“Community-based land and forest management in the Sagarmatha National Park” Project

Sustainable Tourism Training Report
(As a part of Business Skills and Marketing Training)

Chaurikharka, Namche and Khumjung
Solukhumbu

Report prepared by:
Lhakpa Tenji Lama (Sherpa)
Tourism Consultant

July 2012

A project supported by European Union
ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to CESVI and Mountain Spirit for providing opportunity to conduct this training. In particular, I am thankful to Mr Giovanni Malavasi, Country Representative of CESVI and Dr. Lhakpa Norbu Sherpa, President of Mountain Spirit.

I would like to thank Damber Thapa, Field Coordinator for his support in organising training. Similarly, I am thankful to the social mobilisers Sonam Sherpa from Khumjung and Lhakpa Sherpa from Lukla for their effort and cooperation during training. I would like to appreciate Jemima Sherpa and Yangji Doma Sherpa for their help during the training sessions in Khumjung and Namche.

Last but not the least; I would like to thank all participants from Khumjung, Namche and Chaurikharka for their active participation in the training sessions.
## ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>BZUG</td>
<td>Buffer Zone User Group</td>
</tr>
<tr>
<td>BZUC</td>
<td>Buffer Zone User Committee</td>
</tr>
<tr>
<td>BZMC</td>
<td>Buffer Zone Management Committee</td>
</tr>
<tr>
<td>BZ</td>
<td>Buffer Zone</td>
</tr>
<tr>
<td>CESVI</td>
<td>Cooperazione e sviluppo</td>
</tr>
<tr>
<td>LHAN</td>
<td>Lodge and Hotel Association Namche</td>
</tr>
<tr>
<td>MS</td>
<td>Mountain Spirit</td>
</tr>
<tr>
<td>SNP</td>
<td>Sagarmatha National Park</td>
</tr>
<tr>
<td>SPCC</td>
<td>Sagarmatha Pollution Control Committee</td>
</tr>
<tr>
<td>SWOT</td>
<td>Strengths, Weaknesses, Opportunities and Threats</td>
</tr>
<tr>
<td>VDC</td>
<td>Village Development Committee</td>
</tr>
<tr>
<td>VFR</td>
<td>Visiting Friends and Relatives</td>
</tr>
</tbody>
</table>
TABLE OF CONTENTS

ACKNOWLEDGEMENT .............................................................................................................. ii
ABBREVIATIONS ....................................................................................................................... iii
TABLE OF CONTENTS ............................................................................................................... iv

1. INTRODUCTION ................................................................................................................... 1
   1.1 Background .................................................................................................................... 1
   1.2 Training objectives ......................................................................................................... 2
   1.3 Training participants and locations ................................................................................ 2
   1.4 Training methods ............................................................................................................ 2

2. TRAINING SESSIONS .......................................................................................................... 3
   2.1 Session 1: Brief introduction to tourism ......................................................................... 4
   2.2 Session 2: Tourism impacts ............................................................................................ 4
   2.3 Session 3: Sustainable tourism development ................................................................. 6
   2.4 Session 4: SWOT analysis on tourism business opportunities ....................................... 8
   2.5 Discussion Session: Making tourism more sustainable in SNP BZ ............................. 11
   2.6 Training evaluation ....................................................................................................... 14

3. CONCLUSION ..................................................................................................................... 17

PHOTO GALLERY ...................................................................................................................... 18

ANNEXES .................................................................................................................................... 19
Annex 1: Name of participants ..................................................................................................... 19
Annex 2: Trainer's notes on thematic presentations ..................................................................... 21
Annex 3: Training schedule .......................................................................................................... 37
Annex 4: ToR for Training on Marketing and Business skills ..................................................... 38
1. INTRODUCTION

1.1 Background
Sagarmatha National Park (SNP) was established in 1976 and also recognized by UNESCO as a world heritage site in 1979. It covers the area of 1148 sq. km of Himalayan ecological zone in the Khumbu region of Nepal. The elevation of the park ranges from 2850 m to the highest point of the world – Sagarmatha (Mount Everest) with 8848 m from sea level. There are several mountains above 6000 meters in the park. The superlative natural characteristics and Sherpa culture are the major attractions of the park. The park is the home of wild animals such as red panda, musk deer, snow leopard, Himalayan tahr, marten, Himalayan mouse hare (pika) and over 118 species of birds including impeyan pheasant, snow cock, blood pheasant, red billed cough, and so forth.

The Government of Nepal declared the settlements within the SNP and adjacent to the park as buffer zone in 2002. The main purpose of this decision was to involve local people in conservation as well as development activities in the area. The adjacent settlements of 275 sq km were integrated to park. The government also made provision to allocate 30 to 50 per cent of revenue earned by park to community development activities within buffer zone. These activities are implemented in collaboration with Buffer Zone Management Committee of local people. According to Sagarmatha National Park Management and Tourism Plan (2005), there are about 100 settlements and 6000 people live in National Park and Buffer Zone area. These communities are organized in 28 Buffer Zone User Groups (BZUG); three Buffer Zone User Committee (BZUC); and a single Buffer Zone Management Committee (BZMC). This structure was formed to mobilize local people to support conservation, carry out community development, and sustainable management of natural resources.

Sagarmatha region, also known as Khumbu, is one of the popular tourism destinations in Nepal. The region started to gain popularity in international arena after successful ascend of Mount Everest by Sir Edmund Hillary and Tenzing Norgay Sherpa in 1953. According to SNP Visitor Information Center, 34,500 tourists visited the park in 2011 which is the highest number of arrival in the history. Trekking and mountaineering are the main activities for visitors. Tourism emerged as a major source of employment for local residents who are operating lodges and hotels, guiding, climbing, portering, and selling agricultural produce. Tourism is now replacing traditional livelihood strategies such as livestock herding and farming.

