklaphanta National Park

Shuklaphanta National Park is another IBA that lies in Kanchanpur district. 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 to the south and west which is marked by the Mahakali (Sarda) river, a major tributary of the Ganga. Whilst, the area of the national park is small, it supports a wide range of biodiversity that is nationally and globally important. The vegetation types primarily consist of sal forests and savanna, which is part of the continuum between climax forests and grasslands maintained by fires and floods. Altogether, 23 globally threatened species of birds have been recorded in Shuklaphanta National Park. The park also supports large populations of Bengal florican (*Houbaropsis bengalensis*), White-rumped vulture (*Gyps bengalensis*), Slender-billed vulture (*Gyps tenuirostris*) and Finn's weaver (*Ploceus megarhynchus*).

Api Nampa Conservation Area

This area is also full of migrating birds.

Khaptad National Park

The whole 16 km area between Jhigarana and Khaptad via Bichpani consists of pristine environments without any settlements and thus is ideal for watching a variety of birds.

Dadeldhura Mahabharat Forest range

Located in Dadeldhura district, this area consists of large broadleaved forests. The Indian steppe eagle, woodpeckers, and lots of warbler species can be seen in this area. It is also home to mammals like bears and Bengal tigers. This area, however, needs an ornithological survey.

Brahmadev Corridor Area

Brahmadev corridor is situated in Kanchanpur district and covers an area of 16,032.2 hectares. The corridor is located within Bedkot Municipality and Bhimdatta Municipality and was declared by the government in 2004. It serves as a critical passageway for wildlife, including elephants and tigers, from Nandhaur Wildlife Sanctuary in Uttarakhand to Shuklaphanta National Park and the Churia Hills in Nepal. Since 2004, the expansion of human settlements around Kanchanpur has resulted in frequent incidents of human-wildlife conflict. Brahmadev corridor hosts species like the Great slaty woodpecker and Great hornbill, both of which are on the IUCN red list as vulnerable species.

Safeguarding wildlife that use the Brahmadev corridor as a transitional route will be an important step towards wildlife conservation in the Terai Arc Landscape, but it requires cooperation between India and Nepal.

Khodpe Birding Site

This site is located in Patan Municipality ward no. 9 and in the northern part of Amargadi Municipality of Dadeldhura, approximately 24km north of Dadeldhura city. This area has suitable weather for birding and hiking with major bird species including the Himalayan vulture, Bearded vulture, Egyptian vulture, and Cinereous vulture.

Jakhor Lake and Forest Area

Located on the eastern outskirts of Dhangadhi, Jokhar Lake is often frequented by people seeking relaxation away from the hustle and bustle of the city. Despite being small, this lake is significant due to the diversity of its flora and fauna. The adjoining forest area 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 the Cotton pygmy goose, Asian woollyneck, Grey-headed fish eagle, Common moorhen, Bronze-winged jacana, White-breasted waterhen, Lesser whistling duck, White-rumped vulture, Slender-billed Vulture, Oriental darter, Great cormorant, Cinereous vulture, and Himalayan griffon can be sighted here.

Mohana Laljhadi Corridor

Located approximately 1.7 km west of Dhangadhi city, this corridor serves as a critical passageway for wildlife. It links Dudhawa Tiger Reserve of India with the Chure forests of Nepal. This corridor is home to 111 species of birds (resident and migratory), 50 protected species of reptiles and amphibians (golden monitor lizard, Burmese rock python, Bengal monitor, elongated tortoise, and Indian flapshell turtle), and 12 species of mammals (Joshi 2016). The 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.

Birds in Dolphin Zone

Located between Bhajani Municipality and Tikapur Municipality, the dolphin zone lies between the Mohana, Kandra, and Pathraiya rivers in Kailali district. The area is surrounded by big open marshes with Sarus crane, Lesser adjutant, Indian spotted eagle, Steppe eagle, Asian woollyneck, Painted stork, River lapwing, Ruddy shelduck, Black-headed ibis, and Oriental darter species of birds. It is also home to wildlife like dolphins, the marsh mugger, and ghariyal.

Khandidanda/Godawari Chure Area

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

Karnali Chisapani Area

Located on the west banks of the Karnali river, Karnali Chisapani Area lies between the 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 important wetland species that can be sighted in the area are the African comb duck, Cotton pygmy goose, Common pochard, Ferruginous duck, Garganey and Northern pintail, Sarus crane, Lesser adjutant, Indian spotted eagle, Steppe eagle, and Striated grassbird.

Key issues and gaps:

1. Sudurpashchim Province is rich in rivers and bird species but an ornithological survey has not been properly conducted in order to identify birding hotspots.
2. More birding sites need to be explored in Sudurpashchim Province.
3. There is lack of bird hideouts and birding trails in the province.
4. It is necessary to train special bird watchers and bird watching guides.

7.11.7 Annexure 7G

Product G: Historical and archaeological heritage based tourism product

Panchadeval archaeological and religious area located in Dasarathchand Municipality-7 has the potential to be developed with the construction of walking steps and hand railings between Jagganath temple and the Panchadeval site. The temple area boundary with 15 *ropanis* of land will be built in coordination with the federal Department of Archaeology. The temple area will be standardised with the construction of a parking area, shelter, accommodations, washrooms and drinking water.

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

Patal Bhumeswor cave (Surnaya RM) with a temple of Lord Shiva at the centre, and its surrounding forests, can be developed and promoted as a nature based historical and archaeological site. Necessary infrastructure like interpretive signage, cave showing guides, code of conducts for visitors for their responsible behaviors, etc. can be prepared.

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

Similarly, essential en-route trekking infrastructure to and from Budhinanda Lake and the sacred site of Martadi needs to be built.

Historical sites in Sudurpashchim date back to the Puranic era of the Katyuri Empire and the ancient Doti kingdom. But surveys and excavations of historical and archaeological sites at the 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 (Kailali district) are necessary to develop these areas for cultural and spiritual tourism.

Site development and exploration for new tourism spots are dynamic processes that require continuous feedback from tourists, along with a mechanism to internalise the feedback into tourism services. Connect tourists, tourism spots and tourism services require strong archaeological and historical evidence. For that, continuous research, monitoring, evaluation and development interventions are required. Carrying out research on archaeological and historical sites is an academic subject and demands strong linkages between academic institutions and the tourism ministry/department and other development agencies.

As per the available infrastructure, the potential value of the area or product, present demand and future potential market, and the relevance of tourism diversification, **prioritising** the following cultural sites or products for development will be more justified: (1) Khaptad, (2) Ramaroshan, (3) Badimalika, (4) Mohanyal, (5) Padamprakashewor, (6) Shuklaphanta, (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 to be developed as MICE tourism sites in association with the private sector.

Key issues, gaps and recommendations

Amidst the 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, cultures, and religions. Such variations in geography are reflected in the lowest height of 170 m in Kailali in the Terai to 7,032 m altitude as the highest point in Darchula in Himalayan region. The people, their culture and traditions are also reflected in lowland Tharu community in Kanchanpur and Kailali and the mid-hill Chhetri and Brahmin communities to the highland Sauka community. All of this together makes for an **'Incredible Sundar Sudurpashchim'**. However, the following actions are prerequisites to transforming Sudurpashchim into 'Incredible Sundar Sudurpashchim':

- Prepare a detailed feasibility study of all key products, activities and destinations before planning development interventions via a detailed project report. The detailed project report should include auditing of destination areas, products, activities, trekking trails, etc. by expert auditors.
- Coordinate with local governments that have already prepared or are currently preparing feasibility studies and detailed project reports of tourism products, destinations and activities.
- Share such feasibility studies, project reports and plans among provinces and local governments
- Invite and include the federal government in case development of a product or tourism sector requires extensive time and resources and can have large impacts on the 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 explore and introduce new tourism products/activities through FAM/study trips and also to get feedback from them for the safety, quality and standardisation of such elements.
- Act in an integrated manner with stakeholders like local governments, PA authorities, tourism industry commercial actors, tourism industry associations, local tourism development committees, civil society level development committees, local community organisations, NGOs, development partners, provincial ministries/departments and federal ministries/departments, etc. in developing tourism products.
- Upgrade the standards, quality and safety of existing tourism products after conducting expert studies and applying auditing and certification schemes.
- Auditing and certification to add value as per the norms and standards of GoN/MoCTCA (such as GHT Trail Guidelines, Homestay Procedures etc.); DNPWC and concerned PAs; tourism industry associations (such as TAAN, NMA, NARA, HOSAN, HAN, REBAN for their sectorial products), and relevant international organisations 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 the state tourism departments of Uttar Pradesh to the south and Uttarakhand to the west. Attempt to formulate joint products between Nepal (Khaptad NP, Shuklaphanta NP and Api Conservation Area) and neighbouring 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 various themes, including trekking, rafting, pilgrimage and so on.
- Work with Lumbini Province to link Lumbini (Buddhist heritage product), Bardia NP/Banke NP (Wildlife product) and Sworgadwari (Pilgrimage product) with Sudurpashchim Province via the East-West highway
- Collaborate with Karnali Province to jointly promote water-based tourism activities like rafting, kayaking, fishing and other activities on the 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 Simikot district and Bajura with Mugu district.
- Coordinate with Karnali Province to link Khaptad, Saipal, Badimalika, Ramaroshan and other potential areas in Sudurpashchim Province.
- Advocate with the federal government to build a 700 km long highway to Kailash Mansarovar (Gauriphanta – Trinagar – Jhigarana – Khaptad – Chainpur – Urai Bhanjyang – Taklako). It will help trans-boundary tourism and trade with China and help promote Hindu/Buddhist circuits.
- Promote tourism products and activities in Indian cities near the Nepal border like Palia Kalan, Dharchula, Rudrapur, and New Delhi, and work with Indian tour operators to jointly promote famous religious products with Indian pilgrimage sites.
- Develop high quality information and interpretation materials on nature, culture, biodiversity, history, archaeological sites, pilgrimage sites, etc. of Sudurpashchim Province.
- Produce sufficient number of quality tours, treks, and porter guides in order to enable excellent interpretation for visiting tourists.
- Create and place legends, impressive ancient stories, and myths in promotional brochures of tourism products and activities by taking reference from religious scripts.
- Construct and support the establishment of a sufficient number of information centres at entry points, gateways, border points, highway junctions and transit points connected with destinations or product areas.
- Build and place adequate tourist information boards, arrows, signposts (signage of varied categories like trail heads, welcome, directional, interpretive, warning, etc.) along trails/routes and at tourist sites.
- Arrange warning sirens in case of floods, extreme weather, etc.
- Establish local weather stations for accurate forecasts at local levels especially for physically challenging sites like Khaptad, Api Conservation Area, Badimalika routes, etc.
- Establish tourist police units in various sites and add more police posts near 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 sensitive sites. As far as possible, link those facilities with GPS based digital facilities.
- Upgrade, diversify, specialise and expand tourism products and activities based on the outcomes of market research and visitor preference/satisfaction surveys.
- Establish systems to record visitors and obtain feedback from visitors as positive inputs to improve visitor experience and manage expectations.
- Create rules and codes of conduct for tourism service providers to ensure safety of visitors (e.g. mandatory life jackets while rafting, safety gear for trekking and mountaineering at higher altitudes, camping gear at trails in wilderness areas without human settlements, safety helmets in zones prone to falling stones, etc.).

7.11.9 Annexure: 7.4

Tourism touches upon all aspects of a community—economy, government services, the natural environment, and residents. In broad strokes, a tourism destination is the agglomeration of businesses and organisations involved in producing and marketing the overall tourism product within a geographical area or strategic unit which provides all necessary resources and whose integrated activities allow tourists to access the kind of experiences they expect.

There are both sustainable and non-sustainable tourism destinations in the world. Sustainable tourism destinations apply sustainable tourism principles and practices which include optimum use of resources, minimisation of negative impacts on the environment and society, and maximisation of participation and socio-economic benefits for local communities. The following three vital aspects are critical to ensuring both volume and sustainability:

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

Coordinated efforts of key stakeholders like the public sector, private sector, local communities and others with collective leadership for responsible management and good governance are required to ensure that tourism is sustainable.

A. Destination Management

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

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

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

Key elements of sustainable destination management

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

Creating the right balance requires a special approach to the management of tourism destinations that go 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 is solely responsible for generating impacts or preserving a destination's natural and cultural heritage. Each stakeholder brings to the table its unique perspectives and resources, which, when combined, creates 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 critical to catalyse change

Sustainable destination management unavoidably necessitates coordinated and collective destination leadership and good governance led by Destination Management Organisations (DMO).

Destination Management Organisation (DMO)

- A Destination Management Organisation (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 Organisations (RTOs), 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 like city/town.

Types of DMOs

By territorial jurisdiction:

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

By organisational structure:

- Purely Private, such as tour operators, business associations, etc.
- Purely Public such as national park authorities
- Public-Private such as Nepal Tourism Board

The public-private type of organisational structure is most common across the world. It is inclusive even of community representatives. The Ghodaghodi Lake Conservation and Tourism Development Board is also public-private partnership organisation.

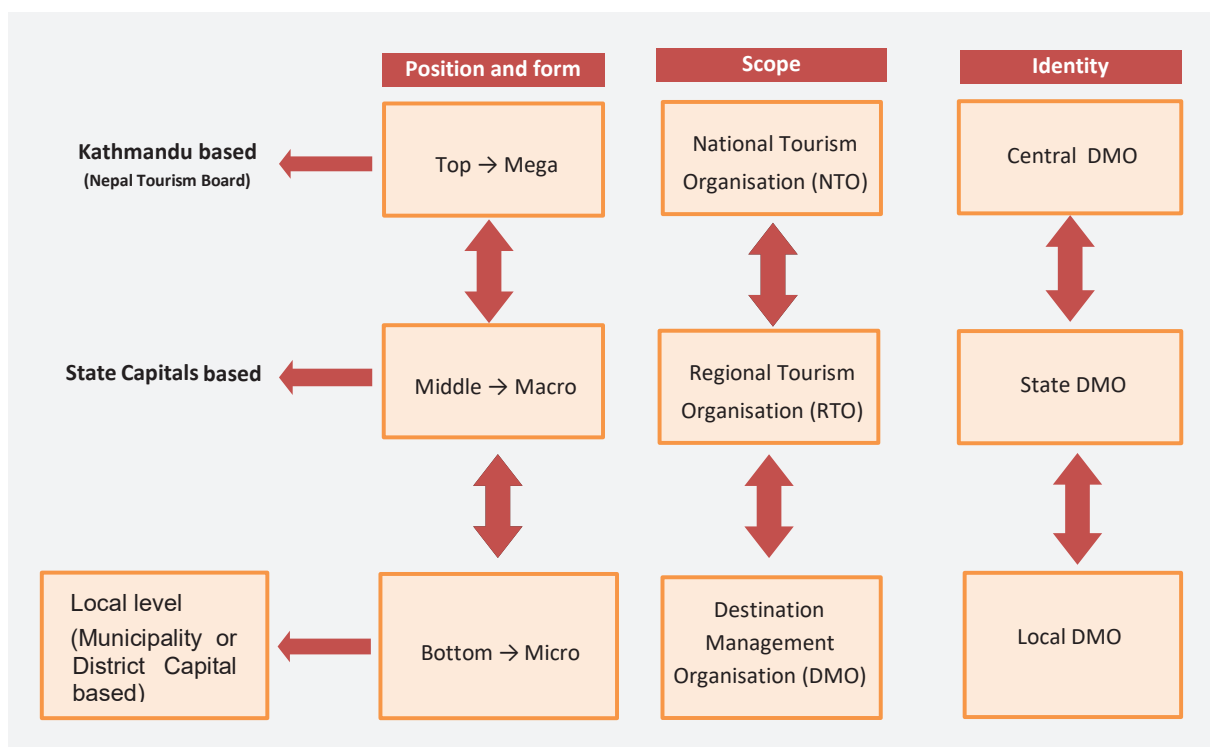
Roles of DMOs

- Leading and coordinating – setting the direction and agenda and helping to bring stakeholders together to deliver on the 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, intelligence gathering and reporting
- Fostering product development, including the development of physical products, packages, and programmes to facilitate 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

Currently, Destination Management Organisations (DMO) are not a big agenda at the policy level, not only for Sudurpashchim Province but also for Nepal as a whole. However, some municipalities have already initiated a similar approach but are still in the beginning stage.

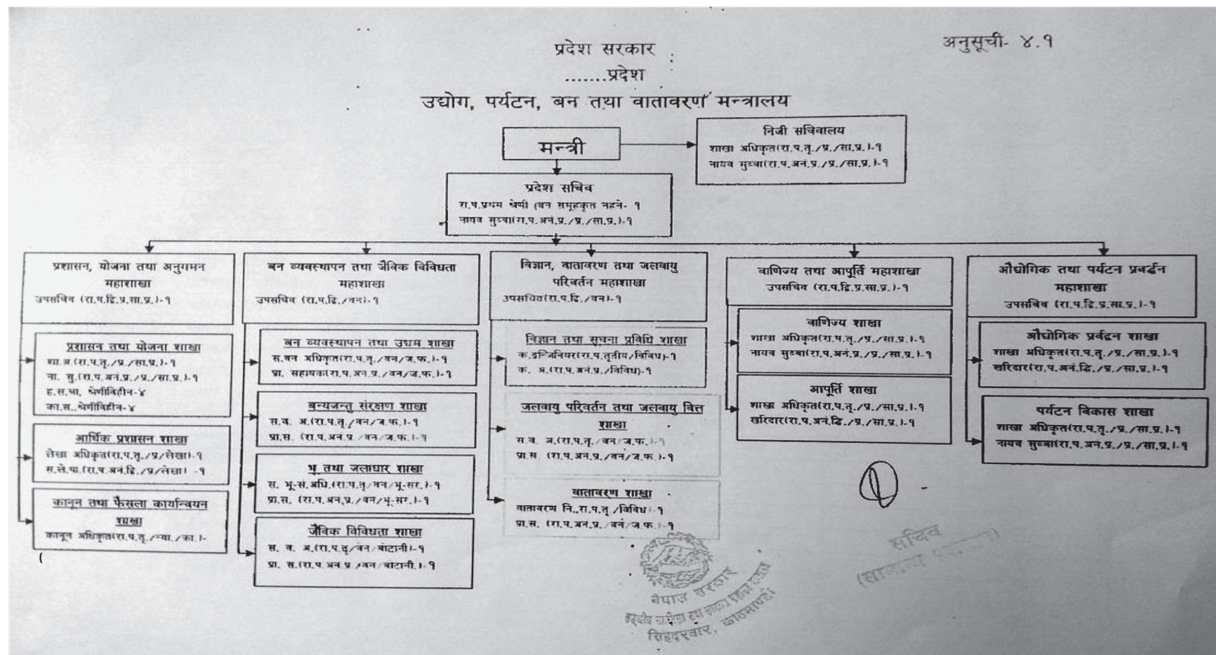
FIGURE 4: Likely line of Tourism Destination Management in Nepal



Source: Study Team, 2021

Existing provision of Destination Management and Development Organisations in Sudurpashchim

A number of destination area development and management committees as local DMOs have been formulated by minister-level decisions from the MoITFE for the conservation, promotion and development of natural, environmental, religious, cultural and tourism areas. Those organisations are listed below:

FIGURE 5: Organisational Structure of MoITFE

Source: MoITFE, 2021

Pathway for Programme Intervention of MoITFE

Since the formation of Sudurpashchim Province, the governor has presented five policy and programmes for five fiscal years. These annual policy and programmes appear as the main basis for the annual budget. The policy and programmes for FY 2078/79 envisions the proper utilisation and management of the tourism sector to open the doors of development and prosperity in the province. Programmes number 38 and 44 for the FY 2078/79 are related to the tourism sector.

Point number 38 of this policy and programme document reveals the formulation of plans to identify religious, cultural, natural and tourist destinations, and develop minimum infrastructure for conservation, protection and management. It also mentions the protection of traditional art and music and participatory programmes for tourists in homestays. Corresponding to this policy and programmes, the following decisions have been made by the ministry and the cabinet of ministers of this province to pave the pathway to 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 the 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 for suggestions and approval
4	Badri Kedar Area Tourism Development and Management Committee	
5	Ramaroshan Area Tourism Development and Management Committee	

6	Vaidhyanath Area Tourism Development and Management Committee	
Decisions 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 Tourism Development and Management Committee
2. Doti/Achham/Bajhang/Bajura: Khaptad Area Tourism Development and Management Committee
3. Doti: Badi Kedar Area Tourism Development and Management Committee
4. Ramaroshan Area Tourism Development and Management Committee

The committee formulated for the above mentioned four important destination areas consist of a President, Executive Director, treasurer and a few committee members.

MoITFE has a tourism unit office in its secretariat in Dhangadhi which is centralised and not convenient for the registration of tourism enterprises, renewal of their legal status, regulation of functions, and fast decisions making for managerial and development interventions in tourism in remote districts. However, MoITFE's Forest Division Offices are scattered across all district headquarters and also in other areas. These institutions are effective in the management and governance of forests, community forests and similar landscapes that related to ecotourism. The following district-based organisations (like forest offices) under the overall governance of the Department of National Parks and Wildlife Conservation via the MoITFE are acting as DMOs with more of a focus on the management of destination areas that are designated as protected areas.

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

Districts	Organisation	Destinations covered
	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

The following local DMOs have been constituted by local governments of destination areas themselves:

1. Kailali district: Comprehensive Ghodaghodi Lake Tourism Development Board
2. Kanchanpur district: Area Tourism Development Committee, Bhimdatta Municipality

Guided by the Local Governance Operational Act 2074, the above organisations were formulated upon approval of their work procedures by the municipal council. These DMOs have mayors as their president.

DMOs formulated and led by local communities

In addition, the following local community-led organisations are found to have been formulated as local DMOs for a few destination areas.

1. Achham: Shree Vaidhyanath Area Development Organisation, Sanfebagar-1
2. Baitadi district: Patal Bhubneshwar Construction Committee Nirman Samiti, Surnaya RM-
3. Baitadi district: Ishwori Ganga Gadhi Track Construction Committee, Gothhalpani

DMOs formulated and led by private sector commercial tourism organisations

The private sector in Sudurpashchim, as in other provinces, is quite active. Guided largely by self-interests, these private sector actors have formulated a few DMOs, as follows:

TABLE 31: DMOs formulated and led by private sector commercial tourism organisations

Districts	Organisation	Destinations covered
All nine districts	Tourism Development Society, Dhangadhi-1 Formation of TAGs in all nine districts and 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	Gothalapani
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 on in planning

Sudurpashchim's tourism industry is not linked with destination site owners, leading to an absence of new product development in many of the potential sites as well as a failure to present the sites in a professional manner for the satisfaction of tourists. It is very urgent to encourage integrated destination management and development with local development agencies.

B. Destination Governance and its Dimensions

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

There are several main dimensions of good destination governance:

- **Accountability:** DMOs are accountable to their key constituencies. They should justify their programmes and activities and measure and disclose results.
- **Transparency:** Transparency involves information sharing and acting in an open manner.
- **Involvement:** Inclusiveness tracks the level to which DMOs ensure representation and involvement from all key stakeholders.
- **Structure:** Structure refers to the mechanism or mechanisms for decision-making and building relationships between inter-related components.
- **Effectiveness:** Effectiveness involves the extent to which DMOs fulfill their objectives.
- **Power:** Power indicates the extent to which key organisations/actors are able to influence decision-making.

Gaps and issues to reflect on in planning

- Destination governance is of crucial importance for sustainable tourism development in a new destination like Sudurpashchim. First and foremost should be the formulation of an appropriate institutional structure.
- Good destination governance is supported by a proper tourism policy, acts, regulations, responsible practices, and good networking among all tourism actors in the tourism system. In this context, it is vital to strengthen the lake basin governance and management for the prosperity of lake areas through a commonly accepted model.
- The implementation of the vision of DMO is certain to support the effective governance of destinations in Sudurpashchim.
- The DMO model should have good relationships with district-level tourism development committees in Sudurpashchim.
- DMO can be a good bridge between the public sector (MoITFE) and private sector.
- Research backed decisions on the DMO model would be wise.
- A DMO (if it is a large size) should include representation of one member each from all nine districts of Sudurpashchim. This should reflect the public-private partnership model.
- Coordination amidst local level DMOs for integrated approach to tourism development interventions.
- More preliminary discussions among local governments, local communities and local investors would help while formulating DMOs.
- DMO model is valuable for coordination and leadership. DMOs help make leadership more effective and integrated.

7.11.10 Annexure 7.6

Tourism is the sum total of all activities that arise from the travel and stay of people out of their usual environment. However, a tourist cannot decide to travel to places until and unless they know about the destinations. Hence, the role of marketing and promotion becomes vital. Marketing is advertising, which constitutes one of the 6As -- attractions, accessibility, amenities, accommodations, activities and advertisement. These factors are prerequisites for the development of any tourist destination.

Tourism promotion has to be directed at a large number of people in various lands of different socio-economic structures, with different needs, tastes, attitudes, expectations and behavioral patterns. Only an efficient marketing strategy can allow potential clients access general travel-related questions and also help marketers of tourist destinations understand people's tastes and preferences. Thus, marketing is conceptually vital in the tourism industry.

Marketing tourist products has peculiar characteristics, like the intangibility of tourism products, inseparability of guests and hosts during production and consumption of tourist services, instability in the demands of tourist products, and the dominance of intermediaries in selling products, etc. In fact, market research, product formulation and development, segmentation of target markets, distribution networks and product promotion are the main functions of tourism marketing. These functions materialise amidst the seven core variables of marketing -- 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"> Few European countries like Germany, France, Italy, etc.
Duration of stay	<ul style="list-style-type: none"> Extended period of time to complete travel towards Api Conservation Area, Mt. Api Base Camp, Mt. Saipal Base Camp, Ramaroshan, Khaptad National Park and Shuklaphanta National Park
Group size	<ul style="list-style-type: none"> Sometimes alone or in very small groups
Socio-demographic characteristics	<ul style="list-style-type: none"> Youth and students (20 – 35 years old), Spend very little money Highly educated, often Master's students coming for linked 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 travel by bike
Accommodation	<ul style="list-style-type: none"> Low-budget accommodations (including low-budget guest houses and homestays); 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 basic infrastructure in 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 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 • Highly educated • Lot of travel experience • Special groups of foreigners: interns and volunteers, who should be regarded as back packers according to their socio-demographic characteristics
Transport	<ul style="list-style-type: none"> • Already based in Nepal • Tend to travel with their own/ company vehicle, • Or transport organised by tour operators • Requirements – security/safety, enough space
Accommodation	<ul style="list-style-type: none"> • Guest houses, demand for comfort » Homestays requested by families, visitors; » For trekking groups, just one night homestay at the end of the tour » Camping: renting tents, but some also have own tents
Interests/Activities	<ul style="list-style-type: none"> • Nature tourists » 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 » Visiting bazaars, festivals (more interesting for visitors)
Demand for providers	<ul style="list-style-type: none"> • High quality service, high hygienic standards, sustainable environmental management
Barriers	<ul style="list-style-type: none"> • Access until the main road is finished » 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"> • Nepal
Duration of stay	<ul style="list-style-type: none"> • One night frequently, two generally, three or four nights rarely
Group size	<ul style="list-style-type: none"> • Single, couples, small groups
Socio-demographic characteristics	<ul style="list-style-type: none"> • Families with children • NGO people on business trips » 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 to national parks, rafting, massage, business, cultural programmes (pilgrimage), riverside leisure
Demand from providers	<ul style="list-style-type: none"> • Organic food, good accommodations
Barriers	<ul style="list-style-type: none"> • Strikes • 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, Highly educated
Transport	<ul style="list-style-type: none"> Long distance flights to Kathmandu, Delhi Transport organised by tour operator (bus, jeep) Requirements – security/safety, enough space
Accommodation	<ul style="list-style-type: none"> Accommodation in towns – high standard hotels, In rural areas while trekking – tents, homestays, 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 quality service, high hygienic standard, sustainable environmental management
Barriers	<ul style="list-style-type: none"> Expensive air fare from Dhangadhi to Kathmandu and vice versa Long lasting and exhausting travel journey; border issues; health security No infrastructure in remote areas High expense for small groups and individuals
Indian tourists	Characteristics
Location /country of origin	<ul style="list-style-type: none"> Indian bordering areas <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 highly educated people
Transport	<ul style="list-style-type: none"> Tend to travel with their own vehicle (leisure tourists) Public transport (pilgrimage)
Accommodation	<ul style="list-style-type: none"> Luxury hotels (leisure tourists) Simple accommodation, guesthouses (pilgrimage) Dharamashals (religious accommodation centres)
Interests/Activities	<ul style="list-style-type: none"> Leisure tourists Pilgrimage Business Shopping
Demand for providers	<ul style="list-style-type: none"> High quality service, high hygienic standards Meals of own taste and flavor Expect additional benefits / discounts
	<ul style="list-style-type: none"> Good guidance
Barriers	<ul style="list-style-type: none"> Lack of effective single window system consisting of custom check, security check, immigration for visa issuance, quarantine check, information center, money changer, etc. for incoming visitors at Nepal-India borders Lack of promotion with reliable information Expensive for medium-class people

Source: Study Team, 2021

Past efforts for marketing and promotion of Sudurpashchim Province

There have been a few remarkable attempts in the 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 programme	Nepal Tourism Board	Promotion of Nepal including far west in international and national tourism markets
2020	FAM tour	Supported by MoITFE and led and organised 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 its surrounding as a tourist destination
2017	Trans boundary tourism meeting organised 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 three main tourism products explored in 2014 to concrete buyers and international tour operators Awareness among potential buyers / clients for Sudurpashchim as a new destination for new market 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 from districts
2014	Digital website of far west	Tourism Development Society	Web based promotion of Sudurpashchim to the global tourism market
2014	Co-organised regional tourism fair in Sudurpashchim with NTB and participated in other tourism fairs to promote products from the region	Tourism Development Society	
2014	Organised 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 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 president	Destination promotion of Sudurpashchim through the display of its exotic beauty
2013	Participation in ITB Berlin	Tourism Development Society	Learn from Destination Management Organisations operating in Germany
2012 onwards	Mission 1 Rupaiya	KCCI /Sanjay Chaudhary/Dinesh Bhandari	1 rupee voluntary donation campaign for the promotion of Sudurpashchim as an attractive tourist destination
2010	Wild west triangle	Raikkaa Tours, Amar Shahi	Promotion of far west, linking 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 district 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 programme	Nepal Tourism Board	Promotion of Nepal including Sudurpashchim in international and national tourism markets
VNY 1998	Mainstreaming in the national programme	Nepal Tourism Board	Promotion of Nepal including Sudurpashchim in international and national tourism markets

Source: Study Team, 2021

Furthermore, a few interesting promotional materials have been produced by individuals and at the joint initiation of a few institutions directly or indirectly related with the tourism sector in Sudurpashchim.

TABLE 34: Various promotional materials produced for marketing Sudurpashchim

S.No.	Name and details of existing promotional materials (hard and soft copy)	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 with support of GIZ
10	https://honeyguideapps.com/blog/honeyguide-goes-wild-west-with-tourism-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 across the 77 districts, including the nine districts of Sudurpashchim Province	NTB

Source: study based compilation, Study Team 2021

Gaps and issues to reflect on in planning

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

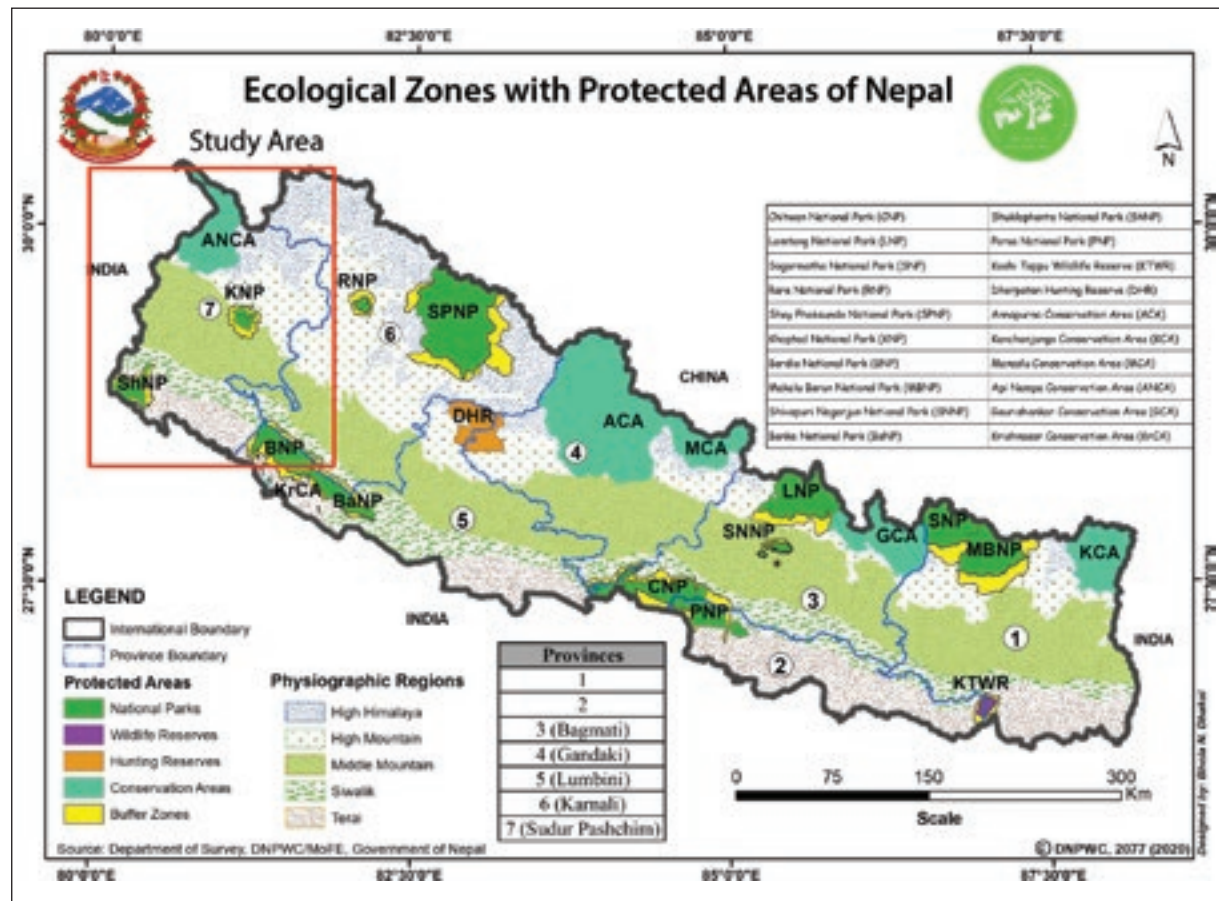
- Place large hoarding boards with key attractions of Sudurpashchim at the international airport in Kathmandu
- Create and place advertisements for Sudurpashchim on national television channels in tourist generating countries like the USA, India, UK, France, Germany, etc.

- Organise FAM trips for journalists from international media, renowned celebrities, inbound tour operators for Nepal from tourist generating countries, Indian travel agents, and travel media and bloggers
- Place promotional information boards 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 facilitate tourism
- Disseminate digital profiles of tourist destinations on the internet
- Promote tourism attractions and packages on national and international media in association with private tourism enterprises, their associations, Nepal Tourism Board and tourism ambassadors located in source market countries
- Promote tourism through the following modes:
 - » C2C (Consumer to Consumer) through social networks
 - » 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 neighbouring countries and other tourist generating countries
- Advertise provincial tourism attractions and activities in domestic and international tourism source markets through the full use of websites, social media, networks, and mobile apps and also print media as and when practically applicable

7.11.11 Annexure 7.9

Sudurpashchim is one of the most scenic destinations in Nepal due to its 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 parts of Nepal. More broadly, the ecological zones comprise the Terai or flat land ecology that ranges from 100m to 1,200m, the Chure mid-hills and the Mahabharat range that is up to 3,500 and the snowy high mountains. All these ecological zones are equally important in the context of biodiversity and conservation. Each zone has different natural environments and socio-cultural values.

Nepal as a whole has six biomes, 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 altitude, climatic variations and vegetation. Among the five physiographic zones found in Nepal, the mid hills ecological zone has the highest number (53) of ecosystems. The high mountain ecological zone has 38 ecosystems while the Terai and Chure have 14 and 12 ecosystems, respectively. Water body ecosystems occur in all zones, except in the Chure region.

The diversity of birds, bryophytes, mammals, and insects is especially high in the Terai and Chure ecological zones. A total of 284 flowering plants, 160 animal species, including one species of mammal, one species of bird, and 14 species of herpetofauna are reportedly endemic to the country.

Against this biodiversity and ecological perspective, Sudurpashchim Province too can be broadly categorised into following major ecological zones:

Mountains

The mountain ecosystem, which situated in northern part of the province, is rich in endemic species. This zone is the habitat for various flowering plants and wildlife. About 420 flowering plant species are distributed in areas that lie above 5,000 m with 34 percent of plants and animals are found in the high mountains (above 3,000m). Some 80 species of mammals are known to reside in the high mountains and eight out of 20 endemic livestock breeds are from the alpine region. Among bird species, 413 are reported to live above 3,000 m altitude. This mountain biodiversity has contributed significantly to global biodiversity, as Nepal sits in the centre of the Himalayan biodiversity hotspot. On other hand, mountain ecosystems are fragile and vulnerable to natural disasters such as landslides, glacial lake outburst floods and droughts, which cause considerable damage to the ecosystem and the people living in those areas.

Hills

The hill ecosystem comprises of the Mahabharat range and the middle mountain area. This region is also rich in biodiversity with the highest number of plant species found between 1,500 and 2,500 metres. Forests of *uttis*, *katus* and *chilaune* are found here. Due to variations in altitude, topography and climate, the flora, fauna and avian diversity is high in this region.

Terai

This zone includes both the Terai flat lands as well as the Chure region. The Chure is a small mountain range that is also of part of the Himalayas and is known as “Churia Mai” or Churia Goddess. The Chure has significant social, ecological, environmental and paleontological value as this region is an important source of biodiversity and fossils. The Terai and Chure region is rich in vegetation, flora and fauna with 14 and 12 ecosystems, respectively. The zone comprises of the Babar, a unique ecological zone that acts as the recharge for groundwater reservoirs as well as dense forests. Wetlands, diversified forests, and agricultural land in the southern part are the main assets of this ecological zone.

The low land Terai plains have also been described as “low, marshy ground”. The Terai consists of many wetlands that are important in the context of biodiversity and genetic resources. The wetlands help reduce flood and soil erosion and also purify water, support nutrient preservation; balance aquatic ecosystems as well as help the land ecosystem including supporting the food chain and groundwater recharge. Ghodaghodi Lake, major rivers and swamp area are the main assets in this ecological zone.

Biodiversity and the environment are dependent on each other. In this context, the province has three types of ecosystems: (a) terrestrial ecosystem including forests, agriculture lands and grass ecosystems in the hills and Terai, (b) freshwater aquatic ecosystem that includes the rivers and streams in the lower part of the hills and Terai, and (c) wetland ecosystem that includes swampy marshlands and lakes located along the flood plains and in the Terai region.

The value of the most important ecological and biological characteristics in the province can be divided into four types:

- 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

Sudurpashchim Province's ecological zones cover a huge area and are quantitatively as well as qualitatively rich as far as tourism constituents are concerned. The province is also rich in religious, cultural and historical sites. The region doesn't just have biological diversity but also ethnic diversity which should be considered as assets. The area thus exhibits great tourism potential.

The hill areas, with a majestic view of snowy mountain range with Saipal and Api Himal peaks, are idyllic places for domestic and international tourism. The province is not only a tourism destination for scenic beauty but also for cultural and religious tourism. Its natural resources as well as its potential for river adventures and trekking routes across the different ecological zones are primary attractions for tourism.

Visitors are drawn to Nepal because of its unparalleled natural beauty, the challenge of its terrain, its rich wildlife and unique cultural heritage. Tourism in Nepal varies from less adventurous leisure activities such as village visits, homestays, walks and hikes 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 remote rural areas, necessitate the development of ecotourism in Nepal. 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, this can only be proved 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 in the growth of mountaineering. In fact, many protected areas across the world are struggling to cope with visitors and the immediate and potential impacts of the growth of the ecotourism sector.

Tourism sites and natural resources

Tourism sites within the province can be broadly categorised into 10 different values as a permutation of five values viz, religious, cultural, historic, scenic and ecological values. Tourism sites with these different combinations are tabulated into different groups below. Tourism sites with different tourism values are popular at the local, regional, national and international levels. Most of these are already well-visited sites with nominal tourism infrastructure and basic utility and services.

There are various important natural resources in Sudurpashchim including two national park i. Khaptad and ii. Shuklaphanta and one conservation area -- Api-Nampa Conservation Area. The existing types of natural resources are described below in table 39. These resources are directly and indirectly associated with the development of the tourism industry in the province. The resources can be categorised into the following entities:

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

Nature based tourism in the region can be further subdivided into the following 8 categories:

TABLE 35: Various resources for nature based tourism with description

Resources	Description
Nature Based	
Fresh Air	Fresh uncontaminated air in most areas.
Fresh water	Fresh water in in the form of rivulets, small gullies, streams and rivers.
Wide-range Himalayan views	Many potential places for wide-range views of the Himalayas, especially in the Khaptad hills, Ramaroshan area, Api base camp, and Api Nampa Conservation Area
Waterfalls	Perennial falls in most hilly and mountainous area including the Chure range.
Rivers and lakes	Rivers: Karnali, Seti, Mahakali, and major tributaries Lake: Bedkot, Jhilmila, Jokhar, Jogania, Koilari, Godaghodi Lake, Khaptad Lake, Ramaroshan Lake Habitat for 172 species of plants, 193 species of birds and 185 species of freshwater fishes
Forests	Mostly around the Mahabharat and Chure ranges and the Terai area including Khaptad, Shuklaphanta National Park 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 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 and religions in Baitadi and Dadeldhura districts especially
Agro based	
Local agricultural products	Local crops, dairy products and agro-resources

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

Sudurpashchim Natural Heritage for Tourism Development

Major areas in terms of natural resources and biodiversity and with a view towards tourism development are as following in Sudurpashchim Province:

Api-Nampa Conservation Area

Api-Nampa Conservation Area is a protected area in the Sudurpashchim Province that was established in 2010 and covers 1,903 km². The western boundary is formed by the Mahakali River and the northern by the international border with China. To the east are Bajhang and Baitadi districts. It ranges in elevation from 518 m 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. A plateau of grasslands intermixed with oak, coniferous forests, riverine deciduous temperate forest is at the centre of the conservation area.

Mammals: Large mammals commonly seen in the conservation area include the Himalayan thar, Blue sheep and Musk deer. Other large mammals include the common langur, jackal, 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 invertebrate fauna is limited to common species of butterflies.

Herbs: Herbs found in Api Nampa Conservation Area including panchaunle, kutki, yarsagumba, jatamansi, sarpagandha, sugandhawal, etc.

Avifauna: The sub-tropical, temperate, sub-alpine, alpine vegetation and forests encompass suitable habitats for wildlife species including endangered, vulnerable and common bird species like daphne, munal, snow cock, blood pheasant, red-billed chough, and yellow-billed chough, etc.

Ramaroshan region

Ramaroshan region, which lies in Achham district, is famous for its 12 wetlands and 18 flatlands. Locals believe that to explore all the 12 lakes and 18 flatlands requires at least 3 days. The altitude variation of the region varies from 2,050m to 3,792m. There have been various stories regarding the name of Ramaroshan. Some believe that 'Rama' and 'Roshan' are two flatlands within a distance of half an hour, hence the name Ramaroshan. In another folk story, Rama is a name of a god and Roshan refers to panoramic places that the god used to visit. Ramaroshan lies 42 kms from Mangalsen, the district headquarter of Achham district and is easily accessible by gravelled motorable road. The area itself lies in the middle of 3 districts, Achham, Bajura and Kalikot, and is the habitat of Nepal's national bird, the Danphe, along with other bird species such as munal, kaalij, and different wild animals such as tiger, deer, wild boar, and deer. The major attraction of Ramaroshan is the flatland and the Ramaroshan 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 then a hike exploring the surrounding hills. Except for birds and animals, the area is also home to different varieties of flora.

Ghodaghodi Lake

Ghodaghodi Lake is a Ramsar site in western Nepal. Established in August 2003, it covers an area of 2,563 hectares in Kailali district at an altitude of 205 m on the lower slopes of the Chure 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 a tropical deciduous forest and some streams along the periphery, which are separated by hillocks. The lake has 388 vascular plants consisting of five pteridophytes, 253 dicots and 130 monocots. The forest and wetlands serve as a wildlife corridor between the Terai lowlands and the Chure hills. They support critically endangered and vulnerable species including the 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, is endowed with great natural beauty and vast wilderness. Khaptad National Park is blessed with great scenic beauty, very diverse ecology, flora and fauna. The major natural attractions of Khaptad National Park are the rolling plateaus of grasslands and ponds intermixed with oak and coniferous forests. The park lies between 1,400 m and 3,300 m and the peripheral areas of this park consist of steep slopes covered with a variety of vegetation, ranging from sub-tropical forests at the lower altitudes to temperate forests around the 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, goral, wolf and langur. Common bird species include impeyan pheasant, chukor partridge, kalij pheasant and monal.

Khaptad National Park is very rich in terms of its diversity of animal species and vegetation types. The number of flowering plants so far recorded is estimated to be 567 in the mid-hills, of which 346 flowering plant species have been recorded in the national park alone. Similarly, the national park is also 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. After the area was designated as a national park, there has been an increase in the population of musk deer, wild boar, porcupines, barking deer and birds like chyakhura, kalij, titra, and danphe. Khaptad National Park is also famous for its herbs, made famous by the Khaptad Baba, the renowned hermit after whom the national park is named.

Shuklaphanta National Park

Originally called the Shuklaphanta Wildlife Reserve, the national park occupies the largest grassland in the lowland Terai. Along with the Shuklaphanta, which refers to dazzling, fresh and open grassland, the reserve consists of forests, rivers and wetlands (such as Ranital). The park used to be a popular hunting place for the Nepali royalty before it was made a protected area. In 1984, the park was accorded the status of a World Heritage Site. Today, the park is home to many endangered wildlife species and is considered a place of global significance. The grasslands 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.

Mohana river dolphins

Dolphins are found in the rivers of Sudurpashchim Province such as Karnali as they connect to the Ganges. Another river which is important for dolphins is Mohana and its tributaries Pathraiya, Kandha, Kandra, Kateni, Ghuraha and Khutiya, which are all in Kailali district. Dolphin sightings have become more frequent in the Mohana during the monsoon season (from June to September) than in any other river in either India or Nepal. Dolphin conservationists in the area believe that up to 60-70 fresh water dolphins visit every year during the monsoon. However, according to the Dolphin Conservation Centre, dolphins can be seen throughout the season in the Mohana River, primarily at the confluence of the Patraiya, Kandha and Ghuraha streams.

Mohana Bird Watch

Approximately 1.7 km west of Dhangadhi 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 natural habitats, over grazing and poaching are the main threats to biodiversity conservation in Nepal. Fragmentation of habitat has limited the dispersal and recolonisation of rare species such as tigers. It has also increased the amount of forests, increasing predation and competition. Many national parks and reserves are too small and too isolated to maintain populations of many species. Increased grazing pressure from livestock has also largely displaced wild herbivores. Poaching of wildlife, especially endangered species such as the tiger, rhino, bear, musk deer, snow leopard, gharial and others, is adversely affecting conservation efforts.

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. While the Government of Nepal prohibits mountaineering and trekking groups from using fuel wood and dumping garbage but the regulation is not effectively monitored.

7.11.12 Annexure 7.10.

- The Constitution of Nepal (2015) is the primary policy document that directs all development activities in Nepal. 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 and socio-economic prosperity.
- The constitution is also the top policy document for all sectors of the economy, including tourism. The constitution, in Article 51 (L), formulates the 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, archaeological 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 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 goal of the tourism policy is 'to improve living standards and national/provincial incomes while sustainably using national heritage'.
- The Tourism Vision 2020 was introduced in 2009 as a long-term policy vision that envisaged tourism as an attractive, safe, exciting and unique proposition that would aim for the equitable distribution of tourism benefits and sustainable development of the Nepali economy.
- To guide these national priorities and to make the tourism sector one of the principle means of people's wellbeing and the country's prosperity by overcoming past weaknesses and shortcomings, the government came up with the 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 that streamlines the development, promotion and management of tourism in Nepal. The policy has emphasised the diversification of tourism products and has tried to link tourism with poverty alleviation. This policy remains the basis for the formulation of tourism policy documents at the provincial and local levels. The Tourism Policy is one of the most comprehensive sectorial policies, giving emphasis to environmental protection, 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 to conservation. It is a good example of mainstreaming biodiversity conservation through a sector which is not directly responsible for conservation.
- Guided by the aforementioned top policy document, the rationale of the tourism policy for Sudurpashchim Province is to position it as a vibrant tourist destination, with an emphasis on improving visitor experiences, livelihood linkages, environmental concerns and enhancing investment opportunities, thus turning tourism into one of the most important drivers of the economy, leading to sustainable development and inclusive growth in the province.
- The Government of Nepal's Ministry of Culture, Tourism and Civil Aviation's (MoCTCA) National Tourism Strategy Plan (NTSP, 2016-25) envisions the development of tourism across the country by developing new destinations and tourism infrastructure in an equitable approach, while adding to the diversity of attractions. NTSP has focused on opening up relatively undeveloped areas and has identified a total of seven Tourism Development Areas (TDAs) as development zones/clusters/tourism regions. Kailali and its surroundings is one of these seven areas. NTSP includes seven major criteria (sustainability, infrastructure, potential, demand, diversification, social impact and poverty alleviation and government

strategic priority) as integral to sustainable tourism planning with each of the criteria rated from 1 (as the lowest) to 5 (as the highest). Kailali and its surroundings have a 5 in ratings for destination potential, diversification status, social impact, poverty alleviation and government strategic priority. However, TDA for Kailali scores lower in demand (2 in ratings) and infrastructure (3 in ratings). The causes for this are mentioned as 'relative isolation, lack of adequate accessibility and poor marketing and promotion'.

- MolTFE has introduced annual development policy and programmes for the fiscal years 2075/76, 76/77, 77/78 and 78/79 after the formation of the provincial government in 2074. These documents are largely related to the specific sort of tourism policy this province has adopted: (a) principle consent given by the provincial government on 'tourism development and management related bill 2075', (b) policy decisions of MolTFE to operate the provincial tourism development programme execution unit, and (c) the MolTFE's preamble related to tourism development project formulation (*Parytan Bikas Ayojana Nirman Sambandhi Prastabana - 2075*) 2075.
- This plan document suggests the following policy issues to provide proper direction to tourism in the province.
 - » Adopt a policy of scaling up the involvement of the private sector in the operation of tourism professions and service offerings.
 - » The provincial government should play the role as facilitator, regulator, coordinator and motivator for larger scale infrastructure development and expansion of tourism services and products.
 - » High priority should be given to the roles of the private sector and cooperatives (community-based collective organisations) in tourism development, sustainable development and management.
 - » Priority should also be given to the BOOT (Build, Own, Operate and Transfer) model.
 - » Adopt a policy of mobilising the government, private sector and cooperatives separately or jointly as per the needs of tourism infrastructure and tourism destination management.
 - » Adopt a policy of increasing private sector and cooperatives investments in the tourism sector by offering land for longer periods on lease, offering concessions on the import of machines and equipment, and offering tax rebates. Appropriate laws should be formulated to pull big investors.
- The federal government's Ministry of Forest and Environment has introduced the *Samudayik Banma Parya Paryatan Prabardhan Karyabidhi 2075* with the approval of the ministry secretary. The main objective of this policy is to contribute to the conservation of biodiversity, sustainable forest management and contribute to local and national prosperity by operating ecotourism in community forests. It hopes to motivate the private sector, cooperatives, and local organisations/institutions to work in ecotourism but were unable do so for varied reasons. Such community forests will not only offer entertainment but also create employment, raise income and support local prosperity.
- Other relevant regulatory framework include the 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 protected heritage sites.
- Key regulations governing the operation and management of the 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), etc.

- Homestay operation working procedure 2010 is a working policy for homestay at the national to decentralise tourism to rural areas and integrate them into the grassroots. 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 and broaden income sources.
- One provision that can affect the growth of international visitor arrivals 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 from the Department of Immigration (DoI) by paying a 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) Kaike 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

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

- The National Parks and Wildlife Conservation Act, 1973 (1973), last amended in 1992, is the master legal document governing the operation and control of ecotourism in all protected areas of Nepal. Other relevant conservation policies that governs the development and promotion of ecotourism in PAs include the 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 of these documents recognise ecotourism as an alternative livelihood option and an economic tool for biodiversity conservation. The Forest Policy 2015 has opened up new avenues for the operation of ecotourism activities in national forests (including community forest areas) and protected forests.
- Biodiversity is embedded in the culture of Nepal. The National Park and Wildlife Conservation Act (NPWCA) and other associated acts are institutional supports for the conservation of biodiversity in Nepal. All protected areas have management plans and clearly delineate their core and buffer areas. 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 protected areas. Similarly, the Forest Act (1993) and Forest Regulation (1995) play crucial roles in conserving biodiversity beyond protected areas at the ecosystem, species and genetic levels.
- The Buffer Zone Management Regulation 1996 and Buffer Zone Management Directive 1999 are some of the most progressive conservation legal frameworks in Nepal and possibly the world, that support and empower local residents of PAs to operate green enterprises, including ecotourism.



8

CHAPTER



TEN YEAR ACTION PLAN



8.1 TEN YEAR ACTION PLAN

For the planned development of tourism in Sudurpashchim Province, **ten strategic areas or components** have been envisioned. 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 Proper Direction to Promote Tourism** (strategies – 3, Activities 14)

Based on these strategic areas (intended areas), a comprehensive plan of action has been developed with **41 Strategies** and **155 Plans of Action** 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 meeting 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	MoITFE, Local Management Committees, and Local DMOs	5000	a) Assign expert auditors to decide destination areas for such products b) Install basic infrastructure like information boards, welcome signage, and trekking trail head boards at those points c) Produce informational and promotional brochures of such points d) Construct protection shelters, 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	MoITFE, MoCTCA, Tourism related local institutions and communities, Department of Archaeology (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	MoITFE to coordinate with KATDMC, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	500000	(a) Build infrastructure such as proper access, accommodations, and yoga centres (b) Capacity building of locals
1.1.4	Develop Baidhyanath Dham as tourism destination (For details see Annexure 8.11.2)	Achham	*	*	*	VDTDMC	MoITFE to coordinate with VDTDMC, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	500000	(a) Build infrastructure such as accommodations, marketing and promotion, beautification of temple complex, flood control (b) Capacity building of locals
1.1.5	Develop Ramaroshan as prime tourism destination (For details see Annexure 8.11.1)	Achham	*	*	*	RATDMC	MoITFE 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	MoITFE to coordinate with local governments, MoCTCA, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, NGOs	400000	(a) Build tourism infrastructure, marketing and promotion, beautification of areas, conservation of lakes, (b) Capacity building of locals
1.1.7	Develop Kedar Pilgrimage Circuit as pilgrimage tourism product	Linking all Kedar pilgrimage sites scattered all over the districts of SP with Kailash Mansarovar of Tibet	*	*	*	Local governments	MoITFE to coordinate with 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 pilgrimage destinations that have 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	MoITFE to coordinate with local governments, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, Local NGOs, Local Communities	200000	<p>(a) Conduct feasibility study for this ancient pilgrimage route linking all Shiva Parvati pilgrimage sites that have been visited by ancient deities and Shankaracharyas</p> <p>(b) Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & archaeological sites,</p> <p>(c) Capacity building of locals</p> <p>(d) Develop promotional materials including informative booklets</p>
1.1.9	Discover and develop the foot trail used by Sankaracharya and his disciples from Naimisharanya to Kailash Mansarovar via Khakraula (Kailali), Padamprakasheswor Temple (Satti, Kailali) and Trivenighat (Kailali).	Linking all cultural sites used by Sankaracharya and his disciples from Kailali to Kailash Mansarovar.	*	*	*	Local governments	MoITFE to coordinate with local governments, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, Development Partners, INGOs, Local NGOs, Local Communities	200000	<p>a. Conduct feasibility study for this cultural pilgrimage route linking all cultural sites used by Sankaracharya and his disciples from Kailali to Kailash Mansarovar</p> <p>b. Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & cultural sites,</p> <p>c. Capacity building of locals</p> <p>d. Develop promotional materials, including informative booklets</p>
1.1.10	Develop cultural circuit (Bahedababa Circuit) linking Padamprakasheswor Temple (Satti, Kailali), Pathlaiya bani (Kailali), Bahedababa Temple (Kailali) and Mohanyal (Kailali)	Kailali District	*	*		Local government	MoITFE to coordinate with local government, MoCTCA, Department of Archaeology, NTB, SPTB, Tourism Entrepreneurs, NGOs, Local Communities	50000	<p>a. Conduct feasibility study for this cultural circuit linking all cultural sites such as Padamprakasheswor Temple (Satti, Kailali), Pathlaiya (Kailali), Bahedababa Temple (Kailali) and Mohanyal (Kailali)</p> <p>b. Build tourism infrastructure, marketing and promotion, beautification of the area, conservation of all historical & cultural sites</p> <p>c. Capacity building of locals</p> <p>d. Develop promotional materials including informative booklets</p>

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	(a) Build a protection shelter, a washroom, a garbage collection and disposal point, a drinking water station and an interpretive signage board with code of conduct for visitors at each view point and view tower (b) Build ecofriendly view towers with three levels; each one consisting of a view deck, cafe with washrooms and a souvenir shop, (c) Develop a promotional brochure (digital and hardcopy) reflecting the attributes of this product
1.2.2	Khasileda view point (2307m)	Lim, Bittthadchir 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	
1.2.3	Deblekh view tower point	Durgathali RM, Bajhang	*	*	Durgathali RM,	MolTFE, Local NGOs and communities, Chamber of Commerce and Industry, Bajhang	5000	
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	MolTFE, MoCTCA, DNPWC, Division Forest Office, Pahalmanpur, Members of the nearest community forest users group, CGLTDB	5000	

1.2.5	Build sports tourism product at 1,860 m altitude spread over 150 ropanis of land	Bitheni area, Melauli Bhagwati Municipality	*	*	*	Melauli Bhagwati Municipality	MolTFE, MoCTCA, NTB, SPTB, Local communities, Tourism Entrepreneurs	30000	(a) Build all infrastructure as per the DPRs for above mentioned sports tourism sites and activities
1.2.6	Build cricket tourism hub	Phalpa cricket ground, Dhangadhi	*	*	*	Dhangadhi Sub-Metropolitan City	MolTFE, 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	MolTFE, MoCTCA, NTB, SPTB, Local communities, Tourism Entrepreneurs	30000	
1.2.8	Girls' football	Katase football ground, Janaki RM	*	*	*	Janaki RM	MolTFE, Sports Council, ANFA, Local Football Clubs	30000	
1.2.9	Develop and promote a golf course	Khaptad NP, Ramaroshan RM		*	*	Local governments, Khaptad NP,	MolTFE to coordinate with DNPWC, Sports Council, Tourism Entrepreneurs, Local communities	2000000	(a) Conduct feasibility study (b) Develop and promote the golf course (c) Develop access and other infrastructure (d) Organise international events in these areas (e) Establish coordination committee
1.2.10	Develop and promote Skiing	Khaptad NP, Ramaroshan RM		*	*	Local governments, Khaptad NP,	MolTFE 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 District Sports Councils	MolTFE 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) Organise 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 sport (b) Promote this sport as SP's special sports activity (c) Provide facilities to schools (d) Organise annual events, competitions 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 (c) Develop access and other infrastructure (d) Organise 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, MoCTCA, 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, interpretive, 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 infrastructure like protection shelters, 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 accreditation and certification once the products are fully ready in post auditing phase.
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	

1.3.2	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 to develop new tourism products		*	*	*	Private Sector Entrepreneurs	MoITFE and Local Governments will coordinate and facilitate, Local communities		
	Cable car	(a) Ghodaghodi Lake area: Hattikhal to the highest point of Churia hill which is around 5 km (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.	*	*	*	Private Sector Entrepreneurs	MoITFE and Local Governments will coordinate and facilitate, Local communities	5000	

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 palin 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 (between Chamelia and Mahakali)	*	*	NMA, TAAN	MolTFE and Local Governments will coordinate and facilitate, Local communities	5000	
Link Khaptad with new trekking routes	(a) Achham: From Saphebagar via Bhedasen, Naini, Devasthan, Vhirkun, 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	MolTFE 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, Aalit 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	MolTFE 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 establish rafting routes in Seti (For details see Annexure 8.11.15)	Bandarusen – Dipayal, Sanfebagar – Kuine	*	*	MolTFE, MoCTCA	NARA, Rafting service providers and rafting guides	60000	a) Assign certified rafting auditors to audit these rafting routes b) Install basic infrastructure like information board, welcome signage, and rafting trail head board at the rafting starting point c) Produce informational and promotional brochures d) Construct protection shelters, washrooms 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 joint promotion and marketing
1.4.2 Develop rafting route in Mahakali River	Shera – Julaghat	*	*	MolTFE, MoCTCA	NARA, Rafting service providers and rafting guides	5000	
1.4.3 Develop rafting route in Budhiganga River	Chitredovan – Ludeghat, Sanfebagar – Ludeghat- Budhiganga – Kuine	*	*	MolTFE, MoCTCA	NARA, Rafting service providers and rafting guides	5000	
1.4.4 Develop inter-provincial rafting route	Solta – Kuine – Chisapani – Tikapur route (Between Kamali and Sudurpashchim provinces)	*	*	MolTFE, MoCTCA, Other neighbouring Provinces	NARA, Rafting service providers and rafting guides	5000	

1.4.5	Complete basic infrastructure 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	MolTFE, Hot spring Management Committees, Local DMOs	40000	(a) Complete infrastructure building by mobilising a sub-committee at local government level (b) Build a C-shaped dam to protect hot spring sites that were damaged by floods on the Seti river in Shreebagar and Talkot (c) Build welcome/interpretive signage boards, locker rooms, entry counters to sell tickets, washrooms (male & female), swimming (bathing) ponds (male & female), changing rooms (male & female), drinking water points, garbage collection and disposal points, and protection shelters (d) Create promotional brochures (digital and hardcopy) consisting of the attributes of these hot spring sites
1.4.6	Complete basic infrastructure 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	MolTFE, Waterfalls Management Local Committees, Local DMOs	100000	(a) Build a joint sub-committee at local levels and mobilise them (b) Build welcome/interpretive signage boards, locker rooms, entry counters to sell tickets (wherever applicable), washrooms (male & female), bathing ponds (male & female), changing rooms (male & female), drinking water facilities, garbage collection and disposal points, and protection shelters (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 (For details of Aalital at Dadeldhura district see Annexure 8.11.9)	(a) Terai (Koilahi, Purbek Ojahuwa, Sitakunda, Ghodaghodi Lare area, Bedkot, Jhilmila, Banda, Joginiya, Pandava, 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)	*	*	Local Municipalities and RMs	MolTFE, Lakes Management Local Committees, Local DMOs	100000	(a) Build a joint sub-committee at local levels and mobilise them (b) Build welcome/interpretive signage boards, locker rooms, entry counter to sell tickets (if applicable), washrooms (male & female), drinking water points, protection shelters and garbage collection and disposal points (c) Arrange for boating guides 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 study for river rafting corridor	(a) Achham: Around 100 km of Karnali river corridor falling under Turmakhand RM.			MolTFE	Turmakhand RM.	1000	

1.4.9	Develop and promote tourism activities at Doti Ghatal Khola	Dadeldhura District	*	Local government	MolTFE to coordinate with local government, Local communities, Tourism Entrepreneurs	50000	(a) Build and mobilise a joint sub-committee at the local level (b) Build welcome/interpretive signage boards, locker rooms, entry counters to sell tickets (wherever applicable), washrooms (male & female), bathing ponds (male & female), changing rooms (male & female), drinking water facilities, garbage collection and disposal points, and protection shelters (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of these sites (d) Ensure safety mechanism and devices
1.4.10	Develop and promote tourism activities at Paharia Khola	Kanchanpur District	*	Local government	MolTFE to coordinate with local government, Local communities, Tourism Entrepreneurs	50000	(a) Build and mobilise a joint sub-committee at the local level (b) Build welcome/interpretive signage boards, locker rooms, entry counters to sell tickets (wherever applicable), wash rooms (male & female), bathing ponds (male & female), changing rooms (male & female), drinking water facilities, garbage collection and disposal points, and protection shelters (c) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of these 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, MolTFE to develop conducive Policy for CBT	, Development Partners, INGOs, NGOs	100000	(a) Simplify the homestay business registration process (b) Offer incentives in kind (e.g. cultural performances materials) for well organised cultural programmes (c) Support to utilise resource-efficient technology and indigenous 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 by introducing waste-based bio-gas plant (f) Render marketing and promotion related support: <ul style="list-style-type: none"> (i) to develop website and conduct social media marketing (ii) to establish market linkages with tour/trek operators
1.5.2	Standardise the existing ones as smart village destinations (For Bhada Community Homestay details see Annexure 8.11.17)		*				

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 Tand, 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 standards (For details see Annexure 8.11.7)	Martadi to Nateshwori via Sota, Ghodatabela and Tribeni	*	*	*	Badimalika & Tribeni Municipalities,	MolTFE to coordinate with 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 standards of facilities and services
1.6.5	Develop bird watching hotspots	Ghodaghodi, Khutiya, Shuklaphanta, Api Nampa, Khaptad, Dadelidhura, Mahabharat range, Brahmadev Corridor area, Khodpe	*	*	*	Local Municipalities and RMs	MolTFE, Lakes Management Local Committees, Local DMOs	10000	(a) Produce routes, maps, signage of bird watching hotspots, (b) Construct bird hides, bird viewers' protection shelter, 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 protection shelters, drinking water stations, washrooms, garbage collection and disposal points, etc. at certain intervals (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 Bhubaneswar 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, interpretive, warning, trail marker, etc.) (c) Build other light infrastructure like protection shelters, drinking water stations, washrooms, 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 Thanpatan Grassland, Thanpatan, Bungal Municipality-2 Chauriselek Grassland, Sayal RM-1	*	*	*	Bitthadchir RM Bungal Municipality Sayal RM	MolTFE MolTFE MolTFE	10000 5000 5000	Destination appreciated as a mini Khaptad (a) Build basic infrastructure like a welcome gate, protection shelters, washrooms, garbage collection and disposal points, drinking water stations and interpretive signage board with code of conduct for visitors at each destination (b) Prepare a promotional brochure (digital and hardcopy) reflecting the attributes of this tourism product
1.6.9	Promote natural cave as tourism product	Deb gufa, Melauli Municipality				Melauli Municipality	MolTFE	2500	(a) Explore the cave by mobilising cave experts to determine feasibility and alignment of walking route inside these caves (b) Build basic infrastructure like welcome gates, protection shelters, lights in side caves, washrooms, garbage collection and disposal points, drinking water stations and interpretive signage boards with code of conduct (Do's and Dont's) for visitors 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 archaeological heritage based tourism product

1.7.1	Promote Amargadhi Fort 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.	(a) Conduct survey of all historical and archaeological sites (b) Excavate such areas based on survey (c) Protect and preserve artifacts
1.7.4	Revive traditional jattras and melas of various districts of Sudurpashchim Province	All districts	*	*	*	All Local governments	MoITFE to coordinate with MoCTCA, Local governments, Local communities, Local clubs,	20000	(a) Make an inventory of all traditional jattras 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

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
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STRATEGIC AREA 2 : TOURISM INFRASTRUCTURE DEVELOPMENT AND STANDARDIZATION

Strategy 2.1 A. Develop and strengthen air connectivity

2.1.1	Upgrade Dhangadhi Airport as regional international airport	Dhangadhi	*	*	*	MolTFE, MoCTCA, CAAN	MPID, Investment Board, Private Sector, Donor Agencies, Bilateral and Multilateral Development Agencies, Tourism related all sub-sectors of Sudurpashchim Province,	1000000	(a) Increase the length of the runway of Dhangadhi airport from 1800 X 30 m to more as per need for international airport (b) Enhance the technical and information related capacities of this airport
2.1.2	Promote Dhangadhi Airport as regional hub airport	Dhangadhi and other Airports in the SP	*	*	*	Airlines Companies	MolTFE, 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 Dhangadhi					MolTFE to coordinate with concerned agencies	MolTFE, MoCTCA, CAAN, Travel & Tour Operators, Airlines Companies	1000	(a) Operate intercity and intra city flights from Dhangadhi
2.1.4	Upgrade the existing STOL airfields	Bajhang Darchula, Mahendranagar, Kailali (Tikapur)	*	*	*	CAAN	MolTFE, MoCTCA, Local governments, Travel & Tour Operators, Airlines companies	1000000	(a) Pave the runway, making it 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	MolTFE, MoCTCA, Local governments, Travel & Tour Operators, Airlines companies	10000	(a) Operate regular flights to these airports (b) Coordinate with 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 tourism destinations	All major road networks in the SP	*	*	*	Department of Roads,	MoITFE will coordinate with concerned Ministries and Departments, Ministry of Physical Infrastructure 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 - Vaidhyanath 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 - Jayaprithvi nagar (o) Kot (Chabbispati R M) - Jayaprithvi nagar (p) Bannimasta temple (Chabbispati RM) - Daulichaur (q) Kot - Jayaprithvi 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	MoITFE will coordinate with concerned Ministries and Departments, Ministry of Physical Infrastructure 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	Kailali 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	MoITFE, 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 shelters, toilets, waste collection and segregation bins, entertainment outlets, etc. that facilitate tourists (travelers) and public transportations at tourism hubs, highways, and tourist roads
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Strategy 2.3 C. Develop and manage infrastructure 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	MoITFE 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
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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, shelters and vehicle parking areas.	Dhangadhi, Attaria, Mahendranagar, Khalanga, Ghodaghodi, Jayapritbinagar, Dasarathchand Amargadhi, Municipalities	*	*	*	All Municipalities in Sudurpashchim Province	MoITFE to coordinate with the concerned governments and institutions	1000000	All municipalities to keep this activity in their respective tourism plans.
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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	MoITFE, Concerned Ministry and Departments of SP and Karnali Province, Private Steamer Entrepreneurs	10000	a) Build ways to start steamers to connect Khimari to Moni, 72 km in Karnali River. b) Follow the baseline and detailed survey report which have already been completed
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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 certificates for such trails	All Districts of SP	*	*	*	TAAN	Local governments, local tourism professionals, local trek guides and certified trail auditors, Nepal Mountaineering Association,	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.
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2.6.2	Built safety infrastructure 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	Infrastructure 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) Trail signage, trekkers protection shelters, 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	Design, develop and promote soft trekking and walking trails in 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 abled 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 Bittahdchir RM (Bajhang). Churia hills in Godavari Municipality (Kailali). Maghi – Chilamchure route in Ghodaghodi Municipality (Kailali) Moyana view point in Jayaprithbi 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 carry out feasibility study
2.6.5	Market and Promote the trekking trails		*	*	*	MoITFE, MoCTCA, DoA	Marketing and Promotion by NTB, TAAN, NMA, NATTA, NATO, Tourism Entrepreneurs	20000	(i) Provide detailed information about trekking trails to all leading marketing organisations. (ii) Organise familiarisation 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 arising from natural disasters	Zone 2 and 3	*	*	*	HRA, MoITFE, MoCTCA, DoA	Security agencies related with search and rescue, Ministry of Internal and Legal Affairs, Airlines companies of public and private sectors. Tourism entrepreneurs, NTB	5000	a) Develop special wing for emergency and rescue operations b) Coordinate with Himalayan Rescue Associations (HRA) c) Prepare essential physical equipment and experts for search and rescue d) Establish climate forecasting station between Lokhadakhapad-Bichpani e) Install strong earthing on this route to prevent lightning strikes f) Conduct regular training and capacity building programmes 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 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	(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							

Camping Sites only	GHT Upper, and GHT Lower (Community)								
High End Restaurants	Chisapani, Sukkhad, Attaria, Mahendrangar, Dhangadhi								
Star Hotels	Khanidand, Dhangadhi, Mahendranagar, Sukkhad, Lamki, Sadepani, 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 centre, 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 infrastructure of Masta temple	Telkot-6, Dhambi 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 temple (b) Build a modern pilgrimage centre (c) Build a fencing wall all around the temple area (d) Allocate a budget for construction after coordinating with local governments on matching funds
2.9.3	Renovate and maintain historic buildings such as: (i) Garba durbar (Mohanyal RM), (ii) Mallia residence (Nimdi – 3, Ghodaghodi), for tourists' attractions.		*	*	*	Local Governments	MoITFE,	10000	(a) Conserve: boundary wall all-around, entry gate, entry ticket selling counter, painting of buildings and its precious art (b) Construct: washrooms, interpretive signage, etc.

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

2.10.1	Develop New Parks at cities and in rural natural areas (For details - Dallek with Chepulthan Park see Annexure 8.11.13, and for Tikapur Park details see Annexure 8.11.16)	Tikapur (Kailali) Dallek with Chepulthan (Dadeldhura)	*	*	All RM and Municipalities in the Districts	MoITFE and other Ministries of SP	100000	<p>i. Develop management sub-committee under DMO to coordinate with provincial and local governments on revenue generation and sharing issues</p> <p>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</p> <p>iii. Develop master plan with DPR for such new parks</p> <p>iv. Promote such parks as a conservation area for special appeal to the tourists</p> <p>v. Develop promotional brochure with its key features (flora and fauna) and code of conduct (responsible tourism behaviour) for visitors</p>
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Strategy 2.11 K. Building and enhancing wetland (water sites/destinations) related infrastructure

2.11.1	Build modern artificial water park in the outer area of Ghodaghodi Lake (For detail see Annexure 8.11.18)	Ghodaghodi Municipality - 1	*	*	Ghodaghodi Municipality,	MoITFE, Private sector and cooperatives, CGLTDB	50000	<p>(i) Develop separate master plan and Detailed Project Report (DPR) for all development activities</p> <p>(ii) Upgrade the front area and religious complex,</p> <p>(iii) Provide information with modern audio and video facilities</p> <p>(iv) Signage and information on associated biodiversity, ecosystem, flora and fauna of the lake</p> <p>(v) A museum</p> <p>(vi) A café with clean washroom</p> <p>(vii) Waiting cum viewing hall,</p> <p>(viii) Paved and grassed ground leveling</p> <p>(ix) Parking space outside the welcome gate</p>
2.11.2	Develop and upgrade infrastructure for wetlands, water parks and natural spring sites	Budhinanda lakes, Ghodaghodi lake area, Ramkunda, etc.	*	*	All concerned Municipalities,	MoITFE, Private sector and cooperatives, Local communities	50000	<p>I. Develop separate master plans for such areas</p> <p>II. Upgrade existing infrastructure and amenities</p>

2.11.3	Develop and implement rescue management system along the major water related attractions (river, lakes etc.	All water related areas in SP		*	*	MolTFE	All concerned local governments, Local development committees, NARA	10000	(a) Develop rescue management system manual develop (b) Minimum rescue standards like lifeguards and shelters
Strategy 2.12 L. Other support infrastructure									
2.12.1	Promote border section of Jhulaghat-Julaghat and Dharchula-Darchula, Nepal-India border section for tourism and trade with cross-border facilities	Sudurpashchim Province	*	*	*	MolTFE to coordinate with Federal Government for Indo-Nepal bilateral relationship	All relevant Ministries and Departments at SP and the Federal level	10000	(i) Promote bilateral relationship between Nepal and India to open border for tourism (ii) Develop cross-border facilities for tourism with immigration, customs, information and interpretation facilities
2.12.2	Provide incentives to promote clean and green transport facilities with support infrastructure	All Municipalities in SP	*	*	*	MolTFE to coordinate with all relevant Ministries and Institutions at SP for support and development	All relevant Ministries at SP, Concerned Institutions/organisation, NEA, Private Auto Dealers	100000	(i) Promote and encourage the use of clean and green transport facilities, such as cycles, manual rickshaws, electric rickshaws, electric vehicles etc. by providing incentives such as tax rebate, easy financing (ii) Develop conducive environment to promote such vehicles with additional infrastructure 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	*	*	*	MolTFE 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 programmes (b) Provide incentives
2.12.4	Establish a green energy award system with cash prizes				*	MolTFE to coordinate with all relevant Ministries and Institutions at SP	All relevant Ministries at SP, NTB, SPTB, Tourism Entrepreneurs, Transport Operators	10000	(a) Provide awards with cash prizes 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	Dhangadhi	*	*	*	MoITFE	Nepal Rastra Bank, District Statistical Office Kailali, Tourism Private Associations, Local governments, Provincial Tourism Board and Zonal offices, 4 committees related to tourism development and management	10000	(a) Develop and disseminate detailed 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	Dhangadhi	*	*	*	MoITFE	NTB, SPTB, Tourism Entrepreneurs	10000	(a) Promote online 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 (b) Build high quality promotional documentaries, videos and photo documentaries (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 close coordination with TAs, TOs, tourism associations, DMOs, guides, porters, etc.
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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 related content, products and attractions on website
Strategy 3.3 Establish Tourism Information Centres								
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 centres to disseminate information about tourism destinations and products of all nine districts as well as to collect and record tourist information such as: tourist arrivals and their profiles
Strategy 3.4 Put interpretive signage boards in all tourism attractions								
3.4.1	Install interpretive signage boards at 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 inside the building and code of conduct for visitors, etc.
3.4.2	Install interpretive 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	<p>7 Dhams: (Shivpuri, Behadababa, Godawari, Siddhanaath, Parsuram, Vaidhyathan, and Malikaarjun)</p> <p>7 Sisters (Ugratara, Tripurasundari, Niglasaini, Melauli Bhagawati, Surma Devi, and Badimalika as spread in Sudurpashchim province)</p> <p>7 Sisters (Niglasaini, Ranasaini, Melasaini, Potalasaini, Bodalasaini, Kaphalasaini and Dilasaini as located in Baitadi district)</p> <p>7 Kedars, (Rauleshwar, Dhoj, Deulek (Dogada), Gwallek, Sigas, Bhageshwar and Lana (Badi) Kedaras spread in Sudurpashchim province)</p> <p>6 Mahadevs (Patan, Baragar, Siddhanath, Banarasai, Anarkali and Lodne as spread in Sudurpashchim province)</p>	*	*		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	*		MolTFE	All Ministries of Sudurpashchim Province, Institutions and renowned tourism professionals which are felt important and valuable by honorable Chief Minister	1000	<p>(a) Formulate Sudurpashchim Tourism Council (STC) under the chairmanship of chief minister and all ministries of the province to be its members</p> <p>(b) STC to hold its meetings as and when needed</p> <p>(c) STC to offer policy suggestions to relevant institutions like MolTFE, inter-ministerial coordination committee, provincial tourism board, zoning offices and any other organisations on the subject matter of tourism of province which (subjects of provincial tourism) are interlinked with national level, inter-province level, and international level</p>
4.1.2	Constitute Inter Ministerial Tourism Coordination Committee	MolTFE	*		Local governments	All ministries of Sudurpashchim	4000	<p>(a) Inter Ministerial Tourism Coordination Committee (IMTCC) to facilitate development of tourism through coordination and integration among all ministries, and</p> <p>(b) IMTCC to facilitate resource utilisation in tourism sector through coordination and cooperation among all ministries and departments, along with support to mitigate policy and institution-related conflict(s)</p>
4.1.3	Establish Sudurpashchim Provincial Tourism Board and start its functions	MolTFE	*		MolTFE	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	<p>(a) Sudurpashchim Provincial Tourism Board (SPTB) to run all its activities by formulating work procedures for the appointment of board members and operation and management of board,</p> <p>(b) SPTB to play valuable roles for the promotion and marketing of Sudurpashchim as a major tourism destination,</p> <p>(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,</p> <p>(d) SPTB to accelerate the speed of destination promotion and materialise the robust marketing of destination areas through coordination and integrated effort with Nepal Tourism Board, professional organisations of tourism industry, and other related agencies and actors of tourism, and</p> <p>(e) SPTB to play effective roles for the execution of tourism master plan in coordination with MolTFE, three zonal offices and other stakeholders</p>

4.1.4	Establish and activate three Tourism Zoning Offices	Zoning offices one each in Mountains, Hills and Terrain regions	*				MoITFE	National Parks and Conservation Areas laying in zoning areas, Professional tourism organisations (associations), tourism entrepreneurs and chambers of commerce and industries, and local governments	30000	<p>(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,</p> <p>(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,</p> <p>(c) TZOs to accelerate the development of tourism in zoning areas by coordinating with local governments and District Coordination Committee of those areas,</p> <p>(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</p> <p>(e) TZOs to create a dependable basis for local level strategic plans and physical, infrastructural, institutional and policy level structures</p>
4.1.5	Establish Tourist Police security structure	Province level	*	*	*		MoITFE	Ministry of Internal Affairs and Law, Regional Police office	5000	<p>(a) To decide numbers of Tourist Police and centers of duty for Police</p>
4.1.6	Establish Destination Management Organisation (DMO) at local levels	Municipalities, Rural Municipalities and District headquarters level	*				MoITFE	Professional tourism organisations (associations), tourism entrepreneurs and chambers of commerce and industries, local conservation actors	5000	<p>(a) Destination Management Organisations (DMOs) to act for coordinated management of tourist attractions, human resources, tourism amenities, accessibility, marketing, etc. of local destination areas,</p> <p>(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,</p> <p>(c) DMOs to improve the tourism products and carry its benefits to all levels of local communities, actors and even non tourist actors,</p> <p>(d) DMOs to strengthen the competitive edge of destination areas,</p> <p>(e) DMOs to effort for the responsible tourism aspects of local destination areas,</p> <p>(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,</p> <p>(g) DMOs to act to enhance the culture of local participation in order to guide the development and management of tourism on sustainable way</p>

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	All tourism-related professional organisations (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 A complete destination with a mixture of mountains, hills and plains, <p>(c) Conduct a study with 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, long route buses, airlines and airports, etc.	All over the country	*	*	MoITFE	NTB, SPTB, All Ministries of SP, local Governments, Tourism Entrepreneurs, Airports, Bus Terminals	50000	<p>a) SP brand should be widely used by all sectors</p>

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, Organisations and association as linked with tourism sector of Sudurpashchim province, Hotel Professionals' Association in Kailali, Tikapur and Kanchanpur	150000		
										<p>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 media (websites, social media, mobile apps) and print media</p> <p>b) Place large hoarding boards with key attractions of Sudurpashchim at international airport in Kathmandu and in regional international airports in Bhairahawa and Pokhara</p> <p>c) Promote Sudurpashchim on national television channels of tourist generating countries like Europe, USA and India.</p> <p>d) Place promotional information boards (as destination heading boards) with key information like major destinations, access, accommodation availability, etc. both at the headquarters of all districts and their entry gateways</p> <p>e) Develop mobile apps with brief description about tourism attractions to attract tourists to SP</p> <p>f) Promote tourism attractions and packages on national and international media and international tourism source markets in association with private tourism enterprises, their associations, Nepal Tourism Board and tourism ambassadors located in source market countries</p> <p>g) Arrange to conduct familiarisation trips for famous journalists, celebrities, tour operators of inbound destinations and tourist generating countries, and travel and blog writers on sporadic basis,</p> <p>h) Promote tourism of Sudurpashchim through C2C (Consumer to Consumer), B2B (Business to Business) / G2G (Government to Government) platforms,</p> <p>i) Conduct B2B events by inviting Travel Agencies and Tour Operators to the province itself,</p> <p>j) Organise provincial tourism endeavours; tourism</p>

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	*	*	MolTFE and SPTB in close coordination	NATTA Sudurpashchim, Nepal Tourism Board, Tourism Development Society, Organisations 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	(a) Conduct widespread advertisement of "Sudurpashchim Nepal Visit Year" or "Sudurpashchim Nepal Tourism Year", (b) Organise familiarisation trips for 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 advertisements and publicity of programmes like "Jauhai Sudurpashchim" in coordination with MolTFE and tourism professionals from the private sector	k) festivals, and events (e.g. Sudurpashchim Tourism and Business Mahotsav, Tikapur Tourism and Business Mahotsav, Ghodaghodi Tourism and Business Mahotsav, etc.) for the promotion of tourism at regional, national and international scales k) Support and participate at local level Tourism and Business Mahotsav held on annual basis l) Ensure the active participation of Sudurpashchim in national level tourism events, and m) Utilise and arrange to utilise all tools of marketing and promotions like advertising, publicity, sales promotion, public relations, personal sales, etc.

STRATEGIC AREA 7: COORDINATION AMONG GOVERNMENTS, PROVINCES AND SECTORS (PUBLIC AND PRIVATE)

Strategy 7.1 Coordinate for cross border tourism

7.1.1	Coordinate cross border tourism between Nepal and India	Government of Nepal and India	*	*	STCC, MolTFE	ITCC and tourism related all professional organisations (associations) related with tourism sector	5000	(a) STCC in association with Inter-Ministerial Tourism Coordination Committee (ITCC) to lead this responsibility through dialogue, interaction and understanding with governments of Uttarakhand and Uttar Pradesh and help to simplify border 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
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Strategy 7.2 Coordinate for cooperation between provinces

7.2.1	Ensure coordination between provinces and public & private sectors	Dhangadhi	*	*	*	MolTFE	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 MolTFE and its various wings with private sector tourism associations and organisations on the matter of tourism product development and marketing
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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	*			MolTFE	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 programme operations through coordination with other ministries and agencies for the organisation and operation of varied activities of tourism, tourism infrastructure development, growth and promotion, (b) MolTFE and ITCC to mobilize resources and means for development and promotion of tourism through coordination with federal and local governments and international bilateral and multilateral donor agencies.
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STRATEGIC AREA 8 : ACCESS AND PARTICIPATION OF WOMEN AND DISADVANTAGED GROUPS FOR SHARING BENEFITS FROM TOURISM

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

8.1.1	Identify needs and opportunities in SP and communities	Dhangadhi	*			MolTFE	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	*	*	*	MolTFE	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, madhesi, indigenous groups, and ethnic groups for their access on the benefits of tourism	All destination areas in all districts of SP	*	*	*	MolTFE will coordinate with the concerned agencies	SPTB, Zoning Offices, Local communities, Local governments, Donor agencies, Development Partners, INGOs, NGOs	50000	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, Lamkicuha and Ghodaghodi (Kailali), Darugaun, Kanda and Maurya (Bajura), Kharuwakher a Ranatharu Homestay (Kanchanpur), Jigarana, Bagalek and Purbichauki (Doti), Hufibazar and Sina (Darchula), Babala (Achham),
8.2.2	Create an amicable environment for meaning participation	Dhangadhi	*	*	*	MolTFE will coordinate with all concerned agencies	MolTFE, SPTB, Local governments and District Coordination Committee	2000	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	*	*	*	MolTFE will coordinate with concerned agencies.	MolTFE, SPTB, Local governments and District Coordination Committees, Donor agencies, Development partners, INGOs, NGOs	2000	a) Introduce special programs by linking marginalized and socioeconomically marginalized groups like Badi community of Lamkicuha, 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	(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 organisations in the mainstream of tourism planning and development process	All Districts in SP	*	*	*	District Coordination Committee	MolTFE, SPTB, Local governments and	1000	<p>a) Ensure the active participation of community organisations 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.</p> <p>b) Applying bottom-up participatory planning approach on all programs like infrastructure development, CoC formulation, capacity building activities, infrastructure development and handover of the tourism product for management to the local communities</p>
8.2.6	Ensure the use of local resources and indigenous 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	<p>a) Identify existing supply chain products available in the local areas, indigenous skills and future potentials for enterprises development.</p> <p>b) Provide incentives, trainings, financial support to add value in such products to get more financial benefits</p>
8.2.7	Enhance the capacity of local community organisations 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	<p>(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</p> <p>(b) Enhance the capacity of aforementioned organisations for active participation of women and disadvantaged groups in tourism development and management activities</p>

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	*			MoITFE 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	<p>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 Centre, Department of Development Studies of KU, research institutions, development organisations, and other relevant agencies to explore and document the historical and archaeological sites.</p> <p>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</p>	<p>(a) Disseminate inventory widely through varied platforms such as books, pictorial books, website, documentaries and so on</p>
9.1.2	Disseminate inventory widely	All districts of SP	*			MoITFE, NTB	All districts, DoT, MoFE and DNPWC and other relevant agencies working on exploring the natural landscape and biodiversity of 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	<p>a. Aware local communities through information/posters, photo displays, information boards, video documentary show, training, drama, exposure visits, and case study sharing etc.</p> <p>b. Strengthening the awareness level of mass people by installing information board on heritage sites to reveal its value and needs scale</p> <p>c. Engage school/college students and communities on cleaning campaign, essay competition, documentary show, pictorial competition etc.</p> <p>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.</p> <p>e. Increase the awareness of visitors through word of mouth communication, printed materials for conservation to mass people</p> <p>f. Disseminate the knowledge on heritages sites to school students on mass</p>
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9.2.2	Strengthen local area heritage conservation planning and governance	All Districts of SP	*	*	MolTFE	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 (Bithhad Chir), Dadelhura (Ganyaapdhura), Kailali (Bhanwar forest), Baitadi (Patal Bhumeswar forest), Doti (Chatiwan 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, preservation and safeguarding measures to preserve and promote cultural and natural heritages	All Natural and Cultural Heritage sites of SP	*	*	MolTFE to coordinate with all Nine districts, Local governments,	Local governments (Municipalities and -Rural Municipalities, Local level Tourism Development Boards - Local NGOs, INGOs, Research Institutes including universities	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 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.

9.2.4	Explore and initiate to enlist Natural and Cultural heritage sites of Sudurpashchim in UNESCO World Heritage sites	Important and major Natural and Cultural heritages of SP				MoITFE to coordinate with the concerned government bodies at Province and at Centre	All Districts, Municipalities and Rural Municipalities, Palace and heritage conservation committees, Local organisations	10000	<ul style="list-style-type: none"> • 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. 	(a) Coordinate with relevant agencies for enlisting as UNESCO World Heritage Sites
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10.2.2	Adopt integrated infrastructure development and programme reform policy for tourism development at SP	Sudurpashchim Province					MoITFE	Private and cooperative sectors, Multilateral and bilateral development agencies like UNDP, ADB, UNWTO, UKAid, GIZ	10000	<p>(a) MoITFE and provincial government to allocate resources and budget for tourism infrastructure and standardization with a high priority</p> <p>(b) MoITFE to coordinate well with local governments while allocating budget and resources in order to prevent duplications and enhance integrated efforts</p> <p>(c) Take the policy of motivating and inducing bilateral and multilateral development partners to render support on tourism infrastructure 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 investment from 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 programmes	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 Prabadhan 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 federal government	MoCTCA, Ministry of Home, Ministry of Forest, DNPWC	1000	Coordinate with the federal 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 mainstream registration process	All destination areas with enterprises	*	*	*	MoITFE	Rural Municipalities and Municipalities	5000	(a) Provide incentives to attract such informal institution / organisations into the main frame of the tax through registration (b) Adopt a policy of organising registration camps to make the registration process short and easy
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	(a) Introduce a policy of incentivising new tour operators who belong to zone 3 and provide registration from there (b) Policy incentives to compensate one fourth of the total cost of package tours which are operated in zone 3
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 organisations 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, Baidhyanath 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	*	*	MolTTE	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 in Dhangadhi and Kathmandu
10.3.7	Provide gratis visa for international tourists visiting Sudurpashchim	Sudurpashchim Province	*	*	MolTTE to coordinate with federal government MoCTCA and MoH	MoCTCA, MoH, Immigration Department	1000	(a) Offer this incentive to visiting tourists in third year in aftermath of work progress in tourism package and infrastructure as per tourism master plan
10.3.8	Make Tourism Management and Development Committees under SP Government more capable and functional	Baidhyanath Dham, Khaptad, Badi Kedar, Ramaroshan	*	*	MolTTE to Coordinate with concerned committees	Shree Baidhyanath Dham Tourism Development and Management Committee, Khaptad Area Tourism Development and Management Committee, Badikedar Area Tourism Development and Management Committee, Ramaroshan Area Tourism Development and Management Committee	1000	(a) Adopt a policy of making these committees below independent as well as represented by tourism experts i. Shree Baidhyanath Dham Tourism Development and Management Committee ii. Khaptad Area Tourism Development and Management Committee iii. Badikedar Area Tourism Development and Management Committee iv. Ramaroshan Area Tourism Development and Management Committee
10.3.9	Take immediate actions following Post-COVID Strategy (Chapter 11 of TMP)	All districts of SP	*	*	MolTTE	MolTTE will coordinate with All relevant governments and institutions	10000	(a) There is a need to introduce immediate recovery measures to bring tourism business back on track. Ideally a three pronged phased approach focusing on tangible goals for i. Recovery, ii. Re-development and iii. Re-positioning

8.2. CHAPTER 8 ANNEXURES

Ramaroshan is a beautiful area located in Achham district. It is rich in natural bio-diversity and consists of 12 lakes and 18 meadows. Spread between 2,200 to 2,800 m above sea level and located at a distance of 42 km from Jaygadh through an off-road, it can be reached by driving up to Rame following the Kailash River. A walk of 10-15 minutes will bring you to Ramaroshan. It can also be reached via a 14-hour drive from Dhangadhi or Mahendranagar. There are five lodges in Rame that can 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 for the development of tourism in this region. RRM has already formulated a local area tourism master plan for Ramaroshan.

[illegible]

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Guiding service skills training:											
Training local tourist guides and entrepreneurs to provide authentic interpretation services											
Income generating professional skills capacity building for locals:											
Since this destination offers local raw organic products like potatoes, milk, <i>lokta</i> , <i>dhupi salla</i> , meat, maize, <i>lekali</i> curd, various herbs, wool (goat and sheep), <i>bans/nigala/malanga</i> , ghee and millet products, proper capacity building training for processing, packaging, labeling, supplying, marketing linkages and overall business plans would support increased incomes.											
Homestay operation and management training for locals											

Estimated budget (in 000) = 40,000

Annexure 8.2.2: Achham - Vaidhyanath Dham

Vaidhyanath Dham of Achham district is among the four dhams of Nepal. Situated on the banks of the BudhiGanga, this holy shrine is a research and academic centre for Hinduism. It is a sacred place where Ravana from the Mahabharata in the Treta age is believed to have mediated to get blessings 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 via a 96 km, 10 hour drive from Dhangadhi or Mahendranagar. It also serves as a central location between Tikuniya and Taklakot (gateway to Mt. Kailash/Mansarovar) via Bauniya at 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 homestays in Bagbedi and Saphebagar which are close to Vaidhyanath Dham Complete the ongoing construction of 'Santamahant niwas/asram' (pilgrims' centre) Allocate garbage management points for degradable and non-degradable wastage. Inform visitors with signage and an information desk to properly collect and dump garbage as their own responsibility Arrange to recycle non-degradable waste 											
Build physical infrastructure to control flood-led devastation: Construct 2-3 km of strong dam walls on the banks of the Budhiganga river to control annual floods and destruction											1 st priority
Arrange to keep record records of visitors: Arrange to record brief profiles of visitors travelling to Vaidhyanath Dham in Sanphebagar											
Marketing and promotion Utilise the recently built website www.vaidhyanath.com , advertise this destination through FAM trips, media (TV/radio) advertisements, and print publications											
Build other infrastructure: <ul style="list-style-type: none"> Convert the 2.5 km long Saphebagar-Vaidhyanath road into a blacktopped road Complete the ongoing construction of a new museum Add more infrastructure at the ongoing construction of a natural park beside Budhiganga Build an Ayurveda hospital as the name Vaidhyanath recalls doctors and healing 											
<ul style="list-style-type: none"> Arrange <i>sulav khana</i> (cheap food) for pilgrims during special occasions like Shivaratri Build infrastructure as suggested in the master plan being built by the Vaidhyanath Dham Tourism Development and Management Committee 											
Arrange to make and sell local handicrafts to visitors: Support skills of local people from surrounding areas to make 'Shivlingas' from local stones that can be sold. This would be both a good income source as well as a promotional element for this sacred site.											

Estimated budget (in 000) = 500,000

Annexure 8.2.3: Baitadi - Melauli Bhagwati temple

Melauli Bhagwati is a popular Hindu temple located in the centre of 6.82 hectares (approximately 134 *ropanis*) of landscape which constitutes as an integral part of the Melauli Religious and Touristic Development Area in Melalui Municipality of Baitadi district. A 32 km wide paved road from Patan Municipality currently connects to this site and is also being connected by a new link road of 35 km from Ugratara temple in Dadeldhura district. This temple complex offers the an unexplored and mysterious Melauli Cave (*Devgufa*), located on the north-west end of the temple.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build following basic infrastructure for this temple complex: Various entry gates from different directions, Compound wall, Resting places for visitors											1 st priority
Support to fulfill scarcity of drinking water in the region											
Support the building of infrastructure guided by the master plan and DPR prepared by Melauli Municipality											
Render support to research and investigate the hundreds of metres-long Melauli Cave (<i>Devgufa</i>) by inviting technical experts (cave experts /geologists/archaeologists) with the aim of opening it up to tourists with provisions of light and oxygen											

Estimated budget (in 000) = 50,000

Annexure 8.2.4: Baitadi - Tripurasundari temple

Known locally as Ranyasaini, Tripurasundari is one of the seven sisters goddesses' temple built in the historical pagoda style of architecture. It is located in Pugar village of Dashrathchand Municipality in Baitadi district. The temple can be visited all year around and reached via a 7 hour drive from Dhangadhi. The temple area covers 12 *ropanis* of land based on a small hillock with wonderful views of the surroundings. This temple is among the most religiously significant sites in Nepal and is visited by thousands of Hindu devotees from across Nepal and India on special occasions like Sankranti, Dashain, Gaura, and Jaat. About 400,000-500,000 tourists visit the temple annually.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build a plan for proper water supply at the temple complex area: Shortage of water is a real inconvenience and thus requires the building and installing of a proper water supply system.											1 st priority
Build new shops for rent on the outer end of the entry gate for commercial purposes											
Build a paved road that leads towards the maiti ghar of Goddess Tripurasundari											
Support the completion of the ongoing construction of a 12-room pilgrimage shelter through financial cooperation											

Estimated budget (in 000) = 20,000

Annexure 8.2.5: Bajhang - Moyana Hill View Point

Located at an altitude of 2,800m, Moyana Hill View Point is among the finest viewpoints in Chainpur (Jayaprithvi Municipality), Bajhang district. Moyana Hill offers a nearly 300 km view of the Himalayas, covering Mt Saipal in the east to Api and Nampa in the west and also Chainpur bazaar, surrounded by rivers all around. The view point is accessible via a 13 km drive from Chainpur and a short 2 km hike of about an hour. The view point can serve as a USP and attract thousands of visitors to Bajhang.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build basic infrastructure: <ul style="list-style-type: none"> • Blacktop the 13 km road that connects the starting point of the trek near Moyana hill view point to Chainpur • Complete the paved walking steps, which is currently one one-fourths done, on the full 2 km trekking route • Build a modern ecofriendly three-tiered view tower as has been conceptualised by Jayaprithvi Municipality with the first tier as a local gifts' shop and second and third tiers as a café, washroom and viewing lobbies 											1 st priority
Put information materials to direct visitors: <ul style="list-style-type: none"> • Welcome (interpretive) signage at Chainpur to let tourists learn more about this place before visiting it • Directional signage at the hike starting point • More directional signage next to Bhopur palace in Chainpur to guide visitors arriving by road up to the trek starting point • Interpretive signage at the view point at 2,800 m height 											

Estimated budget (in 000) = 20,000

Annexure 8.2.6: Bajhang - Natural Hot Spring (Tatopani) at Talkot

A natural hot spring (*tatopani*) lies on the banks of the Seti River in Sunikot, Ward no. 1 in Talkot Rural Municipality. This site is located towards north of Chainpur (Jayaprithvi Municipality), the district headquarter of Bajhang, at a distance of 8 km. The hot springs not only offer medicinal and recreational value but also religious value with the presence of a Shiva temple beside it where rituals like *bratabandha* are held and religious fairs are organised on 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	
Build the following basic infrastructure and: <ul style="list-style-type: none"> • Built a C-shaped heavy and tall dam to protect the hot springs from floods in the river which have already damaged it in past • The previous flood damage has led to the installation of a metal water pipe from the water source to the bathing ponds. It needs to be seen if the water pumped from the source to the ponds continues to be hot and whether this is convenient. Two bath ponds, one each for males and females, few changing rooms and one washroom have already been built on the upper side of the Seti River. • Blacktop the 8 km of motorable road that links Chainpur with the hot spring site 											1 st priority
Offer proper information and safety instructions to hot spring visitors: <ul style="list-style-type: none"> • Install sign boards with promotional and safety information in Chainpur from where tourists may begin their visit to this site • Install a safety instruction board with a code of conduct (do's and don'ts) at the site itself. Inform visitors about using garbage bins 											

Estimated budget (in 000) = 20,000

Annexure 8.2.7: Bajura - Badimalika

Badimalika is one of the famous seven sister goddess temples. It is located in a remote part of Bajura district and is only accessible by hiking for a minimum of 3 days to get there and one more day to return to Martadi (1,550m). As villages with hotels/lodges/homestays are not present on this route, camping gear and other logistics is necessary. The destination is known for its natural sights, grasslands with various 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 temple.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build a camping site with quality tented accommodation: Allocate camping sites at Sota, Ghodapatan, Tribeni, and Badimalika with signage for overnight stays while trekking to and from Badimalika, Build temporary toilets at those camping sites, Arrange separate tents for FIT visitors at Badimalika during the special puja day on Janai Purnima, Arrange drinking water facilities for visitors with temporary provisions (collection of rainwater and/or supply of water from surrounding areas) during the main visiting season (Janipurnima in Shrawan/Bhadra), Allocate garbage management points separated into degradable and non-degradable, Inform visitors about their responsibility to properly collection and dispose of garbage, Arrange recycling of non-degradable waste, Renovate pilgrim shelters at Tribeni, Arrange drinking water facilities and renovate toilets there.											
Information provisions: <ul style="list-style-type: none"> • Trail head signage with RT route map at (a) Martadi (in 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 for Badimalika: Create a website with complete information (distance, walking hours, altitude, food availability, accommodation provisions, climatic conditions, gear required, etc.) about Badimalika and all that is necessary for a potential visit 											1 st priority
Trekking route facilitation and safety: <ul style="list-style-type: none"> • Maintain the trail route which is often slippery and has big stones • Place hand rails at 5 unsafe ridges between Badimalika and Chamkili, which is a section of the route between Badimalika to Nateshowri (return trip route) • Install strong and highly elevated hand rails in front of water taps at Badudhara (drinking water collection point in Badimalika) 											
Build new infrastructure for easy access of visitors: Construct a cable car between Budha Kordaha and Lauri Binayak (the nearest point to Badimalika on foot)											
Record keeping of visitors: Arrange records about the brief profiles of visitors entering Badimalika from 4-5 entry points (Bajura, Achham, Kalikot, and Jumla).											

Estimated budget (in 000) = 400,000

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, Khaptad (3,200m) has rich natural bio-diversity and is an important area for spiritual, religious and nature-based tourism. The late Khaptad Baba mediated here for more than 50 years. Khaptad is accessible on foot from mainly two sides: 16 km of trekking from Jhigarana, Doti and 4-5 hours of walking from Darugaun, Tamail (Bajhang). 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	
Accommodation: Good and comfortable accommodation arrangements for at least 500 visitors. Such arrangements should include reliable and efficient supply of power, water and internet											1 st priority
Access: <ul style="list-style-type: none"> • Pave all entry roads connecting to Khaptad from Bajhang, Bajura, Doti and Achham. Build alignment of trekking routes • Build a multiuse (cycling + pony trek + walking) trail to facilitate easy access of visitors from one site to another within the vicinity of Khaptad • Plan and build a ring road all around Khaptad via <i>Madhyabarti chetra</i> • Connect the 3 km of distance between Sahasralinga of Khaptad with Dhaulacheda of Bajura by a cable car 											
More study and research: Include research programmes to explore herbs, plants, wildlife, caves and/or any unidentified matters in the action plan Conduct a study for the possibility of skiing and provide recommendations											
Yoga centre: Build a yoga and meditation centre of international standards											
Capacity building: <ul style="list-style-type: none"> • Include capacity building actions (e.g. guide training, porter training, etc.) to support the livelihoods of people from all around Khaptad • Offer training on local crafts • Offer training on hospitality-related knowledge, skills and attitudes for direct and indirect service providers 											

Estimated budget (in 000) = 500,000

Annexure 8.2.9: Dadeldhura - Aalital

Situated at the base of the Mahabharat range, 800m above from sea level, and offering natural beauty of green hills, forests and tremendous biodiversity, Aalital is a beautiful lake in ward no. 3 of Aalital Rural Municipality. Boating, hiking, picnicking, trekking to nearby areas, biodiversity observation, fishing, bird watching, etc. are a few activities that are available for visitors to this destination. Aalital is also a spiritual and religiously important place. This destination can be reached via a 15 km drive from Budar market on the Dhangadhi-Dadeldhura (Bhimdutta) highway through an earthen road. Basic facilities like washrooms, 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 infrastructure to add value to this product: <ul style="list-style-type: none"> • Build a musical fountain with colorful lights for the night time • Build additional short hiking routes in the surrounding forests • Blacktop the 15 km long feeder road that links Budar market on the Dhangadhi-Dadeldhura (Bhimdutta) highway to Aalital • Develop homestays in surrounding areas by incentivising entrepreneurs and investors • Add provisions for safety and rescue of visitors • Invest in other infrastructure as per the forthcoming DPR report of this lake area by Aalital Rural Municipality 											1 st priority
Guide visitors with proper information provisions and safety instructions: <ul style="list-style-type: none"> • Install sign boards with promotional and safety information about this destination at Budar market and in Aalital • Install a safety instruction board with a code of conduct (do's and don'ts) at the site. Inform visitors about using garbage bins 											
Conduct focused marketing and promotion: <ul style="list-style-type: none"> • Connect Aalital to mainstream promotion of Sudurpashchim Province 											
Standardise tourism activities through the formulation of post COVID-19 management protocol and code of conduct for safety of visitors and health of surrounding environment: <ul style="list-style-type: none"> • Formulate a protocol for the control of COVID-related disease transfer, pollution control and proper management of garbage with the help of visitors themselves 											

Estimated budget (in 000) = 20,000

Annexure 8.2.10: Dadeldhura - Amargadhi Fort

Built in 1847 by General Amar Singh Thapa to protect the area and continue the Gorkha conquest campaign from Mahakali to West Kankada, Amargadhi Fort is a historical heritage site of Nepal's unification and a tourism site located in Amargadhi Municipality. This is the same fort from where national icon Amar Singh Thapa fought against the British. It is a valuable historical heritage due to its connection to the sovereignty of Nepal. It can be a great learning and tourism centre for the study and research-oriented tourist market segments. This destination can be via a four hour drive from Dhangadhi or Mahendranagar.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build infrastructure related to the connectivity of this destination: Attract large numbers of tourists via Champawat district of Uttarakhand district and Bageshwar of Nepal by building a paved bridge between the Nepal-India border											1 st priority
Establish a tourist information centre for the promotion of this attraction: <ul style="list-style-type: none"> Establish a tourist information centre for promotion and to attract potential visitors 											
Conduct focused marketing and promotion: Conduct well-organised promotion and marketing of this product to the research and study-oriented market segments that are interested in history as well as historical heritage											
Train fort guides (as interpreters) : <ul style="list-style-type: none"> Train local guides to offer meaningful experiences to visitors 											

Estimated budget (in 000) = 10,000

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Conduct focused marketing and promotion: Conduct well-organised promotion and marketing of this product for research/study-oriented tourist market segments that are interested in nature-based ecotourism Produce a documentary and conduct massive advertisement of local traditions and festivals											
Train nature guides (as interpreters) : • Train local nature guides to offer meaningful experiences to visitors											
Conduct additional study: Conduct a separate study to identify more areas for varied tourism purposes in Ganyapdhura											

Estimated budget (in 000) = 10,000

Annex 8.2.12: Darchula - Api-Himal Base Camp Trek

The Api-Himal Base Camp trek is a special adventure tourism product in Darchula district that offers tourists the chance to trek up to the base camp of Mt. Api (7,132m) which has brand value of being the highest mountain in Sudurpashchim Province. Mt. Api lies in the Yoka Pahar section of Gurans Himal, which is a part of the Himalayas in the extreme northwest corner of Nepal, near the border with Tibet. This trekking route falls in Api-Himal Rural Municipality of Darchula district and makes up an integral part of the Api Nampa Conservation Area that has value on its own as a green, natural protected area.

After a 16 hour drive from Dhangadhi or Mahendranagar, the trek begins from Makarigadh, Darchula. This route takes around 3 nights and a half day of trekking from Makarigadh to reach the base camp. This trek, however, can also be made longer by mixing in Khaptad as a transit destination and also including Bajhang district en route. Khaikot is the last human settlement on this route. The Api Himal Base Camp trekking route also consists of the Shiddhamakarkot trail, which is situated at an altitude of 2,500 m.

This route is more of a camping trek with few possibilities of stays at tea houses and homestays. Hence, visitors need to carry camping tents, food items and other logistics as tea houses are only available in areas like Khandeswori, Khaikot, Dhauliodar and Api Base Camp. Furthermore, tea houses are only open seasonally in Dhauliodar and Api Base Camp.

Gokuleshwar (a transit point on the Mahakali Highway during the drive to the trek starting point) is the entry point to this trek and it offers plenty of large markets, shops hotels, lodges, good communication facilities, other amenities (banks, ATMs, health services, etc.) and trekking gear for the convenience of visitors.

Api Base Camp Trek Itinerary

Day 1: Kathmandu to Chitwan (dinner) and continue to Dhangadhi (Attariya bus park) (18 hour bus ride or 1 hour flight plus 1 hour drive)

Day 2 and Day 3:

Attariya to Makarigadh (14 hour bus ride, dinner at Bhatkade and breakfast at Lattinath) - Ganna to Makarigadh (2 hour off-road trip) lunch at Makarigadh. Trek begins from here in one of the longest stairs of Nepal (Shiddhamakarkot Padmarg trek, which is almost 8,600 stairs) for 2 to 3 hours.

Day 3: Acclimatisation in Khandeswori Bazaar

Day 4: Trek begins from Khandeswori to Khaikot (Ghusa), lunch at Siti gaun.

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 lake 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 hour drive) and catch bus from Lattinath to Attariya (10 hour drive)

Day 9: Bus ride continues from Dhangadhi to Kathmandu (18 hour bus ride)

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Get round trip trekking trails audited by certified trek auditors: Conduct a special study visit get this trek audited by certified trek auditors as a prerequisite to the planned development and upgrading of its standards, quality and safety. Auditing involves path quality assessment, identifying environmental characteristics (pristine, rural or semi-urban), existing accommodation assessment including catering establishments, water availability, risk assessment, communication status (phone/internet/Wi-Fi/mobile phone coverage), emergency evacuation, etc.											1 st priority
Build essential infrastructure for trekking trails and tourist accommodations: <ul style="list-style-type: none"> • Rebuild and maintain trekking trails that have been affected by path erosion, trail drifting, trail slugging, and rock falls; build ladders, bridges, steps and slopes; clear path obstructions, landslides, trail deviations, water barriers, etc. Rectifications on the trail should be based on the final audit report • Build a permanent shelter at base camp: Build accommodations so that trekkers are safe as temporary shelters are not always available at base camp. Install electricity and internet services at base camp and en route as far as possible • Support homestays and standardise existing tea houses: This too should be based on the report prepared by trekking trail auditors 											
Install signage and information provisions: <ul style="list-style-type: none"> • Install trail head signage with RT route map at Makarigadh and Gokuleshwor • Welcome/directional/warning/ interpretive signage as indicated by the trail auditing report • Create a website for Api Himal Base Camp Trek: Formulate a website with complete information (distance, walking hours, altitude, food availability, accommodation provisions, climatic conditions, gear required, etc.) about this trip for the convenience of potential visitors 											
Keep record of visitors: Arrange record keeping about the brief profiles of visitors from varied market segments (local, national, international -Indians/western/ Americans) entering Api-Himal Base Camp. Install a counter to record tourist entries at most feasible places											
Offer skills training to trekking guides from local areas: Train local tourist guides and entrepreneurs for authentic interpretations											
Offer income generating capacity building skills training to locals: Since this destination has high possibility for a large number of trekkers after the execution of the aforementioned work plan, offering trainings on processing, packaging, labeling, supplying, creating market linkages and knowhow on overall business plans associated with local organic products along with training to tourism service providers would help increase incomes. Homestay operation and management training to locals											

Estimated budget (in 000) = 50,000

Annexure 8.2.13: Dadeldhura - Dallek with Chepulthan Park

Dallek is a cool climatic hill station at an altitude of 2,100m in Naugada Rural Municipality in Darchula district with a small village settlement. It is located east of Khalanga, the district headquarters of Darchula, at a distance of 30 km on an earthen road. Dallek along with Chepulthan (2,300m), a special park 30 minutes' walk from Dallek, serves as a picnic spot. Both Dallek and Chepulthan offer 360 degree views of the Himalayas and excellent views of the surrounding valley.

Watching the snowfall and playing in the snow are USPs for which this destination. Dallek is the destination of choice for the residents of Khalanga (1,000m) for their outdoor trips, especially when there is snowfall in the winter. Other key attributes of this destination are: (a) availability of delicious and cheap organic meals, (b) provisions for cultural programmes in homestays for groups of tourists by local Chettri communities (Manyal, Bohara and Doval families), (c) production of Allo cloth which is a key gift item for incoming visitors, and (d) large scale 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 centre with a museum to add value to this village tourism product • Build a protection shelter, washroom, and drinking water points at Chepulthan park for the convenience of visitors • Offer financial resources to local community homestays to upgrade their quality and standards • Offer a one-time financial incentive to local homestay operators to buy traditional attire to perform cultural programmes in groups 											1 st priority
Establish a tourist information centre: <ul style="list-style-type: none"> • Establish a tourist information centre at Khalanga for easy and free dissemination of information to potential visitors and promotion of the destination • Create a website with all kinds of information regarding this destination 											
Conduct focused marketing and promotion: Conduct well-organised promotion and marketing of this destination, its nature and culture, and allo gift items to tourist market segments who like nature and community-based homestays Produce a documentary and conduct massive advertisement of local traditions and festivals											
Build capacity of hosts on a range of activities : <ul style="list-style-type: none"> • Train nature and culture interpretation guides from among local youths to offer meaningful experiences to visitors • Offer training to homestay operators in the English language and build skills to standardise homestays • Build capacity of homestay operators on marketing, promotion and communications 											
Bring homestay operators into the mainstream registration process											

Estimated budget (in 000) = 50,000

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 of over 100 metres and is said to be the tallest waterfall in the district. Surrounded by pristine forests, it offers a fine environment for ecotourism and nature walks.

This waterfall is located around 10 km east of Doti's Budar Bazaar. This area also consists of a beautiful lake (Chatiwan) and an adjacent picnic park. It can be reached via an easy three hour drive from Dhangadhi and Mahendranagar. The waterfall has great potential to attract a large 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 infrastructure to facilitate visitors: <ul style="list-style-type: none"> • Install basic infrastructure like visitors' protection shelter, changing rooms, washroom, light café centres, etc. • Blacktop the existing road to the waterfall which is unpaved, creating problems during the rainy season • Place dustbins at intervals for recyclable and non-recyclable waste materials 											1 st priority
Offer proper information and safety instructions to visitors: <ul style="list-style-type: none"> • Indicate areas for vehicle parking with signboards • Install interpretive signage with detailed information about the site and various safety aspects • Place an information board with a code of conduct, not only regarding safety aspects but also to direct visitors towards socially and environmentally acceptable behaviors like using garbage bins 											
Publicise 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 											

Estimated budget (in 000) = 20,000

Annexure 8.2.15: Doti - Seti River Rafting

Seti River is one of the important rivers for water-based tourism in Doti district. It flows in the southern region of Doti district where it meets the Karnali River. It has rapids with lush banks and pristine white beaches. This river remains unspoiled and is a perfect fit for first-time rafters because of its low level of difficulty. It provides some stunning views of landscapes and different settlement areas along the rafting route. Dipayal-Silgadhi Municipality has coordinated rafting trip ons the Wandurisen - Dipayal section (1 day trip) with two of its own rafting boats.

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 also a thrilling experience for anglers and those who enjoy the wilderness.

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Build basic infrastructure to facilitate rafters and rafting companies: <ul style="list-style-type: none"> • Build or facilitate investors to build and start tourist lodges or teahouses on rafting routes to avoid the compulsion of rafting companies to camp on the beach • Incentivise locals to start homestays. This would not only provide rafters with cultural experiences but also help manage logistics, which is one of the biggest challenges for rafting companies and rafters • Since it takes longer to reach the starting point for rafting, which can kill the excitement, build good, paved connecting roads 											1st priority
Place information signage to guide rafting tourists: <ul style="list-style-type: none"> • Indicate the area for vehicle parking near the rafting starting point with signboards • Install river rafting trail head signage at the highway in Dipayal and another at the rafting starting point. This signage must include information on the attributes of the Seti river for rafting, length of rafting routes, facilities for meals, refreshments, accommodations, communication and safety aspects • Formulate and place an information board with a code of conduct (do's and don'ts) for rafters and rafting companies to direct them towards socially and environmentally acceptable behaviors like using garbage bins 											
Publicise and promote Seti river rafting on a massive scale: <ul style="list-style-type: none"> • Include this product/destination in the mainstream of marketing and promotion of Sudurpashchim Province 											

Estimated budget (in 000) = 60,000

Annexure 8.2.16: Kailali - Tikapur Park

Well known for its large garden with various flowers and a water fountain, Tikapur Park is one of the largest man-made parks in Nepal. This park is located in Tikapur Municipality in the south-east of Kailali District, 90 km east of Dhangadhi airport, 30 km east of Chisapani and 100 km east of Nepalgunj airport. It is close to the Indian border of Khakraula. This park's boundary with the Karnali River gives it more scope for water-based tourism activities like boating, rafting, and beach tourism.

Tikapur is also known as "Tikapur Ten" due to its ten interrelated 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 watching in the Mohana and Karnali Rivers near the park and at the Dolphin Museum in Daulatpur Ghat. These attributes make it an ideal and pleasant destination for recreation, entertainment and refreshment.

King Mahendra built this park while he was seeking a peaceful and idyllic place to get relief from heart ailments that he was suffering from. Having built a small palace, he ruled the country from here for some time. That signifies the historical importance of this 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 to allow the visitors to spend a longer time in the park Establish food outlets inside the park Manage the parking area and maintain toilets with proper hygiene and sanitation Build a cycling trail (26 km) connecting Tikapur with Chisapani (Karnali bridge) along the banks of the Karnali River 											1st priority
2. Strengthen park management and beautify the overall look of the park: <ul style="list-style-type: none"> Reinforce the management system to fully utilise the back end of the park where picnics are held. Maintain flowers, plants and water bodies that have fallen into disrepair Discourage unplanned development in the areas surrounding the park as this makes the view from the park undesirable 											
3. Create linkage between park and other attractions: <ul style="list-style-type: none"> Connect the park with existing landscape-based resources like rivers and resorts to diversify the product through an integrated approach 											
4. Increase marketing and promotion: <ul style="list-style-type: none"> Reinforce the marketing of this destination in the national and international markets as this is a destination product that can appeal to all age groups and market segments (Nepali, Indian and others) 											

Estimated budget (in 000) = 20,000

[illegible]

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
Organise income-oriented skills training to local hosts: <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 food and also for the export of such products after attractive packaging Conduct a separate study to design specific plans and incentives regarding these actions 											
Conduct focused marketing and promotion: <ul style="list-style-type: none"> Conduct well organised promotion and marketing of this product targeting the market segments that are interested in homestay tourism for the close observation of culture and nature Integrate this destination in the mainstream promotional plan of Sudurpashchim Province 											

Estimated budget (in 000) = 40,000

Activities	Year-wise Implementation										Remarks
	1	2	3	4	5	6	7	8	9	10	
31. Build iron nets with stones and/or concrete two step bars and walls to make it easy to observe the south side of the Lake and for siltation control.											
32. Pull out , all of the Besharma (local name) bushes from Ghodaghodi Lake, dry, and dispose of them each year until there is no germination layer remaining.											
33. Pull out , collect all of small Jamun (local name) trees from the edges of Ghodaghodi Lake, dry and dispose of them each year as these trees have been squeezing the size of Ghodaghodi Lake.											
34. Organise campaigns to collect garbage like plastic bottles, plastic bags, and other wastes on the surface of Ghodaghodi Lake.											
35. Pull out all of the bushes from the Barka and Chhotki Siraha, and in front of the check-dam of the lake.											
36. Pull out all of the germinated and/or germinating bushes under the surface of Ghodaghodi Lake.											
37. Revitalisation of different lakes such as Chandarbijuwa, Bukuwa, Terhi, Parsihiniya, Tin-chatiya, and Semrahuwa, Ramphal, BichkaChatiya, Chatiya, sonpokhari, Khaurahuwa, Nakror, etc. within GLA, all of these lakes have dried up. These lakes are the main water sources for Ghodaghodi Lake.											
38. Pull out and clear Narkat (local name Lerghut) 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 with Nakror and other lakes. The canals should be constructed from Baghdhauri Dam through Nakror Lake in the east and linked with the existing canal to the south of Nakror water gate.											
40. Construct water control gate and embankment in some areas to increase the water level of Nakror, Ramphal, Sonpokhari, Bichka Chatiya, Budhiya Nakror, Baisahuwa, Chanarbijuwa, Bukuwa, Khaurahuwa, Semrahuwa, Tendi, Parsihinuya and other lakes.											
41. Land acquisition of encroached area around Sonpokhari, Bichka Chatiya, Ramphal, Budhiya Nakror and Nakror lakes are necessary to construct embankments, irrigation channels as well as develop ecotourism sites.											

Estimated budget (in 000) = 1,000,000

9

CHAPTER



PLAN IMPLEMENTATION APPROACH, MODALITY AND MONITORING

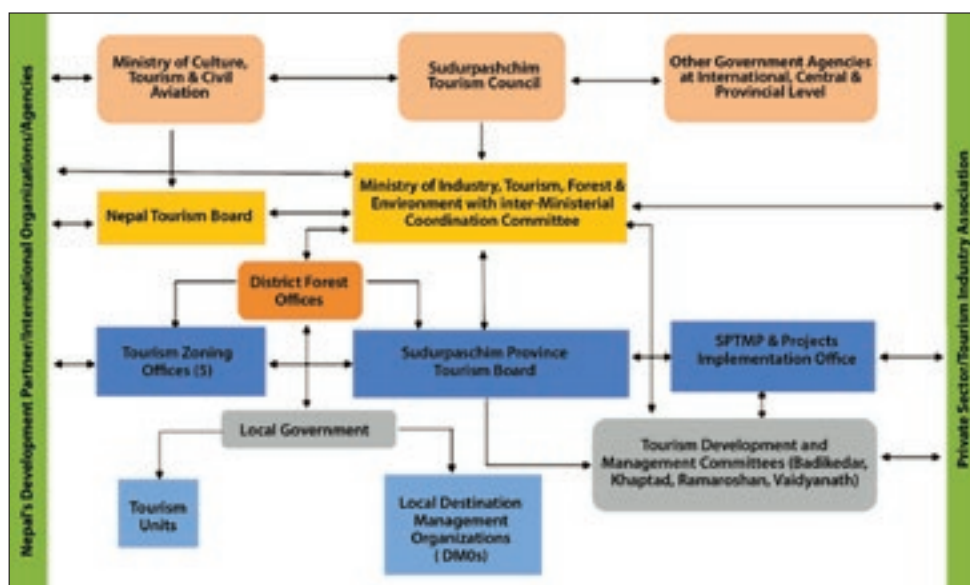


9.1 IMPLEMENTATION ARRANGEMENTS AND STRATEGIES

The Government of Sudurpashchim Province's (GoSP) Ministry of Industry, Tourism, Forest and Environment (MoITFE) will play the lead role for the implementation of the Sudurpashchim Province Tourism Master Plan (SPTMP). Positioned between several governmental and private organisations as shown in chart 4 below, MoITFE will work in close coordination and consultation with the Government of Nepal's Ministry of Culture, Tourism and Civil Aviation (GoN/MoCTCA) for action and implementation.

CHART 4: Proposed Organisational (Institutional) Structure for SPTMP Implementation and Effective Tourism Development and Management

Source: Study Team, 2021



MoITFE will play various roles in coordination with several other organisations like private sector tourism associations (e.g. NATTA Far West, TDS, district level PHANs), tourism development and management committees, divisional forest offices from nine districts, local governments, destination management organisations and destination communities. The following three types of thrusts and roles will be adopted for the general implementation of tourism plans.

TABLE 37: Main thrusts and roles for general implementation of the plan

Type of plan activities	Lead role in general	Associated 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

This integrated approach among the three levels of governments will be the core option. MoITFE will maintain mutual cooperation, coordination and collaboration amidst and across all relevant stakeholders and actors at the federal, provincial and local levels.

MoITFE, together with private sector organisations, tourism industry associations, local governments, destination management organisations and destination communities, will implement priority tourism activities under its regular annual programme and budget. However, MoITFE, in consultation with the federal government, may also execute a time-bound 10-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 product development.

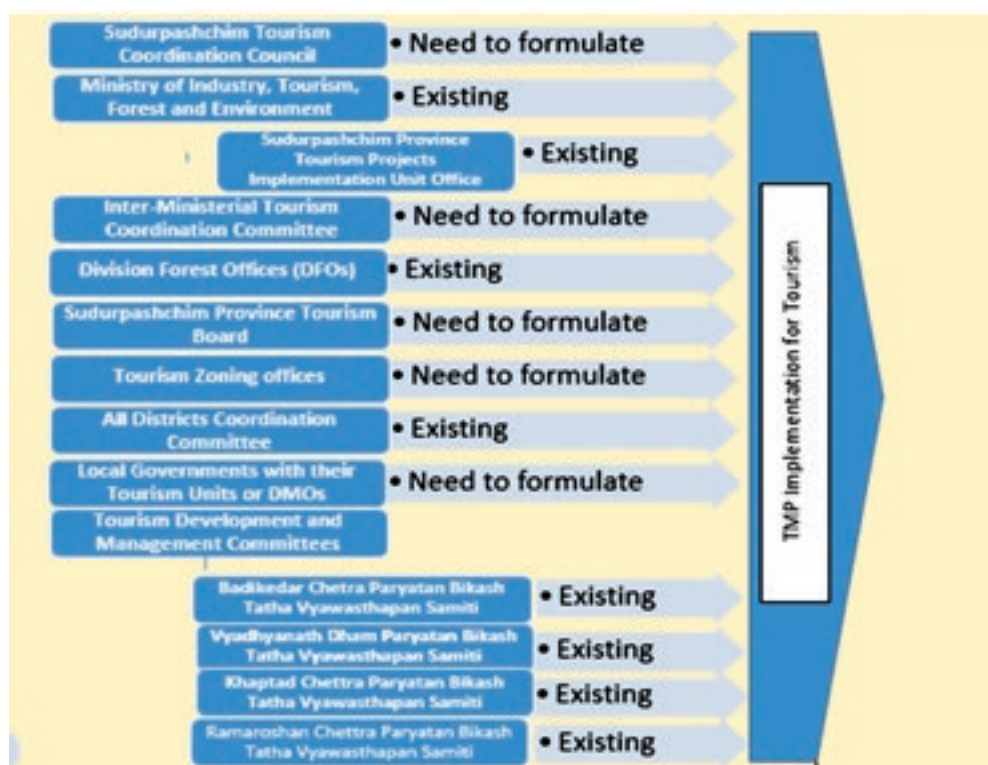
9.2 KEY IMPLEMENTATION AGENCIES AND THEIR POTENTIAL ROLES

The following will be the key institutions for tourism development, management and implementation of 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

Some of these institutions already exist while others will need to be formulated. Once constituted, they will all play proactive and constructive roles for the development, management and implementation of the tourism plan of 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 neighbouring foreign states like Uttarakhand and Uttar Pradesh of India to facilitate border issues at Darchula, Jhulaghat, Champawat, Gaddhachauki, and Gauriphanta;
- To simplify cross-border facilities for Indian and foreign tourists;
- To coordinate with neighbouring provincial governments and territories (especially Lumbini Province and Karnali Province) to undertake collective efforts for mega projects, and to overcome policy and institutional disputes;
- To ensure cooperation and coordination at the national level by working closely with federal government bodies, including the 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 Roads (DoR), federal-level private sector organisations, 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 channels to develop, promote and manage natural and cultural heritage-based tourism in the respective Pas;
- To collaborate with Indian counterparts for product linkages, development and joint promotional and marketing efforts.

B. Ministry of Industry, Tourism, Forest and Environment

The Ministry of Industry, Tourism, Forest and Environment is the supreme body to formulate required policies and regulations, and facilitate all tourism development and management-related functions throughout Sudurpashchim Province. Apart from tourism, MoITFE has multiple sectors to deal with, like industry, forests 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 regarding tourism are either under the sole authority of the MoITFE or joint authority between the MoCTCA and MoITFE. Some federal-level activities are under the sole authority of MoCTCA but other activities are run in partnership with MoITFE and local governments. MoITFE maintains close coordination and cooperation with federal and local governments. Some of the major responsibilities of the MoITFE regarding tourism include the following functions:

- Formulation of policy, law, parameters, and plans related to provincial tourism development;
- Development of infrastructure for tourism;
- 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 agencies, trekking agencies, guides, rafting agency, etc.

The MoITFE will play the following major roles in implementing the tourism master plan:

- To consult and adequately strengthen and mobilise relevant tourism destination development and

management organisations (NGOs, companies and government organisations) such as Ramaroshan Area Tourism Development and Management Committee 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 mobilise technical and financial assistance from relevant development and conservation partners, including GIZ, UNDP, World Bank, ADB, etc. for the development and promotion of tourism in Sudurpashchim Province while conserving its existing natural and cultural heritages;
- To attract more investment in the tourism sector through Foreign Direct Investment (FDI), along with national and provincial investors. As far as applicable, emphasis will be given to promote investment along Public-Private Partnership (PPP) and Public-Cooperative Partnership (PCP) models;
- To support destination communities through financial incentives, trainings and infrastructure to establish, operate and expand various direct and indirect tourism-related enterprises on an individual as well as community level.

C. Inter-Ministerial Tourism Coordination Committee

An Inter-Ministerial Tourism Coordination Committee will be formulated under the chairmanship of the Hon. Minister for Industry, Tourism, Forest and Environment. It will have the following roles:

- To facilitate the development of the tourism sector within the province by integrating the tourism sector into the major development vision of the province;
- To minimise policy and institutional-related disputes and optimise the use of resources in the tourism sector through 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 landscapes 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 ecotourism activities within its jurisdiction as per the approved management plan of respective units such as national forests, protected forests 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 mid-level macro-regional destination management organisation. It will be positioned between NTB (as a federal organisation) and local level or district capital based destination management organisation. Its roles will be as follows:

- To work closely with relevant destination communities, local governments, PA authorities, the private sector 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 the tourism master plan in coordination with MoITFE.

F. Tourism Zoning Offices

Three tourism zoning offices will be responsible for the execution of tourism programmes and activities at the zoning levels. Their roles will be as follows:

- To coordinate cooperation among public and private sectors, local communities, civil society and local tourism enthusiasts via an integrated approach that is more impactful;
- To manage all tourism development, promotion and management activities in the districts located in respective zones (mid-hill religious tourism zone, Terai plain landscape based tourism zone, high mountains based tourism zones);
- 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 area policy makers, planners, authorities, destination managers, conservation authorities, protected areas managers, youth clubs, local women groups, nature-culture conservation custodians, trekking trail managers, trail owners, local tourism development committees, etc. to conduct zone-based tourism development, conservation, management, and plan visitor arrival growth strategies and actions;
- To offer a solid basis for strategic spatial planning, including set up of physical infrastructure as well as institutional and policy framework.

G. Sudurpashchim Province Tourism Projects Implementation Unit Office

This is an existing office located in the secretariat of the 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 District Coordination Committees

Their roles will be as follows:

- To play coordinating roles in organising joint meetings with local governmental units and holding intra-district meetings;
- Coordinate and facilitate the development and promotion of district and inter-district tourism products (trail and route-based products), including developing product linkages;
- Resolve conflicts and help 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 centres

Local bodies are currently in a state of readiness with the necessary mandate and resources to intervene for much-awaited inclusive development in 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 action plans. The objectives of developing these strategies and plans are to protect cultural and natural heritage, generate revenue and promote local economic development.

The new municipalities and rural municipalities with peoples' mandates are steered by Nepal's Local Government Operation Act (LGOA) 2074 under the overall guidance of the Constitution of Nepal - 2015. The LGOA provides a wide range of responsibilities to municipalities with 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, facilitate tourism services and works, and collect tourism fees while streamlining tourism-based revenue and expense mechanisms. These functions are in line with the Government of Nepal (GoN's) National Tourism Strategy Plan (NTSP, 2016-25). Local governments thus have the right to promulgate tourism-related policies and programmes, and regulate and facilitate tourism functions in their respective jurisdictions, including the establishment of institutional frameworks overseeing the tourism (and culture) portfolio.

As governmental entities, municipalities and rural municipalities with tourism potential have the following roles to perform:

- Formulate and enforce tourism-related laws, bylaws and institutions (e.g. tourism area conservation and development board) at the municipal level;
- Formulate destination area tourism development plans and programmes in line with the SPTMP and ensure their effective implementation;
- Develop DMOs at the destination level for the purpose of effective Destination Governance, Sustainable Destination Management and Destination Leadership;
- Provide updated tourist information, keep records of visitors, install visitor rescue related facilities, and offer clean toilets/washrooms and parking facilities;
- Develop, upgrade and maintain tourism infrastructure;
- Support communities to establish and operate tourism enterprises through skills 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 the private sector in establishing and expanding tourism businesses, including promotion and marketing support;
- Strengthen backward and forward linkages for tourism development and promotion, including working with local communities at the grassroot levels and with the MoITFE and other relevant ministries and departments at the provincial level.

J. Tourism Development and Management Committees

There are four such special committees formulated by the MoITFE for overall tourism product and destination development, promotion and marketing of certain destination areas. They are:

- (a) Badikedar Area Tourism Development and Management Committee
- (b) Baidyanath Dham Tourism Development and Management Committee
- (c) Khaptad Area Tourism Development and Management Committee, and
- (d) Ramaroshan Area Tourism Development and Management Committee

Their roles are as follows:

- To formulate plans for designated religious, cultural and tourism areas and help implement such plan;
- To conserve and protect natural and cultural heritage and sites of touristic importance;
- To build and facilitate the building of accommodations for incoming visitors in respective destinations in their own territory;
- To promote religious, cultural, eco, health and adventure sports tourism;
- To help increase the incomes of local communities through tourism (such as community homestays) and cooperatives.

9.3 SUPPORTING AGENCIES

There are a number of related organisations who play indirect roles that are equally important in implementing this tourism master plan. They may have many direct and indirect roles in funding, legal/ institutional provisions, social mobilisation, organising tourism entrepreneurship and skill development trainings, preparing tourism business plans, product packaging, formulating investment friendly policies and regulatory frameworks to attract more investment including FDI on tourism, and inter-ministerial coordination etc. These organisations are:

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 the 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 Organisations and Agencies (e.g. GIZ, DFID, World Bank, USAID, UNDP, etc.)

H. Tourism Industry Associations (TIAs)

These include: 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 Association of Nepal (AOAN), Pacific Asia Travel Association (PATA)-Nepal Chapter, Canyoning Association of Nepal (CAN), Cycling Association of Nepal, Nepal Adventure Tourism Sports Association (NATSA), Himalayan Rescue Association (HRA) etc. These associations will have significant roles to play in promoting Sudurpashchim Province as a destination for a range of activities in domestic and international markets, and to strengthen the capacity of their members in delivering 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 Arab 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, the majority of the tourism infrastructure development works will be conducted by the federal government and other ministries of Sudurpashchim Province.

TABLE 38: Programme 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 rely on a large portion of the budget given by the Federal Government, besides mobilising its own revenue and other funding from the private sector, development partners, NGOs and local governments.

- Due to the creation of notable economic liabilities of MoITFE for tourism infrastructure as per the master plan, the mobilisation of resources will be based on the annual approved development programmes of Sudurpashchim Province, the plan of action indicated by the tourism master plan and, periodic plans of the province.

- During the mid-term and the end of the implementation of SPTMP, MoITFE and other relevant local governments will be receiving more revenue generated by tourism in Sudurpashchim.
- Private commercial tourism entrepreneurs will be motivated to render their tourism services and programme executions through the development of professionalism and the formulation and application of a code of conduct manual (for planning, economic, socio-cultural and environmental issues, and tourist safety and security)
- The potential sources of revenue for MoITFE/ Sudurpashchim Province and relevant government bodies from the second year onwards will be as follows:
 - » Registration and renewal of tourism enterprises [hotels, lodges, homestays, restaurants (except star hotels and resorts), trekking agencies, travel agencies, tourism transport service agencies, tourism sports operating agencies (paragliding, zip line, bungee jumping, etc.)].
 - » Taxes paid by tourism entrepreneurs and other workers (tour guides, trekking guides, hotel managers, and other workers whose income touches the tax ceiling)
 - » Issuance and renewal of licences (trekking guides, travel/tour guides, rafting guides, etc.)
 - » Concessions paid by tourism investors/entrepreneurs for leasing government forests, rivers, lakes, and other public property for tourism use
 - » Entry fee for tourists at provincial cultural and natural heritage sites (parks/botanical gardens)
 - » Revenue generated by museums, cultural centres, craft centres, training centres, provincial zoos and so on
 - » Sharing of revenues (with NMA and MoCTCA) generated through peak climbing and mountaineering
 - » Sharing of revenue (with Department of Immigration) collected through entry fees for controlled areas
 - » Sharing of revenue (with Department of Immigration) collected through tourist entry visas issued at immigration points (Gaddachowki and Trinagar) in Sudurpashchim Province.

9.5 MONITORING AND EVALUATION

- Implementation of SPTMP will be considered one of the regular activities of the MoITFE and its extended arms. Therefore, the implementation of the plan will be monitored and evaluated using its regular tools, frameworks and institutions. SPTB, represented by nominees from the private sector, cooperatives and national parks, will be an important institutional wing of the MoITFE to monitor and evaluate the execution of the plan.
- Arrangements will be made to monitor physical and infrastructure development by the Ministry of Infrastructure Development and Ministry of Economic Affairs and Planning of Sudurpashchim Province to learn whether the objectives of the plan have been met or not.
- Three zoning-based offices will also play coordinated and integrated roles as plan implementation and coordination units.
- Furthermore, all key implementation agencies listed above will play their natural roles in monitoring and evaluating the performance of activities they conduct. This process will be guided by the standard procedures of evaluation and monitoring developed by the MoITFE in association with SPTB.

- In addition to the regular monitoring and evaluation mechanism, the following additional monitoring and evaluation tools will also be used to ensure effective monitoring of the implementation of the plan and timely improvement on the implementation approach and methods, including participation of relevant stakeholders, benefits to locals and quality of outcomes:
 - » Periodic monitoring by private sector associations;
 - » Periodic and occasional monitoring by destination communities and civil society organisations;
 - » Guidance and feedback from relevant federal government agencies;
 - » Verbal and written feedback from visitors and tourism entrepreneurs (including guides);
 - » Evaluation feedback on particular tourism projects of destination areas from special tourism experts assigned by the MoITFE;
 - » Feedback from development partners;
 - » Mid-Term Period Review of plan (3rd year of implementation);
 - » Third-Period Review of plan (at the end of the 5th Year of implementation);
 - » Numerous acts, rules, regulations, bylaws, work procedures, directives, and tourism development committees will be formulated and brought into practice for execution, monitoring and evaluation of the plan;
 - » Arrangements will be made for annual expense management and auditing of expenses will be done as per existing rules.

10

CHAPTER



GENDER MAINSTREAMING TO ENHANCE TOURISM POTENTIAL IN SUDURPASHCHIM PROVINCE



10.1 CONTEXT

The subject of gender at the local, provincial and federal levels is an important development area that employers and employees of SP need to consider while harnessing the capacities of both men and women to contribute to 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 (UNDP 2015).

Worldwide, greater gender equality has contributed to uplifting 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 the International Labour Organisation (ILO), out of the total workforce in the tourism industry, men and women represent 54 and 46 percent, respectively. While making a comparison with other sectors, tourism has almost twice as many women employees as other sectors. Tourism also 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-utilised, under-educated, and underrepresented. Even in developed countries, women in tourism typically earn 10 to 15 percent less than their male counterparts. There is an economic imperative to open the doors to women in the tourism industry and help them provide additional incomes to help support their families.

In this regard, the National Tourism Strategic Plan (2015 – 2024) has clearly included the importance of gender mainstreaming to enhance Nepal's tourism potential. This is equally relevant to promote tourism in Sudurpashchim Province as well. Below are excerpts from the NTSP (2015-2024).

Gender Equality

Ending all discrimination against women and girls is not only a basic human right but is also crucial for a sustainable future. It has been proven that empowering women and girls helps achieve 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
- Recognise 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

There is a fair bit of women's participation in tourism, especially in certain tourism roles and destination areas. There are female trek leaders, solo women tourist trekkers, or many are even working as team leaders in mountain expeditions. They are also operating hotels, lodges, restaurants, and trekking and travel agencies in top management positions.

The database with regard to women's engagement in the tourism sector is not available as no research has been carried out so far. However, a UNWTO report states that tourism is relatively labour intensive and thus employs a high proportion of women and has higher potential for linkages with other local enterprises.

According to the Tourism Employment Survey 2014, approximately 138,148 persons were directly employed in the tourism sector, of which 80% were male and 20% were female, accounting for great variations across gender, education, ethnicity and geography in employment. The percentage of male employees in the tourism industry is similarly very high (85%). Large-scale tourism industries like hotels, airlines, travel agencies, and trekking agencies are dominated by men while women's involvement is relatively high in small-scale cottage industries like handicrafts, textiles and sales outlets.

Thus, a gender disparity in employment in the tourism industry is clearly visible. About four out of five (80%) workers were male and only one-fifth were female (20%). The proportion of females (26%) who were self-employed was higher than among employees (19%). The Tourism Employment Survey 2014 further indicates that the proportion of male workers was higher than female workers in all types of tourism industries except homestays where 57% were females, compared to 43% of 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 - executives and staff. Women are mostly hired as staff. Even terms regarding job positions in mountain tourism, like kitchen boys, sirdars, and sherpas, are all symbolic of men. Women are rarely hired as sherpas, porters, or cooks for trekking, although these activities are not uncommon for mountain women.

Women participation's in Nepal's tourism industry is limited to certain areas due to poor training and skills. Women do not receive the same level of education and training in services as men do. This hinders them from taking up leadership and managerial roles. 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, the key variables that determine the impact of trade on women are often education, skills and access to various resources and their reproductive roles.

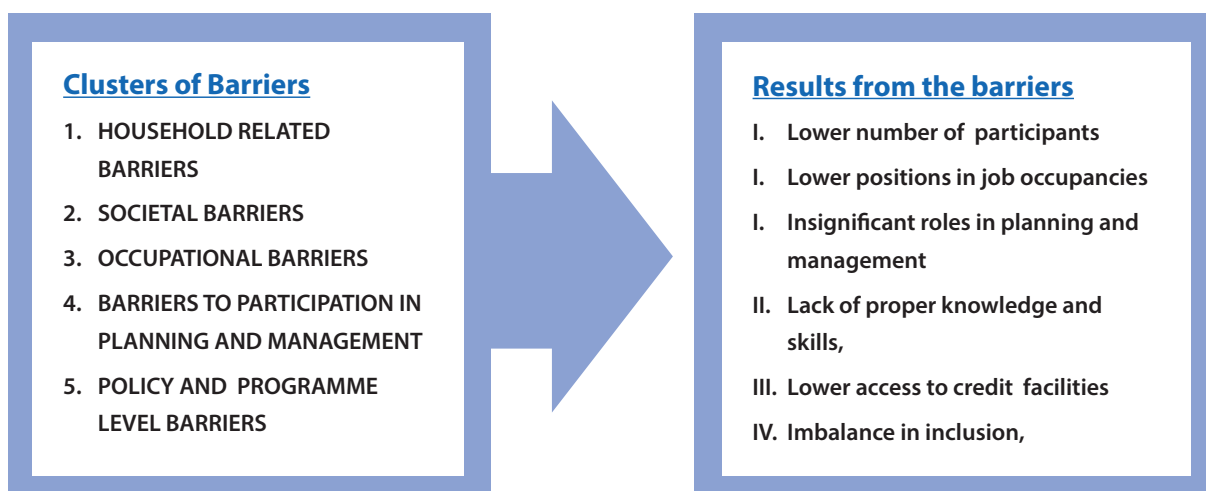
10.3 BARRIERS TO WOMEN'S INCLUSION IN TOURISM

At present, there are five clusters of barriers to women's respectable inclusion in the tourism industry. They are:

1. Household-related barriers
2. Societal barriers
3. Occupational barriers
4. Barriers to participation in planning and management
5. Policy and programme level barriers

These barriers have resulted in the following consequences:

- i. Lower number of participants
- ii. Lower positions in job occupancies
- iii. Insignificant roles in planning and management
- iv. Lack of proper knowledge and skills
- v. Lower access to credit facilities, and
- vi. Imbalance in inclusion

FIGURE 7: Barriers to women's 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 the benefits of tourism, for many (e.g. indigenous communities like Gurungs, Tamangs, Sherpas, Rais, etc.), tourism just adds to their daily duties of taking care of the household with jobs like cooking, child rearing, livestock rearing, farming, fuel and fodder collection, making indigenous handicrafts, environmental conservation, cultural preservation, fruit and vegetable production, bee keeping, etc. Typically, in the less affluent mountain areas that tourists visit, women's household responsibilities are compounded when their husbands and sons are away for a few months a year, working as trekking porters and guides. Still, some women manage to do all that and still run a small trekker's lodge to earn a little extra income.

10.3.2 SOCIETAL BARRIERS

Involvement of women in the adventure sector is very rare due to social reasons. Social roles and obligations as well as access to education, skills and training poses barriers at one end while the need to compete against men who have direct access to markets and socialising creates hurdles at the other end. Moreover, in Sudurpashchim Province, gender issues such as *chhaupadi* and early marriage continue to exist. *Chhaupadi* is a practice where women are forced to live in sheds for 5-7 days during their menstruation as per cultural norms. They are also treated badly and discriminated against.

10.3.3 OCCUPATIONAL BARRIERS

Lack of technical knowledge at the community level has been one of the inhibitors to diversify tourism. 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 that women face in the tourism sector. The lack of adequate and appropriate training opportunities further inhibits women's decent participation.

10.3.4 BARRIERS TO PARTICIPATION IN PLANNING AND MANAGEMENT

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 also that many trekking staff. Yet, they are rarely seen in village meetings.

Women's roles as caretakers of households and communities at large have developed them as the prime actors of tourism in destination communities. In most mountain communities, women are engaged in

cooking, managing local hotels and lodges, operating teashops, making indigenous handicrafts, conserving environments, preserving culture, producing fruits and vegetables, and beekeeping, etc. For example, in Bridhim village in Rasuwa, Tamang women do most of the work, from cooking food for tourists and cleaning homestays to doing vegetable farming. During their free time, they make indigenous handicrafts like traditional caps, bags and *shyama* (robes). In the evening, when they finish all their work, they sing and dance, entertaining the tourists. Therefore, women carry out almost all of the tourism activities in the rural areas, yet they are excluded from planning, decision-making and management.

In homestays, both men and women participate in economic activities, but women are seen more as internal service providers like cooks, cleaners and gardeners whereas men are seen more as external service providers like public relations persons, cashiers, or the one who decides what to cook for tourists and how much to charge.

10.3.5 POLICY AND PROGRAMME LEVEL BARRIERS

The Tourism Policy 2065 advocates for participatory tourism development with special priorities for women-led activities (MoCTCA, 2009). It recommends a framework to be developed through cooperatives where women, Madhesis, indigenous people and other marginalised ethnic groups will be incorporated to share the benefits of tourism. Other policy measures to diversify tourism and encourage wider participation of women include promotion of community homestays in rural areas.

The tourism sector as a whole suffers from shortfalls in various periodic plans, mainly due to a lack of adequate execution, lack of consistency and coherence among various documents, and the lack of an open, community-oriented approach. In this context, state policies have not been able to promote women's empowerment at a 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 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 the local level is crucial to fulfill Sudurpashchim Province's tourism potential.

There are many models of successful community based and rural tourism (Ghalegaun, Ghandruk, Bridhim, etc.) that have addressed poverty, expanded incomes, increased employment opportunities and secured livelihoods for impoverished local communities in Nepal. Recognition of women's contributions to community-based tourism enhances women's overall status. The development of women-led businesses 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 contributions to sustainable village-based tourism and the community as a whole is the first step towards enhancing their roles in, and due benefits from, community-based tourism. It can also be a key factor in conserving Nepal's rich biodiversities and cultural heritage.

There is thus a need for a programme to facilitate women entrepreneurs in rural areas of SP that can motivate them and others to work more effectively and efficiently.

If women were to give better opportunities in terms of acquiring skills training in community-based tourism, SP's tourism could be revolutionised and would thrive in the days to come. Therefore, there is a necessity to strengthen women, from both a quantity and quality point of view.

10.5 RECOMMENDATIONS AND STRATEGIC ACTIONS

There is great potential for the creation of various employment and self-employment opportunities in Sudurpashchim Province. However, a number of socio-cultural issues need to be addressed first. The following actions are recommended to take into account while creating a gender-friendly environment for women and their empowerment in Sudurpashchim Province's tourism sector:

10.5.1 RESEARCH AND EVIDENCE GENERATION

Map the number of women involved in the tourism sector by conducting detailed research. It is also imperative to know the area of women's participation, along with their occupation. In this regard, establishing a proper system to collecting data regarding women's participation and women entrepreneurs in Nepal is necessary. This database also needs to be updated regularly to explore the opportunity and challenges and analyse the overall situation of women in the tourism sector.

10.5.2 ENGENDERING THE TOURISM STRATEGY, POLICY AND THEIR EFFECTIVE IMPLEMENTATION

The new Tourism Policy for SP must 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. The needs and aspirations of men and women need to be acknowledged while transforming organisations into gender-inclusive workplaces. Macroeconomic social and sectorial tourism policies that are geared towards eradicating poverty and reducing gender-based inequality to achieve sustainable development must be pursued and implemented.

A solo network of women (e.g. mothers' clubs, young girls' clubs, etc.) must be built through local cooperatives, and women's 50% occupancy must be ensured while formulating tourism development committees, and sub-committees. This can help engage women at planning, management and decision-making levels.

Legal protection for women in tourism-related employment must be strengthened by including minimum wage regulations and equal pay laws. Provisions for maternity leave, flexible working hours, work-from-home options, and arrangements for childcare must also be ensured. As women employed in the tourism industry are often concentrated in lower-paid jobs with fewer opportunities for career progression, proactive gender-equality policies and training aimed at combating and overcoming gender stereotypes must be instituted. Issues of violence against women engaged in the tourism sector must also be addressed.

A sincere review of the existing legal provisions is important so that appropriate recommendations can be offered to the government regarding the difficulties and struggles of women, like being confined mainly to menial and low-paid jobs, low participation, hardships of working mothers, maternity and child care issues, and discriminatory behaviour at the workplace.

The following two approaches can be instrumental to mitigate imbalances in the inclusion of women in tourism:

- (i) Building capacity at the Small and Medium Entrepreneurship (SME) level
- (ii) Building capacity at the employee level

Entrepreneurship level capacity building necessitates the organisation of knowledge and skills transfers and training on learning to formulate various documents like business plans, management plans, operational plans, and several other aspects of entrepreneurship in tourism like feasibility reports, proposal formulations for bank loans, account (income and expense) keeping, and report writing.

Employee level capacity building is related with occupational skill 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 THE TOURISM SECTOR

A critical mass of women's participation in the tourism sector can be prepared by including tourism curricula in academia with provisions for scholarships for women/girls. Providing training and improving the educational level of women already working in different areas of the industry through a non-degree strategic programme of action can also help.

10.5.4 INVOLVE WOMEN IN CAMPAIGNING/PROMOTION OF TOURISM SECTOR

The present COVID-19 pandemic has severely affected Nepal's tourism industry. The negative repercussions of this pandemic are likely to translate into a reduced number of tourist arrivals over the next few years. International tourist arrivals are expected to decline more than 50%, which will impact employment. It will thus be necessary to target the global tourism market and convince potential visitors to come to Sudurpaschim Province, which will help affected tourism entrepreneurs in rural and urban areas bounce back. In this regard, it is necessary to mobilise women who are role models in this sector as goodwill ambassadors for tourism promotion.

10.5.5 CAPACITY BUILDING AND LEADERSHIP DEVELOPMENT

In order to build the capacity of both men and women involved in the tourism sector, leadership development training must be provided for both the public and private sectors regarding community management in large and small-scale tourism enterprises. Here, it must be ensured that women have access to tourism-related information and extensive training and orientation on leadership development skills.

10.5.6 SUPPORT WOMEN'S ENTREPRENEURSHIP DEVELOPMENT

Women's entrepreneurship in the tourism industry can be facilitated by ensuring access to credit, land and property as well as providing appropriate training and resources to support women-led enterprises and their sustainable empowerment. Credit facilities should be provided to women at nominal interest rates without collateral and with the arrangement of a basket fund for women's entrepreneurship development. Specific policies to promote women-owned micro, small and medium entrepreneurship ventures, along with provisions of special concession on taxes for women-led ventures and their products, including VAT, can also be instituted.

10.5.7 PROMOTE PARTNERSHIP WITH THE PRIVATE SECTOR

Partnerships with the private sector can help empower women working in the tourism sector. Private stakeholders in the tourism industry should be encouraged to provide a gender-friendly enabling environment to attract women to this sector.

10.5.8 PROVISION OF REWARD

It must be ensured that women's contributions to community or national development through the promotion of tourism is properly recognised and rewarded by monitoring tourism activities carried out at the household, the community as well as the national levels.

10.5.9 DOCUMENTATION AND DISSEMINATION OF GOOD PRACTICES

Good practices carried out by women in the tourism sector must be documented by the government as well as the private sector. These practices can then be disseminated widely by regularly organising regional and national level workshops and partnerships with the media. Such good practices can even be exchanged at international forums through exposure visit to countries that promote the tourism industry. This will also help build women's networks internationally in the tourism sector.

11

CHAPTER



POST-COVID TOURISM RECOVERY PLAN



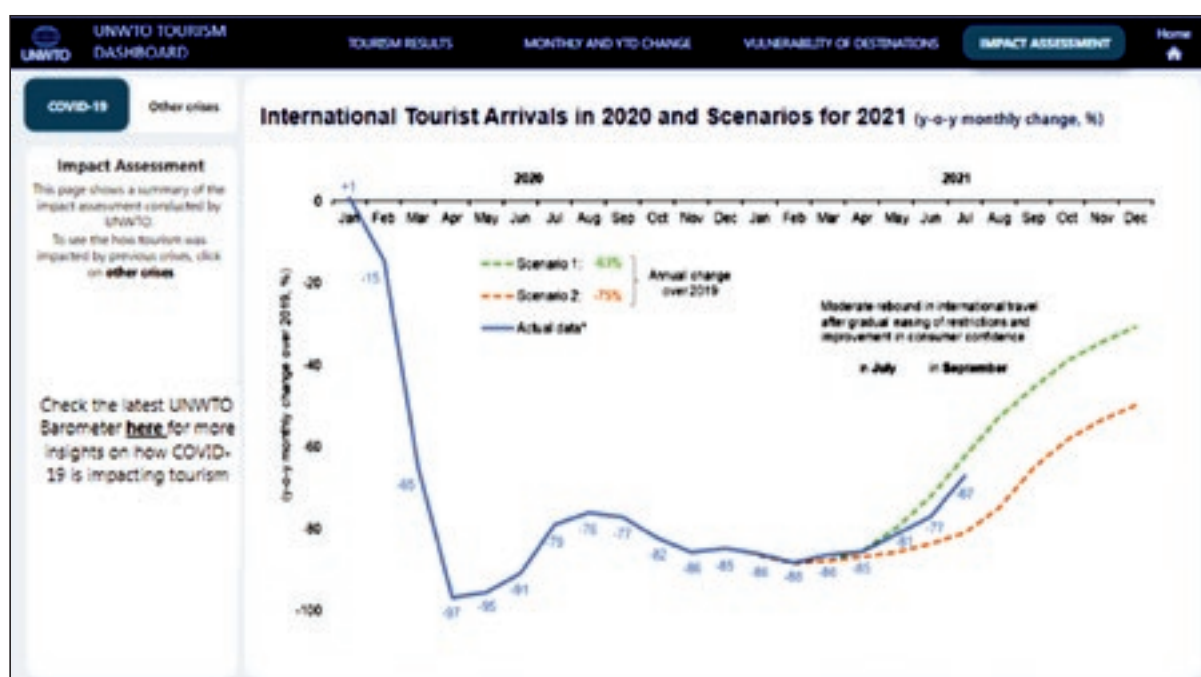
11.1. CONTEXT

This COVID-19 crisis has affected tourism all over the world. Worldwide, there was a significant drop in tourism throughout 2020 and 2021 with almost USD 320 billion in losses incurred. Almost 100 to 120 million jobs were at risk, USD 1.3 trillion in tourism earnings were lost and almost tourist arrivals reduced by 1 billion in 2020 alone as compared to figures with 2019 (Table 39, Figure 8).

TABLE 39: Drops in global tourism during January to December 2020 and 2021

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



Source: UNWTO Barometer, 2021

The start of the COVID-19 pandemic in Nepal in March/April 2020 and the subsequent lockdowns devastated the tourism sector. It has been almost two years that Nepal has suffered significant losses in the tourism industry (Table 40). Both demand and supply have been severely affected, resulting in a near collapse of the market. On the supply side, accommodations and trekking areas have incurred significant loss and substantial economic damage. Transport links have also been affected, restricting access to some areas. 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, the 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.

TABLE 40: Drops in Tourism in Nepal from January to December (2019 - 2021)

Year/Months	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),

Nepal continues to face crises in both domestic and international tourism, so it is very important to make the right decisions at the right time. It is now time to 'restart' tourism activities in Nepal and in Sudurpashchim Province. 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 build essential foundations for recovery.

As has been suggested by UNWTO, the time has now come for both the government and tourism entrepreneurs to act in concert to assess the likely impact of COVID-19, mitigate damage to economies, and safeguard jobs and businesses following the UNWTO Global Guidelines to restart tourism Industry. The Government of Sudurpashchim Province needs to move ahead following the roadmap and priorities for the tourism sector suggested by UNWTO in the challenging days ahead, from providing liquidity for vulnerable tourism businesses to opening up borders.

11.2. POST-COVID 19 TOURISM

Past experience from tourism destinations hit by disasters shows that countries can recover. Success is measured in arrivals (numbers and source market) and timing (months after the disaster). 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 products, including trekking, from classic source markets. Recovery efforts should therefore target products and markets that have growth potential and are likely to sustain in the years ahead.

As tourism is one of the country's most significant economic sectors, it is vital for Nepal to re-establish its image as safe and emphasise recovery activities to restore its 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 opportunities to improve service offerings and standards.

Tourism can bounce back to pre-COVID-19 levels if the negative image is eradicated from tourists' minds.

As no tourism destination is immune from crises, the SP tourism industry too requires strategies and a set of directions to enable and prepare 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 2015 earthquake, this COVID 19 pandemic has led to a further negative 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 that depend on tourism for their (sole) source of income have been severely affected. For example, an early assessment of the revenue losses by NTB in 2020 in the tourism industry suggests a loss of more than NRs. 1,000 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 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 regarding the COVID-19 outbreak. Media portrayed the pandemic as a country in deep crisis and an unsafe destination for travel. This helped the international response but negatively affected the destination branding and image. As a result, many travel trade associations and embassies of tourist generating countries requested their citizens to 'reconsider' visits to Nepal.

11.3.3. TRAVEL WARNINGS

The lack of trade and consumer confidence in Nepal as a destination further led to international tour operators' reluctance in covering travel insurance to Nepal, which further damaged the image.

11.3.4. DRASTIC FALL IN VISITOR ARRIVALS

Tourist numbers were down by about 84% and 34% between 2020 and 2021, in comparison to the same period in 2019. Hoteliers stopped receiving new bookings while cancellations of advance bookings were on the rise. This led to many job losses. It is estimated that about 500,000 to 1,000,000 jobs are at risk (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 has not just affected the promotion, maintenance and upkeep of the tourism sector but also led to increased costs in responding to market slackness, both to NTB and the industry as a whole. The sheer amount of money required for the recovery and rebuilding of destinations and visitor confidence is likely to amount to a lot. Meanwhile, 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 reductions in spending per day.

11.4. POST-COVID STRATEGY

Many COVID-19 affected destinations around the world have proved resilient in bouncing back. But the speed of recovery is a function of the right strategies and implementation, both at the product and market levels.

Owing to the increasingly important role of tourism in the Nepali economy, Nepal cannot afford to wait too 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 the tourism sector. Here are some specific suggestions for different SP sectors to revive tourism. There is a need to introduce immediate recovery measures to bring business back on track. Ideally a **three**-pronged 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, the strategy will address the urgent need for a higher volume of visitors to maintain economically viable businesses. This may require a special relief package for the industry as incentives to survive during the crisis period.

The strategy follows a timeline of 3 years with the first year dedicated for recovery, 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 destinations all over the country.

11.4.1. RECOVERY

A special relief package for the industry needs to be introduced to sustain business in the time of crisis.

Governments at all levels should help tourism entrepreneurs with appropriate policies and guidelines to:

- **Provide liquidity** (*rahat kosh*/ a subsidised loan) and protect jobs in the tourism sector
- **Establish** public-private collaboration for efficient reopening of the tourism industry
- **Harmonise and coordinate** protocols and procedures designed to operate tourism businesses
- **Add value to jobs** through new technologies for effective and efficient operation of the tourism industry
- **Adopt** new innovations and sustainability policies for tourism development and operations
- **Knowledge sharing** and collaboration with all tourism stakeholders, local and global
- **Destination re-branding**, highlighting the positive elements of 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 sides. The supply side (re-)development will be prioritised by destination area, depending on how the areas have been affected.

On the demand side, re-development will focus on extensive communication efforts. These efforts require a clear and objective message (content) 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 inventory systems.

Marketing will be focused on those visitor and market segments that demonstrate high propensity to travel to and stay in Nepal. Different source markets require different communication strategies, which need to reflect development trends observed before the pandemic. The government need to motivate tourists by creating an appropriate environment through:

- **Building confidence** in the safety and security of the Nepali tourism industry
- **Opening borders** responsibly
- **Showing the readiness and response** of the Nepal government regarding COVID-19 compared to other competitive destinations
- **Collaborating national tourism bodies** with global tourism bodies to help the Nepali 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 products of all touristic areas, including SP, towards attracting higher spending ecotourism consumers. At the same time, the (more resilient) pilgrimage and religious tourism markets should become more managed and to ensure continued growth.

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 Sudurpashchim. New opportunity should be carefully highlighted, basically playing a catalytic role to achieve the following results:

- **Create** maximum "tourist satisfaction"
- **Promote** domestic tourism properly, with adequate resources to mitigate and recover from outbreaks
- Sufficiently **educate and prepare** service providers and human resources within the tourism and hospitality industry to retain and collaborate with guests/ potential guests appropriately to avoid uncertainties and risks
- **Make** social media and mass media more responsible and ethical regarding the Sudurpashchim Province tourism industry
- **Aware** the tourism industry regarding announcements and advice from global tourism institutions such as UNWTO, World Travel and Tourism Council (WTTC), International Civil Aviation Organisation (ICAO) etc. in order to help recover and promote the Nepali tourism industry at global standards.

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VOLUME II

ANNEXES

TABLE OF CONTENTS

ANNEX 1: An inventory of tourism attractions of nine districts	237
ANNEX 2: Tourism profile of Accham district with its SWOT analysis	250
2.1 Profile of Accham district	250
2.2 SWOT Analysis of Accham district as a holistic tourism product	252
2.3 SWOT Analysis of key tourism destination/product of Accham district	252
ANNEX 3: Tourism profile of Baitadi district with its SWOT analysis	256
3.1 Profile of Baitadi district	256
3.2 SWOT Analysis of Baitadi district as a holistic tourism product	258
3.3 SWOT Analysis of key tourism destination/product of Baitadi district	260
ANNEX 4: Tourism profile of Bajhang district with its SWOT analysis	263
4.1 Profile of Bajhang district	263
4.2 SWOT Analysis of Bajhang district as a holistic tourism product	266
4.3 SWOT Analysis of key tourism destination/product of Bajhang district	267
ANNEX 5: Tourism profile of Bajura district with its SWOT analysis	270
5.1 Profile of Bajura district	270
5.2 SWOT Analysis of Bajura district as a holistic tourism product	272
5.3 SWOT Analysis of key tourism destination/product of Bajura district	273
ANNEX 6: Tourism profile of Dadeldhura district with its SWOT analysis	278
6.1 Profile of Dadeldhura district	278
6.2 SWOT Analysis of Dadeldhura district as a holistic tourism product	280
6.3 SWOT Analysis of key tourism destination/product of Dadeldhura district	281
ANNEX 7: Tourism profile of Darchula district with its SWOT analysis	284
7.1 Profile of Darchula district	284
7.2 SWOT Analysis of Darchula district as a holistic tourism product	287
7.3 SWOT Analysis of key tourism destination/product of Darchula district	287
ANNEX 8: Tourism profile of Doti district with its SWOT analysis	291
8.1 Profile of Doti district	291
8.2 SWOT Analysis of Doti district as a holistic tourism product	294
8.3 SWOT Analysis of key tourism destination/product of Doti district	295
ANNEX 9: Tourism profile of Kailali district with its SWOT analysis	297
9.1 Profile of Kailali district	297
9.2 SWOT Analysis of Kailali district as a holistic tourism product	300
9.3 SWOT Analysis of key tourism destination/product of Kailali district	301

ANNEX 10: Tourism profile of Kanchanpur district with its SWOT analysis	309
10.1 Profile of Kanchanpur district	309
10.2 SWOT Analysis of Kanchanpur district as a holistic tourism product	312
10.3 SWOT Analysis of key tourism destination/product of Kanchanpur district	313
ANNEX 11: A package itinerary between Chainpur to Chainpur via Daulichaure, Surmatal, Banni Masta temple, Kot (Chuli) and Jayaprithvinagar	315
ANNEX 12: Seti River rafting itinerary in confluence with Karnali river	316
ANNEX 13: Adventure trekking at the outer circuit of Ghodaghodi lake area with connecting Chure Hills	320
ANNEX 14: Glimpses of Field Works and Attractions of the Districts	321
ANNEX 15: Preparation of Tourism Master Plan of Sudurpashchim Province	338

Annex 1: An inventory of tourism attractions of nine districts

NOTE:

H, N and R represents the nature of products.,

H/A= Historical or Archeological Sites,

N/A= Natural Sites and

R/C= Religious or Cultural Sites.

I. DADEL DHURA DISTRICT							
1. Ajaymerukot Rural Municipality				2. Alitaal Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Ajaymerukot	-	H	-	Mahabharat Hills	N	-	-
Dhageshwori Temple	-	-	R	Aali Taal	N	-	-
Gangeshwor Temple	-	-	R	Bhimdhatta Panta	-	H	-
Jagannath Temple	-	-	R	Asirgram Temple	-	-	R
Chora Bhagwati	-	-	R	Jaisni Jharana	N	-	-
Kola Saimauji	-	-	R	Madela Samauji Temple	-	-	R
Ghangashya Ukalo	N	-	-	Jamidar Than	-	-	R
Raniban	N	-	-	Shyalchaudi Temple	-	-	R
Durga Bhagwati	-	-	R	Jungli Baba Temple	-	-	R
Chipur Jayam Memorial/ Doteli Museum	-	H	-	Siddha Bhagwati	-	-	R
3. Amargadhi Municipality				4. Bhageshwor Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Ugratara Temple	-	H	R	Bhageshwor Mandir	-	H	R
Ghatal Area	-	H	R	Bagarkot Kamal Taal	-	-	R
Amargadi Fort	-	H	-	Bogata Historical Kot	-	H	-
Rawal Toli Cave	N	-	R	Shayal Jharana	N	-	-
Shaharshalinga Dhura	-	-	R	Garga Area	-	-	R
Kashyap TAKURA	N	-	-	Tapta Kunda	-	-	R
Mahabharat LEK	N	-	-	Latataal Jharana	N	-	-
Bhimdhatta Aadarsha BASTI Kari GAU Homestay	-	H	-	Kamalchida Jharana	N	-	-
Amargadhi Park	N	-	-	Rupalko Aantar Kulo	-	H	-
Shanti Park	N	-	-	Timurey Chhida	N	-	-
5. Ganyapdhura Rural Municipality				6. Navadurga Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Ganyapdhura Shikar Temple	-	H	R	Dewal Temple and Dewal	-	-	R
Ganyapdhura Taal	-	-	R	Masta Temple	-	-	R
Bhageshwor Temple	-	-	R	Dewal	N	-	-
Mahabharat LEK	N	-	-	Kaladhunga Temple	N	H	R
Ghanteshwor Temple	-	-	R	Samauji Temple	-	-	R
Nangri Taal	N	-	R	Durga Temple	-	-	R

Kaipalmandu Temple	-	-	R	Masta Baijanath Temple	-	-	R
Masta Temple	-	-	R	Sunkesari Temple	-	-	R
Gauli Gau Dewal	-	H	-	Seti River Ghahanna	-	-	R
Dhil Lata Temple	-	-	R	Krinni Lake	N	-	R
				Thangnnapatti Durbar	-	A	R
				Shingahs Temple	-	-	R
7. Pashuram Municipality							
Details	Nature of Product						
	N/A	H/A	R/C				
Pashuramdham	-	-	R				
Siddha Cave	N	-	-				
Siddhanath Linga	-	-	R				
Nagarkot Bhageshwor	-	-	R				
Wada Taal	N	-	-				
Baijanath Temple Melas	-	-	R				

II.KANCHANPUR DISTRICT							
1. Bedkot Municipality				2. Belauri Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Bedkot Taal	-	H	R	Banda Taal	N	-	-
Shiva Lingeswor Dham	-	-	R	Nakaya Baba Temple	-	-	R
Siddha Sarobar Taal (Banda Taal)	N	-	R	Siddhbaba Temple	-	-	R
Bhamkeshwor Temple	N	-	R	Statue of Hanuman	-	-	R
Baijnath Temple Bakshela	-	-	R	Purani Taal	N	-	-
Chhilchhiley Jharana (Mahabharat Jharana)	N	-	-	Bhagwati Temple	-	-	R
Pandava Taal	N	-	-	Kalika Temple	-	-	R
Baijnath Oldage Home Picnic Spot	N	-	-	Lama Taal (Parsa Taal)	N	-	-
Ghatal Temple	-	-	R	Gaura Temple	-	-	R
Peli Taal	N	-	-	Mahakali Sugar Mill	-	-	-
3. Beldandi Rural Municipality				4. Bhimdhatta Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Kalikich Taal	N	-	-	Shukalaphanta National Park	N	-	-
Kishan Madhyabarti Community Forest	N	-	-	Siddhababa Temple	-	-	R
Kalika Temple Religious Forest	-	-	R	Peaceful area of Mahakali River	N	-	-
Khapreshwor Temple	-	-	R	Jhilmila Taal	N	-	R
Gaura Maheshwor Temple	-	-	R	Bishnu Temple	-	-	R
Baijanatha Temple	-	-	R	Rautela dham and Barhakunda	-	-	R
Siddha Baijanath Temple	-	-	R	Bhamkeni dham	-	-	R
				Dodhara Jhulungey Pul	N	-	-
				Barmasey Jharana	N	-	-
				Sidhhanath baba Temple	-	-	R

5. Krishnapur Municipality				6. Dodhar Chandani Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Radbijjula Taal	N	-	-	Mahakali Juhulungey Pul	N	-	-
Khasi Samaiji Temple	-	-	R	Sunauli Taal (Ancient Mahakali Temple nearby)	-	-	R
RadhaKrishna Pranapam dham	-	-	R	Playground and Indraban Picnic Spot	N	-	-
Homestay	-	-	R	Kamlasha Temple and Baudhha Bihar	-	-	R
Bandevi Temple	-	-	R	Sangsari Mai Community Forest and Picnic Spot	N	-	-
Sisney Wetland area	N	-	-	Mahakali Pul and the Ponds nearby	N	-	-

III. KAILALI DISTRICT

1. Tikapur Municipality				2. Bardagariya Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Tikapur Park	N	H	-	Bardagariya Dham	-	-	R
Banana Restaurant (next to Tikapur)	N	-	-	Piruha Lake	N	-	-
Karnali River and Karnali Bridge	N	-	-	Puraina Lake	N	-	-
Karnali Dolphin Area	N	-	-	Ram Janaki Temple	-	-	R
Jalpadevi Temple	-	-	R	Jharjhariya Parewa Oodhar	N	-	-
				Thakurdwar	N	-	-
				Radhakrishna Temple	-	-	R
				Utaha Lake	N	-	-
				Muda Bazar Shiv Temple	-	-	R
				Chhatiwan Lake	N	-	-
3. Mohanyal Rural Municipality				4. Gauriganga Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Ghoda daunney Pokhari	N	-	-	Joginiya Taal	N	-	-
Pitmari	-	-	R	Chamrahiya Taal	N	-	-
Pandauna Yuddha Touristic Area	-	-	R	Radha Krishna Temple			R
Rajkada Dhulikut Historical Palace	-	H/A	-	Ghotki Tikapur	N	-	-
Khimadi Tribeni		-	R	Jwaladev Temple	-	-	R
Phalatey Magar Cave	N	-	-				
Gairilekh	N	-					
Kedareshwor Temple	-	-	R				
Mohanyal Temple	-	-	R				
Ralbanda Singhasaini Touristic Area	-	-	R				
5. Dhanghadi Sub-Metropolitan City				6. Lamkichuha Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C

Bhada Tharu Homestay	-	-	C	Kailali Pool	N	-	-
Behad Baba Temple	-	-	R	Aam Pani	N		
Behad Baba Mahadev Taal	N	-		Raj Kanda	N	-	-
Shivapuri Dham	-	-	R	Rithai Taal	N	-	-
Jokhar Baba Taal	N	-		Mauleshwor Temple			R
Aircraft museum	N	-	-	Kail eshwordham	-	-	R
FunPark	N	-	-	Mahanyal Samudhayak Park	N	-	-
				Barat Guriya Dham	-	-	R
				Tikapur Park	-	H	-
				Balchaur Home	-	H	-
				Ram Janaki Temple	-	-	R
				Chandramailekh Temple	-	-	R
				Milankhola Picnic Spot	N	-	-
				Myanatiphat Picnic Spot	N	-	-
				Tharu Samudahyik Homestay	-	-	C
7. Ghodaghodi Municipality				8. Chure Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Ghodaghodi Lake Area	N	-	-	Khanidanda Hill Station Area	N/A	-	-
Ghodaghodi Temple	-	-	R	Campusey Dhura	N/A	-	-
				Churey Takura	N/A	-	-
				Garbha Durbar	-	H/A	-
				Shivalya	N/A	-	-
				Chimley Oodhar	-	-	-
				Deurali Masani Dewal	-	-	R
				Shiva Mela Kedar	-	-	R/C
				Tribeni Temple	-	-	R/C
				Naumuley Jharana	N/A	-	-
				Naag Dhunga	-	-	R/C
				Chamero Gufa	N/A	-	-
				Baghey Jharana	N	-	-
				Ookharey Devta Temple	-	-	R
				Betal Devta Temple	-	-	R
				Kot Gufa	N/A	-	-
9. Godawari Municipality				10. Janaki Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Godawari Dham	-	-	R/C	Nepal Jatiya Sangrahalaya	-	H/A	-
Haatkholi Kshetra	N/A	-	-	Karnali River Rafting	N/A	-	-
Lami Taal	N/A	-	-				
Bandevi	-	-	R/C				
11. Bhajani Municipality				12. Joshipur Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Dolphin Touristic Area	N	-	-	Baneshwar Baba Shiva Mandir	-	-	R/C
Laukahabhaukaha Touristic Area	N	-	-	Sumeshwor Nath Mandir	-	-	R/C
Ghoda Taal Touristic Area	N	-	-	Radhakrishna Temple	-	-	R/C

Maa Shaktisworup Temple	-	-	R	Ramjanaki Temple	-	-	R/C
				Mohanyal Mandir	-	-	R/C
				Nageshwar Baba Mandir	-	-	R/C
				Kutni Budhiya Dharmik Kshetra	-	-	R/C

IV. DARCHULA DISTRICT							
1. Naugadh Rural Municipality				2. Byas Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Nageshwar dham Siddhatopi	-	-	R	Malikaarjun, Brahmanmandu, Naulakedar	-	-	R
Chhipulthan	-	-	R	Durga Temple	-	-	R
Taalkot	-	A	-	Kali dobhan bhu. Marga	-	-	R
Sipti Binayak	-	-	R	Kauchula Ban	N	-	-
Pandhunga	N	-	-	Gorakhnath and Sampal Temple	-	-	R
Dallekh	N	-	-	Gotutatopani	-	-	R
Nuugadeshwor Temple	-	-	R	Siddha Temple	-	-	R/C
				Ranikot Area	N	-	-
				Mt. Jethi Bahurani	N	-	-
				Mt. Api Nampa	N	-	-
				Tikar Bhanjyang	N	-	-
				Shiv Taal	N	-	R
3. Lekam Rural Municipality				4. Malikaarjun Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Latinath Temple	-	-	R	Mallikaarjun Temple and Shikhardham	-	-	R
Hunainath Temple	-	-	R	Ukumahal	-	A	-
Malikaarjun Temple	-	-	R	Joljibi Melasthal	-	A	-
Santeshwor Temple	-	-	R	Hunnainath Temple	-	-	R
Dhuro kedar Cave	N	-	R	Malikaarjun	N	-	-
Ranasaini Bhagwati (Tripura) Temple	-	-	R	Jaipur Hunnainath, Ootalek, Bandasteli, Ukumahal, Jolijaibi, Bhagwati Temples	-	-	R
Hunainath Temple	-	-	R	Yerichana, Shailya, Dhokhani, Sudurkhal, Balshikhar, Kotbudha and other forest areas.	N	-	-
Dogada Moneli	-	-	R	Malikaarjun Balichan	-	-	R
Tameshya Temple	-	-	R	Manai Thin Sirad Bhagwati	-	-	R
Malikaarjun Latinath yediwag Temple	N	-	R				
5. Marma Rural Municipality				6. Mahakali Municipality			
Details'	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Paramchula dham	-	-		Dungri	-	-	R
Latinath Temple	-	-	R	Chhapari View Tower	N	-	-
Tapobandham	N	-	R	Malikkaarjun Temple	-	-	R
Golfa	N	-	-	Khotteybagar Picnic spot	N	-	-
Durga Bhagwati Temple	-	-	R	Bal Shikhar	-	-	R

				Shree Bagar Tatopani	-	-	R
				Masin Painkhola	N	-	-
				Mullu Jhusku Dallekh	-	-	R
7. Dunhu Rural Municipality				8. Api Himal Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Bramhadeva Temple	-	-	R	Mt. Api Base Camp	N	-	-
Mallikarjun Temple	-	-	R	Tamakhani Temple	-	-	R
Shreebagad Tatopani dham	-	-	R	Dharma Cave, Markundeya Cave, Surmadevi Temple	-	-	R
Chilpa kedar Temple'	-	-	R	Khati Taal	-	-	R
Durgasthan	-	-	R				
Kolse	-	-	R				
Madev	-	-	R				
Siddhatopi	N	-	R				
Bramhadaha	-	-	R				
Pasa daha	-	-	R				
Ranikot	-	H	R				
Thaisan, Devsiuni, Kangar	N	-	-				
Daha phara	N	-	-				
Jaitikot Cave	N	-	-				
Bhadi Cave	N	-	-				
Baskot, Damdakot, Murkot, Bhukot, Haitkot, Dobalkot	-	A	-				

V. BAITADI DISTRICT							
1. Shivanath Rural Municipality				2. Melaudi Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Sharmilagadi Killa (Amargadhi)	-	H	-	Melauli Bhagwati Temple, Dev Cave (Devva Oorad)	-	-	R
Shivanath Temple	-	-	R	Melauli Aagakot, Jarkot	N	H	-
Khotdev Kedarnath Temple	-	-	R	Durgasthan, Bhumiraj Samauji	N	-	R
Kafadi Kot	-	H	-	Durga Betal Netreshwor	N	-	-
Mahakali River Rafting	-	-	R	Shiva Kedar Gallekh Jewel's Sainu, Chorapani, Gufapani dharnan and Kedar Temple Kujagadh	N		R
Bhagwati (Dehogadh)	-	-	R	Siroda, Pelpa, Shivkedarm Arjun Sainu, Gawallek Forest	N		R
Udayadev Temple	-	-	R	Pokhari Bhandar Gajari Mahaharudra Dham Temple	N	-	R
Shivanath Jatara	N	H	-	Pitarmandau Temple, Kada Bhandar, Kada Manilek Temple	N		
Nagarjun Temple	-	-	R	Gangeshwor Temple	N	-	-
Jumila Temple	-	-	R	Shivkedar Remple, Udayadev Temple Aasur	N	-	-

3. Dasrathchand Municipality				4. Dailasaini Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Niglasaini Bhagwati	-	-	R	Khumat Cave and Durga Bhawani Temple	N	-	R
Shiva Temple	-	-	R	Dilasaini Temple	-	-	R
Ishwori Ganga dham Temple	-	-	R	Samauji Temple	-	-	R
Ishwori Ganga dham Temple	-	-	R	Betalesheor Temple	-	-	R
Gawalek Dham	-	-	R				
Tripura Temple	-	-	R				
5. Patan Municipality				6. Talkot Rural Municipality			
Details'	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Lata Bhumeraj Temple	-	-	R				
Lata Mandu	-	-	R				
Banrasi, Bishwonathdham	-	-	R				
Patal Bhumeswor Temple	-	-	R				
Baragar Dham	-	-	R				
Bhumeraj Temple	-	-	R				
Siraijar Lek	-	-	R				
Chaturbhuj Temple	-	-	R				
Ookhal dhura	-	H	R				
Baragar Shiv dham	-	-	R				
Dahachaur	-	-	R				
Gothela Jadikot Temple	-	-	R				
Tripueshwor dham	-	-	R				
Udayadev	-	-	R				

VI. BAJHANG DISTRICT

1. Surma Rural Municipality				2. Thalara Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Surma Sarovar Taal	N	-	-	Thing Malika	-	-	R
Surma Temple	-	-	R	Khapar Daha	-	-	R/C
Surma Temple	-	-	R	Dewalbaaj Temple	-	-	R
Daha Taal	N	-	-	Thlara Kot Cave	N	H	-
Malinda Jharana	N	-	-	Chhadibhel Jharana	N	-	-
Chadeshikhar Himal	N	-	-	Maika Than	-	-	R/C
Jaljala Patan	N	-	-	Bir Khamba	-	H	-
Bhyadhunga Cave	N	-	-	Khapar Madau	-	H	R
Siddha Takulla	N	-	-	Sangkhya Dhunga	N	H	R
Dhanser Patan	N	-	-	Malumela	-	-	R

3. Durgathali Rural Municipality				4. Bithadchir Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Betamandu	-	-	R	Bithadchir Area	N	-	-
Mastamandu	-	-	R	Khasilada	N	-	R/C
Rikrachauka	-	-	R	Bhati Cave	N	-	-
Deulekh Godarpani	N	-	-	Tolilekha. khali pakawa	N	-	-
Thargadh Simpata	N	-	-	Patwa Lek	N	-	-
Chyakot, Dhalichaur	-	-	R	Sikas Thura	N	-	-
Ratamati Bakradev	-	-	R	Dhari Chadi Jharana	N	-	-
Patteysoda Dhimi Oothar	N	-	-	Dullad	N	-	-
Bileli Nidli Shrikhanda	N	-	-	Kalika Dhiraseni	-	-	R
Chaudary Ladar	-	-	R	Jaggannath Malika	-	-	R
5. Chhabis Pathivara Rural Municipality				6. Talkot Rural Municipality			
Details'	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Banni Masta Temple	-	-	R	Trapoban Tatopani	-	-	R
Basudhara Temple	-	-	R	Kimdala Masta Temple	-	-	R
Mateysaghu	N	-	-	Ramni Masta Temple	-	-	R
Pathivara	N	-	-	Datola Jharana and Juliya dhara (Twins)	N	-	-
Jayaprithivinagar	-	H	-	Talkot Durbar	-	A	-
Takuley Laman danda	N	-	-	Malika Temple	-	-	R
Thali Durga Bhagwati Devi Temple	-	-	R	Badara Park	N	-	-
Riseni Lake and Jharana Majkhori	-	-	R	Local Malika Temple	-	-	R
				Seti River Rafting	-	-	R
				Tipa Steel Khani	-	-	R
7. Kedarseu Rural Municipality				8. Khaptad Channa Rural Municipality			
Details'	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Kedar Religious/ Touristic	N	-	R	Khaptad R. N.	-	-	R
Kailash Religious/ Touristic	N	-	R	Chhanna gadi	-	-	R
Tribeni Dham	-	-	R	Gurel Jharana	N	-	-
Dahasen Touristic Area	N	-	-	Lingga Jharana	N	-	-
Seukot Religious Area	-	-	R	Dham Lek	N	-	-
Chaudeli Khana Religious Bhagwati Temple	-	-	R	Bamili	N	-	-
Doladi Dham Religious Area	-	-	R	Waguda Bhalana	N	-	-
Rajada Religious Area	-	-	R	Thalachaur	N	-	-
Bhairavnath Jhota Religioous Area	-	-	R	Khapar Mandu	-	H/A	
Sharma devi Religious Area	-	-	R	Binayak	-	-	R
9. Masta Rural Municipality				10. Saipal Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Dadharmasta	-	-	R	Mount Saipal	N	-	-
Bhawani Malika Temple	-	-	R	Mansorover Kailash	-	-	R

Bastal Malika Temple	N	-	R	Majha Taal	N	-	-
Tapoban Tatopani	N	-	R	Saidhunga Taal	N	-	-
Kailashkot Religious Area	N	-	R	Jima Tapoban	N	-	-
Mallika	-	-	R	Kanda Tapoban	N	-	-
Seuro Mela	-	-	R	Nilkhati Taal	N	-	-
Kailash Religious Area	-	-	R	Rakshya Taal	N	-	-
Nuwakot	-	H	-	Lagha Temple	-	-	R
Drumakot	-	H	-	Dhumi Namkha Gumba	-	-	R
11. Jayaprithivi Municipality				12. Bungal Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Sidhamnana	N	-	-	Dhauldhunga	N	-	-
Kailash Gufa	N	-	-	ThanaPatan	N	-	-
Rishi kunda	-	-	R	Khollek	N	-	-
Baril Jharana	N	-	-	Baddhi Jyaakan	N	-	-
Surmadeevi Temple	-	-	R	Puram Chulla	N	-	-
Gorepatan	N	-	-	Baisdhara	-	-	R
Jalpadevi Temple	-	-	R	Marad	N	-	-
Kotbhaiv	-	-	R				
Seti River Rafting	N	-	-				
Hiking route	N	-	R				

VII. DOTI DISTRICT

1. Shikhar Municipality				2. Sayall Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Salmuni Temple	-	-	R	Ashuduwala	-	-	R
Shikhar Temple	-	-	R	Chauri Shi Lek	N	-	-
Pashupati Temple	-	-	R	Malika	-	-	R
Bhageshwor Temple	-	-	R	Kaladhunga	N	-	R
Kedareshwor Temple	-	-	R				
Saiya Luwakhadi	-	-	R				
Gahanaan	-	-	R				
Lami Taal	N	-	-				
Seti River Rafting	N	-	-				
Teley Lek Forest	N	-	-				
3. Bogatan Phudshil Rural Municipality				4. Jorayal Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Sana Kedar Temple	N	-	R	Chhaharey Jharana	N	-	-
Tribeni Area	-	-	R	Chhatiwan Lake	N	-	-
Malateda Devta Temple	-	-	R	Place where martyr Bhimdhatta Patna was announced as Martyr	-	H/A	-
Badikedar Temple	-	-	R	Mahabharat Lek	N	-	-
Dhiringani Temple	-	-	R	Kedar Cave	N	-	-
Bir Betal Temple	-	-	R	Sakha Kedar	N	-	-

Sauti Devta Temple	N	-	R		Nirauli, remains of Nagi Malla's Palace	-	H/A	-
Sana Kedar Mela Garju	-	-	R		Ancient Dewal of Pandava era	-	H/A	-
Latomandu Jaat	-	-	R		Rani Cave	N	-	-
Maharudra Temple	-	-	R		Mahabharat Lek	N	-	-
Gaura Temple Khatyadi	-	H	-		Rangini Lake	N	-	-
Dhuralek Tower	N	-	-		Dev Lake	N	-	-
Ufanna Fare (Mela)	N	-	-					
5. Purbichauki Municipality					6. Dipayal Silgadhi Municipality			
Details'	Nature of Product				Details	Nature of Product		
	N/A	H/A	R/C			N/A	H/A	R/C
Khaptad National Park	N	-	R/C		Saileshwori Temple	-	-	R
Malika Temple	-	-	R		Dibyswor; King Dilip's Meditative area	N	-	-
Randhunga Temple	-	-	R		Bais Dhara	N	-	R
Masta Bandali Temple	-	-	R/C		Remains of Doti Rajya	-	H/A	-
Jaljalakhal	N	-	R/C		Kot Bhairav	-	-	R
Trebeni Dham	N	-	R		Dudheswori	-	-	R
Sajendraswor Temple	-	-	R		Gauri Kunda	-	-	R
Kungadh Lake	N	-	R		Kuberko Bhandar	-	-	R
Jhingrana	N	-	-		Dhaudhara Religious Area	-	-	R
Salkatyal Temple	-	-	R		Jogiko Matth Shaktipith	-	-	R
					Deudhara	-	-	R
					Suryakunda	-	-	R
7. K.I. Singh Rural Municipality					8. Aadharsha Rural Municipality			
Details	Nature of Product				Details	Nature of Product		
	N/A	H/A	R/C			N/A	H/A	R/C
Seti River Rafting	N	-	-		Shivalaya Temple	-	-	R
KI Singh Museum	N	-	-		Primi Smriti Park	N	-	-
Devi Durga Temple	-	-	R		Durga Temple, Devmandu	-	-	R
Masta Temple	-	-	R		Bithagadh Temple	-	-	R
					Nagdev Temple	-	-	R
					Dedhi Temple	-	-	R
					Masta Temple	-	-	R
					Ashuduwala	-	-	R
					Basudhara Kunda	-	-	R
					Kot Bhairav	-	-	R
9. Badikedar Rural Municipality								
Details'	Nature of Product							
	N/A	H/A	R/C					
Badikedar Dham	-	-	R/C					
Kalruwa Touristic Area	-	-	R/C					
Bhageshwori Touristic Area	-	-	R/C					
Mohanyal temple	-	-	R/C					
Mallika Temple	-	-	R/C					

VIII. ACHHAM DISTRICT

1. Chaurpati Rural Municipality				2. Ramaroshan Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Seli Tribeni Dham	-	-	R/C	Ramaroshan Lake Area	N	-	R
Masta Bandali	-	-	R/C				
Naridang	N	-	-				
Jimranni Tribeni dham	N	-	R				
Taptikunda Religious Area	-	-	R/C				
Sanikot Religious Area	-	-	R				
Malikasthan Religious Area	-	-	R				
Sidhababa Religious Area	-	-	R/C				
Devithum Temple	-	-	R				
Ganga Bhauli Lake (manmade)	N	-	-				
3. Panchadewal Rural Municipality				4. Mellekh Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Kukeli Mai	-	-	R/C	Ganga Jamuna Daha	N	-	R
Taklapur	-	-	-	Danfe Taal	N	-	-
Panchadewal Binayak	-	-	R	Nanda Mata Temple	-	-	R
Chalpa Devi	-	-	R	Khaparmandu Temple	-	-	R
Sachuladevi Temple	-	-	R	Rishidaha Patan	N	-	-
Jalpadevi	-	-	R	Dharmey Kharka Picnic SPOT	N	-	-
Lesteykot Durbar Area	-	A	-	Bhimkot Durbar	-	A	-
				Sat Mul Preservation	N	-	-
				Chulikot	-	-	R
				Biltham Religious Area	-	-	R
				Topi Phalney, Chirkotey	-	-	R
5. Turmakhand Rural Municipality				6. Mangalsen Municipality			
Details'	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Titauda Tripureshwor	-	-	R	Jimradi Devsthal	-	-	R
Shiva cave	N	-	-	Suraikot	-	-	R/C
Bageshwori Temple	-	-	R	Malika	-	-	R/C
Tripannidham Temple		-	R	Mangalsen Durbar	-	A	
Naukham area	N	-	-	Aayar Banda	N	-	R/C
Dewal built in ancient times	-	H/A	-	Nagatola/Mastamandu Devsthal	-	-	R/C
Dewal built in ancient times	-	H/A	-	Bhatteymalika	-	-	R/C
Bandali Masta Devta Kalsaini Khodai Bhairav Devta Temples			R	Dhumralochani Mata	-	-	R/C
				Kailash muth	-	-	R/C
				Kalika Devisthal	-	-	R/C
7. Sanphebagar Municipality				8. Bannigadhi Jayagadh Rural Municipality			
Details	Nature of Product			Details	Nature of Product		
	N/A	H/A	R/C		N/A	H/A	R/C
Khaptad Area	N	-	R	Panchadewal	-	-	R

Baijanath Area	-	-	R/C		Badradevi Temple	-	-	R
Jimradidham	-	-	R/C		Dharmananda Cave	N	-	-
Bimkot Durbar	-	-	R/C		Bannigadi Cave	N	-	-
Dhaulchhada	-	-	R/C		Naulagadh Cave	N	-	-
Kalaleki	-	-	R/C		Bijayanath Area	-	-	R
Naini Area	-	-	R/C		Bannigadhi	-	-	R
Kal Bhairav	-	-	R/C					
Bahuldhunga Temple	-	-	R/C					
Gadiko Thumki	-	-	R/C					
9. Kamalbazar Municipality								
Details	Nature of Product							
	N/A	H/A	R/C					
Kamalpokhari	-	-	R					
Jalpadevi	-	-	R					
Masta Karnali	-	-	R					
Behedichada	N	-	-					
Bahedichada	N	-	-					
Kaldhungrey Chada	N	-	-					
Sajeevan Jharana	N	-	-					
Katii Chada	N	-	-					
Bainakot	-	-						
Panculi	-	-	R					
Paragliding	N	-	-					

IX. BAJURA DISTRICT

1. Gaumul Rural Municipality					2. Himali Rural Municipality			
Details	Nature of Product				Details	Nature of Product		
	N/A	H/A	R/C			N/A	H/A	R/C
Indreni Jharana	N	-	-		Ranisaini	N	-	-
Gaumul Chedey	-	-	R/C		Budhinanda	-	-	R
Taal Jethi	N	-	-		Luwasur Temple	-	-	R
Bahurani	N	-	-		Kalika Kailash Temple	-	-	R
Bukisain Patan	N	-	-		Banadev Temple	-	-	R
Dadullo Bhagwati	-	-	R		Chulena	-	-	R
Mathi Basala	-	-	R		Sasney Kalika Temple	-	-	R
Bharanthun	-	-	R		Karnali Rafting	N	-	-
Hongshiro Patan	N	-	-					
3. Badimalika Municipality					4. Khaptad Chhededana Municipality			
Details	Nature of Product				Details	Nature of Product		
	N/A	H/A	R/C			N/A	H/A	R/C
Badimalika Temple Area	N	-	R		Chhedaha Taal	N	-	R
Kalajagra	-	-	R		Khaptad National Park	N	-	R
Daha Danda	N	-	-		Wadalekh	N	-	R
Jalpadevi Temple Area	-	-	R		Jiulekh	N	-	R
Bireykhola Jharana	N	-	-					

5. Swamikartik Khapar Rural Municipality					6. Budhinanda Municipality			
Details'	Nature of Product				Details	Nature of Product		
	N/A	H/A	R/C			N/A	H/A	R/C
Shambhu Devta Temple	-	-	R/C		Budhinanda Temple	-	-	R
Sunanda Devim Temple	-	-	R/C		Budhinanda Lake	N	-	-
Khapar Masta Temple	-	-	R		Tilichaur	N	-	-
Nainal Cave	N	-	-		Paurakh lek	N	-	-
Pil Paduka Area	-	-	R		Chabre	N	-	-
Khaduli Lek	N	-	-					
Karnali Rafting	N	-	-					
Deura Paduka	-	-	R					
Mateydhunga	-	-	R					
Nadasain	-	-	R					
7. Tribeni Municipality					8. Budhiganga Municipality			
Details'	Nature of Product				Details	Nature of Product		
	N/A	H/A	R/C			N/A	H/A	R/C
Badimalika Pilgrimage Area	-	-	R		Barjukot Durbar	-	A	-
Nateshwori	-	-	R		Kudikot Durbar	-	A	-
Tribeni Area	-	-	R		Wayalchaka Durbar	-	A	-
Maurya Shivadham	-	-	R		Jaulekh Masta	-	-	R
					Walaii Masta	-	-	R
					Maurey Kshetra	-	-	R
					Bhagwati Dhunga	-	-	R
					Chautey Pipal Bhagwati Temple	-	-	R
					Mastamandu	-	-	R
					Bhuktoli Chaur	N	-	-

Annex 2: Tourism profile of Accham district with its SWOT analysis

2.1 Profiles of Accham District

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief. Accham is rich in tourism products as, it is the home to both natural and cultural attractions that are residing on its mountain landscapes spread in all the Rural Municipalities and Municipalities.

TABLE 2.1: General profile of Accham district in brief

Geographical location	Far West spread between 28°.46" to 29°.23" northern and 81°.32" to 81°.35" eastern longitude
District boarders	—► East: Kalikot and Dailekh <— West: Doti: North: Bajura and Bajhang South: Surkhet
Landscape area	1692 km ²
District Headquarter	Mangalsen (Mangalsen Municipality)
Ecological belt area	Mountains and Hills
Main rivers	Karnali, Seti, Budhiganga, Kailash
Major waterfalls (Streams)	Chairhogad, Kuika Gaad, Vinayakgaad, Lungreligaad, Sokatgaad, Jijyarigaad, Payeligaad, chipekhol, etc.
Major Lakes	Khaptad Lake, Rishi Daha, Lama Daha, Kali Daha, Jigale Lake, Batule Taal, Ramaroshan Lake
Altitudinal range	540 Meter (m) to 3820 m
Average range of temperature	3°C in winter to 30 °C in summer
Political administrative divisions (local governmental units)	4 Municipalities (Kamalbazar, Mangalsen, Panchadeval Vinayak, Sanfebagar) and 6 Rural Municipalities (Balligadhi Jaygadh, Chaurpati, Dhakari, Mellekh, Ramaroshan, Turmakhad)
Transport connectivity (Road/ Air/Water)	Road: East West (Mahendra) Highway in Nepal Airport: Majhgaun airport (not in operation at present) Water: Mahakali River Corridor for rafting
Population and their ethnic composition	2,57,477 (2011 Census), 120008 male and 137469 female
	Khas/Chhetri (63%), Thakuri (17%) Brahmin and Sanyasi/Giri (14%), and Khas/Dalit (6%)
Language spoken	Nepali (66.4%) and Acchami (32.4%)
Present connectivity from major places of province and country in driving distance	Sanfebagar to Ramaroshan = 47 KM Mangalsen to Ramaroshan = 62 KM Jaygadh to Ramaroshan (via Muja Bazar) = 39 KM Malkot (Naraharinath RM) to Ramaroshan = 25 KM
Major Market Centers	Sanfe, Vinayak, Kamal Bazar, Mangalsen, Vayalpata, Jaygadh, Turmakhand, Budhabagar, Chaurpati, Thanti, Chaukhutte
Communication and media	Websites, Online News Portal, FM Stations and News Papers of Accham District

There are many religiously, culturally and naturally important places in this district. The 4 Municipalities (Kamal Bazar, Mangalsen, Panchadeval Vinayak, and Sanfebagar) and 6 Rural Municipalities (Balligadhi Jaygadh, Chaurpati, Dhakari, Mellekh, Ramaroshan, and Turmakhad) are full of tourism attractions/ assets. These local areas have their own unique culture, religious or historical importance for tourism. All of these sites and related events can offer Accham as a potential destination for tourism.

A table below reflects about the key tourism attributes of this district.

TABLE 2.2: Key tourism attributes of Accham district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Khaptad National Park • Ramaroshan Lake • Baijnath Temple • Jimradhi dham paryatakiya chettra • Verdadevi Temple • Siddheshwornath Temple • Kuntheshwor Kaal Bhairab • Tripura Devi Temple • Kukeli Mai
Major touristic activities/events (existing)	Khaptad National Park (Ganga Deshara festival), Ramaroshan Lake (bird watching, nature walk, Deuda cultural dance, sightseeing), Vajjanath Dham (Shivratri festival)
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Masto Puja, Baishakh Poornima, Kartik Poornima, Chaturdasi, Chaitra Dashain, Chaka Kedar, Loshar, Udhauri, Ubhauri, Ganga Dashahara, Ramaroshan mela, Janai Poornima, Gaura, Tihar, etc.</p> <p>Music: Dholak, Madal, Chaap, Pilharu, Kastar, Chathkauli.</p> <p>Dance and songs: Bhuwa, Chaliya, Ratyauli, Maruni, Putala, Chola, Hudkeuli, Deuda, Chanchari, Putala</p>
Upcoming tourist attractions	Ramaroshan, Binayak Panchadeval, Suraikot, Rafting event (Chitredovan – Ludeghat, 1 day), Tulasen.
Accommodation status	Hotels/lodges (197): Mainly hotel in Sanfebagar and Mangalsen (Sanfebagar Municipality) and other municipalities
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	<p>Travel Agencies/Tour Operators = 6</p> <p>Airlines offices = 2</p> <p>Rafting Agencies = Not Available (NA)</p>
Amenities for tourists	Normal provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMs, intra-city roads, public transport system, food and beverage outlets, cafes, etc.
Tourist information arrangements	NA except <i>Ramaroshan Paryatan Bikas and Byawasthapan Samiti</i> and <i>Vaidhyanath Chettra Paryatan Bikas and Byawasthapan Samiti</i>
Institutional arrangements for tourism	NA except <i>Ramaroshan Paryatan Bikas and Byawasthapan Samiti</i> and <i>Vaidhyanath Chettra Paryatan Bikas and Byawasthapan Samiti</i>
Likely positioning of district for incoming visitors	A destination famous for pristine Ramaroshan area, unique old palace of Mangalsen and sacred <i>Vaidhyanath Chettra Paryatan Bikas and Byawasthapan Samiti</i>

Source: Secondary and Primary information

An inventory of tourism attractions of Accham with rest other eight districts of Sudurpashchim province in six major categories (natural/adventure, historical/archeological and religious/cultural) are in **Annex 1**. As indicated above, Accham has natural, religious and historical tourism as the top category of products. However, it has also possibility for offering water-based adventure tourism. Sanfe – Ludeghat and Chitredovan – Ludeghat sections' river rafting covering Kailash, Budhiganga and Seti rivers are potential tourism activities to attract rafting loving tourists from Nepal and India. Furthermore, paragliding and rock climbing in the periphery of Ramaroshan are other potential activity.

2.2 SWOT Analysis of Accham district as a holistic tourism product

Strength	Weakness
<ul style="list-style-type: none"> Abundance in natural resources Existence of highly suitable landscapes for nature, eco and adventure tourism activities like river rafting, paragliding, Zip line, cave tour, bungee jumping, etc. in selected destinations like Ramaroshan, etc. Existence of popular religious and cultural tourism destinations like Vaidhyanath Dham, Jimradi Dham, etc. 	<ul style="list-style-type: none"> Lack of paved and safe roads for the interconnections amidst various destinations Lack of sufficient number of quality accommodations for tourist and visitors Lower standard services and facilities for tourists Nonexistence of a single tourist information center in main towns like Mangalsen, Sanfebagar and turning points like Jaygadh, Muja Bazar, etc. Non availability of tour packages for varied days (1-3) length which could be good basis for potential visitors to take prompt decisions for touring in Accham district Lack of the institutionalized provisions of refresher training to existing tourism entrepreneurs (hoteliers, homestay operator) and new training to new entrants (as enterprises or service providers like tour/trek guide, nature/eco-tourism guide) in the field of tourism
Opportunities	Threats
<ul style="list-style-type: none"> Connecting Rara and Badimalika area for tourism development via trekking route or roads Tremendous availability of local natural resources as inputs for tourist markets' consumption which create employments Well conservation and responsible utilization of local tangible and intangible cultural heritage would create avenue for tourism growth The central location of destination like Sanfebagar interconnecting to a number of other tourism destinations like Silgadhi, Mangalsen, Ramaroshan via Jaygadh, and Martadi. 	<ul style="list-style-type: none"> Haphazard infrastructure development Lack in knowledge of local culture and heritage including indigenous communities Prone to natural calamities like landslides and floods in Budhiganga and Kailash rivers. Destination like Vaidhyanath Dham is in danger zone due to sporadic floods coming.

2.3 SWOT Analysis of key tourism destination/product of Accham district

The development, management and promotional interventions in such destinations could well trigger to increase the arrivals of local, national and international tourists. This could furthermore create spillover effects on other minor destinations in Accham and the entire province too. In this context, a SWOT analysis of such two destinations products is offered for the purpose of designing action plan for its improvement.

A. Vaidhyanath Dham

Vaidhyanath Dham is located in Sanfebagar Municipality of Accham District. It is one of the four main religious places (Char Dham) in Nepal associated with lord Shiva. A big crowd gathers here to observe the religious fair on Shivratri, Makarsankranti and other occasion in every Year. Vaidhyanath Dham is an important religious site for the Hindu community and also historically important. Even for those who are interested in history, the temple has something to offer. During the time of Unification of Nepal, in the later part of the eighteen century, Bahadur Shah attacked the small kingdom of Accham, but he had to retreat in defeat. In the process, he left his weapons at Vaidhyanath Dham temple. Those can still be seen here in Museum.

SWOT analysis of Vaidhyanath Dham

Strengths	Weaknesses
<ul style="list-style-type: none"> • One of the Char Dhams (great religious pilgrimages) of Nepal • Religious and historical values attract more than one lakh people visit this place per year • Organizations of around 30 worshipping ceremonies annually • Existence of Vedic learning school established in 2055 BS where approximately 120 students are studying • Existence of a historical museum offering war time reflections • Presence of a number of tourism development and management committees like Vaidhyanath Dham Tourism Development and Management Committee and other management committees for nurturing of Vaidhyanath Dham 	<ul style="list-style-type: none"> • Lack of Dharmasala (accommodation) for religious tourists • Lack of sufficient promotional information and visual about this destination in Multilanguage's • Lack of quantity and quality promotion of this destinations • Lack of tourism related sufficient infrastructures
Opportunities	Threats
<ul style="list-style-type: none"> • The completion of Seti Lok Marga between Tikunia to Taklakot (283 Km) via Sanfebagar would give a great avenue to strengthen it as a religious destination • Linking Ramaroshan to Vaidhyanath would create new opportunity • Linking Mansarovar to Vaidhyanath would create new opportunity • Vaidhyanath Dham with Sanfebgar appears as a gateway for Bajura district and Badimalika • Vaidhyanath Dham with Sanfebagar remains as the alternative gateways with a number of accesses for Khaptad 	<ul style="list-style-type: none"> • Rising threat of flood and encroachment from Budhiganga river

B. Ramaroshan

Ramaroshan is one of the potential touristic places of Sudurpashchim province located at the Accham district which looks like a heaven and part of the nature having 12 lakes and 18 open grasslands. Naturally it is divided into the 12 Banda and 18 Khanda. The 12 lakes are named as Jhigale, Batule, Lama Daha, Nishedai, Tallo dhune, Mathillodhune, Taule, Gagra, Dote, Daldana, Girahatal and Ramet tal. The 12 lakes have its own religious and cultural values.

Spread between 2200 to 2800 m from the sea level and located at a distance of 42 km through an off road from Jaygadh, it can be reached up to the Rame following the Kailash River. Then after the walk of 10-15 min Ramaroshan can be reached. For the accommodation of visitors Hotels and Lodges are available in Rame.

Having its own cultural and religious value, the name Ramaroshan is offered by its natural and geographical character of Rame and Roshan grassland. Different grassland like Roshan and Kinniminni increase the brightness of this place and visitors are easily attracted. This place shows different faces in the different seasons so that the visitors can visit at any time in this place. In a rainy season, hills were covered by the fog which makes this place different beauty. Visitors were excited by watching different colors of flowers like red and white rhododendron with cool wind and weather. Similarly, in winter season this place is covered by the snow so the visitors can see Ramaroshan with different character.

This place felt like a heaven for the visitors as there are different water flowers can be seen and the whisper of the different species of the bird's calls to the heaven (Ramaroshan). Different species of the birds can be watched along with the national birds of Nepal Danfe. Jhingale Lake is the most beautiful lake which takes 1-2 hours for visitors to visit. Not only this, following rivulets, can listen whisper of birds and observing different grassland, visitors reach Roshan grassland easily. Besides this, Aakase Bhir is also one of the attraction points of the Ramaroshan which is the form of single rock which has carried the potential of rock climbing. Local people named this rock as Sarga Bhir. Different caves are made naturally in this place that also can attract visitors. There are possibilities of engaging in several adventure tourism activities like boating, paragliding, rock climbing, horse riding, etc. for the visitors.

Lokta (raw material) which is used for making Nepali traditional paper is available in this region. Also available are different medicinal herb like Dhupi Salla, Louth Salla, etc. in this area.

Ramaroshan is not only rich in nature but also famous for the cultural songs and dance Deuda. It is not only famous in the Accham but all over in Sudurpashchim province. Another famous dance is Putala which is played only by girls with the songs of religious rhymes. Ramaroshan has the potential to attract larger number of tourists but the lack of safe and comfortable road connectivity and the promotion and advertisement in all over the nation and internationally are major bottlenecks for the growth of this destination.

SWOT analysis of Ramaroshan

Strengths	Weaknesses
<ul style="list-style-type: none"> It remained as one of 100 sites for visit Nepal year in 2020. A destination with both natural and religious value linked with Lord Shiva and Goddess Parvati. Popularly known and branded as a destination with 12 Banda and 18 Khanda (12 lakes and 18 meadows) Capacity of lodges to accommodate 150 visitors in a single day Offering of boating facility with life jackets in lakes for the visitors by Ramaroshan RM Unique Bird watching sites for native and migratory birds Offered with a number of attributes like national bird Danfe, national flower Laligurans, biodiversity, Cultural diversity, waterfalls, high mountains, wild forest, and caves Formation and existence of institutional mechanism (i.e., Ramaroshan Area Tourism Development and Management Committee) for development of Ramaroshan Area Formulation of local area tourism master plan of Ramaroshan by the Ramaroshan Rural Municipality. Locality is offered with full of cultural attraction i.e., Deuda Nach, Bhuwa Nach, Putala Nach, and Hudke Nach Destination is offered with local organic products like lekali curd, milk, meat, maize and millet products Consists of a historical place: Tadigaira kot 	<ul style="list-style-type: none"> Nearly 42 Km of off-roads in poor conditions from Jayagadh to connect Ramaroshan Lack of sufficient standard accommodation facilities Lack of practices for the conservation of lakes in responsible system and manner Lack of trekking trails with good footsteps to link different lakes and meadows with hand railing A wetland which is least studied and planned for tourism and conservation purpose Lack of minimum awareness of people about tourism. Lack of local tourist guides and entrepreneurs for authentic interpretations

Opportunities	Threats
<ul style="list-style-type: none"> • Opportunity to develop rock climbing, paragliding, sport tourism, agro-tourism, war tourism and • homestay tourism due to special differential attributes of the landscape of Ramaroshan • Trekking trails connecting different lakes can also be transformed as pony and cycling trek • Connected with province (Karnali) on a distance of 25 Km from Naraharinath RM (Kalikot district) via Malkot and Alleri • Opportunity to link with Vaidhyanath Dham and Khaptad • Availability of air connection through Sanfebagar airport which is located on distance of less than 60 Km • Tourism can be a dependable medium for the supply linkage of local products like allo, nigala, bamboo, traditional herbs, goats and sheep's' wool and ghee in value chain and increase the income in surrounding local areas 	<ul style="list-style-type: none"> • All Lakes are in threat of shrunk due to decrease in water level • Slow destruction of flora, fauna and habitat • Natural disaster like flood and landslide in sporadic form

Annex 3: Tourism Profile of Baitadi District with its SWOT Analysis

3.1 Profiles of Baitadi Districts

Before offering touristic profile in succeeding paragraph, a general profile of this district is presented in brief.

Baitadi is a Hill district in Sudurpashchim province. One script of ancient time reveals about the naming of Baitadi district. As per this script, Gwalek (earlier Bayotad Parvat) and wayawad were the mountains with high wind blowing. These mountains were called as "Baitad" in Sanskrit language. Later this name changed and called as 'Baitadi'.

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

TABLE 3.1: General profile of Baitadi district in brief

Geographical location	In northern belt of province spread between 29°22' and 29°57' north longitude, and 80° 15' and 81°45 east latitude
District borders	—> East: Seti River, Bajhang and Doti districts <— West: Mahakali River (Pancheshwor-Luwaghat and Julaghat - Jhulaghat, Champwat district), Utterakhand state of India: North: Darchula district; South: Dadeldhura district
Landscape area & category	Area: 1,519 Km ² (7.64% of provincial area), Category: Tropical = 10%, Sub tropical = 30% and Temperate climate = 60%,
State of Human Development Index	0.416 (Nepal average 0.490)
District Administrative Headquarter	Dasharathchand Municipality (Gothalapani)
Ecological belt area	Hills
Main rivers, lakes and waterfalls	Rivers: Mahakali, Chaulani, Surnaya, Jamadi, Garma, Agari, Seti, Pyanigad, Nilgad
Altitudinal range	390 (Sharmali) to 2950m (Kotpetara)
Climatic zones and Average range of temperature	Climatic zones: Temperature 15.08° C in winter to maximum 24.63° C in summer
Political administrative divisions (local, provincial and federal governmental units)	Urban Municipalities = 4 (Dasharathchand, Patan, Melauli and Purchaudi I) and Rural Municipalities =6 (Dilasaini, Dogada Kedar, Pancheshwor, Shivanath, Sigas, Surnaya); provincial constituencies = 2, national (parliamentary) constituencies = 1
Transport connectivity (Road/ Air/Water)	Road: Mahakali Highway touching Khodpe and Santbaj (Direct bus service available from Dhangadhi, Attaria and Kathmandu) Airport: Patan airport (Maitad) Water: Mahakali River Corridor for rafting
Population and their ethnic composition	2, 50,898 (National census 2011) with 117,407 (46.79%) male and 133,491 (53.20%) Chhetri (52.17%), Brahman/Pahadi (18.55%), Thakuri (6.77%), Kami (4.63%), and rest others
Language spoken	Baitadeli (97.67%), Nepali (1%), Doteli (0.82%), Bajhang (0.07%), Sural (0.05%), Hindi (0.04%) and rest others
Present connectivity from major places of province and country in driving distance	East = Khodpe Bazar (99 Km), Bajhang (168.07), Doti (140.58), Kathmandu (855.65 Km)! West = Jhulaghat, Utterakhand state, India (19 Km)! South = Dadeldhura (84.61 Km), Dhangadhi (213.6 Km), Attaria (199.07 Km)! North = Khalanga, Darchula (143.37 Km)
Communication and media	Websites, Online News Portal, Post office, Television, Local news Papers, and FM Station

Sources: CBS, DDC, Study Team, 2021

Located amidst the center of very powerful gods and goddesses, this district is considered as a highly sacred and pure land. Amidst 9 districts in Sudurpashchim province, Baitadi has the largest concentration of religious sites, shrines, and spots with Shiva (as *Kedars*) and Shaktipith (goddesses). There are many religiously, culturally and naturally important places in this district. As per the religious script Puran, there are four main godly places on the high mountains around Baitadi. These are Raula Kedar on the east, Dhoj Kedar on the west, Deulek Kedar on the north and Gwalek Kedar on the south. These four Kedars are supposed to be the representations of Lord Shiva. Similarly, Baitadi is the abode of four goddesses amidst the seven sisters' goddesses for which Sudurpashchim is well popular. Those goddesses are Tripurasundari, Nigalasaini, Dilasaini and Melauli Bhagawati. All of these sites and related events can offer Baitadi as a potential destination for tourism.

Baitadi is also well known as the birthplace of martyr late Dasharathchand who had fought and offered his life to free the nation from the 104 years of Rana regime during 1950s. Dasharathchand Municipality, the district headquarter of Baitadi is named after the name of late martyr Dasharathchand. Hence, the name of this district is written by golden letters in the history of Nepal.

A table below reflects about the key tourism attributes of this district.

TABLE 3.2: Key tourism attributes of Baitadi district in nutshell

Major touristic attractions/sites (existing)	<p>4 Goddesses = Tripurasundari, Melauli Bhagawati, Nigalsaini and Dilasaini</p> <p>5 Kedars = Gwallek, Raula, Dhoj, Deulek, Dogada</p> <p>Few Dhams = Ishowriganga, Jagannath</p> <p>Patal Bhumeswar temple with cave, Dehmandu, Shivnath, Panchdeval</p> <p>Julaghat-Jhulaghat suspension bridge built 175 years ago by East India company</p>
Major touristic activities/events (existing)	<ul style="list-style-type: none"> • tours on Pilgrims (religious destinations) • Visit to cave sites • Visit to Nepal-India border point • Rafting in Mahakali river
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Dashain, Chaitra Dashain, Tihar, Holi, Masto Puja, Nepali New Year, Baishakh and Kartik Poornima, Gaura Parva, Chitthi, Ganga Dashera, Ganajir, Pacharo, Mudure, Ananta Chaturdashi, Manghe Sankranti, Dehmandu ki jaat, Khollekhi ko khel, Purchudi ko khel, Gokulya ki mela, Teej, Masto puja, Nigalasain and Dehimandu mela, etc.</p> <p>Music: Dhol, Damau, Ransingha, Bansuri, Damaha, Nagada, Shankha, chanp, Khajjadi Madal, Sarangi, Bigul, Tambhore, Mridanga, Dhyangro Dance: Deuda, Hudki, Putala, Chhaliya, Jhumeila, Mangal, Jagar, Chapela, Chanchari, Jhora</p>
	<p>Dresses: Women: Cholo, Dhoti, Patuki, Pachyauri, etc. also combined with handmade and locally produced traditional silver and golden jewelries. Men: Daura, Surwal, Topi, Bhoto, bhagro and pagari</p>
Potential (upcoming) tourist attractions and activities	<p>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 (<i>Batuk, Chukain, Makai ko roti, Chanja, Asala macha, Bhang ko achar with timur</i>) in district, Ecotourism at protected areas like Gwallek, Sigas and Patal Bhumeswar, <i>Harit Uddhyan Park</i>- Patan</p>
Accommodation status	<p>Hotels/lodges: 74 hotels in district with few standard/deluxe hotels in Dasarathchand Municipality Homestay: 1 private homestay (Susila homestay) in Dogada Kedar</p>
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	<p>Tourism industry including hotels, lodges, restaurants, homestay = 105 Total hotels in Gothapani = 20 (244 bed capacity)</p> <p>Airlines = 1</p> <p>Travel Agencies = 10</p> <p>Rafting Agencies = Nil</p>

Amenities for tourists	Normal provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS and money changer securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc. in and from Dasarathchand Municipality
Famous local touristic productions (as gifts)	None
Tourist information arrangements	Not available
Institutional arrangements	Patal Bhumeswor Nirman Samiti, Hotel Association of Baitadi, Baitadi Udog Baniyya Sangh
Likely positioning of district for incoming visitors	A religious tourism hub in Sudurpashchim

Source: Secondary and primary information

As indicated above, Baitadi has religious tourism as top category of tourism product not only at present but also future as the most potential. However, Baitadi has also possibility for offering water-based adventure tourism. Sera-Jhulaghat rafting corridor in Mahakali River is highly potential tourism activities to attract rafting loving tourists from Nepal and India. Furthermore, paragliding and Zip line are other potential activity for which few private sector enterprises are found to be proactive for starting those products through promotional type test operations and some initial investments on infrastructures. Furthermore, few protected areas like Gwallek and Sigas have potential to offers as new ecotourism destinations.

3.2 SWOT Analysis of Baitadi district as a tourism destination

Strengths	Weaknesses
<ul style="list-style-type: none"> The largest concentration of religious sites, shrines, and spots with <i>Shaktipith</i> and Shiva (as <i>Kedars</i>) that is USP to attract large number of local, national and international Hindu tourists for religious tourism Existence of suitable landscapes for adventure tourism activities like river rafting, paragliding, Zip line, cave tour, etc. Availability of larger protected areas for ecotourism Moderate connections with surrounding districts and other parts of Nepal through Mahakali national highway and an airport operational in Patan Municipality Access between all 10 local administrative regions (Municipalities and Village Municipalities) through paved and non-paved roads Moderate facilities of accommodation, communication facilities, health services and market complex amidst mild temperate climate in Gothalapani (1520m), the headquarter (center point) of district 	<ul style="list-style-type: none"> <i>Nonexistence of a single tourist information center in main town and Nepal-India main board point</i> Lack of a responsible Destination Management Institution at the hub like Gothalapani Non availability of tour packages for varied days (1-3) length which could be good basis for potential visitors to take decisions for touring in Baitadi district Lack of the desired scale of hospitality attributes by hosts and hotel management related training Lack of the provisions of refresher training to existing tourism entrepreneurs (hoteliers, homestay operator) and new training to new entrants (as enterprises or service providers like tour/trek guide, nature/eco-tourism guide) in the field of tourism Lack of proper record keeping and transparency of information about the income arising from religious tourism areas Shortage of sufficient number of accommodation centers (Dharmasala) for pilgrims Nonrealization, orientation and practice of religious tourism as a type of income generating tourism

Opportunities	Threats
<ul style="list-style-type: none"> • Being a well-built religious destination; the productions, selling and commercialization of incenses and flowers in temples can trigger economic growth for people living surrounding religious destinations • Strong marketing and promotion induced increment of tourists' arrivals for Sera-Jhulaghat rafting corridor in Mahakali River. This can have spillover effect through the diversification of tourists to other destinations in district • Opportunity to link the production and supplies of <i>Okhar</i> with tourism for making this local product as the sustainable source of local income. <i>Sukkha Phalphul Bikash Kendra</i> at Musyachaur, ward no. 1, Dasarathchand Municipality is already a pre-initiated farmland for this purpose • Increment of Indian tourist arrivals in large numbers via Julaghat-Jhulaghat boarder point by building paved motorable bridge and then after transforming this boarder point as a trade and transit point through policy decision • Building intra and inter district (between Baitadi and Dadeldhura) religious corridors with installations of minimum information, facilities (amenities) and management and thereby attracting millions of tourists • Linking naturally available resources with infrastructure building of tourism in following areas can give additional opportunity for the economic growth of tourism <ul style="list-style-type: none"> » Mines of Iron in Sigas Village Municipality » Slates of Dhakanda in Purchaudi Municipality » <i>Silauto</i> of Shivnath Village Municipality » <i>Lohoro</i> of Mahakali River • Possibility of introducing additional new tourism products as listed below and thereby increase number of tourists arrivals: <ul style="list-style-type: none"> » Paragliding and Zip line as adventure tourism product at Khochalek, Gufakedar located between Silegada to Satbanj on the way to Gokuleshwar » Biodiversity rich ecotourism on following destinations by building infrastructures for viewpoints and local human resource development for basic hospitality skills » 3095.64 hector protect forest area in Sigas » 2788 hector protected forest area located between 1500-2517m in Gwallek which is the meeting point between Dasarathchand and Melauli Bhagawati Municipalities » Wetland cum ecotourism destination in Patal Bhumeswor » Cable care service as soft adventure product between Julaghat boarder point - Tripurasundari temple – Gwallek – Melauli – Shivnath- Niglasaini (Dehmandu) » Mahadev religious circuit around Patan through linking sacred sites like Patan Mahadev, Barahgar, Siddhanath, Banarasi, Anarkali, and Lodne 	<ul style="list-style-type: none"> • <i>Slow pace of the construction of Mahakali Corridor highway to link Tibet Mansarovar via Tinkar Bhanyang</i> • <i>A likely threat through the policy to be taken by neighbor country India on Mansarovar</i> • <i>Traditional practice of opening majority of temples during festivals only that limits the access of visitors on rest other days and seasons</i> • <i>Sporadic natural disaster</i>

3.3 SWOT Analysis of key tourism destination/product of Baitadi district

Baitadi district is offered with many popular religious tourism destinations and products. The development, management and promotional interventions in such destinations could well trigger to increase the arrivals of local, national and international tourists. This could furthermore create spillover effects on other minor destinations in Baitadi and the entire province too. In this context, a SWOT analysis of such two destinations products is offered for the purpose of designing action plan for its improvement.

A. Tripurasundari temple. Dasarathchand Municipality

Tripurasundari temple is dedicated to one of the four most popular goddesses (Devi) in Baitadi. This temple is dedicated to Ransaini (one sister among seven), so the temple is also known as Ransaini Temple. As one of the seven Bhagwati temples in Nepal, the Tripura Sundari temple is one of the most religiously significant sites in Nepal with thousands of Hindu devotees gathering from across Nepal and India to celebrate special occasions such as Sankranti, Dashain, Gaura, and Jaat. This beautiful temple is located in the middle of the village Tripura in the uphill. Situated on a distance of 3.7 Km drive from main chowk of Gothalapani, it is located on a small hillock having wonderful views all around. Tripurasundari is dedicated to the goddess Durga. The temple is painted with red which is also considered to be the symbol of the goddess Durga also identified as Adi Parashakti, goddess of war, a symbol of positivity (Divine forces), and a hope. According to Hindu mythology, she is a warrior form of goddess Parvati wife of Shiva. The historical architectural aesthetics of the pagoda-style temple truly reflects the beauty and history of this temple and its local people, drawing in tourists from around the globe every year to marvel at its beauty.

Tripurasundari Bhagwati Temple is one of the popular sister Temples of Sudurpaschim among the famous Seven Sisters Temple with the ancient name of Ranasaini. It is the beautiful pagoda-style temple reflecting the beauty and history. It can be reached by following the Mahakali highway to Patan, Satbajh. Khodpe about 6-7 hours of drive to reach at the Gothalapani, the headquarters of Baitadi. Tripura Sundari temple is located at the ward no.8 of Dasarathchand Municipality of Baitadi district. After the drive of 3km from Gothalapani to west following Sundarthali, this temple can be reached easily as the road is black topped. The next way to reach to Tripurasundari is from Gothalapani through Chamalekh.

Local people said that the temple was established from 14th to 15th century. Thousands of devotees come in this Temple on a special occasion such as Sankranti, Dashain, Gaura and Jaat. Many domestic as well as international tourist visits in this temple as they believe that the wish came true after the pray of Tripurasundari temple. More than 10 thousand people pilgrims arrived in the occasion from different districts and from the neighboring country India as well. Tripurasundari temple is the famous religious temple of the Baitadi district so the pilgrims gathered largely and believe that their wish will come true after the puja at this temple and happiness will arise and sadness will end after the puja of this Temple. Jatra takes place in the Asadh Shukla Purnima and Nawami. Similarly in the Ashwin Navaratri and Dashami Bhagwati Puja was done. About 4-5 lakhs of tourist visit this temple annually.

In the surrounding of this temple, different physical infrastructures like room, toilet, and bathroom for pilgrims is in under construction for the welfare of the devotees. The communities are not of money minded, so they are doing for the sake of religion only.

Access

It is easily accessible from the main center of Gothalapani which is the district headquarter of Baitadi district. There is a side road for Jhulaghat beside which this temple is situated on a distance of nearly 4 Km. A half kilometer walk is required to reach the temple from the parking area which is on the front side of this temple.

B. Melauli Bhagwati temple complex. Melauli Municipality

Melauli Bhagwati Temple (Mandir) complex is a religious and famous Hindu temple located in the Melauli Municipality of the Baitadi. This temple is devoted to the goddess Durga. The temple is constructed in a unique pagoda-style. This temple region is an integral part of "Melauli Dharmik and Paryatakiya Bikash Chettra" declared by Melauli Municipality. A conceptual master plan titled 'Melauli Bhagawati Development Area (MBDA)', mapping and DPR are formulated for the development of Melauli religious area¹. The temple is painted in red which is also considered to be a symbol of the goddess Durga also identified as Adi Parashakti, goddess of war, a symbol of positivity (Divine forces), and a hope. The temple is considered to be a symbol of hope, peace, and courage. It is believed that wishes made in the temple with a pure soul and heart is fulfilled by the mother Melauli.

The temple is surrounded by the wall all around it which makes the view of the temple beautiful on observing from distant. There is 6.82 hectares (approximately 134 ropanis) of field all around this temple. The red color of the temple makes easy to spot and gives a unique look to the temple.

The temple has its own importance and history. It is one among seven Bhagwati temples of Nepal. Each Bhagwati temple represents one sister among seven sisters of the goddess Durga. The temple had borrowed tradition of Deuki Partha (a traditional custom used to be practiced in the far western regions of Nepal where a young girl is offered to the local temple) too but after formal abolishment by the government of Nepal; the practice of Deuki has come to an end.

Various religious rituals and festivals like Kartik Shukla Purnima (popularly known as Talla Dehi Jaat), beside the offerings and praying during Navaratra of Dashain take place in the pious premises of this temple complex. Thousands of people from all around Baitadi and other districts gather here during festivals for celebrations of these festivals. The temple is famous in the far western region because of the great celebration of these festivals. People come across the temple to get blessed by the mother Melauli.

A number of places and sceneries like the beautiful Api Himal ranges and Gwallek forest and hill on north, the green landscape of hills of Shivrath temple and the deep gorge of Pancheshwar hydropower on west, and Mahabharata hills towards Dadeldhura on the south are visible from the complex of this temple due to its location on a hill above Kanda Bazaar.

Strengths	Weaknesses
<ul style="list-style-type: none"> 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 from Ugratara temple in Dadeldhura A destination product located on a hillock type landscape having 360-degree views all around Offered with a newly built Dharmasala for the convenience of the stay of tourists 	<ul style="list-style-type: none"> Lack of some basis infrastructures like various gates, compound wall, visitors resting place etc. which are due as per its master plan

Opportunities	Threats
<ul style="list-style-type: none"> • Since Melauli Municipality is planning to develop a huge sports tourism complex which is few minutes' drive from Melauli Bhagawti temple, both products can be promoted together • Great opportunity to link this product as an integrated part of intra district religious tourism corridor between Tripurasundari, Niglasaini, Gwallek, Shivrath temple via surface transport and/or cable car link • Also, another opportunity to link this product as a inter district religious tourism corridor in connection with Ugratara temple, Dadeldhura as new side road is being built between Dadeldhura and Melauli whose distance will be only 35 Km. • Potential to showcase Baitadi district region as an exciting religious tourism destination as a whole 	<ul style="list-style-type: none"> • Scarcity of drink water in this region at present • Limitation of financial and technical resources as bottleneck for this ambitious project • The observation of this temple complex site with review of its SWOT have identified the need of a number of planned development interventions to upscale the strengths, minimize/mitigate weaknesses, grab opportunities and prevent threats and such threats induced damage(s) to tourism sector. • Building of tourism infrastructures guided by the master plan and DPR which are prepared by Melauli Municipality • Research and investigation on hundreds of meters long Melauli Cave (Devagufa) by experts (cave experts/ geologist/archeologist) with the aim of opening it for tourists with the provision of light and oxygen. This cave is located on Northwest bank of temple complex.

Annex4: Tourism Profile of Bajhang district with its SWOT Analysis

Bajhang is the largest district located in the northern part of Sudurpashchim province. Also Known as a Himalayan district, its total area covers 3422 squares kilometers between the altitudes of 915-7031 m. Seti River flows in this district from north to south via central line.

4.1 Profiles of Bajhang District

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

TABLE 4.1: General profile of Bajhang district in brief

Geographical location	In northern belt of province spread between 29°29' and 30°09' north longitude, and 80°46' and 81 °34 east latitude
District boarders	—► East: Bajura and Humla districts <— West: Baitadi and Darchula districts: jNorth: Humla district and Tibet (China) jSouth: Baitadi and Doti districts
Landscape area & category	Area: 3,422 km ² (17.51% of provincial area), Category: Alpine = 60%, Subtropical = 30%, Tropical = 10%
District Administrative Headquarter	Chainpur (Jayaprithvi Municipality)
Ecological belt area	Hills to mountains
Main rivers, lakes and waterfalls	Rivers: Seti and Kalanga, Lakes: Surma Sarovar, Timadaha, Khaptad, Lokunda, Majha, Khapar daha, Nilsari Kunda, Ramcha Daha (Urai lake), Waterfalls: Dantola, Dahachaur, Gorkhali, Paltichada, Barilchado, Chidkako Jharana, Sunkadda, Dhadiwan, Gurayal and Mekuno
Altitudinal range	915 (Kedarsyu) to 7031m (Saipal)
Climatic zones and Average range of temperature	Climatic zones: Sub tropical (1000 -2000m), Lower temperate (2000-2700m), Upper temperate (2700-3000m), Sub alpine (3000-4000m) and Alpine (4000-5000m) and Nival (Above 5000m); Temperature: 2° C in winter to maximum 35° C in summer
Political administrative divisions (local governmental units)	2 Municipalities (Jayaprithvi and Bungal) and 10 Rural Municipalities (Talkot, Masta, Khaptadchhanna, Thalara, Bitthadchir, Surma, Chhabis Pathibhera, Durgathali, Kedarsyu, Saipal)
Transport connectivity (Road/ Air/Water)	Road: Jayaprithvi and Mahakali Highway in Nepal (Direct bus service available from Dhangadhi, Attaria and Kathmandu) Airport: Bajhang airport Water: Seti River Corridor for rafting
Population and their ethnic composition	1, 95,159 (National census 2011) with 92, 794 (47.55%) male and 102,365 (52.45%) Khas/Chhetri (66.54%), Brahma/Pahadi (10.20%), Kami (7.33%), Thakuri (4.86%), Sarki (2.22%) and rest others
Language spoken	Nepali (75.5%), Bajhangsi (23.50%), Doteli (0.50%), Dhuleli (0.18%), Tamang (0.08%), Rest others
Present connectivity from major places of province and country in driving distance	East = Kathmandu (660 Km)! West = Khodpe Bazar (99 Km)! South = Dipayal Silgadhi (185 Km), Attaria (262 Km)! North (upcoming)= Urai Bhanjyang ->Taklakot (Tibet) (201 Km), Chainpur - Taklakot (80 Km)
Communication and media	Websites, Online News Portal, Post office, Television, Local news Papers, and FM Station

Sources: CBS, DDC, Study Team, 2021

Historically, it was part of *Baisi* and *Chaubisi* reign system ruled by 'Singh Thakuri' ruler clans during medieval period and before the unification of Nepal one of the 24 states during medieval period. This district has reputation of being the birthplace of late Jayaprithvi Bahadur Singh, initially a king from royal family, is well-known as the pioneer and humanitarian in the educational history of Nepal. He had not only written the pioneer reading book "*Achyarank*" for Nepali children to teach them in Nepali language but also opened "*Satyabadi Pathsala*" in Bajhang and Naxal, Kathmandu. Furthermore, he had contributed to establish cottage industries in Bajhang through offering technical trainings on leather processing, copper, metal, Nepali paper and cloth industries. Bajhang is well known district full of historical, religious, adventurous, recreational and cultural heritages. Its far Himalayan and mountainous landscapes have high potential for tourism.

A table below reflects about the key tourism attributes of this district.

TABLE 4.2: Key tourism attributes of Bajhang district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Mt. Saipal (7031m) Himalayan region Saipal base camp (18 Km jeep drive to Dhalaun and 5 days trek) • Khaptad area • Bhojpur palace complex (Jayaprithvi Bahadur Singh) • Natural Hot spring (Tatopani), Tapoban • Barel Chada waterfall • Temple of Goddess (one of the 7 sisters) Surma Devi • Viewpoint of suspension bridge over Seti River, etc. • Talkot palace • Birthed area (as mini Khaptad)
Major touristic activities/events (existing)	<ul style="list-style-type: none"> • Trekking to Mt. Saipal base camp • Trekking to Khaptad from Darugaun/Lokhada • Homestay and snow play in Dallek • Hot spring bath in Tapoban
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Siuro, Banni Ki Chaitali, Bhuwa parva, Harelo and Bunyathadai, and cultural functions like Deuda, Bhari Khel, Chavai, Lai Biri Chhamka and Chutkila, Dashain, Tihar, Baisakh Sankranti, Surma Sarovar Mela, Khaptad Baba Mela, Baishakh Poornima, Kartik Poornima, Chaturdasi, Masto Puja, Chaitra Dashain, Chaka Kedar, Ganga Dashahara, Janai Poornima, Gaura, Holi, Deval Jatra, Sain Kande Jatra, Bisu parva, Udhauli, Ubhauli, etc.</p> <p>Music: Dholak, Madal, Chaap, Pilharu, Kastar, Chathkauli.</p> <p>Dance and songs (<i>Bhajans</i>): Chhaliya, Hudkyauli, Putala, Jhora, Maruni, Ratyauli, Bhuwo, Chanchari, Jhoda, Deuda, Jhodo, Phag, Sagun, Athwali, Thadokhel, Dhusku, Bijaura, Nyaule, etc.</p> <p>Dresses: Women: Chungbala, Men: fancy suite of Allo and Bamboo</p>

Upcoming tourist attractions and activities	<ul style="list-style-type: none"> • Moyana hill viewpoint, Jayaprithvi Municipality • Dantola waterfall • Talkot old palace • Masta temple • Surmasarovar lake • Bannimasta mandir • Jayaprithvi Nagar/Mellek • Kot (Chuli) • Tourism Park, Bitthadchir Rural Municipality • Kailash Gufa • Satyabadi school in Mellek • Kairankot Agro Farm (Thalara RM) • Malika lake religious spot (Masta RM)
Accommodation status	Hotels/lodges: More than 100 hotels in district with few standard/deluxe hotels in Chainpur (Jayaprithvi Municipality)
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	Tourism industry including hotels, lodges, restaurants, homestay = 105 Airlines offices = 1 Rafting Agencies = NA
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS and money changer, securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc. in Chainpur (Jayaprithvi Municipality)
Famous local touristic productions (as gifts)	Lokhta Nepali paper, Fancy suite of <i>Allo</i> and Bamboo
Tourist information arrangements	Tourism information center not available
Institutional arrangements	Bajhang Hotel Vyawasai Sangh, Bajhang Udog Banijya Sangh
Tourism related research institution	Research Academia for Humanism & Jayaprithvi Bahadur Singh
Likely positioning of district for incoming visitors	A wonderful land of its own in northern Sudurpashchim

Source: Secondary and Primary information

As indicated above, the Seti River valley, Saipal Himalayan area, Surmasarovar area, Khaptad area, Bithad area, Tapoban Jwala, Hotspring (Sunikot), Khapardaha, Rishikund, Kailash gufa, several waterfalls, temples etc. are major heritages carrying tourism potentials. Khaptad area is full of many types of grassland, various species of animals, birds, plants, Nigalo, colorful flowers, attractive lake and religious spot like Tribeni dham (the confluence of three rivers). Though there is no record of tourist arrivals statistics in Bajhang except Khaptad. There are good hotels in major areas like Chainpur, Bungal, Talkot and Khaptadchhanna Municipalities and place like Tamail which is entry point for Khaptad. A likely package itinerary between Chainpur to Chainpur via Daulichaure, Surmatal, Banni Masta temple, Kot (Chuli) and Jayaprithvinagar is offered in **Annex 11**.

4.2 SWOT Analysis of Bajhang district as a tourism destination

Strengths	Weaknesses
<ul style="list-style-type: none"> The entry gateway for Khaptad with the shortest route Very responsible arrangement if record keeping and security of visitors of Khaptad including their search and rescue in need by the Nepal Army through well coordination between their two entry posts located each in Lokhada (Bajhang) and Jingarana (Doti district) Location of few of well-known destinations and unique cultural attractions (Khaptad, Talkot, Mellek, Saipal Himalayan range, Surmasarobar temple & lake, medieval palaces, waterfalls, cultural fairs, festivals, rural life Saipal Himal Base Camp route, Tapoban Tatopani, Kailash Gufa, Rishikunda, etc.) in Bajhang are already well known amidst existing and potential tourism market. Little infrastructure development and promotional interventions could give high leverage to increase the popularity of Bajhang as a preferred destinations amidst local, national and international tourists Upcoming new destination site like Moyana hill viewpoint in close proximity from Chainpur Production and supplies of <i>Lokhta</i> paper and <i>Allo</i> clothes as a branded Nepali product as an industrial form in Talkot and Masta Village Municipalities Good accommodation, connectivity, communication facilities and market complex amidst mild temperate climate in Chainpur, the headquarter (center point) of district 	<ul style="list-style-type: none"> Lack of much needed tourist information center and Destination Management Institution at the hub like Chainpur Lack of tour packages for varied days (1-3) which could be good basis for potential visitors to take decisions for touring in Bajhang district Poor awareness and understanding about, benefits of and engagement in tourism by Bajhangi hosts including ordinary local communities as a whole Lack of the desired scale of hospitality attributes by hosts and hotel management related training Lack of extent of trainings on homestay operation and management
Opportunities	Threats
<ul style="list-style-type: none"> Opportunity to link the production and supplies of <i>Lokhta</i> paper and <i>Allo</i> clothes with tourism for making these local products as the sustainable source of local income A likely upcoming Dhangadhi (Gauriphanta)-Jingarana (Doti)- Khaptad- Chainpur (Bajhang) –Urai BhanjyangTaklakot (Tibet) highway via Seti River corridor to connect famous pilgrimage Kailash Mansarovar which is a must reach destination for almost all Hindu tourist market in India which is in millions of numbers Opportunity to develop special interest tourism due to the habitat and dwelling of High land animals (e.g., Himalayan black bear, wolf, hispid hare, blue sheep, barking deer, snow leopard etc.) and the high-country birds (e.g. raven, vulture, hawk, Himalayan munal, pheasant, etc.) in ever green nice temperate and alpine forests Opportunity to link both South (India) and North (China through Seti Lok Marga Immense opportunity for increased income and employment creation through infrastructure development and destination promotion induced increment on arrivals and length of stay of tourists 	<ul style="list-style-type: none"> Slow pace of the construction of Seti Lok Marga Lack of sufficient, standard, and quality accommodation for tourists in Khaptad Risk of safety and security on Khaptad trekking route due to frequent thunder induced falling of <i>Chatyang</i> in summer and spring seasons A likely threat through the policy that would be taken by neighbor country India on Mansarovar

- Potential to develop Saipal base camp route as a longer ultimate adventure route for around 20 days through covering three high passes namely Sakya Lagna Pass (4709 m), Zimgang La pass (5332 m) and Chapchua Pass (5216 m) on the route
- Opportunity to develop the extreme human nature interface flagship mammal's expedition photography tour (Snow Leopard, Blue Sheep and Himalayan Thar and Kasturi watching/sighting) for adventure tourists in surrounding areas of Mt. Saipal and Kanjirowa mountains surroundings (Bhanjang)
- Potential for Snow Skiing and Snow board In Surma area, Snow field of Kanjirowa and Heli skiing in Sakya Lagna pass (4709 m) and Surma of Bhanjang

4.3 SWOT Analysis of key tourism destination/product of Bajhang district

Bajhang district is offered with some differential tourism product with its unique natural and cultural identity. The development and promotional interventions in such destinations could well trigger to increment of the arrivals of local, national and international tourists. This could furthermore create spillover effects not only for few leading destinations but also for other minor destinations in Bajhang and the entire province too. In this context, a SWOT analysis of such two destinations products is offered for the purpose of designing action plan for its improvement.

A. Moyana hill viewpoint. Jayaprithvi Municipality

Moyana is the nearest viewpoint hill from downtown of Chainpur (Jayaprithvi Municipality) at an altitude of 2800m. This hill is well visible from the downtown of Chainpur in Bajhang. Experienced (observed) as similar to the status of "Pun hill" of Annapurna Conservation Area for the visibility of the long range of snowcapped mountains, it is probably the best viewpoint in Bajhang district to observe nearly 300 km range of Himalayas covering Mt Saipal in the east to Api and Nampa on the west. Trekking to the top of this hill also adds value due to the visibility of Chainpur bazaar surrounded by rivers all around.

Access

It requires to drive about 13 Km from Chainpur to reach the trek starting point. Since this viewpoint is proposed as a place to build view Tower by Jayaprithvi Municipality, few initial infrastructure works are done. There are paved walking steps for 15 minutes of walking from the trek starting points. From the end point of the paved step, it needs to walk about 50 minutes to reach the main viewpoint to top of this hill which is about 2800 m.

Strengths	Weaknesses
<ul style="list-style-type: none"> • The best viewpoint to see nearly 300 km of Himalayan ranges consisting of Mt. Saipal Api, Nampa and Byas Rishi himal. • Easily accessible from the market center of Chainpur (the district administrative head quarter) through 13 Km of ascending drive and 2 Km of trekking on the ridge of a hill surrounded by non-dense forest. • Offers excellent opportunity for all visitors to reach from Chainpur. Availability of also 2 standard hotels for tourists who enjoy such accommodation • Appears as a USP for this destination 	<ul style="list-style-type: none"> • Lack of some of basic infrastructures causing inconvenient to visitors for their meaningful experience <ul style="list-style-type: none"> » A directional signage at the trek starting point » Interpretative signage (board) at the viewpoint » Another directional signage next to Bhojpur palace in Chainpur for the guidance of the driving of visitors up to the trek starting point » A protection shade with the provision of washrooms at the top hill • Lack of knowhow for marketing, promotion and promotional communication by the local tourism stakeholders

Opportunities	Threats
<ul style="list-style-type: none"> The flow of the larger number of tourists to this viewpoint can increase the economic activities through tourism by utilizing hired vehicles and local nature and mountain guides. The arrival of increased number of tourists in Bajhang to see this viewpoint would ultimately help to increase the income of hotels, lodges, homestay and market shops, and vehicle suppliers in Chainpur. Furthermore, it could also increase of the income of other entrepreneurs and supplies of consumable items (e.g., dairy products, meat, vegetable, corn, etc.) in Chainpur and nearby surrounding areas who are connected in the value chain. 	<ul style="list-style-type: none"> Lack of institutional arrangement in the form of a Destination Management Organization (DMO) is major constraint for this product which is public (not private type) in nature Lack of paving of the 13 km road of driving can be challenging to drive during summer and raining seasons

B. Natural Hot spring (Tatopani), Tapoban, Talkot Village Rural Municipality

Located on a driving distance of 8 Km towards north from Chainpur, Tatoban Hot spring (Tatopani) lies at the bank of Seti River in a place called Sunikot in ward no. 1 in Talkot Village Municipality. This branch road from Chainpur to Talkot Tapoban passed via Saur village and crossing through Sunigad Bridge.

There is high recreational (bath) and medicinal significance of this tourist site. As like other hot spring in Nepal, it is believed that a bath with this natural hot water is beneficial for the recovery of skin related several diseases. Furthermore, there is also religious significance of this site of the natural source of hot water located on the bank of Seti River. There is Lord Shiva's temple located just before the hot spring point. There are annual fairs organized on the occasion of Shivratri and Maghi. Also held are Bratabandha related rituals by Hindu people living in surrounding areas in Bajhang district. The Divisional Forest Office, Chainpur has supported to build two bath ponds located on the upper side from hot water source, few changing rooms, one washroom and extension of metal water pipe from hot water source site up to the pond. Since this site was damaged by a heavy flood in past, the study visit knew that the water lifting system was installed to prevent the similar kind of damage in future due flood prone trend of Seti River. However, the site visit could not find the operation of water lifting facility from down to top to water pond. It was observed few local people of Saur village taking bath directly at the main source located on the bank of Seti River.

Strengths	Weaknesses
<ul style="list-style-type: none"> A special recreation tourism product with medicinal value Located on half an hour drive on distance of 8 Km from Chainpur, which is the district headquarter of Bajhang district and serves as a big market for this product from the nearest area Some of the basic infrastructure to make this product operation is already installed 	<ul style="list-style-type: none"> Lack operational infrastructure like entry gate, ticket counter for the users, waste bins, and proper instruction for the use of hot spring Lack of information (sign board, promotional material) about this product in Chainpur from where tourists generate Lack of an instructional board with code of ethics for the use of this product

Opportunities	Threats
<ul style="list-style-type: none"> • Huge opportunity to promote and market this product as a USP which is liked mostly by local, national and international tourists • Opportunity to link this product with Moyana hill viewpoint, Barel Chada waterfall, Bhojpur historical palace, etc. in the package tour from Chainpur and benefit holistically in linkage with each other • Potential to showcase Chainpur region as an exciting destination as a whole 	<ul style="list-style-type: none"> • Possibility of none functioning of water pumping in natural hot form (as it is at the source) which could prevent the purpose of this differential construction at a hot spring site. • Since a clear division between informants found who one side suggest to not to use water pumping system and on the other side, they suggest this technology. There is likely possibility of conflict between two different informant local stakeholders and resulting closure of this project • Possibility of damage of this site in below area again by another flood if a heavy C shaped heavy and tall protection damp is not built with huge investment

Hence, it is highly desirable to upscale the strengths, minimize/mitigate weaknesses, grab opportunities and prevent threats and such threats induced damage(s) to tourism sector. The SWOT analysis section offers a basis for the formulation of the action plan section which is included in the later part of this document.

Annex 5: Tourism Profile of Bajura district with its SWOT Analysis

Bajura is one of the nine districts of Sudurpashchim province located in the western and Northern most part of province and country.

5.1: Profiles of Bajura District

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

TABLE 5.1: General profile of Bajura district in brief

Geographical location	Far West spread between 28°. 18' to 29°.57' northern and 81°.9' to 81°.49' eastern longitude
District boarders	—► East: Mugu and Kalikot district <— West: Bajhang District:jNorth: Humla district jSouth: Achham District
Landscape area	2188 km2/218800 Hector
District Headquarter	Martadi (Badimalika Municipality)
Ecological belt area	Higher Himalayan Region (Saipal Himalayan range), Higher Mountain (Doha Lekh and Ghori Lekh) and mid - Mountains (Badi malika).
Main rivers	Karnali, Buddhiganga (Small River: Bauligaad, Malagaad, Kordigaad, khadigaad, Tipaadagaad, etc.
Altitudinal range	300 Meter (m) to 6400 m, Martadi (1550m)
Average range of temperature	0° C in winter to maximum 40° C in summer
Political administrative divisions (local governmental units)	4 Municipalities (Badimalika, Budhiganga, Budhinanda, Triveni) and 5 Rural Municipalities (Gaumul, Jagnath.Swamikartik Khapar, Chhededada and Himali)
Transport connectivity (Road/ Air/Water)	Road: Bhimdatta Pant Highway, Dr. KI Sing Highway, Martadi Saphebagar Road Airport: Bajura Airport, Kolti Water: Karnali River Corridor for rafting
Population and their ethnic composition	134912 (2011 Census), 65806 male and 69106 female Khas/Chhetri (53%), Khas/Thakuri (19%), Bahun and Sanyasi/Giri (18%), Khas Dalits (9%), Tibetan/Tamang/Sherpa Bhote (<1%).
Language spoken	Nepal (96%), Bhote Sherpa (0.46%) and Tamang (0.42%)
Present connectivity from major places of province and country in driving distance	North: Dhangadhi- Bajura (325.5Km), Mahendranagar-Bajura (351.5Km), Attriya-Dipayal (310.5 Km)
Communication and media	Websites, Online News Portal, FM Stations and News Papers of Bajura District

Sources: CBS, DDC, Study Team, 2021

Bajura is rich in tourism products as, it is the home to both natural and cultural attractions that are residing on the Khaptad National Park and all the Rural Municipalities and Municipalities.

A table below reflects about the key tourism attributes of this district.

TABLE 5.2: Key tourism attributes of Bajura district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Badimalika grass land and temple (4200m) • Martadi city garden • Birekhola Jharana • Triveni • Dahakot • Khaptad National Park (3176m) • Budhinanda lake (4500m) • Chededaha lake
Total area of Bajura district in Khaptad NP	3% (Doti=40%, Bajhang=37%, Accham=20%)
Major touristic activities/events (existing)	Khaptad National Park (bird watching, nature walk), Water fall view, sightseeing, river rafting,
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Masto puja, Baishakh, Kartik and Mangshir Poornima, Gaura parva, Bishu, Dashain, Tihar, Holi, Maghe Sankranti, Sakela, Kandali, Eid and Christmas, etc. Triveni Mela, Badi Malika Mela, Budinanda Mela, Chaturdasi, Chaitra Dashain, Chaka Kedar, Ganga Dashahara, Janai Poornima, Gaura, Udhauli, Ubhauli, Holi, Deval Jatra, Sain Kande Jatra, etc.</p> <p>Music: Madal, Damau, Bigul, Hudke, Ramdhol, Mridanga, Mijura, Mushak, Narsingha, Tambhor, Bhuwa, Chaliya, Chola, Hudkeuli, Deuda, Ratyauli, Maruni, chanchari</p> <p>Dance: Bajureli Deuda, Chaliya, Hudka, Putala, Jhora,</p> <p>Dresses: Cholo, Fhariya, Patuki, Guniu, Pachyauri, Topi, Daura, Surwal, Kamij, Bhoto, Chuyangbala.</p>
Upcoming tourist attractions	Ranisen Paryatakiya Chetra, Dhamkane park, Jalpa devi viewpoint, Dahakot waterfall, Barjukot view tower, Bhawanimandu view tower, Kalajagra view tower
Accommodation status	Hotels/lodges= 202, In Martadi= 100 Homestay= None
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines)	Travel Agencies/Tour Operators = NA Airlines offices = 1 (Kolti) Rafting Agencies = NA
Offices, Rafting Agencies, etc.)	
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS in municipal areas, securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc.
Tourist information arrangements	None
Institutional arrangements	Hotel Byawasai Sangh
Likely positioning of district for incoming visitors	Gateway to sacred pilgrimage Badimalika and Budhinanda

Source: Secondary and Primary information

The 4 Municipalities (Badimalika, Budhinanda, Triveni, and Budhiganga) and 5 Rural Municipalities (Gaumul, Jagganath, Swamikartik Khapar, Khaptad Chhededaha, and Himali) are full of tourism attractions/assets. These local areas have their own unique culture, religious or historical importance for tourism. The detail inventory of such attractions in all ten local areas is offered in a table below. As per tabular description above, Bajura is a tourist destination with several highly potential religious, natural and adventurous tourism products like Badimalika, Budhinanda, Khaptad, Chhededaha, Birekhola waterfall, etc. However, provincial tourism plan formulation consisting of Bajura as one of the nine districts necessitates looking at its SWOT that helps to find its competitive position.

5.2 SWOT Analysis of Bajura district as a tourism destination

Strengths	Weaknesses
<ul style="list-style-type: none"> A destination filled with well-known religious attractions like Badimalika, Khaptad, Budhinanda A destination rich with biodiversity and natural heritage that offers it as an ecotourism and sightseeing tourism destination As one of the seven sisters' goddesses temple, Badimalika is officially worshiped with procession by the district administrative offices of Doti, Kalikot and Jumla 	<ul style="list-style-type: none"> Road access to Martadi with very poor standards and safety. Poor safety and standards of intra-district road connections Poor awareness and knowledge of mass local people on understanding of tourism and its benefits. It is knowingly and unknowingly resulting with poor hospitality attributes by the host population Nonexistence of a single tourist information center at the entry point of district and also at district headquarter Martadi Lack of a responsible Destination Management Institution at the center point like Martadi Non availability of tour packages for varied days (1-3) length which could be good basis for potential visitors to take decisions for touring in Bajura district Lack of the provisions of refresher training to existing tourism entrepreneurs (hoteliers, homestay operator) and new training to new entrants (as enterprises or service providers like tour/ trek guide, nature/eco-tourism guide) in the field of tourism Lack of proper record keeping and transparency of information about the income arising from religious tourism areas Shortage of needed accommodation centers (<i>Dharmasala</i>) for pilgrims at religious places like Badimalika and Triveni Nonrealization, orientation and practice of religious tourism as a type of tourism which can be prone to profit making
Opportunities	Threats
<ul style="list-style-type: none"> Location of Kolti, Parakhelek, Martadi, Attichaur, Dogadi, etc. between Rara-Khaptad route which is highly strategic for the growth potential of these destinations in Bajura district Potential of ski tourism on Ranisen located on the board between Humla and Bajura Surety of easy access to several tourism destinations after the completion of Seti lok marga Potential of developing a new trekking route to Mansarobar in 1.5 days The completion of the ongoing construction of a concrete bridge on Karnali river at Jhugala (the border between Mugu and Bajura) would be highly fruitful to attract tourists from Rara region of Karnali Installation of cable car station to link Badimalika can attract very large number of tourists 	<ul style="list-style-type: none"> Continual natural disasters like landslides and floods on highly connecting Martadi is creating poor image of safety for tourists and travelers The lack of a consensus and joint responsibility amidst Bajura, Kalikot, Doti and Accham districts on following issues of Badimalika is a big constraint for the development of tourism in Bajura as Badimalika is the first choice of branding this destination <ul style="list-style-type: none"> » Converting Badimalika as destination operational for tourists for the minim of six months in a year » Formulating a joint committee, act, work procedure, code of conduct manual, etc. for the mobilization of income for the betterment of this place » Transforming Badimalika region as a conservation area to protect degradation of its ground environment by the grazing from millions of sheep's, goats, buffalos » To give a right leadership for the growth of this valued destination on sustainable tourism approach

5.3 SWOT Analysis of key tourism destination/product of Bajura district

Bajura district is offered with unique selling product cum destinations like Badimali and Budhinanda. For example, the Badimalika temple as offered with the religious tourism as well as mesmerizing trekking trail. The planned development and management of such a destination can enhance the brand value of tourism not only for Bajura district but also for entire province. For this purpose, a SWOT analysis of this product is offered for the purpose of designing action plan for its improvement.

A. Badimalika temple

Badimalika is a sacred temple dedicated to Bhagwati as a Shakti peetha. As per ancient religious script, it is sacred site where left shoulder of the dead body of Goddess Sati Devi (daughter of Dakchya Prajapati) fell down in Mallagiri Mountain while carrying Sati's dead body by God Shiva. This Mallagiri was then referred to as Malika. This temple is located in Triveni Municipality in Bajura District. Malika Chaturdashi is the major annual festival that is held in this temple. People from different parts of the country as well as neighboring country, India visit the place on the auspicious day of Janai Purnima for its religious belief.

The temple is served by two priests, one of them representing Kalikot district while the other priest from Bajura. This is the one of the seven sisters' goddesses' temples of Sudurpashchim. There is a belief that whoever visits the goddess Maliki's place with pure heart, he or she gets his or her wish fulfilled in terms of wealth, children as well as prosperity. In the recent days, it is one of the new trekking trails identified and explored by Trekking Agencies' Association of Nepal (TAAN). Even though the trail is operable throughout the year, the heavy snowfall during the winter can affect trekkers. Due to not much developed services in the way, trekkers are advised to be self-sufficient on food and accommodation. Trekkers are also suggested to hire local guides as the trail lacks signposts and other infrastructures.

Accessibility

A trekker's journey begins with a flight to Dhangadhi and through Godavari we reach to Dadeldhura which is the homeland of historical places like Amargadhi Fort and other attractions like Aalital and Ugratara temple. After having good rest in the hotel of Dadeldhura, the journey of next day starts with about four-hour drive to Sanfe of Achham.

Martadi (district headquarter of Bajura district) is the major gateway to start trekking to reach Badimalika in 2-3 days. Martadi is connected by both air and surface transports. By air transfers, Kolti is a place with an airport which is 40 Km west from Martadi in Bajura district. The surface transport is connected from Dhangadhi to Martadi (as the gateway for Badimalika) via Syaule (Dadeldhura) and Sanfebagar. From Sanfebagar, out of two roads, one of the roads to Martadi of Bajura should be followed which passes along the Budhi Gandaki River.

After a drive of around three hours, one can reach to Jadanga, a small village with few teahouses and a health post, where accommodation is found in teahouse only. The next day, walking through beautiful landscapes, a hike of around three hours will take us to a small village called Krodh, also known as Buddha Krodh, the last settlement in the trek. This is the settlement of Badhuwal and Khadka mostly and major cultivation is potato. Here, we can buy buffalo milk and curd from local herders. Beyond this settlement, there are only Buffalo sheds on this trail.

After a walk of around three hours through the dense forest, one can get the place for lunch, the first buffalo shed where one can get buffalo milk and curd. After lunch, the trail climbs up reaching the altitude of 3,800 meters where trekkers are prone to high altitude sickness for which local people are advised to drink plenty of liquid and climb with slow speed. Here, trekkers can enjoy mesmerizing view of big grasslands brightened with colorful flowers. Then again, the walk of around three hours after lunch will take the visitors to a place called Bhito for night's halt in tented camp.

The next days' walk of around five hours through big grasslands, waterfalls and murmuring streams after breakfast will lead to Triveni (3870), the destination for the day. Triveni is a place of great religious significance. People take holy bath in the nearby rivers before moving towards Badimalika temple. People believe that holy dip in Triveni will help them to get rid of sins; some even pay homage to their forefathers at this place for the belief that it will open gateway to heaven for the departed souls. During major festivals like Janai Poornima, the place will be occupied by around 1500 tents. A walk of about an hour from Triveni, we reach a place called Khetibeti from where the Badimalika hill can be seen. Here visitors can see plant resembling paddy growing naturally which believed to be sown by birds, according to myth and believe that the plant brings good luck to whoever gets it. On the way, visitors can see beautiful plants and wildflowers along the trail to Badimalika. Locals believe that fragrance of these flowers create headache and vomiting which can be cured or prevented by taking sour & spicy things. The temple of Lauribinayak falls on the way where pilgrims offer worship to Lord Ganesh.

Early rise in the morning gives the view of API and Saipal mountains glittering in morning sun. The view of sunrise and widespread grasslands and standing above the clouds atop the Badimalika hill, one feels like standing at the highest point on earth. Pilgrims have strong belief that Goddess Badimalika fulfills all their wishes. After visiting Badimalika, visitors can descend toward Dhawalpur Lake through nerve-racking trail where we feel rejuvenated due its beauty. Dhawalpur Lake is a very beautiful lake located amidst a dense forest at an altitude of 2556 meters and spread over 500 sq. meters. A walk of about three hours from Dhawalpur Lake will take us to Natyashwor temple, which is the must visit temple after visiting Badimalika according to local belief. The temple wears festive look during Janai Purnima festival. After a walk of about half an hour from Natyashwori, visitors reach Lamagadh for lunch. One can enjoy beautiful views of different landmarks in Bajura from Lamagadh where we get homestay facility and is the first homestay facility in Bajura. After breakfast in the next day, visitors can move toward Mourya, the popular stopover for visitor due to its natural beauty and on the way, visitors can also see the confluence of Budhiganga and Malagadh rivers. After lunch in Mourya, visitors can head towards Silgadhi, the district headquarters of Doti.

Strengths	Weaknesses
<ul style="list-style-type: none"> Carries strong religious value The only shrine amidst seven sisters' goddesses which is worshiped institutionally by the state Mesmerizing beauty along the trail 	<ul style="list-style-type: none"> No good accommodation facilities Lack of other required facilities for the tourists Lack of institutional body for the proper management
Opportunities	Threats
<ul style="list-style-type: none"> Can be linked with Khaptad in making the chain of religious circuit 	<ul style="list-style-type: none"> The lack of destination planning with proper accommodation facilities and trail alignment with proper information management (signage) can be risky for the durable safety of visitors

B. Khaptad

Khaptad is described as a Piece of Heaven on earth due to its majestic natural beauty. Religious and Cultural sites, big grasslands Patan, lake and more than 200 species of birds as well as some endangered animals make it an important tourism site of Sudurpashchim Province. Khaptad represent the Unique and Important ecosystem. One of the main attractions of Khaptad is the Khaptad National Park established in 1984. Khaptad is extended among four districts (Doti, Achham, Bajhang and Bajura) of Province.

Khaptad is rich in its flora and fauna variety. The pastures of Khaptad are predominantly covered by more than 300 Species of Orchids and sub-tropical vegetation. Every monsoon, the pastures are carpeted by these flowers and herbs such as piyuli, paanchaule, and others. A wide variety of medicinal herbs (about 224 species) are

found inside the park, and it is described as the living garden of herbs. The Park is reported to have 266 bird's species with migratory birds joining the residential ones. It supports about 175 breeding birds' species. The Park offers excellent bird watching Opportunity. Some of the common ones are the Impeyan, pheasant (Dhanphe), Nepal's national bird, and many types of partridges, flycatchers, bulbuls, cuckoos, and eagles. A wide variety of butterflies, moths, and insects are also forming a part of the Khaptad ecosystem. The Park is rich in variety of wild animals, park provides habitat for some 20 different species of mammals.

The seasons of spring (March-May) and autumn (October-November) are the best times to visit the park. During this time several festivals are held here, and weather is not cool and wet neither cold nor dry.

Park has also gained religious value as the home of Khaptad Swami, the renowned hermit. The Khaptad Baba Ashram is located near the park headquarters at Triveni. The late Khaptad Swami moved to the area in 1940's to meditate and worship. He spent about 50 years as a hermit and became a renowned spiritual saint. The meditation area includes temples of lower Triveni.

Other areas in the Khaptad of interest to tourists are Khaptad Daha, Nagdhunga, Triveni, Srahashalinga, Danfe Danda, Maikathan, Khaparmandu and Bhimghatta. There are no entrance restrictions for Visitors but in the core zone, grazing animals, cutting firewood and activity like drinking alcohol and slaughtering animals are prohibited.

According to the locals, there are several trails to reach Khaptad, one from Darugaun Bajhang, one from Jhingrana Doti and another from Accham and Bajura district. Dharugaun is about 6 km away from Khaptad and 22 km from Jhingrana. From Darugaun, it takes about 5-6 hours of uphill hike to reach Khaptad and similarly, 8-10 hrs. from Jhingrana. Trekkers and travelers to Khaptad National Park should be self-sufficient in terms of food and accommodation as there are not many commercial lodges that can fulfill the tourists' needs. In present scenario of accommodation facility in Khaptad is not in good condition. Available Toilet and rooms are not clean as tourist need. New infrastructure is under construction for tourist accommodation near the Khaptad National Park Office.

Tentative trek itinerary to enter via Bajhang (Tamail & Lokhada) to exit via Doti (Bichpani and Jhingarana)

- Day 1st:** start driving from Tamail (Bajhang) and reach Ddarugaun through a gravel road (10 Km). Trek to Lokhada and overnight at guest house there. Darugaun to Khaptad is 6 Km walk.
- Day 2nd:** Trek from Lokhada and reach and stop at Nepal Army check post entry pass. Walk Two and half hours up the hill and reached Khaptad Patan.
- 3rd, 4th, and 5th:** Spend 1-3 days to see key spots like Triveni, Sahasralinga, Khaptad lake, Khaptad Baba's hermitage, Nagdhunga, Bhimghatta, Maikasthan, Khaparmandu, etc.
- Day 6th:** Start trek to Bichapani for about 8 Km. Overnight stay at Bichapani. Or continue walking for another 8 Km to reach Jhingarana for overnight stay.
- Day 7th:** Start trek to Jhigarana for about 8 Km for overnight stay. Drive for about 15 Km to reach Silgadhi for the access to the mainstream highway.

A careful look at SWOT of Khaptad finds following details.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Availability of record keeping of visitors from both side army posts (Lokhada in Bajura and Jhigarana in Doti districts), monitoring until the visitors are way outs from other side of entry gates and strong search and rescue services provision in case of loss of visitors anywhere within the vicinity of KNP • A piece of heaven on earth due to its mesmerizing natural beauty • Well known as the heart of tourism industry of Sudurpashchim province • Nationally recognized as a delightful religiously, spiritually as well as naturally enchanting view of mountain peaks • Late Khaptad Baba and his hermitage are not only the center of attraction but also a brand for Khaptad for its promotion amidst Hindu tourists worldwide • Attraction is enriched by the big grasslands (patans), more than 200 species of birds, 224 varieties of medicinal herbs, 300 varieties of orchids, as well as some endangered animals • Extended among four districts (Doti, Accham, Bajhang and Bajura), it can be easily accessed from Doti or Bajhang. However, there are also foot trails from Sanfebagar (Accham), Kanda (Bajura) and similar other places. • Entry points in both sides (Jhigarana - Doti and Darugaun/Lokhada- Bajura) are offered with bed capacity of 20-30 pax for the stay of visitors. Jhingaran - Silgadhi (15 Km) wider feeder road is being paved and easy for transfers of visitors 	<ul style="list-style-type: none"> • Lack of safe, quality and comfortable accommodation arrangements for visitors that consist of efficient supply of power, water and internet • Lack of proper signage all around in the way to Khaptad destination • No side of Khaptad is denoted as a safe camping site for tourists • Numbers of livestock are grazing in the grassland of Khaptad which may affect the natural ecosystem of Khaptad • On the way to Khaptad, a number of dustbins and small dumpsites are fixed for management of wastage, but one can easily find bottles of water, a wrapper of chocolate, biscuits, and Juice on the track • Due to the lack of electricity submission line, Khaptad has been facing the problem of electricity as well as communication which depend on electricity. Simply houses are lighting through solar which has small capacity, that even can't afford the mobile charging facility to tourists • Lack of other means of transfer other than walking between one to another important religious site within Khaptad. For example, the round trip walks between the tourists' lodge and Sahasralinga is 8 Km • Lack of instant services of knowledge guide cum interpreters to brief about the sites and their religious, spiritual and historical values, etc. This reveals a genuine constraint for the meaning experience of visitors in Khaptad • Khaptad National Park is Half Judiciary institution, due to its nature, it creates a gap between society and the national park

Opportunities	Threats
<ul style="list-style-type: none"> • Tourism itself is a new thing for Sudurpashchim region. It requires tourism knowledge at the community level for the development of tourism. Khaptad covering bigger area in four districts can give immense opportunity for it. In this context, it is valuable to provide knowledge about waste management to tourists and the local community • Opportunity to pull the private sector in tourism development in Khaptad through formulating and applying hotel operation act or guideline inside the national park • Opportunity for converting the existing intra Khaptad trekking trails within the vicinity of Khaptad to multiuse (trekking plus cycling + pony trek + walking) trails to facilitate visitors for their easy and comfortable reach from one site to another site • Building a ring road all around Khaptad via Madhyabarti chetra and make the access to Khaptad easy and convenient from all districts and areas • Starting cable car service that not only shortens the time of travel for visitors but also add value to the destination. Potential to connect around 3 Km of distance between Sahasralinga site (3200m as the highest area) of Khaptad with Dhaulacheda (Bajura) through a cable car • Building yoga and meditation Sadhana center of international level due to the potential and scope of this destination for it • Starting direct flights between Kathmandu to Saphebagar (Accham) and Dipayal (Doti) by making compulsory to private airlines too. It would help to increase numbers of high yield tourists for this place • Including research programs to explore on herbs, plants, wildlife, caves and/or any unidentified matters that will attract research and study related tourism market segments • A 3 day's standard package formulation for the use of visitors could be ideal. Disseminating this information to potential market segments could give a choice of visitors to plan their time and resources • The ongoing construction of 'Paryatak Bisram Griha' for 100 beds capacity in Khaptad and 80 beds capacity in Bichpani under the aegis of NTB could help to build image of Khaptad as a comfortable destination in terms of accommodation. This is in case of success of this construction as soon as possible. 	<ul style="list-style-type: none"> • Khaptad has challenging weather which may alter in a small interval of time. Weather forecasting mechanism is a necessary component regarding the safety of the tourist • Due to the lack of a standard rate mechanism, there is increased monopoly of porters on rates in Khaptad • Sporadically occurrence of several thunder strikes on trekking routes and Khaptad itself. The lack of strong earthing in trekkers' shelter and lodges raise the issue of the safety of the tourist • Presently existing one-way air fare of USD 200 between Kathmandu and Dhangadhi for foreigners is found to be too high for inviting foreign currency paying international visitors.

Annex 6: Tourism Profile of Dadeldhura District with its SWOT Analysis

Dadeldhura is one of the seven districts located in the hilly region of Sudurpashchim province covering an area of 1538 sq.km. It is a district with number of cultural, religious and historical significances. According to some of the observer, the name of the district 'Dadeldhura' was nowhere to be found before the unification of Nepal, but the Ajaymerukot located in Amargadi Municipality in present days is said to be summer capital of Doti kingdom during the Baise (22) and Chaubise (24) regime system of Nepal. There are numerous legends after naming of the district as Dadeldhura, but none has exact proof.

6.1 Profiles of Dadeldhura District

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief.

TABLE 6.1: General profile of Dadeldhura district in brief

Geographical location	Far West spread between 28°.59" to 29°.26" northern and 80°.12" to 80. 40" eastern longitude
District borders	—> East: Doti and Kailali districts*— West: Champawat district of Uttarakhand, India: jNorth: Baitadi district jSouth: Kanchanpur and Kailali districts
Landscape area	1,538km ² (7.87% of Sudurpashchim province's total area)
District Headquarter	Amargadhi Municipality
Ecological belt area	Inner Madesh, Mid Hills and Lekali.
Main rivers	Mahakali, Seti, Soornaya, Raduwa, Sakyal, Bupaligadh
Altitudinal range	176 Meter (m) to 1528 m
Average range of temperature	3.6° C in winter to maximum 32.7° C in summer
Political administrative divisions (local governmental units)	2 Municipalities (Amargadhi and Parshuram) and 5 Rural Municipalities (Aalitaal, Bhageshwar, Navadurga, Ajaymeru and Ganyapdhura) and 52 Wards
Transport connectivity (Road/Air/Water)	Road: East West (Mahendra) Highway in Nepal Airport: None (Dhangadi in Kailali and Patan in Baitadi as the nearest airports) Water: Mahakali and Seti Rivers Corridor for rafting
Population and their ethnic composition	142,094 (2011 Census), 66,556 male and 75,538 female Chhetri (53.6%), Brahmin Pahadi (15.8%), Kami (10.5%), Sarki (4.4%), Damai (3.7%), Magar (3.6%), Thakuri (2.5%) and others (5.9%)
Language spoken	Doteli (92.25%), Nepali (5.80%), Magar (1.13%), Raute (0.18%) and Others (0.64%)
Present connectivity from major places of province and country in driving distance	East = Kathmandu (775 km), West= Tamali, Champawat district, Uttarakhand district (10 Km), North= Baitadi (69.8 km), South= Dhangadhi Airport, Attariya (131 km), Attariya Chowk (122 km), Kanchanpur (153 km) Kailali (130 km), Southwest= Gaddhachowki (170 km)
Communication and media	Websites, Online News Portal, FM Stations and News Papers of Dadeldhura District

Sources: CBS, DDC, Study Team, 2021

The cultural, religious and historical attractions have played great role as the tourism significances of the district, which is not only famous locally but also among the domestic tourists and Indian market.

A table below reflects about the key tourism attributes of this district.

TABLE 6.2: Key tourism attributes of Dadeldhura district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Ugratara Temple • Amargadhi Fort (only living fort) • Ajaymerukot • Aalital • Shayal Waterfall (being tallest waterfall of the district) • Ganyapdhura Taal • Seti River Ghahanna • Parshuramdham • Wada Taal
Major touristic activities/events (existing)	Religious tourism in Ugratara Temple, sightseeing in Archeological sites such as Amargadhi Fort and Aajymerukot, Boating in Ali Taal, Hiking to Shayal Waterfall, etc.
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Chaitra Dashain, Ugratara Mata Mela, Masto Puja, Baisakh Purnima, Kartik Purnima, Guara Parva, Ganga Dasahera, Chitthi Ganajir, Holi, Pacharo, Mudure, Chturdashi, Ghursaya Sankranti, Bishpati Harela along Dashain, Tihar, Holi, Chaka keda and others</p> <p>Music: Damau, Ramdhola, Bigul, Narasimha, Tambhore, Mridanga, Mijura, Masak and Hudki</p> <p>Dance and songs: Chhaliya, Hudkyauli, Chanchari, Putala, Jhora, Maruni, Ratyauli, Bhuwo, Jhoda, Deuda, etc.</p> <p>Dresses: Women: Cholo (Blouse), Dhoti, Patuki, Pachhyauri (Scraf), Lungi, Guniu, Ghalek, Phariya (long skirt)</p> <p>Men: Daura, Suruwal, Dhaka Topi (Nepali cap)</p>
Potential (upcoming) tourist attractions	Ugratara to Melaulibhagawati religious corridor
Accommodation status	108 Hotels/lodges with standard and plenty in Dadeldhura (Amargadhi Municipality) and few Homestays near Alital
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	<p>Travel Agencies/Tour Operators = 1</p> <p>Airlines offices = None</p> <p>Rafting Agencies = Non</p>
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMs and money changer in municipal areas, securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc.
Tourist information arrangements	None
Institutional arrangements	Hotel Association of Amargadhi, Amargadhi Fort Conservation Committee
Likely positioning of district for incoming visitors	A transit hub at midpoint between Terai region to other 5 hilly and mountain districts (Doti, Bajura, Accham, Baitadi and Darchula) of the province

Source: Secondary and Primary information

A total of 2 Municipalities and 5 Rural Municipalities in Dadeldhura district have their own unique culture, religious or historical sites in local areas for tourism. A detail inventory of such attractions in all ten local areas is offered in next table below. Here is the SWOT analysis of this district.

6.2 SWOT Analysis of Dadeldhura district as a holistic tourism product

Strengths	Weaknesses
<ul style="list-style-type: none"> Rich in tourism resources with religious as well as cultural heritages Eco tourism attributes with availability of soft adventure trekking/hiking Positioned as the entrance or gateway to other five districts (Baitadi, Darchula, Bajhang, Bajura and Accham) located in Hilly and Himalayan region of the province Most of the road in the district are developed which also links one tourism destination to another 	<ul style="list-style-type: none"> Limited tourism activities as well as required tourism infrastructure in tourism destinations There is no tourist information center at the destination places and even at the entry point of the district about the arrangements on tourism attractions and activities Lack of proper packaging of destinations and activities for 1-3 days Lack of planned development activities Lack of knowledge about conservation and preservation Lack of facilities of good restaurants and vehicles at the prime site like Ugratara Temple Lack of well-trained Human Resource in general and professional guides in specific who have the complete knowledge about the history and importance of the destinations. Low retention of trained HR especially in hotels. This is owing to due to the lack of proper policy and investment as well in the tourism industry More focuses to religious areas while overlooking other types of tourism Inadequate awareness about enhancement and perspectives of tourism Lack of proper planning and marketing strategies Inability to attract high spending tourists with the lack of a strategy for it
Opportunities	Threats
<ul style="list-style-type: none"> With its temperate climate with visibility of snow capped mountain ranges, Dadeldhura can be strongly established as a popular hill station by inviting the investments of private sector through policy led incentives Enhancement of value chain linkage through few incentives and few regulations on homestay tourism Increment of study and research related tourist market segments through creating and selling study/research tourism package Opportunity to pull millions of Indian tourists by the contracting of paved motorable bridge on the border between Bhageshwar Rural Municipality and Tamali, Champawat, Uttar Pradesh, India Increase numbers of religious and Pilgrimage tourism through linking religious sites of Baitadi by a newly built road between Ugratara temple, Dadeldhura and Melauli Bhagwati, Melilla Municipality, Baitadi 	<ul style="list-style-type: none"> Competitive to other tourism destinations of the country similar to Dadeldhura Uttar Pradesh can be great challenge to attract tourists from India Road linkage of Dhangadi and Dipayal may result as a threat There are various destinations which lack the proper management. There is no proper planning of the facilities and infrastructure that are provided to the tourist There is lack of enthusiasm among the private sector as they are unable to grab the opportunity due to limited choices to earn money through various activities in tourism sector.

6.3 SWOT analysis of key tourism destination/product of Dadeldhura district

Dadeldhura district is offered with many popular historical, natural and religious tourism destinations and products. The development, management and promotional interventions in such destinations could well trigger to increase the arrivals of local, national and international tourists. This could furthermore create spillover effects on other minor destinations in Dadeldhura and the entire province too. In this context, a brief overview about key attributes of few destinations and their products is offered for the purpose of designing action plan for its improvement.

A. Amargadhi Fort, Amargadhi Municipality

Amargadhi Fort is one of the key tourism destinations located in Amargadhi Municipality. This fort was built in 1847 BS during the reign of Shri 4 Ran Bahadur Shah and under the leadership of Prince Bahadur Shah. In a battle between the Gurkha army of ten companies led by Captain Ranbir Khatri and the Doteli army, the Doteli army was defeated and the Doteli state was merged into the larger half of Nepal.

After this, General Amar Singh Thapa, who was appointed to strengthen and expand the good governance of the area, has ordered the construction of this fort to protect the area and continue the conquest campaign from Mahakali to West Kankada. Making this fort as the base station, the Gorkha soldiers continued their expansion mission.

Due to this fort, the area across Mahakali was protected in the battle with the British in 1873 BS. Thus, the sovereignty of Nepal after 1847 of strategic importance is connected to this live fort.

The huge stone fort built by Amar Singh Thapa is very artistic and for the construction of this fort black pulse (mass in Nepali), lime and tobacco had been used. Inside the fort, caves made of stone have been built for soldiers to fight and to prevent the weapons coming from the enemy. In addition, many military weapons that have been used to deceive the enemy are stored. Likewise, there is a temple of Bhairav and also a place for sacrifice where ducks and goats are sacrificed on the day, Ashtami of each Dashain.

There is a ticket counter at the entrance gate and the rate of ticket is different for domestic tourist and international tourist. Similarly, students are given incentives in ticket. Currently, a fence has been built around it for protection of the fort area. According to Nar Bahadur Shrestha, Ticket counter, Chairman of Amargadhi Fort Conservation Committee; the construction work is also going on. Different hand weapons used during the war are being prepared to be displayed in a museum.

Strengths	Weaknesses
<ul style="list-style-type: none"> Well connection with General Amar Singh Thapa who was legendary not only for patriotism but also for good governance in medieval Nepal. It can be a great learning and observing tourist center for study and research-oriented tourist market segments Not only the fort is well connected with black topped road to reach it, but it is also offered with several basic amenities (e.g., good power supply along with water as well as internet facilities, many banks with ATM facilities in nearby areas, good hotels and restaurants around the area, and the Amargadhi park at near distance) 	<ul style="list-style-type: none"> As, Dadeldhura is an entry point and Amargadhi fort is nearby tourist destination from the bus park, there is lack of Tourist Information Centre which can be very useful for the promotion of tourism of the whole province There is lack of proper guide who can describe about the fort with enthusiasm and the tourist get good information regarding the fort There are not any activities being carried out in the fort. But the live fort can be enhanced through some activities Lack of organized promotion of this product for research/study-oriented market segments

Opportunities	Threats
<ul style="list-style-type: none"> Highly potential USP for tourist market segments who are interested in history as well as historical heritage Opportunity to attract large number of India tourists via Champawat district if a paved bridge could be built between Nepal and India boarder 	<ul style="list-style-type: none"> Slower efforts of its protection and conservation could lose its real look

This fort can be a major tourist attraction for the ones who is interested in history as well as historical heritage and due to its great role in safeguarding the sovereignty of the whole Nepal. Hence this fort should be preserved as a very isolated and main focal point of observation. In the present time, the fort is being managed by the Amargadhi Fort Conservation Committee under the municipality.

B. Aalital, Aalital Rural Municipality

Aalital is a beautiful lake located in ward no. 3 of Aalital Rural Municipality which is 15 km drive from Budar market of Dhangadi-Dadeldhura (Bhimdatta) highway. According to myth, in the ancient time, there was a big field in the lake area. In the month of Asar, just before the sowing, a lady saw a dream about bad happening during sowing. She illustrated her dream to the family as well as the villagers. But no one cared about her dream and started sowing. Suddenly, it rained heavily and appeared a giant buffalo and snake and the field was filled with water, which resulted the death of all the field workers and oxen, whereas the lady who had a dream was away from the field to cook food for the field workers and was saved. Then, Lord Shiva appeared and gave her blessings, and she became Goddess and stayed in the lake. So, as the lake was formed by filling the sideways (Aali) of the field, the lake got its name Aalitaal.

Aalital is offered with natural beauty and tremendous biodiversity. It has got promising potentials to attract tourist. It is situated at the base of Mahabharat range above 800m from sea level. The mesmerizing lake is surrounded by green hills and forest. The lake with 400-meter width, 200-meter depth and 22 meter and 1.5-kilometer circumference carries historical belief for its existence and has great religious value.

The Rural Municipality is working progressively for its promotion. It has started boating in the lake to entertain tourist. It is doing cleaning work of the lake regularly and the walking trail/path of around 1.5 km has been constructed around the lake. Similarly, at the west side of the lake, picnic spot, drinking water, toilet, parking, teahouse and the quarter for the security worker and other staff have been constructed.

There is access of road to the lake area though it is earthen till date and will be black topped soon according to the Vice-Chairman of Aalitaal Rural Municipality. Tourists get different basic facilities required such as drinking water, toilet, parking area and tea house. In the present time, there is no accommodation facility. Sooner, the Rural Municipality is planning to develop homestay. The boating is one of the refreshing activities. Likewise, the area can be enhanced through some other activities. Other attractions of the lake are biodiversity of the near forest. People can also enjoy short trekking.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Natural beauty and tremendous biodiversity as it are surrounded by green hills and forest. • Religious value • Calm and quite place • Home for different fishes and birds. 	<ul style="list-style-type: none"> • Lack of accidental rescue as the arrangements of accidental rescue is not maintained • Cleanliness of the lake area should be maintained from the beginning for which no proper arrangement is seen though, the rural municipality is in the way to prepare Detail Project Report of Aalitaal Area. • Lack of greater promotion
Opportunities	Threats
<ul style="list-style-type: none"> • Regulation of different activities such as fishing, bird watching • Musical fountain with lightning • Short hiking in the near forest 	<ul style="list-style-type: none"> • Accumulation of silt and aquatic matter • Pollution • Odour problems

It is desirable to upscale the strengths, minimize/mitigate weaknesses, grab opportunities and prevent threats and such threats induced damage(s) to tourism sector. The SWOT analysis section is supportive to formulate the action plan.

Annex 7: Tourism Profile of Darchula District with its SWOT Analysis

Darchula is a remote Himalayan district located in northwestern area of Nepal in Mahakali zone in Sudurpaschim province. Spread in 2657 square kilometer after new map published, this district is touched with two superpower nations of Asia - India and China. It is full of geographical diversity, natural beauties, religious heritages, forests, herbs, rivers, and landscapes made of himal, mountains, rivers, and besi. Historically, it is also known as the praying landscape of Maharishi Beda Byas and Markandaya. Darchula district is rich in tourism apart of being prosperous for wildlife species, many types of herbs, varied species of plants, forests, etc. Byas in Darchula is the boarder point for trading with china. This district is known as the main pathway to visit Kailash Mansarovar which is one of the great pilgrimages of Hindu located in Tibet region of China.

7.1 Profiles of Darchula District

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

TABLE 7.1: General profile of Darchula district in brief

Geographical location	Far west and north spread between 29°.36" to 30°.15" northern latitude and 80°.22" to 81. 09"
District borders	—> East: Bajhang district <— West: Pithoragarh district in Uttarakhand state, India: North: Tibet (China) South: Baitadi district
Landscape area & category	Area: 2,322 km ² (897 sq. mi, average length = 92.5 Km, average width = 42.5 Km (11.88% of provincial area), Category: (a) Plain landscape region built by rivers (b) Mountain (c) Lekali (d) Himali
District Headquarter	Khalanga (Mahakali Municipality)
Ecological belt area	Hills to mountains
Main rivers	Mahakali, Chaulani, Tinkar, Nampa, and Kalaga
Altitudinal range	518 to 7132 m (as the highest in province)
Climate zone and average range of temperature	Climatic zones: Upper tropical (300-1000m), Sub tropical (1000 -2000m), Temperate (2000-3000m), Subalpine (3000-4000m), Alpine (4000-5000m) and Nival (300-1000m) Temperature: subtropical in south and alpine in north, 7° C in winter to maximum 18° C in summer
Political administrative divisions (local governmental units)	1 Municipality (Mahakali) and 8 Rural Municipalities (Lekam, Apihimal, Byas, Shailyashikhar, Naugad, Marma, Malikarjun, and Duhun)
Transport connectivity (Road/ Air/Water)	Road: Mahakali Highway in Nepal (Direct bus service available from Dhangadhi, Attaria and Kathmandu) Airport: Gokuleshwar airport (not in operation at present) Water: Mahakali River Corridor for rafting
Border points with India	Pulghat border point in Khalanga, Tigram, Dattu, Jolajibi, Lali and Sitapul
Population and their ethnic composition	1, 33, 274 (2011 Census) with 63, 605 (47.73%) male and 69, 669 (52.28%)
	Khas/Chhetri (64.55%), Pahadi Brahman (16.71%)
Language spoken	Doteli (95.89%), Nepali (2.5%), Tibetan (0.5 %), and rest others (Rung/Shauka/ Kumauni) as their first language

Present connectivity from major places of province and country in driving distance	East = Jayaprithvi Municipality (261 Km), West = Dharchula, Uttarakhand, India (0 Km)! South = Gokuleshwar (72 Km), Satbanj (124 Km), Attaria (301 Km)! North = Tinker Bhanjyang from Khalanga (80 Km)
Communication and media	Websites, Online News Portal, Post office, Television, Local news Papers, and FM Station

Sources: CBS, DDC, Study Team, 2021

MAP 7.1: District map of Darchula with major tourist attractions



A table below reflects about the key tourism attributes of this district.

TABLE 7.2: Key tourism attributes of Darchula district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Mt. Api (7132m) in Ghusa, Mt. Byas (6770m) and Mt. Nampa (6754m) located in Byas in Api Nampa Conservation Area (1903 square kilometer) <ul style="list-style-type: none"> » Api base camp trek circuit (Gokuleshwar-Api-Darchula route) » Archeological remaining of Uku Durbar • Surmasarovar lake and Dharmi cave of Khandeshwari <ul style="list-style-type: none"> » Lipu lake (5000m) » Temples: Malikarjun, Dungridevi, Latinath, Hunainath » Jagatpuri (Shivdham) » Dallek Homestay and Masta temple site of Dallek » Sauka culture and tradition of Byasis in Byas » Hotspring in Shreebagar, Khalanga
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Major touristic activities/events (existing)	<ul style="list-style-type: none"> • Trekking to Api base camp • Homestay and snow play in Dallek
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Kendal (Byasi Sauka), Vyas Mela, Bisu parba, Holi, Chaitra Dashain, Baisakh and Kartik, Poornima, Masta Puja, Maghe Sankranti, Gaura, Ganga Dashahara, Tihar, Loshar, Udhauli, Ubhauli, Jolajibi fair, etc.</p> <p>Music: Dholak, Madal, Chaap, Pilharu, Kastar, Chathkauli.</p> <p>Songs (<i>Bhajans</i>): Jhodo, Phag, Sagun, Athwali, Thadokhel, Dhusku, Bijaura, Nyaule, Bhuwa, Chaliya, Chola, Hudkeuli, Deuda, Maruni, Ratyauli, Chanchari etc. Dance: Phara chalo dance chapari desari dance, Ghusa cultural dance, Deuda dance</p> <p>Dresses: Women: Chungbala, Men: fancy suite of Allo and Bamboo</p>
Upcoming tourist attractions and activities	Chapari View Tower, Bunji jumping (Duhu RM), Narayan Ashram (Gokuleshwar), Eco walking trail route beside Mahakali River surrounding
Accommodation status	Hotels/lodges: 68 (16 non start hotels and 30 bar hotels located in Gokuleshwar, Khalanga and rest in other places), Homestay: 5 homestays in Dallek and 2 in Byas
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	<p>Travel Agencies/Tour Operators = 3</p> <p>Airlines offices = Nil</p> <p>Rafting Agencies = Nil</p>
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS and money changer securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc. in and from Khalanga
Famous local touristic productions (as gifts)	Handmade woolen carpets, fancy suite of Allo and Bamboo
Tourist information arrangements	Tourism information center not available
Institutional arrangements	Hotel and Tourism Entrepreneurs Association (<i>Hotel tatha Paryatan Byawasai Snagh</i>), Darchula Udog Banijya Sangh
Likely positioning of district for incoming visitors	A wonderful land located in western north part of Nepal with border points with India and China (1 No. Pillar near Tinker Bhanjyang)

Source: Secondary and Primary information

One Municipality (Mahakali) and eight Rural Municipalities (Lekam, Apihimal, Byas, Shailyashikhar, Naugad, Marma, Malikarjun, and Duhun) in Darchula district are full of tourism attractions/ assets. These local areas have their own unique culture, religious or historical importance for tourism. The detail inventory of such attractions in all ten local areas is offered in a table below.

7.2 SWOT Analysis of Darchula district as a tourism destination

Strength	Weaknesses
<ul style="list-style-type: none"> Full of tourism natural, historical, religious and archeological heritages like Api Himal and Himalayan ranges, Api Nampa Conservation Area, hot spring (<i>tatopani</i>), remains of ancient ruling palace, many temples, distinct Sauka culture, Byas <i>Rishi</i> cave, production and supplies of branded <i>Allo</i> cloth, etc. Good accommodation, connectivity and communication facilities amidst mild temperate climate in the district entry gateways like Gokuleshwar and Khalanga bazaar Appealing identity and high brand value of destination with (a) the existence of the highest mountain (Mt. Api 7132m) in province with trekking route up to its base camp (b) a district touched with both India and China that got new map (extended) of Nepal with the extension of areas in the west and received much media hype 	<ul style="list-style-type: none"> Lack of the desired scale of hospitality attributes by hosts and hotel management related training Lack of extent of trainings on homestay operation and management Lack of much needed tourist information center and Destination Management Institution at the hub like Khalanga Lack of tour packages for varied days (1-3) which could be good basis for potential visitors to take decisions for touring in Darchula district Poor awareness and understanding about, benefits of and engagement in tourism by ordinary local communities
Opportunities	Threats
<ul style="list-style-type: none"> A meeting point between three countries (Nepal, India and China) with India and China as growing superpowers of economy from Asian continent High possibility of transforming the Pulghat boarder (between Khalanga in Darchula district in Sudurpashchim province in Nepal and Dharchula in Pithauragarh district in Uttarakhand state of India) trade point to transit point too with a new policy led provision of establishing an immigration office for the entry of visitors from third countries (Europe, USA, Africa, South and Southeast Asia, etc.) A likely upcoming Mahakali River corridor highway to connect famous pilgrimage Kailash Mansarovar which is a must reach destination for almost all Hindu tourists in India who are in millions of numbers 	<ul style="list-style-type: none"> The bias and dominating policy of India in relation to linking Mansarovar through its ongoing self-construction of Dharchula – Lipulekh- Mansarovar highway via Nepal's territory Slow pace of the construction of Mahakali corridor highway from Nepal side to link Kanchanpur to Tinkar via Dadeldhura, Baitadi, Khalanga (Darchula) The sporadic flood induced natural disasters beside Mahakali River in Khalanga and other areas in Darchula Several competitive hill stations and beautiful destinations in Uttarakhand in western neighbor India with its policy of more beautification, facilitation and promotion for pulling tourists Unavailability of paved bridge between Darchula (India) – Dharchula (India) boarder as the bottleneck for the entry of the large number of India tourists through surface driving

7.3 SWOT Analysis of key tourism destination/product of Darchula district

Darchula district is offered with some high value and branded tourism destinations/products. The development and promotional interventions in such destinations could well trigger to increment of the arrivals of local, national and international tourists. This could furthermore create spillover effects not only for such leading destinations but also for other destinations in Darchula and the entire province too. In this context, a SWOT analysis of such two destinations products is offered for the purpose of designing action plan for its improvement.

A. Dallek Homestay, Dallek, Naugada Rural Municipality

Dallek is small village settlement under Naugada Rural Municipality. Located at an altitude of 2100 m towards east from Khalanga (district headquarter of Darchula) on a distance of 30 Km, it is inhabited by ... people in 130 households who are mostly Chettri with Bohara, Manyal and Doval family names. There is a community homestay

in this village with a total of 8 homes made ready for homestay business. However, there are only 5 homestays in operation at the moment. This homestay destination is offered with a number of attributes for tourism like (a) Cool climate in summer (b) most of meals offered are organic, delicious and also cheaper than town centers (Darchula, Dharchula, Galfai, etc.) (b) Opportunity of 360 degree views of Himalaya of Nepal and India from a view point which is less than an hour walking from Dallek homestay (c) Attractive local cultural attributes with the provision of cultural program shows in groups (d) this village is also offered with the production of Allo cloths which is a key gift items of incoming visitors in Darchula to buy and carry before leaving Darchula (e) positioning of 'Chepulthan park' a special park area at 2300 m on a distance of 30 minutes' walk. This park offers the view of Himalayas from three sides and serves also as a picnic sports.

Being at an altitude of 2000 m, Dallek is cool hill station for the larger number of people of Khalanga which is at an altitude of 1000m. Dallek is also found as a destination of choice for the residents of Khalanga for their outdoor trips specially when there is snow fall in Dallek in early, mid and post wintertime.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Typical homestay village with organic meal, cool climate, cultural programs, and excellent views of valley, and Himalayas from surrounding areas • Availability of also 2 standard hotels for tourists who enjoy such accommodation • Availability of snow watching and playing in winter. This appears as a USP for this destination • The entire village area is also rich for tunnel-based vegetable farming 	<ul style="list-style-type: none"> • None of the homestay is formally registered with regulatory authority which limits its opportunity for formal • training and financing form upgrading from formal channels • Lack of cultural centers with museum which could value add to this village tourism product • Poor English language and skills for standardizing homestay • Lack of knowhow for marketing, promotion and promotional communication by the homestay operators
Opportunities	Threats
<ul style="list-style-type: none"> • Increasing the number of incoming domestic tourists from nearby town centers like Khalanga, Dharchula (India), Gokuleshwar.etc. and thereby raising the income of homestay operators and suppliers of consumable items (e.g., dairy products, meat, vegetable, corn, etc.) in Dallek area • Enhancing the dependency on domestic tourism for the domestic tourists generating market of Khalanga and ultimately supporting for the sustainability of tourism in recent time when tourists' arrivals from long haul destinations and domestic tourism markets from faraway have become uncertain due to COVID type health related global crisis 	<ul style="list-style-type: none"> • Lack of financial resources to upgrade homestay product for its quality and standardization • Homestay from surrounding region from Khalanga can be competitor for this destination

B. Api Base Camp Trek Circuit (Gokuleshwar-Api-Darchula route)

Api Base Camp Trek Circuit (ABCTC) is the base camp of Mt. Api which is located in Api Nampa Conservation Area (ANCA- 1903) in Darchula. Api Nampa was declared as a conservation area by the cabinet meeting of Nepal government held at kala Pathar (Solukhumbu) on 19th Mangsir 2066 BS. ANCA covers the area between the boarder of Bajhang district on the east, the international border of India on the bank of Mahakali river on the west, the international border of Tibet, China on the north, and a number of villages (Byas, Rapla, Ghusa, Khandeshwari Sunsera, Airkota, Sitola, Guljar Sipti, Dhaulakot, Pipalchauri, Huti, Hikila and Dhari) as its integral part on the south.

Around 500-600 trekkers visit this route at the present. It takes around 3 nights and a 1/2 day of trekking from Gokuleshwar, Darchula to reach the base camp of this route by trekking. Khaikot is the last village in this route with human settlement. This trek is however can also be made for longer of days by mixing Khaptad as a transit destination and also including Bajhang district in route. However, this trek on either route is operational with the mix of tea house and camped trek. Looking at the gap of proper information on a number of prerequisites for operating this trek, a special study visits to audit this trek by the certified trek auditors seems vital for the planned development and upgrading the standards and safety on this trek.

Strengths	Weaknesses
<ul style="list-style-type: none"> • 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 • An integral part of Api Nampa Conservation Area that adds its value as a green, natural and protected area • Gokuleshwar, the entry gateway for this route is offered with plenty and sufficient hotels, lodges, shops, good communication facilities and other amenities (banks, ATMS, health services, etc.) for the convenience of trekkers before trekking 	<p>There is lack of basic knowledge and information about following elements of product and destination which is prerequisite for any trek route for its promotion and selling.</p> <ul style="list-style-type: none"> • Trek path safety and quality • Status of supplies and standards of accommodations and tented camps • Availability of water/drinking water on camping sites • Standards of hotels available in Makarigaad and Ghusa and home stays in Khaikot • Tentative grading (easy, moderate or strenuous) of trail in terms of difficulty • Ecological richness of this route and its tentative grading (as pristine, rural, peri-urban) • Need and state of signage/markers for the trail users • Lack of established trek itinerary on day-to-day basis <p>Lack of needed quantity and quality of human resources due to lake of training opportunities for trek guide, porter guide and existing tour/trek operators and all relevant service providers in Far West province for making this trip meaningful to visitors</p>
Opportunities	Threats
<ul style="list-style-type: none"> • Pulling young local persons to engage as trekking entrepreneurs and trekking tourism service providers by offering them some initial incentives • Immense opportunity to promote and market this trekking route for national and international trekking tourists and thereby increase the number of tourists by upgrading the safety, standards and quality of this trekking routes • Raising the quality of accommodations on trek route and making this route accessible for tea house trekking that can trigger the meaningful experience of visitors which ultimately become basis for words of month to pull more numbers of trekking tourists • Potential to showcase the region as an exciting destination by this base camp of the highest mountain in the province • Enriching this tourism product, the additional value through local community involvement by including the cultural component to regular trips. • Opportunity to link this trek route through following types of itineraries: (a) and (b) below 	<ul style="list-style-type: none"> • Operation of this trekking route without much needed safety infrastructures (safe walking steps, hand railings, river crossing safe bridges, drinking water facility, removal of slippery paths, etc.) building can create negative experience for international trekkers. This could be disaster for the branding and popularity of this product • Safety, security, pathway losing risks for trekkers on the gap of safe trekking pathways, signboards, trained guides, well provisioned search and rescue of ill, wounded and lost trekkers, and other basic amenities • Competitor similar trekking routes (e.g., Mt. Saipal base camp trek route) within province • High altitude related health hazards in case of lack of proper information to trekking on acclimatization tips

(a) Establishing a trek route entirely within Darchula district as the route in figure below

MAP 7.1: Tentative trekking route for Api base camp from Gokuleshwar

Source: West Himalaya Treks & Expedition

(b) Also establishing this trek as inter districts products (dual district's products) for longer days trekking in cooperation between Bajhang and Darchula districts through exploring and establishing trekking route as per the tentative itinerary in the table below.

TABLE 7.3: Tentative trekking route to Api base camp via Khaptad and Bajhang

Days	Place
1st	Dhangadhi to Jhingrana
2nd	Jhingrana to Khaptad National Park
3rd	KNP Exploration
4th	KNP to Chainpur
5th	Chainpur (rest day)
6th	Chainpur to Thakunnada
7th	Thakunnada to Tudi
8th	Tudi to Thulo Dhat
9th	Thulo Dhat to Dhaul Dhunga
10th	Dhauldhunga to Chuppi Tal
11th	Chuppi Tal to Chetti
12th	Chetti to Khandeshwari
13th	Khandeshwari to Siti
14th	Ghusa to Domal
15th	Domal to Api Base camp to Siti
16th	Siti to Gokuleshwar
17th	Gokuleshwar to Dhangadhi
18th	Dhangadhi to Kathmandu

Source: FAM Trip (12-29, November 2018), Report Produced by Tourism Development Society

Annex 8: Tourism Profile of Doti District with its SWOT Analysis

8.1 Profiles of Doti District

Doti is one of the nine districts of Sudurpashchim province located in the central part of province. Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

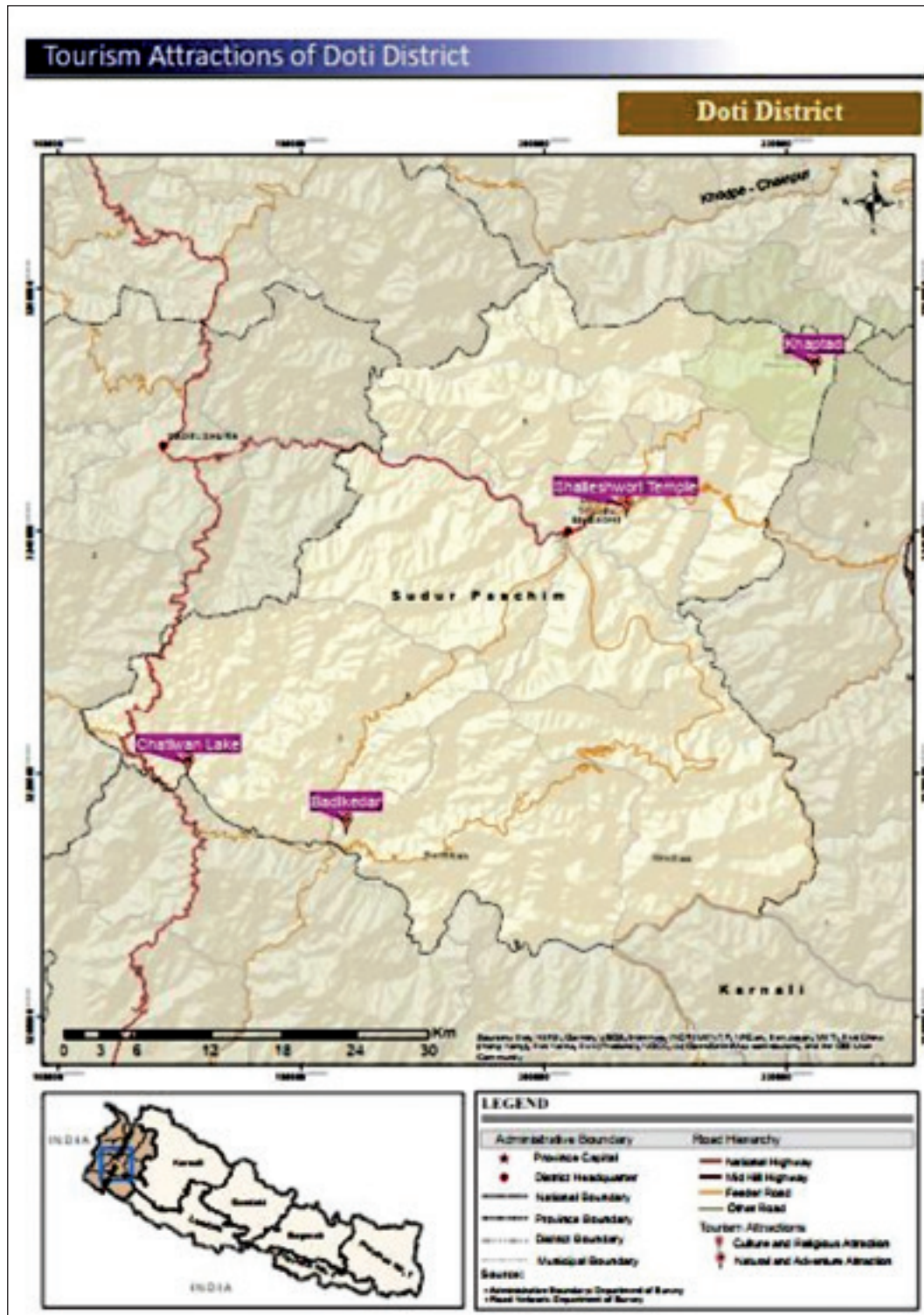
TABLE 8.1: General profile of Doti district in brief

Geographical location	Far West spread between 28°.54" to 29°.28" northern and 80°.30" to 81.14" eastern longitude
District borders	—► East: Accham and Surkhet <— West: Dadeldhura and Baitadi districts: jNorth: Bajhang district jSouth: Kailali
Landscape area	2025 km ² (10.36% of Sudurpashchim province's total area)
District Headquarter	Dipayal Silgadhi (Dipayal Silgadhi Municipality)
Ecological belt area	Samsitoshna (60%), Ardhosna (17%) and Shitpradesh (23%)
Main rivers	Seti, Thuligad, Phulautigad, Tudalgad, Kalagad, Sailigad, Gandakigad, Kapadigad
Altitudinal range	600 Meter (m) to 3430 m
Average range of temperature	0.2° C (Khaptad) in winter to maximum 44° C (Dipayal) in summer
Conserved area	Khaptad (225 Sq. Km) with Tribeni, Sahasralinga, Sitapaila, Nagdhunga, Kedardhunga, Khaptad Daha, Ganesh temple, Baba Ashram, Guest House, Chinte Dhunga, Roti Chalne and Bhim ghatta
Political administrative divisions (local governmental units)	2 Municipalities (Dipayal Silgadhi and Shikhar) and 7 Rural Municipalities (Aadarsha, Badi Kedar, Bogatan, Joraya, K.I. Singh, Purbichouki and Sayal)
Transport connectivity (Road/ Air/Water)	Road: Mahakali highway up to Syaule and K.I. Singh Highway touching eastern border to connect Accham and Bajura Airport: Dipayal airport Water: Seti River Rafting Corridor
Main trading centers	Silgadhi, Dipayal, Rajpur, Gopghat, Budar, Gaira, Faltude, Joraya, Sajghat, BP Nagar, Pipalla Bazar and Naridang (Ladagada)
Main herbs	Chiraito, Dalchini, Timur, Bojo, Sugandhawal, Amala, Rittha, Tejpat, Pasanbed, Silajit, Sunjhadi, Kurilo, Chutro, Jatamasi, Sungava, Bharla, Kachur, Asuro, Harro, Barrow
Population and their ethnic composition	211,746 (2011 Census), 97,252 male and 114,494 female
	Chhetri (57.7%), Kami (12.1%), Brahmin (8%), Damai (4.5%), Thakuri (3.6%), Magar (3.4%), Sarki (2.3%), Badi (1.4%), Luhar (1.1%), Newar (0.5%) and rest all (5.4%)
Language spoken	Doteli (90.06%), Nepali (7.42%), Magar (0.98%), Kham (0.42%), Baitadeli (0.18%) and rest 0.04% speak other language
Position on HDI	0.407 (Nepal average 0.4900)
Present connectivity from major places of province and country in driving distance	East = Mangalsen via Sanfegabar (118 Km), Surkhet via Attarai (405 Km), West =, Amargadhi (Dadeldhura) [56 Km], Dasarathchand Municipality (Baitadi) via Khodpe (141 Km), North= Jayaprithvi Municipality (Bajhang) via Khodpe (193 Km), South = Attarai (Kailali) 164 Km and Dhangadhi (Kailali) 189 Km
Communication and media	Websites, Online News Portal, FM Stations and News Papers of Kanchanpur District

Sources: CBS, DDC, Study Team, 2021

From touristic point of view, Doti is known as a district full of religious, historical and cultural importance. There is flowing of Seti River in the center area of this district from north to south. There is a scared temple of Goddess Shaileshwari at Silgadhi which is famous from religious point of view. There is highly important eye catching green Khaptad lake site on the head of this district which is preserved as a national park. There is a famous temple of Kedar baba at the place called Kedar Lake in Lana Kedareshwar, Badi Kedar Gaunpalika. Aswadwala cave is being well known attraction located in Daud. There is high possibility of increasing the number of tourists' arrivals in this district by introducing the major touristic sites at national level.

MAP 3: District tourism map of Doti



A table below reflects about the key tourism attributes of this district.

TABLE 8.2: Key tourism attributes of Doti district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Khaptad NP (Khaptad Swami Ashram, Tribeni, Nagdhunga, Hattipaila area, • Ghoda Daunne Patan, Danfekot, Sahasralinga, Khaptadaha, Kedareshwar) Chahara Jharana (Chatiwan lake) <ul style="list-style-type: none"> » Seti River Rafting (Pandarusen – Dipalyal) » Sati Karnali Dovan (meeting point) – Kanachaur » Palace of Doteli King with Kal Bhairav temple (Dipalyal) » Shaileshwari temple area » Kedarmela » Lana Kedareshwar (Temple of Kedar baba) » Bhim Chedansila (Saraswatinagar)
Major touristic activities/events (existing)	Religious and trekking trip to Khaptad, Waterfall observation, old palace viewing, Seti River rafting
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Gaura, Holi, Bisu, Dashain, Tihar, Bagh jatra Parva, Dol Jatra Parva, Jant Jatra of Shaileshowri temple, Ranputala, Sarkari <i>Paith or puja sahiko dor</i> sent annually from Doti to Badimalika temple in Bajura, Gaijatra Parva of Newars, Masto puja, Badi Kedar Mela, Khaptad Mela, Baishakh Poornima, Kartik Poornima, Chaturdasi, Chaitra Dashain, Chaka Kedar, Ganga Dashahara, Janai Poornima, Loshar, Udhauli, Ubhauli, etc.</p> <p>Music: Dholak, Madal, Chaap, Pilharu, Kastar, Chathkauli.</p> <p>Dance: Chanchari, Chhaliya, Hudkyauli, Putala, Maruni, Ratyauli, Jhora, Bhuwo, Jhoda, Deuda, Ranputala, Fag, Sagun, Bhuwa, Lakhe dance of Newars, etc.</p> <p>Dresses: Women: Angdo, Ghagharo, Gado, Pichauda and Patuka with ornaments mostly made from silver like Kalli, Bala, Suta, and gold like Aunthi, Gofala, Cheko, Natthu, Bulaki, Bali on ear, Men: Dhoti, Kachabandi, Chaubandi, Jama, Bhoto, Pagari, Patuka</p>
Upcoming tourist attractions	Belchada waterfall (10 Km from Jhigarana), Masta temple (Silgadhi), Aswadwala cave (Daud), Dilpeshwar temple with <i>uttarayan</i> blowing of Seti River (Dipalyal), Ancient Shiva Dewals (Latamandu), Temple of Mohnyal God at Aladi (Barchain)
Accommodation status	Hotels/lodges (154): Standard and plenty in Dipalya Silgadhi and other municipalities
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting agencies, etc.)	<p>Travel Agencies/Tour Operators = 3</p> <p>Airlines offices = 1</p> <p>Rafting Agencies = 1</p>
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS and money changer in municipal areas, securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc.
Tourist information arrangements	Not available, newly upcoming for Khaptad by Khaptad Chhetra Paryatan Bikash tatha Byawasthapan Samiti in Silgadhi
Institutional arrangements	Badi kedar Chhetra Paryatan Bikash tatha Byawasthapan Samiti, Khaptad Chhetra Paryatan Bikash tatha Byawasthapan Samiti, Chahara Jharana Paryatan Chhetra Bikash Samiti (Jorayal-2, Pattada),
Likely positioning of district for incoming visitors	A destination with historically rich ruling heritage and natural attractions

Source: Secondary and Primary information

The 2 Municipalities (Dipayal Silgadhi and Shikhar) and 7 Rural Municipalities (Aadarsha, Badi Kedar, Bogatan, Jorayal, K.I. Singh, Purbichouki and Sayal) are full of tourism attractions/ assets. These local areas have their own unique culture, religious or historical importance for tourism. The detail inventory of such attractions in all ten local areas is offered in a table below.

8.2 SWOT Analysis of Doti district as a tourism destination

Strengths	Weaknesses
<ul style="list-style-type: none"> The large concentration of religious sites, shrines, and spots with <i>Shaktipith</i> and Shiva (as <i>Kedars</i>) that is USP to attract large number of local, national and international Hindu tourists for religious tourism Existence of suitable landscapes for adventure tourism activities like river rafting, paragliding, Zip line, cave tour, etc. The self-initiation of Dipayal Silgadhi for river rafting by buying and offering two boats for rafting purpose to tourists is important and valuable. Strategic location to connect eastern districts of province like Accham and Bajura which consists popular tourist destinations (Baidhanath dham, Badimalika, Ramaroshan, etc.) Moderate connections with surrounding districts and other parts of Nepal through Mahakali national highway and a STOL airport operational in Dipayal Access between all 9 local administrative regions (Municipalities and Village Municipalities) through paved and non-paved roads Moderate facilities of accommodation, communication facilities, health services and market complex amidst mild temperate climate in Dipayal Silgadhi, the headquarter (center point) of district Dipayal Silgadhi remains as the hub for regional offices that is supporting for the attractions of business and other types of tourists Presence of few innovative tourism entrepreneurs which are promoting Doti through various social media and operating heli flights between Dipayal Silgadhi to Khaptad 	<ul style="list-style-type: none"> Nonexistence of a single tourist information center in main town Lack of a responsible Destination Management Institution at the hub like Dipayal Silgadhi Non availability of tour packages for varied days (1-3) length which could be good basis for potential visitors to take decisions for touring in Doti district Lack of the provisions of refresher training to existing tourism entrepreneurs (hoteliers, homestay operator) and new training to new entrants (as enterprises or service providers like tour/trek guide, nature/eco-tourism guide) in the field of tourism Lack of proper record keeping and transparency of information about the income arising from religious tourism areas Shortage of sufficient number of accommodation centers (<i>Dharmasala</i>) for pilgrims at religious sites like Dilpeshwar temple area and others Nonrealization, orientation and practice of religious tourism as a type of income generating tourism
Opportunities	Threats
<ul style="list-style-type: none"> Strong marketing and promotion induced increment of tourists' arrivals for Seti River rafting (Kalagad/ Bhageshwor temple – Seti bridge, Pandarusen – Dipayal) corridor¹. A detail study of Seti Jalyatra between Gahanan to Samuhagad (25 KM) Seti corridor can open new opportunity for expansion, professionalization, and institutionalization of river rafting. This can have spillover effect through the diversification of tourists to other destinations in district Being a well-built religious destination; the productions, selling and commercialization of incenses and flowers in temples can trigger economic growth for people living surrounding religious destinations 	<ul style="list-style-type: none"> A likely threat through the policy to be taken by neighbor country India on Mansarovar Traditional practice of opening majority of temples during festivals only that limits the access of visitors on rest other days and seasons Sporadic natural disaster including floods

¹ A tentatively 8 days of rafting itinerary is offered (see annex 11) which initially starts from Gopeghat of Dadeldhura and then reaches the Pipala Bazaar near Dipayal. From it, it completes at Chisapani (Karnali river) after passing through Nanidang, Lode Beach, Seti-Karnali confluence, and Tadal Ghat,

- Linking tourism with the 25 years development plan of Dipayal Silgadhi can open new avenue for the sustainable development of potential sectors including tourism
- Opportunity to link the production and supplies of *Honey and Ginger* with tourism for making this local product as the sustainable source of local income. This opportunity can be linked from Badi Kedar area. Similarly, Basmati rice of Jorayal area can also be linked with tourism for making it (tourism) beneficial for local communities.

8.3 SWOT Analysis of key tourism destination/product of Doti district

Doti district is offered with many potential religious and natural tourism destinations and products. The development, management and promotional interventions in such destinations could well trigger to increase the arrivals of local, national and international tourists. This could furthermore create spillover effects on other minor destinations in district and the entire province too. In this context, a SWOT analysis of such two destinations products is offered for the purpose of designing action plan for its improvement.

A. River rafting in Seti (Pandurisen - Dipayal, 1 day trip)

Seti River one of the important rivers for the water-based tourism. Rafting in Seti River has become a center of attraction for visitors at the ongoing far western festival in Dipayal, Doti. Seti in western Nepal that is much less crowded, a lot wilder, and just as stunning. Seti River flows southern region and meets Karnali River at Doti district and has rapids with lush banks and pristine white beaches. This makes for an adrenaline-filled ride as rafters try their level best not to be upended by the rocks. 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 Koshi 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.

The SWOT analysis of river rafting in Seti is given below:

Strength	Weakness
<ul style="list-style-type: none"> • This river is not crowded and still unspoiled. • Seti River 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. 	<ul style="list-style-type: none"> • Roads have not reached this area. • There are no lodges or teahouses here, and rafting companies have to camp on the beach. • It takes longer time to reach the starting point of rafting which kills the excitement of participating in rafting in Seti River. • Managing logistics is one of the biggest challenges. • The lack of the development of homestay on river corridor is a visible weakness to acquire local benefits from such water-based tourism. • There is currently a lack of expertise.

Opportunity	Threat
<ul style="list-style-type: none"> In Sudurpashchim Province there are many rivers where rafting has started in some river only which makes Seti River as the only river where rafting is operated. This makes the flow of tourist to increase in this area. 	<ul style="list-style-type: none"> The flow of river water is getting low due to construction of different Hydroelectricity projects and reservoir projects like the West Seti. Rafting in Karnali river is one of the threats for rafting in Seti River as rafting in Karnali is easily accessible than that of Seti River. Due to climate change and Global warming, there is negative impact in the flow of the river which causes flood. This causes the tourism activity to stop during that time.

B. Jorayal Jharana

Jorayal Jharana is a beautiful gift of captivating nature, unique and attractive waterfall is located in Chhattiwan-2, Jorayal Municipality of Doti district whose name goes as Chhahra Jharana. This waterfall is located around 10 km east of Doti's Budar Bazaar. It is the beautiful waterfall that falls from a height of about 100 meters. It is also said to be the tallest waterfall of the district and the amount of water flown from the waterfall is same throughout the year. It is beautiful to watch especially in autumn season. Since the numbers of tourists were increasing in the area, Chhattiwan Tourism Promotion and Conservation Development Committee is looking after the development activities and other necessary activities in and around the region.

Strength	Weakness
<ul style="list-style-type: none"> Tallest waterfall of the district i.e., falls from about 100m height Same amount of waterfall throughout the year Surrounded by the pristine forest areas One of the popular destinations among the people of the province especially among the people of Kailali and Kanchanpur districts and other nearby districts Religious belief related to waterfall Numbers of visitors are very high during the Nepali months Baishakh and Magh 	<ul style="list-style-type: none"> Lack of basic infrastructures like protection shade during rainfall, changing room, washroom, light, cafe centers, etc. Lack of interpretative signs mentioning detail information about this site and safety aspects Lack of code of conducts to direct visitors for socially and environmentally acceptable responsible behaviors Lack of publicity and promotion attracting tourists outside the province Lack of tourism infrastructures and tourism services Way to the waterfall is off-road (muddy road) which creates problem in rainy seasons Lack of accommodation nearby the attraction
Opportunity	Threat
<ul style="list-style-type: none"> Ecotourism and nature walk Other types of tourism related to nature and environment can be practiced Potentiality of homestay and development of standard tourism accommodation facility It can be a good source of income for this site through little entry charge at this site 	<ul style="list-style-type: none"> Numbers of waterfall in the country similar to Jorayal waterfall can create immense competition to sale this product Mass tourism may occur with the growing numbers of tourists. It may create environmental and others negative impacts Lack of far sight and attention for the conservation of the main source of water may result with negative impact on the regular flow of water

Annex 9: Tourism Profile of Kailali District with its SWOT Analysis

9.1 Profiles of Kailali District

Kailali is one of the nine districts of Sudurpashchim province located in the western and southern most part of province and country. It was one of the four districts returned to Nepal by the British East India Company government in 1860 AD following a bilateral treaty. Most part of the district falls in the Terai belt. Most people are Tharus. The East-West highway passes through the district and this Dhangadhi-Dadeldhura Highway is the backbone for the development of Kailali.

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

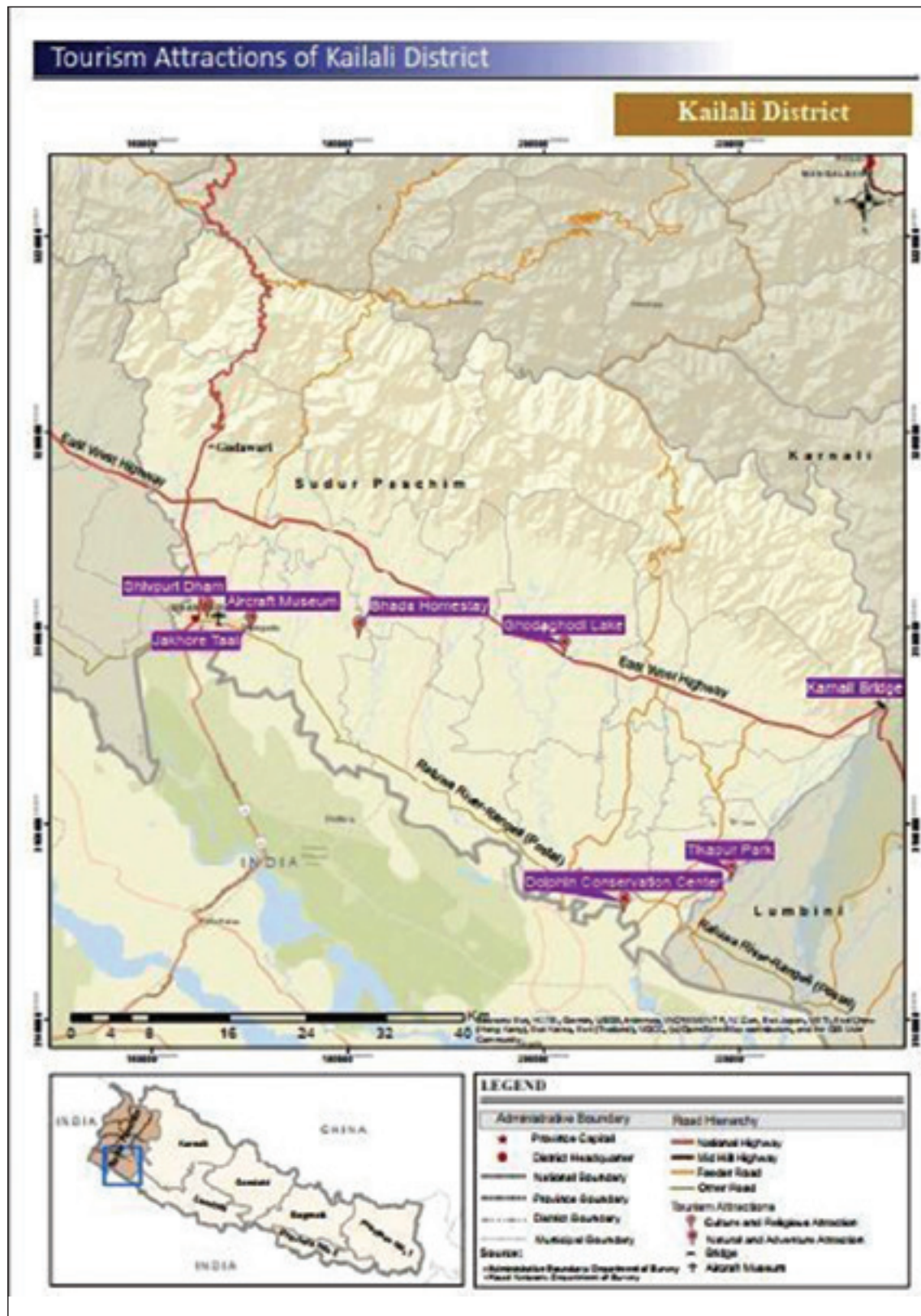
TABLE 9.1: General profile of Kailali district in brief

Geographical location	28°22" North and 29°05" North latitude and 80°30" East to 81°18" East longitude
District borders	—► East: Bardiya and Surkeht districts <— West: Kanchanpur and Dadeldhura districts: jNorth: Doti and Surkhet districts jSouth: Uttar Pradesh (Gauriphanta-Trinagar, Tikuniya-Khakraula, Banbirpur Rannagar-Bhajani in Lakhimpur district), India
Landscape area	3235km ² , (323500 Hectare)
District Headquarter	Dhangadhi (Dhangadhi Sub-Metro City)
Ecological belt area	Kailali covers 40% by plain Terai land and 60% is covered by Chure range
Climatic condition	Climate varies from tropical to sub-tropical.
Main rivers	Karnali, Mohana, Khutiya, Patharaiya, Kandra, Manahara, Godavari, Gulara, Likma, Rora Donda
Main lakes	Ghodaghodi, Jokhar, Tileek, Koilahi, Behadababa, Liki, Laukabhauka.
Altitudinal range	170 m to 1957 m
Average range of temperature	Autumn max 43°C to Min 24°C, winter max 19 degrees C to Min 5°C
Average annual rainfall	1840 mm
Political administrative divisions (local governmental units)	1 sub-metropolitan city (Dhangadhi), 7 municipalities (Lamki Chuha, Tikapur, Ghodaghodi, Bhajani, Godawari and Gauriganga) and 6 Rural Municipalities (Janaki, Bardagoriya, Mohanyal, Kailari, Joshipur and Chure)
Transport connectivity (Road/Air/Water)	Road: East West (Mahendra) Highway in Nepal Airport: Dhangadhi airport (in operation at present) Water: Karnali River and Seti River Corridor for rafting
Population and their ethnic composition	7,75,709 (2011 Census), 378,417 male and 397,292 female
	Khas/Chhetri 35%, Tharu30%, Thakuri 11%, Bahun and Sanyasi/giri 11%, khas dalit 8%, Madheshi 3%, Magars, 1.5% and Tamangs 1%.
Language spoken	41.1% spoke Tharu, 27.8% Nepali, 18.7% Doteli, 6.2% Achhami, 1.4% Magar, 0.9% Maithili, 0.8% Hindi and 0.5% Bajureli as their first language.
Communication and media	Nepal Telecom has been providing landline telephone and mobile phone service and the companies like NCELL, UTL, and Smart Tele Mobile service. Websites, Online News Portal, FM Stations, News Papers, Telephone and Wireless
Medical Facilities	Hospitals (Government and Private), Health Post, Hearth Center, Clinic, Ayurveda Center

Sources: CBS, DDC, Study Team, 2021

Kailali is rich in tourism products as, it is the home to both natural and cultural attractions that are in all the Sub-metro City, Rural Municipalities and Municipalities.

MAP 4: District tourism map of Kailali



A table below reflects about the key tourism attributes of this district.

TABLE 12: Key tourism attributes of Kailali district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Ghodaghodi Taal (as bird watching, boating, short hike tourism activities) • Karnali bridge over Karnali river connecting Lumbini province and Kailali district Tikapur Brihat Park • Bhada Community Homestay • Jokhar Lake • Mohana Bird Watch • Kailali Dolphin Zones (Bhajani-3 and Tikapur-7) • Shivapuri Dham • Banana Restaurant, Tikapur • Dewariya Botanical Garden
Major touristic activities/events (existing)	Picnic at Tikapur Park, bird watching, dolphin watching, pilgrimage, sightseeing, river rafting, homestay
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Maghi, Sankranti, Holi, Neman, Chhath, Agahan Panchami, Eid, Dashain, Tihar, Chaturdashi, Poornima, Chaitra Dashain, Teej, etc. Music: Dholak, Madal, Chaap, Pilharu, Kastar, Chathkauli.</p> <p>Dance: Lathi Naach, Sakhiya Naach, Mungri Naach etc</p> <p>Dresses: Women of Kailali district wear white and colorful Ghangariya (long skirt), Lehenga, and Choli, Salwar Kamij with ornaments mostly made from silver like Banka, Tarki, Bijait, Sutiya, Churi, Jhumki, Jhilmilya, and Thadiya etc. Men on the other hand wear Dhoti, Topi (cap), Salwar Kamij and sometime Ghangariya.</p>
Potential (upcoming) tourist attractions	Dhangadhi park, Theme Park, water park, Five-star hotels
Accommodation status	Hotels/lodges: 384 hotels/lodges and up to 3-star hotels in and around Dhangadhi Homestay: Homestay in Bhada and Maghi
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	<p>Travel Agencies/Tour Operators = 23</p> <p>Airlines offices = 3</p> <p>Rafting Agencies = 4</p>
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS and money changer in municipal areas, securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc.
Tourist information arrangements	Not in operation
Institutional arrangements	Professional Hotel Association, Municipalities supported own management committees for tourism attractions building and management, Nepal Association of Tour and Travel Agencies (NATTA) Far west, Tourism Development Society (TDS), Maghi Samudaik Homestay committee, Tharu Homestay Gaun Bhada Tourism Development & Management Committee, Greater Ghodaghodi Lake Conservation and Tourism Development Board, Bird Conservation Network- Sukkhad, Bird Conservation Nepal, Shree Jalapa Dolphin Jaliya Jalachar Jaibik Bibidhata Sanrakchyak Samiti (Bhajani-3), Dolphin Jalachar tatha Jaibik Bibidhata Sanrakchyak Nepal (Tikapur-7), Chisapani Chetra Paryatan Prabardhan Bikash Board, Ghodaghodi Area Conservation & People Awareness Forum (GACPAF) -Nepal Sukkhad, Ghodaghodi Saskriti Sangrakshan Samaj (Formed by <i>Bhalmansa</i>), Ghodaghodi, Birat Sanatan Dharma Saskriti Sangrakshan Sambardhan Pratisthan, Ghodaghodi, Ghodaghodi Cultural Conservation Society - Nepal
Likely positioning of district for incoming visitors	An eastern entry gateway for Sudurpaschim province through Karnali river bridge at Chisapani

Source: Secondary and Primary information

Sub-metropolitan city (Dhangadhi), 7 municipalities (Lamki Chuha, Tikapur, Ghodaghodi, Bhajani, Godawari and Gauriganga) and 6 Rural Municipalities (Janaki, Bardagoriya, Mohanyal, Kailari, Joshipur and Chure) are full of tourism attractions and assets. These local areas have their own unique culture, religious or historical importance for tourism. The detail inventory of such attractions in all ten local areas is offered in a table below.

9.2 SWOT Analysis of Kailali district as a tourist destination

Strength	Weakness
<ul style="list-style-type: none"> • Open border with India on South. Border as entry gates for tourist for far west and west Nepal • Natural heritage with rich biodiversity of various lakes, wetlands, forest of chure range and other sites. The numerous lakes make possible for water-based tourism development which counteract with the hot climate of the district • A destination with number of rich sites of religious significance good connection of standard roads for intercity and intra-city access, plenty of standard accommodation and amenities • Direct and convenient connection with Kathmandu by airways and highways making accessible for international tourist to visit to the province • Kailali have the Province Headquarter which strengthen the institutional support for the overall development of tourism in the district • Peoples in Kailali are very friendly and their culture of respecting guest as God can be observed as tourism asset. Kailali have vast cultural diversity and ecological diversity, a tourist who visit Kailali will feel this diversity. • Kailali has much diversity of people, and many different languages are spoken. Due to this diversity, there is practice of different dances, music, paintings, festivals and religious practices all add value for tourism 	<ul style="list-style-type: none"> • There is no proper tourist information center at the destination places and even at the entry points (south and east) of the district about the arrangements on tourism attractions and activities • Lack of convenient arrangement of a smart one window system platform consisting of Custom check, vehicle entry permit, security check, quarantine check, information center, money changer point, and visa grant at the boarder entry point at Trinagar which can guarantee for the quick and convenient services for incoming visitors. • Lack of proper provision of waste management, trained human resource, banking facility in all destinations • Limited tourism activities as well as tourism infrastructures in comparison of diversified heritage existing in the district • Inefficient administrative procedure of government in implementing tourism policy is also the serious problem • Poor coordination among different agencies • Lack of proper packaging of destinations and activities in spite of the good road network in district • Lack of proper coordination with trekking agencies, resorts, agencies of neighboring districts that can be attracted to Kailali also. But Kailali could not be activated in this manner • Lack of plenty of activities, facilities and environment for visitors to make high spender in the places like Ghodaghodi Lake, Shuklaphanta National Park • Lack of sufficiently trained well trained Human Resource in general and professional guides in specific who have the complete knowledge about the history and importance of the destinations. Low retention of trained HR especially in hotels. This is owing to due to the lack of proper policy and investment as well in the tourism industry • There is lack of proper planning and budget for development of tourism infrastructure • Flash protests and strikes by various political parties is also the one of the problems to deter tourists • Lack of proper planning and marketing strategies

Opportunity	Threat/Constraint
<ul style="list-style-type: none"> • Close link with India and its big markets (New Delhi, Punjab, Haryana, etc.) via superhighway • Increment of the arrivals of Indian and other tourists in unlimited numbers for varied types of tourism like religious, recreational, nature, wildlife, rural, water based (trekking², rafting, sand & sun on riverbanks of low land), and MICE and sports (Dhangadhi Premier League) based tourism • Kailali district is an entry point of region through Mahendra Highway and Dhangadhi Municipality in district is business hub for the region, which can be a good opportunity for the development of tourism • Nature (national parks) based trans-boundary tourism for growth of Indian tourists 	<ul style="list-style-type: none"> • Inconvenient cross board connectivity with India. Lack of one window systematic platform and friendly policy is a major constraint for the easy entry of Indian and International tourists at Nepalese boarder point • High airfare for international tourists on Kathmandu-Dhangadhi-Kathmandu sector • Political influence in tourism sector • Threats from the competition especially from close competitors like India and china where the resources constraints like low budget comparing to competitors, slow development of infrastructure also have an important negative role • There are many places similar like Kailali in Nepal which are the major competitors in tourism market • Nation has not given specific importance to the district, so the development sector is very poor here and in spite of having great possibility and potential the tourism sector seems crawling here

9.3 SWOT Analysis of key tourism destination/product of Kailali district

Kailali is a district mixed of plain and hilly landscapes. This destination is full of water based natural and Hindu religious sites. The development, management and promotional interventions in such destinations could well trigger to increase the arrivals of local, national and international tourists. This could furthermore create spillover effects on other minor destinations in Kailali as well as in other districts in the entire province too. In this context, a SWOT analysis of few key tourism destinations whose destination image can trigger the larger number of arrivals is offered for the purpose of designing action plan for its improvement.

A. Ghodaghodi Lake Area, Ghodaghodi Municipality

Ghodaghodi Lake Area (GLA) is one of the Important Bird and Biodiversity Areas (IBBA) lying in Ghodaghodi Municipality (GM) region in Kailali district in Sudurpashchim province. It is the largest natural freshwater lake system in Nepal's terrain with 60-70 percent tropical and subtropical deciduous forest cover. It is spread in 2,726 hectares of wetland with many small lakes adjoining. This lake area consists of 66 bigger and smaller lakes within the boundary of GM.

The name of this lake is derived from Nepali word for "horse". Once Lord Shiva and Parvati were said to have visited the lake in different forms, a hermit came upon the deities and turned them into the horse. Once they were in horse form then they circled around the lake. Hence, the name of this lake was kept as Ghoda Ghodi Lake. Today, Ghoda Ghodi Lake is an important place for worship for the local Tharu people there.

This lake is strategically located in the middle of Kailali surrounded by Bardagoriya Rural Municipality Area in East, Gauriganga Municipality in West, and Chure Rural Municipality in North and Bhajani Municipality in South. Situated between Doda River on the east and Kandra River on the west originating both from Chure hills, the forest and wetlands of this lake is full of both aquatic and terrestrial biodiversity. It is the habitat for 34 species of mammals, around 31 species of fishes, 32 species of butterfly, 299 species of birds (migratory and residential), 450 species of plants, 11 species of snails, 7 species of reptiles, etc. GLA also functions as wildlife corridor between the Terai and the Churia hills. The lake system is important habitats for many floral faunal

² See annex 13 for adventure trekking package at the outer circuit of Ghodaghodi lake area with connecting chure hills

species that have global environmental significance. GLA area has good habitat for birds as more than 20,000 birds exist there and around one percent of birds from South Asia region seasonally arrive in the area. For these attributes, GLA is able to fulfill two out of eight indicators of Ramsar Declaration Iran and listed in Ramsar site. The three species of birds namely Common Moorhen, Spot-billed Duck and Cotton pygmy goose breeds only in Ghodaghodi Lake of Nepal. Hence, it is a destination which has potential to be declared as Nepal's first bird sanctuary subject to meeting some basic parameters for this category. The location of Ghodaghodi temple in this area possesses immense religious, cultural and spiritual value for the local indigenous Tharu communities and other communities like Magar, Chhetri, etc. in this region.

The area is designated as a wetland of international importance under Ramsar Wetland Convention on 13th August 2003. In aforementioned context, the planning and execution of conservation, responsible management and sustainable tourism development intervention of this region which carries natural, ecological, socio-economic and religious characteristics and values is of immense importance and rationale.

GLA is offered with strength, weakness, opportunities and threats which are mentioned in the succeeding table

Strength	Weakness
<ul style="list-style-type: none"> A destination with the largest standing freshwater system in lowland Nepal that comprises of a cluster of 20 lakes which is labeled with multitude of accolades like Ramsar site, IBBA, KBA, trans-boundary wildlife corridor and one of Nepal's 100 destinations selected for VNY 2020 Strategically located in Kailali district in Sudurpashchim province between Bardia National Park in the east, Shuklaphanta National Park in the west, Khaptad National Park on the north and Dhudhwa National Park of India on the south Interconnection of the lowland of GLA with differential landscape of Chure Shivalik range on the north after the walk of a couple of hours Located near the western entry gate of Nepal [on the surface drive of just a couple of hours from Nepalese boarder like Trinagar (Dhangadhi) and Gaddhachowki (Mahendranagar)] A destination site just beside East West highway with high and 24 hours connectivity Ability to cater services for 150 tourists in a single day in standard attached rooms in the existing 10 standard hotels 'Enhancement of tourism' as one of the key policy thrusts of GM for its overall development. As a result, arrangement of "CGLTDB" for the institutional development of tourism is in place since 2074 BS The entire region is offered with diverse landscape ranging from 205 - 1470 meter offering differential topography, geography, climatic conditions, and vegetation accordingly Available with homestays own and run by indigenous Tharu communities with rich tradition Historical Ghorighora religious holy place as pilgrimage for religious attraction of national and international tourists 	<ul style="list-style-type: none"> It 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 exploration, research and marketing strategy for GLA as a destination Lesser number and variety of water based (related) tourism activities and subsequent information for tourism products Absence of enterprises (e.g., tour operators, trekking agencies, etc.), which can formulate packages for tourists and connect with tourist markets None of the homestays is registered with governmental authorities. These are operating informally, which may not guarantee the quality of services and also causing to lose governmental revenue Inadequate and sub-standard of tourism infrastructures (e.g., signed trekking trails, roadside footpath, cafes, standard tourist information center, general information signage and boards, pure drinking water provision, locker rooms for visitors, washrooms, etc.) 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 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"> • Existence of 2 Medical centers (government and private hospitals) for major and minor medical treatment • Location of Police post in Sukkhad for safety and security • Availability of 3-4 banks and financial institutions with ATM machine outlets for financial transactions 	<ul style="list-style-type: none"> • Communities are overtly unaware of tourism is a source of income earning, and as a transformation of social behavior • Encroaching rattan forest (Betahani forest) adjoined with Chure-bhawar to the north as sources of water-in-take of Ghodaghodi lake including other different lakes • 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 hillside which converting Chure hill into desert that have being challenges to maintain local freshwater biodiversity conservation and watershed management • Uncontrolled over following water from the Nakarod irrigation channels during the rainfall season while flood over following to the south of Tengnahwa Community Forest which has been destroying freshwater biodiversity and its natural conservation system and destroying agricultural land
Opportunities	Threats
<ul style="list-style-type: none"> • Greater geographical area coverage of GM as a destination in 354.44 Square Kilometer offering multiday tourism opportunity • A natural destination like GLA has immense opportunity to be developed as a popular newer destination as it is found that around 64% of total tourists arrived in Nepal in 2019 visited natural areas like national parks, conservation areas and wildlife reserves • 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 opportunities for GLA to attract international tourists from the nearby market segments. 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 • Simplicity and rich hospitality nature of local hosts (Tharus, Magar, Brahmins, and Chettri) • 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) 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 	<ul style="list-style-type: none"> • Many of the species of biodiversity is vulnerable and in danger of extinction • Encroachment (illegal cultivation) of GLA, 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 • Decrease in Nepalese social cultural limitations

- Development of GLA as eco-tourism destination which is founded on nature conservation that encompasses the five elements of the universe namely earth, water, light, air and sky, as well as flora and fauna, and the natural, cultural and physical (artificial) environment that interact with them
- Development of bird watching tourism through materializing every possibility of turning GLA into Nepal's first bird sanctuary in close networking with Bird Conservation Network (Sukkhad, Kailali) and Bird Conservation Nepal (Lazimpat, Kathmandu <http://www.birdlifeneal.org>) for long-term benefits and media declaration
- Development of religious and cultural tourism activities primarily based on Tharu's collective traditional lifestyles
- 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.
- 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.
- Development of an echo and zoological research and study hub for national and international students, researchers, scientists, scholars, etc.
- Development as a fishing spot for tourists' recreation
- Potential to achieve more indicators than earlier achieved two indicators out of total of eight defined indicators of Ramsar Declaration Iran (International forum for lake conversation)
- Formulation of research-based feedback for policy revisit for long-term effective management and development of management tools for GLA
- Strengthening the sustainable tourism attributes of destination area through formulation of tourism Code of Conduct (CoC) manual
- Strengthening the network and professional relationship of GM and GLA with provincial Ministry of Industry, Tourism, Forest and Environment (MoITFE) of Sudurpashchim province, West Nepal Tourism Alliance (WNTA), Tourism Development Society^ (which acts as the secretariat of WNTA) and Nepal Association of Tour and Travel Agents (NATTA) Far western Regional Association^ at the moment.

- Formulation of 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 GLA an example of using tourism and nature conservation in an integrated manner and showing the possibility of using tourism as a tool for nature conservation
- Sustainable prosperity and peace building through a tourism system which is beneficiary for all and prevent and mitigate conflict
- Marketing and selling of Tharu traditional and occupational handicrafts,
- Importance of education among local people especially in deprived, disadvantaged, marginalized groups Positive behavior change for hospitality services delivery to the tourists
- The domestic tourists including students, families, traders, etc. are the main market segments of GLA at present where those tourists arrive for short breaks.

2 WNTA is a loose network of tourism related stakeholder in West Nepal including province number 5 and Karnali Pradesh to promote a joint approach to develop the whole region as an emerging yet competitive destination in the broader map of Nepal's tourism. The TDS organized and GIZ's Inclusive Development of the Economy (INCLUDE) programme supported Regional Tourism Strategy Development Workshop for Far and Mid-West Nepal during 23 to 25 May 2016 in Thakurdwara, Bardiya formulated WNTA through its endorsement by 17 tourism related organizations and 32 participants. GM is regular participants in the strategic planning workshop of WNTA in Sudurpashchim

3 TDS is a nongovernmental and not for profit making destination marketing organization established in 2012 in Dhangadhi with the help of the INCLUDE. TDS visions for developing Sudurpashchim as a globally recognized destination for the responsible tourism. TDS was instrumental in formulating and networking with Tourism Action Groups (TAGs) in nine districts of West Nepal for the integrated efforts for the sustainable development of tourism

^ NATTA Far western Regional Association is an organization working hard to promote the tourism industry of the far west region of the country. It has been promoting tourist destinations in the far west and abroad promoting internal and foreign tourism

B. Tikapur Park

Tikapur Park is around 94 km east from Dhangadhi. It is located in Tikapur Municipality of Kailali District. It was built by King Mahendra. During that time his health condition was very poor, due to heart disease and Doctor too asked him to rest. But despite of his health he kept on the work of building it. After it was built positive changes were seen in his health because of its fresh and good environment. Therefore, this park is now known as "The Rest Place of King Mahendra Tikapur Park" which brought about a great change in his health very drastically.

The SWOT analysis of Tikapur Park is given below.

Strengths	Weaknesses
<ul style="list-style-type: none"> Tikapur park falls in Tikapur which is well known not only for "Tikapur Park" only but also for following ten attractions as "Tikapur Ten" <ol style="list-style-type: none"> Tikapur park Karnali river Banana item Tikapur circuit green trails Culture and food Padam Prakaseswor temple Wildlife and bird watching Rafting/Beach/Boating/Fishing Dolphin watch & Museum Well-constructed park with attractive design Easy access to roadways Boundary with Karnali River giving it more tourism activity based on water like boating, rafting, beach tourism It has got historical importance too which makes it important for historian too It is idle place for domestic tourist to go for picnic due to less crowd and huge space Proper waste management 	<ul style="list-style-type: none"> Lack of proper management of available resources, like unable to connect the park with river and resort Lack of marketing in both domestic as well as internationally There is no food outlet inside the park Unmanaged parking and toilet
Opportunities	Threats
<ul style="list-style-type: none"> Growing number of domestic tourism and youth are attracted to these kinds of parks too One of the biggest parks of Nepal where Indian tourist can also be attracted if proper marketing is done 	<ul style="list-style-type: none"> Unmanaged development in surrounding area of the park makes the view of the park undesirable Climate change and global warming

C. Bhada Community Homestay

Bhada community homestay is 26 km away from the Dhangadhi airport. Village of Bhada allows visitors an up-close glimpse of rural village life on the Western Terai. The local people here are ethnic Tharus, a group that originated in India centuries ago, and now have a culture, language, cuisine, and other customs that resemble both hill Nepali and North Indian traditions. The Bhada Community Homestay is ideally situated between the Bardiya National Park and the Shuklaphanta National Park, both prime wildlife-watching areas of Western Nepal that see far fewer visitors than the Chitwan National Park. Spread in an area of 350 hector, there are 257 households which are inhabited by 1600 population. This village is inhabited solely by Dangaura Tharus. Nearby the homestay there is one lake which is another attraction for the tourist visiting the place.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Accessible easily from Dhangadhi Municipality, it is one of the established homestays of the Kailali District which already has hosted various tourist groups before the COVID 19 pandemic period • The people living in this area has still got their original cultural values and traditions of Dangaura Tharu community which is a strong pull factor and USP for many tourists • In spite of being one of the parts of Sub-Metropolitan City, it has still preserved its old rural landscape with the cultural reflection of Dagaura Tharu communities • It can accommodate around 80 pax in a day • The locality does not depend on import rather they are self-sufficient in many goods which are required in their daily life which is the plus point which can reduce the leakage in tourism 	<ul style="list-style-type: none"> • Even it is one of the established homestays in Kailali district, it has not got the required recognition as it should be due to lack of marketing • There is a lack of proper management • The locals lack to utilize the local products commercially to sell to tourist like foods, handicraft and other stuffs
Opportunities	Threats
<ul style="list-style-type: none"> • In the modern tourism era people are becoming attracted towards alternative tourism, so homestay is also one of the concepts of alternative tourism concentrated towards rural tourism, agro tourism and eco-tourism • As a unique and popular community homestay nearby the city center, it is value add to Dhangadhi Sub-Metropolitan City and Kailali as a whole • Apart of traditional culture of Dangaura Tharua, there are a number of attractions like Gaensh Community Forest, Behada Baba temple, Jogania Lake, Sahadeva mahadeve Lake, Koiliha lake, and the special dances of Tharus namely Sakhiya, Jhuma, Guruwa, etc. Those attractions and culture are potential to attract the nature lover which is the plus point for the Bhada Homestay 	<ul style="list-style-type: none"> • There are several other homestays with the same theme in other places of Kanchanpur District • Modernization in another threat for the Homestay as slowly this area is also developing day by day. • Deforestation with wildfire is another threat to the natural environment of the area

The paragraphs below offer brief descriptions of some other attractions in Kailali district.

Karnali Bridge

Karnali Bridge is located at the border of Lumbini province and Sudurpashchim province. The bridge is located in Mahendra highway in Chisapani on the border of Kailali and Bardiya district. On the site the bridge is located 500 km from the capital Kathmandu, and 86 km from the nearest airport in the city of Dhangadhi. Bridge design and its location made it an attractive place for domestic and foreign visitors. The closest city to Karnali bridge Chisapani city in the far-Western region, Nepal.

Karnali bridge, the asymmetric, single-tower, cable-stayed bridge is the second longest of its kind in Nepal and was built on international cooperation which was completed in 1993 AD. The bridge spans the river Karnali between Kailali district and Bardia district of Western Nepal. The bridge was built by Kawasaki Heavy industries of Japan and is open after six years since its construction on the initiative of the late Prime Minister Girija Prasad Koirala. This place is growing to be one of the crowded destinations for domestic tourist. There are many hotels to accommodate tourists, which made possible for tourist to stay and enjoy the sunrise and sunset view from the bridge. Tourists also love the cool breeze which comes from the river side. Tourists also love to eat the fresh

fish from the river which has become the major attraction for the people visiting this place.

As the attraction itself is the bridge it is obvious that is easily accessible by road network. There are several hotels and lodges which provides the accommodation facilities to the visitors.

Shivapuri Dham

Shivapuri Dham is located in Dhangadhi sub-metropolitan city ward no 4 of Kailali District. Its GPS location is 28.71379, 80.57608. Another religious site nearby Shivapuri Dham is Laxminarayan temple.

Shivapuri Dham is one of the famous religious sites for the Hindu devotees. The main attraction of this place is the tallest Shiva Linga. Alongside the Shiva Linga tower has been built so that devotee can pour milk or pure water to the Shiva Linga. Under the premises there are other temples and ashram also. In the premises there a small stream but during the dry season there is very less flow of water. And to the other side of the stream there is a forest. There is committee which looks after the overall development of the area. There is huge number of devotees during Shiva Ratri from nearby district as well as from India too.

Jokhar Lake

Located on the eastern outskirts of Dhangadhi, Jokhar is a wetland often frequented by people seeking relaxation away from the hustle and bustle of the city. It has diverse species of flora and fauna even in such a close proximity of the urban sprawl. People can enjoy boating here or trek around the adjoining jungle famous for its nursery with traditional aurvedic herbs.

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 flaps hell turtle), and 12 species of mammals.

Kailali Dolphin Zones

An indigenous species of Gangetic dolphins found in the big rivers in Kailali district. Dolphins are found in Kanda, Patharaiya, Kandra and Mohana rivers. Bardawaghat to Himmatpur area is the major habitat for dolphins. The numbers of dolphins are seen in hundreds of numbers in the four major rivers that flow through the district. Dolphins can be seen in the rivers in the rainy season when the water surface in the rivers increases. Many tourists come every year to see dolphins in these rivers. This place is located in Dhungana tole (Tikapur -7) and Daileki tole, Badauwa phanto (Bhajani-3). Dhungana tole can be reached from Tikapur in half an hour by car whereas Daileki tole is located at an hour drive from both Sukkhad and Bauniya.

Banana Restaurant

This restaurant is located in Tikapur next to the one of the largest and beautiful parks of Nepal. This restaurant is an answer to agricultural tourism in the Far west and in the country. The motto here is to use everything from a banana tree. Such as banana chips, banana pickle, banana wine, banana juice and so on.

Dewariya Botanical Garden

Dewariya Botanical Garden was established under the Ministry of forest and soil conservation in 2055 BS and now functions as field unit of district plant resources office, Kigali. It is located in the northeast of Dhangadhi Municipality (Ward no 7), at the distance of about 5Km from the center of Dhangadhi Bazaar and is linked to the main market by pitch road. DBG covers more than 100 hectors with varying ecological condition and ecosystem. Botanical garden has about 108 ha of natural forest, representing sal forest mixed sal-saj (Shorea robusta-terminator). Forest riverside Khair, Jamun (Acaciacate Chuengchia, jam bolina) forest and grassland. This part of the nature in northeast of the garden is conserved from main forest products like temper fuel wood and fodder.

Annex 10: Tourism profile of Kanchanpur District with its SWOT Analysis

10.1 Profiles of Kanchanpur District

Kanchanpur is one of the nine districts of Sudurpashchim province located in the western and southern most part of province and country.

Before offering touristic profile in succeeding paragraph, a general profile of this district is offered in brief in the table below.

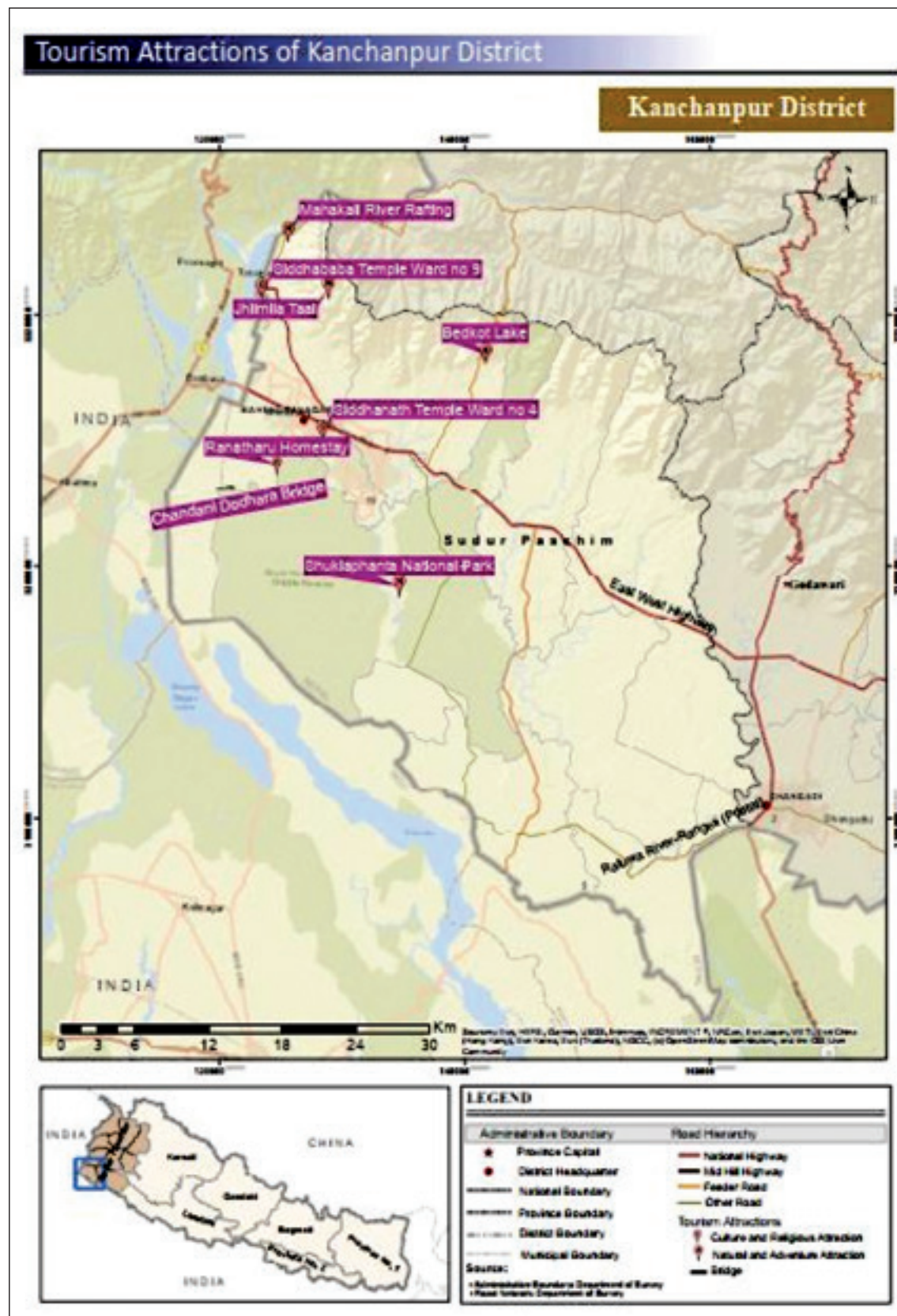
TABLE 10.1: General profile of Kanchanpur district in brief

Geographical location	Far West spread between 28°.32" to 29°.08" northern and 80°.32" to 80. 33" eastern longitude
District boarders	—► East: Kailali district <— West: Champawat & Udham Singh Nagar districts in Uttarakhand state, India: jNorth: Dadeldhura district jSouth: Lakhimpur and Khiri districts, Uttar Pradesh, India
Landscape area	1610 km ² /161741 Hector (8.23% of Sudurpashchim province's total area)
District Headquarter	Mahendranagar (Bhimdhatta Municipality)
Ecological belt area	Inner Madesh, Terai with some northern part of the district with churia hills
Main rivers	Mahakali, Jobuda, Chaudhar, Mohana, Syali, Banhara, sanbora and Doda
Altitudinal range	176 Meter (m) to 1528 m
Average range of temperature	5° C in winter to maximum 43° C in summer
Political administrative divisions (local governmental units)	8 Municipalities (Bedkot, Belauri, Bhimdhatta, Krishnapur, Mahakali, Punarbas, Shuklaphanta and Dodhar Chandani) and 2 Rural Municipalities (Laljhadi and Beldandi)
Transport connectivity (Road/ Air/Water)	Road: East West (Mahendra) Highway in Nepal Airport: Majhgaun airport (not in operation at present) Water: Mahakali River Corridor for rafting 4-line route Between Dodhara Chandani to Bhimdatta Municipality
Population and their ethnic composition	451,248 (2011 Census), 216,042 male and 235,206 female
	Khas/Chhetri (35%), Tharu (21%), and Khas/Thakuri (15%)
Language spoken	Doteli (37.9%), Tharu (25.4%), Nepali (16.1%), Baitadeli (5.2%), Bajhangi (4.0%), Acchami (2.3%), Magar (1.6%), Bajureli (1.5%), Tamang (1.3%), Darchuleli (1.1%) as their first language
Present connectivity from major places of province and country in driving distance	East = Attaria (Attaria 38 Km), Dhangadhi (64Km), Gauriphanta/Trinagar (Dhangadhi) [63 Km], Karnali/Chisapani (127 Km), Butwal (440 Km), Lumbini (431 Km), Kathmandu (684 Km)! West = Ghaddhachouki/Banbasa (7 Km)! South = Bhimdatta Municipality area (0 Km)! North = Dadeldhura (45 Km)
Communication and media	Websites, Online News Portal, FM Stations and News Papers of Kanchanpur District

Sources: CBS, DDC, Study Team, 2021

Kanchanpur is rich in tourism products as, it is the home to both natural and cultural attractions that are residing on the Shuklaphanta National Park (SNP) and all the Rural Municipalities and Municipalities.

MAP 5: District tourism map of Kanchanpur



A table below reflects about the key tourism attributes of this district.

TABLE 10.2: Key tourism attributes of Kanchanpur district in nutshell

Major touristic attractions/sites (existing)	<ul style="list-style-type: none"> • Shuklaphanta National Park (as eco/park tourism landscape) • Chandani Dodhara 1,456.97 metres (4,780 ft) long multispan suspension bridge over Mahakali river connecting Mahendranagar and Dhodhara • Ranatharu Homestay • Bedkot Taal • Bijaya Sal Homestay • Jhilmila Taal • Linga-Lingeshwar dham • Siddhanath (Siddhababa) temple • Mahakali river adventure (river rafting)
Major touristic activities/events (existing)	Shuklaphanta National Park (Jungle safari, jeep drive, bird watching, nature walk, Tharu Cultural Dance), sightseeing, river rafting, homestay,
Intangible type attractions (major cultural festivals, music, dance and dresses)	<p>Festivals: Gaura, Maghi, Sankranti, Bisu, Chhath, Agahan Panchami, Eid, Dashain, Tihar, Maghi, Holi, Neman, Chaturdashi, Poornima, Chaitra Dashain, Teej, etc.</p> <p>Music: Dholak, Madal, Chaap, Pilharu, Kastar, Chathkauli.</p> <p>Dance: Jhijhi (Tharu), Lathi Naach, Sakhiya, Mungayat Bhachari naach and Hori (Ranatharu)</p> <p>Dresses:</p> <p>Women: Ghangariya (long skirt), Lehenga, Choli, Salwar Kamij with ornaments mostly made from silver like Banka, Tarki, Bijait, Sutiya, Churi, Jhumki, Jhilmilya, Thadiya.</p> <p>Men: Dhoti, Topi (cap), Salwar Kamij and sometime Ghangariya</p>
Upcoming tourist attractions	Bhamkane dham (Statue of Nepal Ama), Ecopark in Bhimdatta Municipality, Banda tal,
Accommodation status	<p>Hotels/lodges: Standard and plenty in Kanchanpur (Bhimdatta Municipality) and other municipalities</p> <p>Homestay: Rana Tharu (Bhimdatta Municipality) and Bijaya Sal (Krishnapur Municipality)</p>
Existing tourism entrepreneurs (e.g. Travel Agencies/Tour Operators, Airlines offices, Rafting Agencies, etc.),	<p>Travel Agencies/Tour Operators = 4</p> <p>Airlines offices = NA</p> <p>Rafting Agencies = NA</p> <p>Hotel = 129</p>
Amenities for tourists	Good provision of electricity, internet, health care facilities, drinking water, market areas, banks with ATMS and money changer in municipal areas, securities, intra-city roads, public transport system, food and beverage outlets, cafes, etc.
Tourist information arrangements	Tourism information center (NTB) in Ghaddhachawoki
Institutional arrangements	Professional Hotel Association, Bhimdatta Municipality – Nagar Paryatan Bikash Samiti, Ranatharu Community Homestay, Committee, Bijayasal Community Homestay Committee- Bani, Khairkandar Community Homestay Committee,
Likely positioning of district for incoming visitors	A western entry gateway for Sudurpaschim province through Mahakali River bridge at Banbasa/Ghaddhachawoki

Source: Secondary and Primary information

Shuklaphanta National Park is a prime ecotourism destination not only for Kanchanpur but also for Sudurpashchim province. The trend of tourists' arrivals in this park is found as below.

TABLE 10.3: Tourist arrivals numbers in Shuklaphanta National Park

Fiscal year	Foreign		SAARC		Nepali		Total
	Male	Female	Male	Female	Male	Female	
2070-71	106	66	64	12	603	121	99
2071-72	60	52	58	46	456	151	823
2072-73	113	62	86	9	1194	455	844
2073-74	81	56	83	46	1541	832	2639
2074-75	268		193		4281		4742

Source: SNP, 2019

The 8 Municipalities (Bedkot, Belauri, Bhimdatta, Krishnapur, Mahakali, Punarbas, Shuklaphanta and Dodhar Chandani) and 2 Rural Municipalities (Laljhandi and Beldandi) are full of tourism attractions/ assets. These local areas have their own unique culture, religious or historical importance for tourism. The detail inventories of such attractions in all ten local areas are offered in a table below.

10.2 SWOT Analysis of Kanchanpur district as a holistic tourism product

Strength	Weakness
<ul style="list-style-type: none"> • Open border with India on South and West • Good connection of roads for intercity and intracity access • Natural heritage with rich biodiversity of SNP and other sites • Cultural heritages of Rana Tharu with specific focuses of Rana Tharu Homestay and Bijaya Sal Homestay with different rural culture • A destination with few rich sites of religious significance 	<ul style="list-style-type: none"> • Limited tourism activities as well as tourism infrastructures • Lack of proper packaging of destinations and activities in spite of the good road network in district • There is no tourist information center at the destination places and even at the entry point of the district about the arrangements on tourism attractions and activities • Lack of facilities of good restaurants and vehicles at the prime site like SNP • Lack of sufficiently trained well trained Human Resource in general and professional guides in specific who have the complete knowledge about the history and importance of the destinations. Low retention trained of trained HR especially in hotels. This is owing to due to the lack of proper policy and investment as well in the tourism industry • Inadequate awareness about enhancement and perspectives of tourism • Lack of proper planning and marketing strategies • Inability to attract high spending tourists

Opportunity	Threat/Constraints
<ul style="list-style-type: none"> • Nature and wildlife-based tourism • Close link with India and its big markets • (New Delhi, Punjab, Haryana, Nainital etc.) via superhighway • Cultural Tourism • Religious Tourism 	<ul style="list-style-type: none"> • Insufficient convenience for the cross-border connectivity with India • Lack of one window systematic platform for easy entry of Indian and International tourists at Nepalese boarder point • There are various destinations which lack the proper management. There is no proper planning of the facilities and infrastructure that are provided to the tourist • There is lack of enthusiasm among the private sector as they are unable to grab the opportunity due limited choices to earn money through various activities in tourism sector • Many of the national sports person are from Kanchanpur but there is no good facility for training or institute or international level stadium.

The 8 Municipalities (Bedkot, Belauri, Bhimdatta, Krishnapur, Mahakali, Punarbas, Shuklaphanta and Dodhar Chandani) and 2 Rural Municipalities (Laijhandi and Beidandi) are full of tourism attractions/ assets. These local areas have their own unique culture, religious or historical importance for tourism. The detail inventories of such attractions in all ten local areas are offered in a table below.

10.3 SWOT Analysis of key tourism destination/product of Kanchanpur district

Kanchanpur district is offered with mazing national park, lakes and religious sits. The development, management and promotional interventions in such destinations could well trigger to increase the arrivals of local, national and international tourists. In this context, a SWOT analysis of few destinations' product is offered for the purpose of designing action plan for its improvement.

A. Shukla Phanta National Park, Bhimdatta Municipality

The Shuklaphanta National Park as offered with the park/wildlife tourism. It is a unique selling product cum destination which lies in the extreme south-western section of Nepal's Terai in Kanchanpur District. This Park was managed as a hunting reserve at the beginning in 1969. It has been gazetted as a Wildlife Reserve in 1976 and as National Park currently (2017), covering an area of 305 sq. km. A small part of the reserve extends north of the East-West Highway to create a corridor for seasonal migration of wildlife into the Sivalik Hills.

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 Ganges. It is bordered on the eastern side by the Chaudhar River and to the north by a forest belt and cultivations.

Although, the area of the National Park is small, it supports a wide range of mammals and biodiversity which are nationally and globally important. A total of 24 mammal species, 350 birds' species 14 fish species, and 10 species of ectoparasites and biting flies are recorded in this park. The vegetation types primarily include sal forest, sal savanna, which is part of continuum between climax forest and grassland that is maintained by fire and floods. Following three species are found in this park which are of differential attention:

- a) The congregation of swamp deer in the park's grasslands is the largest in the world
- b) The largest population of Bengal florican *Houbaropsis bengalensis*.
- c) The population of hispid hare may be of international significance.

The proper development and management plan of Shuklaphanta National Park can enhance the brand value of tourism not only for Kanchanpur district but also for entire province. For this purpose, a SWOT analysis of this product is offered for the purpose of designing action plan for its improvement.

Strength	Weakness
<ul style="list-style-type: none"> • Homeland for protected species such as swamp deer, Bengal Tiger, Sloth bear, Elephant, Indian Leopard, Hispid Hare, Great one-horned rhinoceros which are of great interests for visitors • Corridor for seasonal migration of Wildlife into the Sivalik Hills • Largest patch of continuous grassland in Nepal covering an area of about 16km²(6.2sq.m.) • Water holes. Lakes and Wetlands • 700 species of flora • Home for a wide range of fishes, birds, and animals all interesting for tourists. 	<ul style="list-style-type: none"> • Lack of necessary infrastructure near the national park where tourist can rest and enjoy the surrounding of the National Park. • Lack of grassland management • Lack of regular monitoring of the Swamp deer • Management of waterholes at strategic places to provide water to animals which remain confined within a radius of 2.5 to 3.0 km like deer and as such. • Conflict management of buffer zone. • Lack of good network of posts in areas where gaps exist in pursuit of buffer zone management program. • Lack of proper marketing and packaging of the National Park.
Opportunity	Threat
<ul style="list-style-type: none"> • South-west boundary to India • East-west highway in the north • India Tiger Reserve, Kishanpur Wildlife Sanctuary in the south • Growing interest of people in eco-tourism and environment related tourism 	<ul style="list-style-type: none"> • To satisfy biomass need of buffer zone population in harmony with needs to wildlife management. • Changing cropping pattern and encourage practice of cultivation of local fruit to reduce conflict between human and wildlife on account of crop damage.

It is desirable to upscale the strengths, minimize/mitigate weaknesses, grab opportunities and prevent threats and such threats induced damage(s) to tourism sector. The SWOT analysis section is supportive to formulate the action plan section.

Annex 11: A likely package itinerary between Chainpur to Chainpur via Daulichaure, Sumatal, Banni Masta temple, Kot (Chuli) and Jayaprithvinagar

बभ्राङ्ग जिल्लामा चैनपुर देखी दौलीचौर, सुरमाताल, बान्नी मष्टा मन्दिर, कोट (चुली), जयपृथ्वीनगर हुँदै चैनपुरसम्मको ४ दिने राउण्ड ट्रिप पर्यटन यात्रा प्याकेजको अनुमानित यात्रा कार्यक्रम

दिन (Day)	बाट (Day)	लाई (TO)	पहुँचमार्ग (Access)		प्रमुख आकर्षण/ क्रियाकलाप (Main attractions/activities)	रात्री बसाई (Overnight stay)
			गाडी यात्रा (Vehicle transfer)	पैदल हिडाई (Trekking/Hiking)		
१	चैनपुर	दौलीचौर	२ घण्टा		गाउले वातावरण, ताल, पाङ्गर जडी, सुरमा मन्दिर	
	दौलीचौर	धर्मशाला		६ घण्टा	रमणिय हिमाली दृष्य, जेठी बहुरानी हिमालय रेञ्ज	बन्दोबस्ति सहित धर्मशालामा रात्री बसाई
२	धर्मशाला	सुरमा ताल		६ घण्टा	रमणिय हिमाली दृष्य, जेठी बहुरानी हिमालय रेञ्ज	बन्दोबस्ति सहित क्याम्पमा रात्री बसाई
३	सुरमा ताल	दौलीचौर		३ घण्टा	गाउले समुदाय र संस्कृती	होमस्टेमा रात्री बसाई
४	दौलीचौर	बान्नी मष्टा मन्दिर (छब्बीसपाटी गा.पा.)	१ र आधा घण्टा		मष्टा देउताको उदगम स्थल, पुजा र आशिर्वाद ग्रहण	
	बान्नी मष्टा मन्दिर	कोट (चुली), कालादुङ्गा (१३०० मी.)		१ घण्टा	बभ्राङ्गी राजाको कोट दरवारको भग्नावशेष, दृष्यावलोक बिन्दु	
	कोट	जयपृथ्वीनगर	१ घण्टा		नेपालमा दोस्रो गौतम बुद्धको संज्ञावाट सम्मानित, मानवतावादी, परापकारी, शिक्षाप्रेमी (सत्यवादी हाईस्कलका आरम्भक) राजा जयपृथ्वी बहादुर सिंह ठकुरीको जन्मस्थल	होमस्टे वा होटलमा रात्री बसाई
५	जयपृथ्वीनगर	चैनपुर	२ घण्टा		बभ्राङ्ग जिल्लाको सदरमुकाम र प्रमुख बजार	

Annex 12: Seti River rafting itinerary in confluence with Karnali River

Trip Details:

Class:	III/IV
Duration:	11 Days
Rafting Days:	6
Put In Point:	Gopeghat (Dadeldhura)
Take Out Point:	Chisapani (Bardiya)
Best Season:	Oct-Nov, April-June
Activity:	Rafting
Accommodation:	Hotels in cities, river camps during rafting

Trip Highlights:

- White water rafting in the beautiful countryside
- Adrenaline pumping rapids and bends
- White river beaches
- Rafting through deep gorges, high cliffs, and lush forests
- Numerous fishing points
- Cap the river adventure with jungle safari in Bardiya National Park
- Trained and experienced crew
- Safety kayaks throughout the rafting trip

Overview:

Many people mistake this river with Set River that originates in Annapurna range and flows through Pokhara Valley. This tributary of Karnali River, however, originates near Nepal-Tibet border in Bajhang district and flows through the far-western Nepal before meeting Karnali River. Despite its remoteness, the river is easily accessible, thanks to the airstrips in Dhangadhi and Chainpur of Bajhang district. Beautiful white beaches for camping, views of mountain peaks like Api and Saipal in the northern horizon, deep gorges, beautiful sceneries, wildlife viewing and plenty of fishing opportunities make this river one of the best in the country for white water rafting. As the river flows through wild and least-explored terrains of Nepal, there are some big rapids. In certain sections, succession of rapids keeps the rafters busy.

The river adventure begins with an hour-long flight to Dhangadhi and about five-hour drive to the put in point at Gopeghat. The takeout point is near the magnificent Chisapani Bridge following which rafters will spend a night or two at Bardiya National Park, chasing tigers and bears.

Getting there

This is one of the remotest river expeditions in Nepal. Getting to the put in point is a fun in itself. Take an about an hour-long flight to Dhangadhi Airport. You will meet your rafting crew at airport itself and start driving toward Dipayal. You will reach the put in point in the evening.

Meals and Accommodation

You will stay in a three-star hotel in Kathmandu on sharing basis. Breakfast is complimentary. During river trips, however, you camps will be set up at beautiful beaches along the river. Your rafting crew will cook and serve you three meals a day during the river journey. Cargo boat carries your food, camping and kitchen equipment together with you.

Most of the lunches, however, will be packed ones. It depends on your rafting schedule. Evenings will be fun as the crew members will sing and dance around the campfire. Next morning, everything will be packed and loaded on the cargo boat.

Best Season

The best season to enjoy Seti River rafting is from October to the end of November, followed by April to June. In October-November the river will be high after the monsoon rains making the river a wild ride through different rapids. The April-June, before the monsoon begins, will be a bit quieter. Regardless of the season, the river offers you one of the best whiter water experiences as it passes through gorges, forests full of wildlife and some of Nepal's least explored areas.

Itinerary:

Day 1: Arrival in Nepal

Upon arrival at Kathmandu airport, meet our representative who will extend you warm welcome and transfer you to your hotel. Remaining time is free for independent activities. In the evening, there will be a trip briefing session at your hotel.

O/N: Hotel

Day 2: Fly to Dhangadhi and drive to Gopeghat

After early breakfast, our representative will drive you to Kathmandu airport for a flight to Dhangadhi. The flight takes about 70 minutes. Upon arrival at the airport, board a waiting car/bus and start your journey toward Gopeghat of Dadeldhura. The drive is pleasing as you gradually leave the plains of Tarai and start climbing up toward the Seti River valley. It takes around six hours to reach your rafting put in point at Gopeghat. The drive also helps you familiarize with rural Nepal. Your camp will be set up near a river crossing at Gopeghat.

O/N: Tent

Day 3: Raft to Pipala Bazaar

Your Whitewater adventure begins today after a short briefing by your river guide. Start floating from your put in point at Pipala Bazaar. There are some beautiful rapids on the day. As this is your first day in the river, you will raft for a shorter distance today. Your camp will be set up at Pipala Bazaar near Dipayal.

O/N: Tent

Day 4: Raft to Naridang

Your Whitewater adventure begins today after a short briefing by your river guide. Start floating downward from your put in point at Pipala Bazaar. The float initially is easy, but it becomes adventurous once the river starts getting narrow and you start encountering rapids. There are plenty of rapids and bends in today's section. After a float of nearly six hours, you will reach Naridang. Your camp will be set up at a beautiful beach. After lunch at your camp, you can try fly fishing in the Seti River.

O/N: Tent

Day 5: Raft to Lode Beach

Continue your adventure through the beautiful landscape of the Seti River Valley. The trip pumps your adrenaline as there are some difficult rapids and bends in this section. You float through the beautiful countryside of the far-western Nepal much of which still remains unexplored. A float of around six hours will take you to your camp at Lode Beach.

O/N: Tent

Day 6: Raft to Karnali Confluence

Another adventure day. After negotiating adventurous rapids and bends, you float to a gorge where Seti River meets the mighty Karnali River that originates in Tibet. Your camp will be setup near by the confluence. The main attraction today is going to be fishing. The Seti-Karnali confluence is the best habitat of Himalayan Mahasheer which can grow up to 2.75 meters and weigh up to 50 kg. After fishing and taking photograph, we release the catch in the river as we follow the principles of eco-friendly and sustainable tourism.

O/N: Tent

Day 7: Raft to Todal Ghat

Your penultimate day in the river. After meeting Karnali River, the river widens, and the float becomes easy. However, it passes through narrow gorges at places with high cliffs rising on both sides of the river. There are some difficult rapids to negotiate through in this section. You will spend the night at a beautiful river beach in Todal Ghat.

O/N: Tent

Day 8: Raft to Chisapani

Your last day in the river. It's an easy float to Chisapani marked by a beautiful single suspension bridge. You can simply bask in the sun and drink some beers as the boat floats downward. Upon arrival at Chisapani, board a waiting car and drive to Bardiya National Park as our crew take care of the gears and equipment.

O/N: Jungle Lodge

Day 9: Jungle Safari

After an adrenaline pumping river adventure, enjoy jungle activities in one of the most preserved jungles in western Nepal. Bardiya National Park is known for its healthy population of Royal Bengal Tiger. If you are lucky, you can encounter this mighty beast in its natural habitat. You can enjoy elephant safari jeep safari or jungle walk. Experienced jungle guides take you deep into the jungle so that you can see different wildlife species in their natural habitat.

O/N: Jungle Lodge

Day 10: Drive to Nepalgunj and Fly to Kathmandu

Start driving to Nepalgunj Airport after having breakfast at your lodge. The drive takes about couple of hours. The flight takes about an hour. Upon arrival in Kathmandu, you will be transferred to your hotel. Remaining time is free for independent activities. In the evening, we will host a farewell dinner in your honor to celebrate the success of the amazing river adventure.

O/N: Hotel

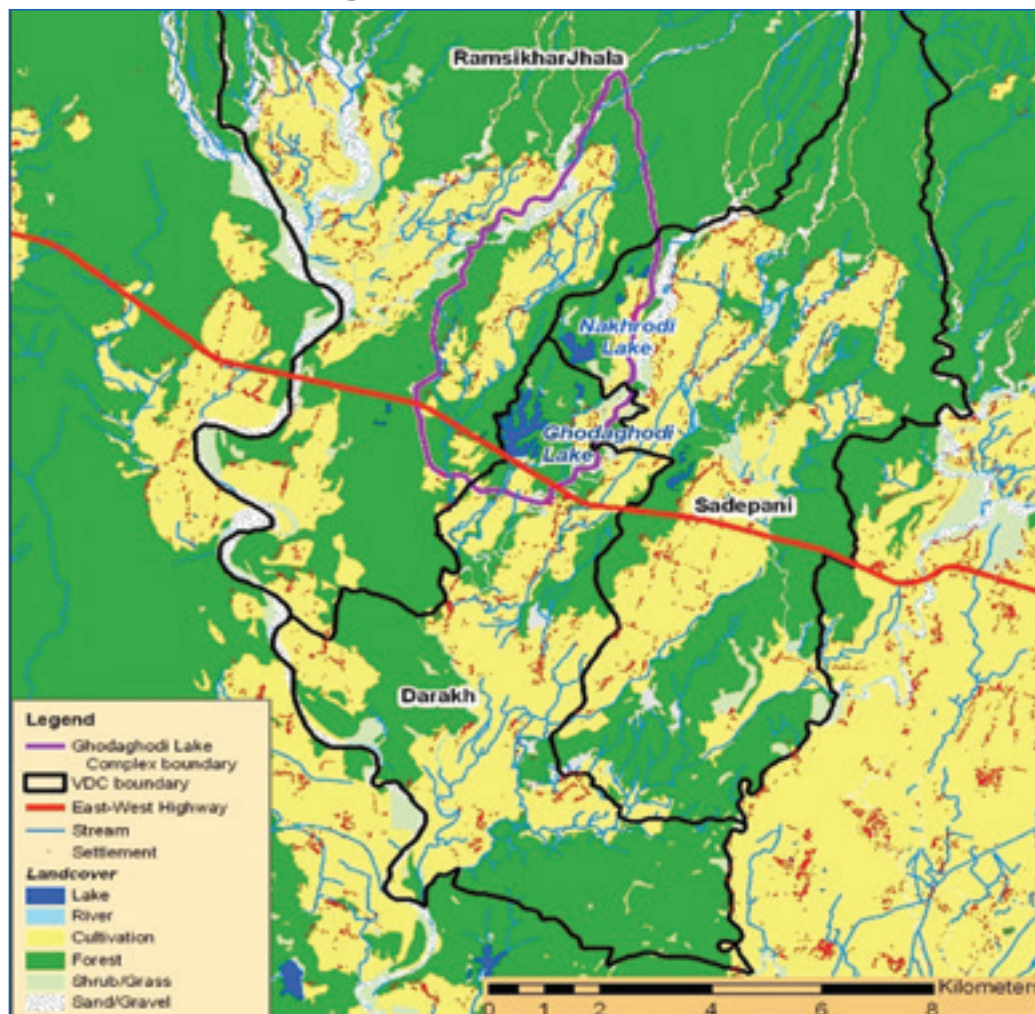
Day 11: Departure

Your last day in Nepal! Our representative will escort you to the airport for your return flight. While returning back, you will have plenty of time to reflect on the amazing time that you had in Nepal.

Packing List

Swimsuit
Sunscreen
Shorts, T-shirt
Sunglasses with sports strap
Hat
Sandals or trainers
Camera (can be stored in our dry bags/box whilst rafting)
Water bottle
Towel
Personal Toiletry
Personal medication
Sleeping bag and mattress
Dry, warm clothes for the evenings
Pajamas
Headlamp
Book, deck of cards or small travel game

Annex 13: Adventure trekking at the outer circuit of Ghodaghodi lake area with connecting Chure hills



Source: GLC Baseline Report, CSUWN 2009.

Round Ghodaghodi (205 m) Lake Area outer circuit with a total of 35.95 km of distance and activities consisting of 2-3 days



Day1

Simtari (East-West Highway point) to Maghi = 4.75 km

Maghi to Gaidakhera = 1.75 km Gaidakhera to Chilamchore (Night stop at homestay) = 13.85 km

Day2

Spend a day at Chilamchore (1600m) for observe village life, farms, snowcapped mountains and nature

Day3

Chilamchore to Lathuwa (via Kedar + Malika) = 15.40 km Drive from Lathuwa to Sukkhad by bike or car or jeep

Annex 14: Glimpses of Field Works and Attractions of the Districts

14.1 Accham District

14.1.1 Glimpses of field work in Accham district



District workshop in Magalsen and



KII with Information Officer of District Forest Office



FGD with President and members of Shree Vaidhyanath Dham Paryatan Bikash and Byawasthapan Samiti



FGD with President of Ramaroshan RM and President of Ramaroshan Chettra Paryatan Bikash and Byawasthapan Samiti



Field observation of Ramaroshan lake by study team

14.1.2 Few key attractions of destination areas in Accham district



Mangalsen Durbar, Mangalsen



Vaidhyanath Dham, Saphebagar



Gateway to Jimradi Dham from Sanphebagar area



An information board revealing various attractions of Ramaroshan area

14.2 Baitadi district

14.2.1 Glimpses of field work in Baitadi district



District workshop with DFO of Baitadi putting views



Study team noting down the comments from participants



District workshops addressed by mayors



FGD with Tripura Sundari Management Committee



Field observation in Melauli Bhagawati Municipality

14.2.2 Few key attractions of destination areas in Baitadi district

Tripurasundari goddess temple



Patal Bhumeswar cave



Nigalsaini goddess temple



Gwallek, a potential eco and religious tourism site



Panchadeval



Ishworiganga

Melauli Bhagawati Temple

14.3 Bajhang District

14.3.1 Glimpses of field work in Bajhang district



District level workshop in Chainpur, Jayaprithvi Municipality



District level workshop in Chainpur, Jayaprithvi Municipality



KM with President of Khaptadchhanna RM



Field observation of Bitthad area (as tourism park in mini Khaptad) with mayor of Bitthadchir RM



KM with President of Bajhang Udog Baniya Sangh

14.3.2 Few key attractions of destination areas in Bajhang district



Beautiful Himalayan view from Mohayana Hill near Chainpur



Mt. Saipal route trek (Photo credit c/o Glorious Himalaya Trekking Pvt. Ltd)



Hot spring site in Tapoban, Talkot beside Seti River



Talkot Durbar in Talkot



Dantola Waterfall

14.4 Bajura District

14.4.1 Glimpses of field works in Bajura district



District workshop in Martadi



District workshop in Martadi



KM with Executive Director of Khaptad



Study team with the officers of Khaptad National Park office



Zoom meeting during lockdown

15.4.2 Few key attractions of destination areas in Bajura district



Badimalika trekking route with high pastureland



Badimalika goddess temple



Giant and beautiful Patan at Khaptad



Bichpani in the center between Jinghara and Khaptad



Daragaun Homestay on the way to Khaptad via
Tamail Bajhang



Tribeni at Khaptad Area

15.5 Dadeldhura District

15.5.1 Glimpses of field work in Dadeldhura district



District level workshop



District level workshop group

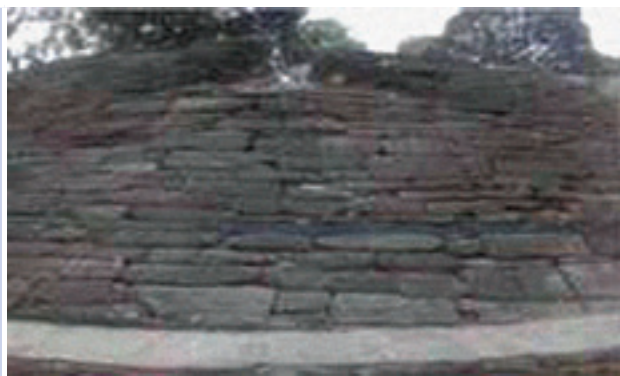


Post KM group photo with DFO

15.5.2 Few key attractions of destination areas in Dadeldhura district



Alital with boats



Ganyaap lake as a mini kaptad (photo credit c/o



Outer view of the Amargadhi Fort



Gaura Parva cultural attraction



A colossal statue of God Parshuram under construction

15.6. Darchula District

15.6.1 Glimpses of field work in Darchula district



District workshop being addressed by province parliament member Mr. Gelbu Singh Bohara



FGD with President of DCC and the representatives of local governments in Khalanga



District workshop with a mayor putting his views



KII with a hotelier in Khalanga



KM with trek operator/guide in Khalanga

15.6.2 Few key attractions of destination areas in Darchula district



Himalayan view from Malika Arjun temple complex



Hot Water Spring at Shreebagar



One of the community homestays in Dallek



Chepul than park area (upcoming product) near Dallek



Suka tribe with traditional wearing, a major cultural attraction



Archeological site of Uku Durbar



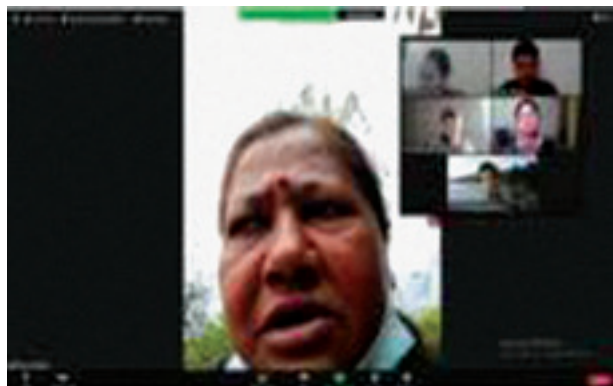
Dungri Devitaml



Api base camp trek (Photo credit c/o Travel Max Guide Adventure Pvt. Ltd)

15.7 Doti District

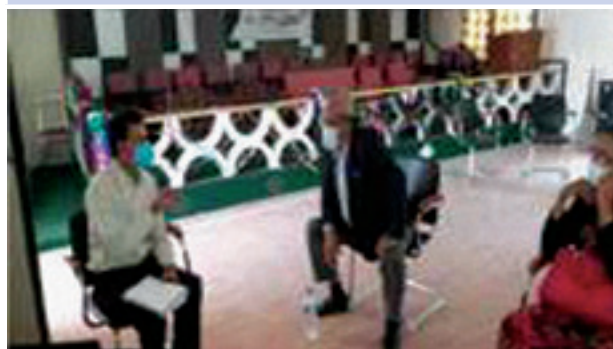
15.7.1 Glimpses of field work in Doti district



Zoom meeting with Municipal Mayor during lockdown (before field visit)



Workshop in Silgadhi



KII with Municipal mayor



Field observation



FGD with tourism entrepreneurs in Dipayal

15.7.2 Few key attractions of destination areas in Doti district



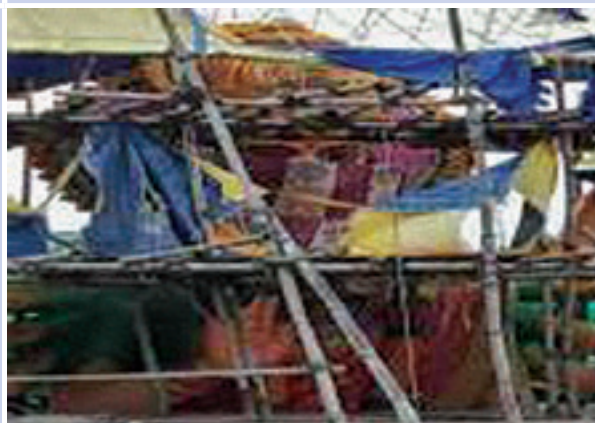
Chahara Jharna at Chattiwan – 2, Joryal Municipality



Cultural landscape in lowland of Doti



Palace (kot palace) of Doteli king with Kal Bhairav temple



Colossal face statue of goddess Shaileshwari being built in Silgadhi



Temple of Goddess Sialeshwari I Silgadhi

15.8. Kailali District

15.8.1 Glimpses of field work in Kailali district



District workshop in Dhangadhi



KII with President of Hotel Association of Kailali



In-depth interview with General secretary of Tourism Development Society



FGD with EC members of NATTA Far west

15.8.2 Few key attractions of destination areas in Kailali district



Karnali Bridge at Chisapani during evening



Handicrafts (souvenirs for tourists) made from local raw materials built by Tharus



Dolphin observation point, Bhajani



A new bridge being built at Solta (River Rafting starting point for Chisapani) in Mohanyal Rural Municipality that will connect Sudurpaschim with Karnali province



Ojahuwa lake (3.29 hecter), the only one point for tourist activities in a cluster of 24 lakes (147.17 hecter) in Ghodaghodi Lake Area, Godaghodi Municipality

15.9 Kanchanpur District

15.9.1 Glimpses of field work in Kanchanpur district



District level workshop in Mahendranagar



FGD at Rana Tharu Homestay



KII with the head of Immigration Office in Goddachauki



Water park areas observation in Mahakali River

15.9.2 Few key attractions of destination areas in Kanchanpur district



Suklaphanta National Park with Ranital in the Center



Beautiful Chandi Dhodhara Suspension bridge on Mahakali River



River Rafting in Mahakali River



Siddhanath (Siddhanathbaba) temple of Kanchanpur

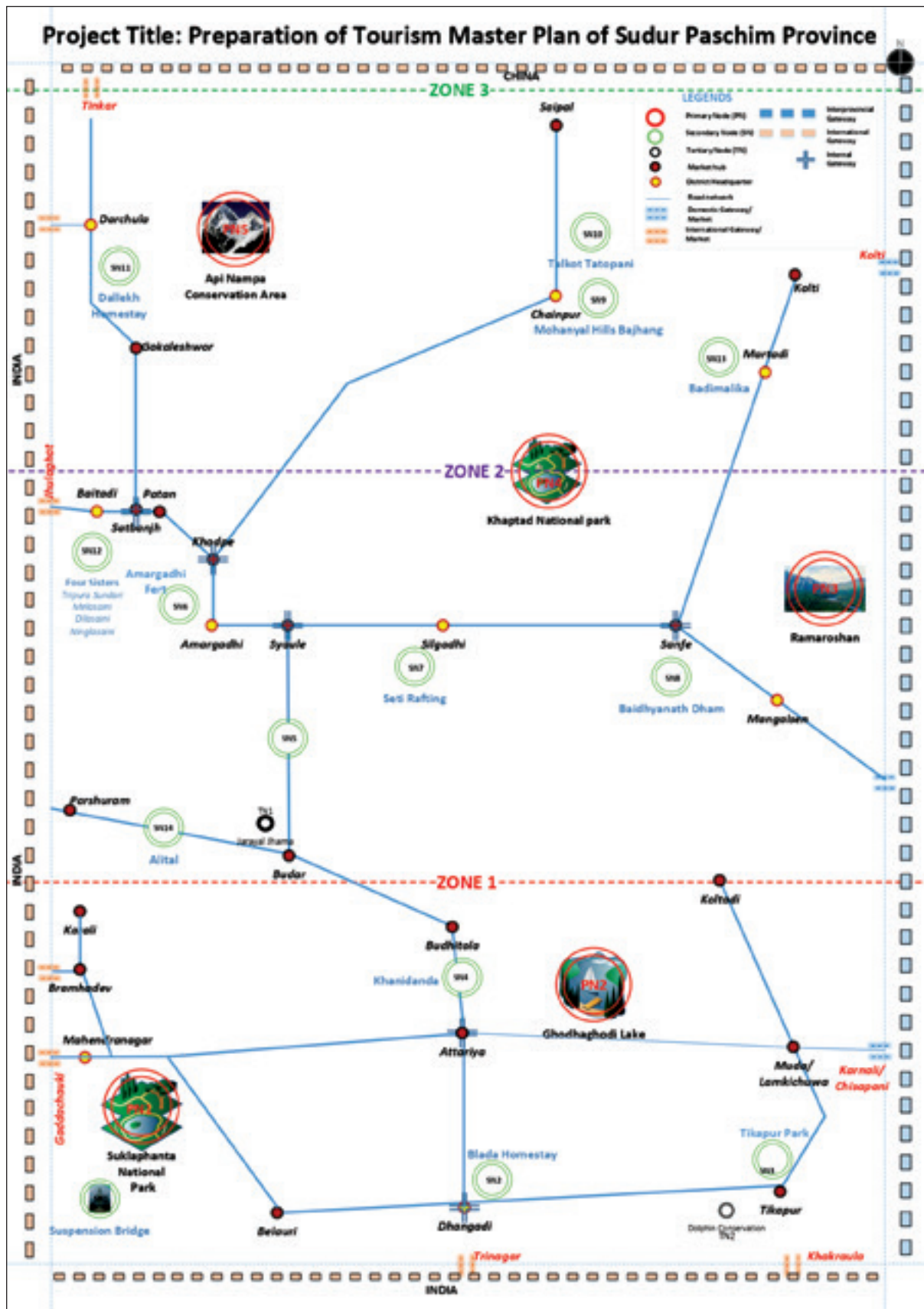
15.10 Ministry of Industry, Tourism, Forest and Environment, Dhangadhi, Kailali, Sudurpashchim Province

15.10.1 Meeting with UNDP National Tourism Consultant and Project Team at Dhangadhi



Mr. Devesh Mani Tripathi, Secretary, and Officers of MoITFE, Sudurpaschim Province, Various Stakeholders & Private Sector Entrepreneurs of Sudurpashchim Province with Mr. Rabi Jung Pandey, National Tourism Consultant, Mr. Satish Pandey, Project Coordinator, and Ms. Laxmi BK, Temporary Basic Income Project, Strategic Engagement Unit, UNDP, Dhangadi, Kailali, Sudurpashchim Province during meeting at MoITFE, Kailali, Dhangadhi, regarding finalization of the Tourism Master Plan of Sudurpaschim Province on 7th January 2022.

Annex 15: Preparation of Tourism Master Plan of Sudurpashchim Province





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