The project “Community-based land and forest management in the Sagarmatha National Park (Everest), Nepal” co-funded by the European Union and CESVI and implemented by CESVI and Mountain Spirit aims at contributing to the sustainable management of natural resources in the Himalayan region through the improvement of the community-based land and forest management in the Sagarmatha National Park and Buffer Zone (SNPBZ). The goal is supporting the community-based component of the multi-layer and systemic framework provided by the management plan for the Sagarmatha National Park and Buffer Zone (SNP Management and Tourism Plan 2006-2011), which national and local institutions and many international Organizations and NGOs are committed to.
As a part of the project activity, CESVI and Mountain Spirit recently organized three trainings/workshops on Business Skills and Marketing Training for local entrepreneurs in Chaurikharka, Namche and Khumjung to strengthen the capacity on tourism related business. One-day training/workshop on Sustainable Tourism was a part of Business Skills and Marketing Training, details is given in ToR (see Annex 4). This report, based on one-day Sustainable Tourism Training, includes details of training sessions including outcome of groups' exercises, participants' personal commitment towards sustainable tourism and feedback from participants.

1.2 Training objectives
This training aimed at developing a concept of sustainable practice in tourism related and unrelated business in Sagarmatha National Park. The general objective of this training is to strengthen and to enhance abilities and skills of locals:

- to organize, promote and manage tourism use of the Park and Buffer Zone in ways that will improve the quality of the tourist’s experience and sustain demand;
- to inform, empower and assist local communities in ways to guide new tourism developments in their villages;
- to educate visitors and support teams in ways to enjoy the Sagarmatha National Park and Buffer Zones while behaving appropriately, assisting tourism management, contributing to social development and supporting environmental and cultural conservation.
- to avoid “overdevelopment”, to control crowding during peak seasons and to spread visitors flows from high to low seasons.

1.3 Training participants and locations
One-day training/workshop on Sustainable Tourism, as a part of three days training/workshop on Business Skills and Marketing, was organised in Khumjung, Namche and Chheplung on 25th, 27th and 30th July 2012 respectively. In Khumjung, there were 25 participants including 15 female and 10 male and their age range was 17 to 38 years. Majority of participants were young and representatives from BZUGs, women's group, clubs and lodge business. In Namche, there were 20 participants with equal participation of male and female. Participants' age ranges from 27 to 51 year in Namche. Likewise, there were 23 participants (15 Male and 8 female) in Chheplung, Chaurikharka and their age ranges 19 to 51 years. Majority of participants were young and member of BZUGs (see Annex 1).

1.4 Training methods
The training sessions used method of thematic presentation followed by participatory discussion, group exercise and sharing. Participants were encouraged to involve actively during the in discussion and group exercises. Handouts for each session were distributed to all participants. Considering the level of participants, all handout materials were developed in Nepali and also used local Sherpa language in interpretation where necessary. The training session began with participant's expectation followed by sessions on introduction to tourism, tourism impacts, sustainable tourism, SWOT analysis, and group discussion on making tourism more sustainable in Sagarmatha region. The session ended with participants' personal commitment towards sustainable tourism practices, their feedback on training sessions and certificate distribution (see Annex 3).
2. TRAINING SESSIONS

The overall training sessions focused in developing understanding on sustainable tourism concept and formulating ideas to follow sustainable practices in local tourism related business. The training includes four sessions in different themes followed by a participatory discussion session. At the beginning, Damber Thapa, Field Coordinator of the project briefly highlighted the project activities and objective of the training. He also introduced the training instructor to the participants. The session began with the review on previous days training on business skills and marketing training, and participants reflected and shared their learning briefly. Then the instructor explained about training contents on sustainable tourism including time allocated for each sessions. Although the contents were already planned for the training, expectation of participants were collected before commensing the training session. The participants expressed following areas to be covered in the training:

Khumjung:
- What is the promotional mechanism for increasing tourism in our area?
- How can we provide better services for tourists?
- How can we promote other destinations like Gokyo instead of just the Everest Base Camp route?
- How can we promote off-peak season tourism as well?
- How can we improve tourism in a way that is long-lasting?
- How can we attract quality tourists rather than quantity?
- Encourage tourists to always be accompanied by a guide/porter for their own safety.
- Why are tourists who pay less and ask for a discount on everything coming to Nepal/Khumbu? Is it that the tourists who are coming are less wealthy, or that we have created an environment where their expectations are of budget travel?

Namche:
- What is going well, what needs improvement? What are the current trends and linkages?
- Hotels are being run as family businesses, what needs to be done to develop a system to make them more professional?
- Can you also give us some examples of how tourism is run in other places, both inside and outside Nepal?

Chheplung (Chaurikharka):
- How to increase number of tourists including domestic tourist?
- How to make tourism more sustainable?
- Is there a way to set a reasonable price in menu
- How to improve tourist facilities including safety and security
- Categorisation of local lodges on the basis of service and facilities?
- How to manage peak season visitor flow?
2.1 Session 1: Brief introduction to tourism
This was an introductory session of tourism for participants. Instructor’s thematic presentation provided general knowledge on tourism, tourism components; tourism system; motivations for travel; major actors, types and kinds of tourism; linkage and trend of global, national and local tourism; and benefits from tourism in general. The presentation was useful for participants in developing understanding tourism in theory and linkages of local, national and global trends in tourism industry (see Annex 2A).

2.2 Session 2: Tourism impacts
Since this training was focused on developing participants to have a better understanding of sustainable tourism development in SNP BZ area, it was important to understand various socio-cultural, economic and environmental impact of tourism (see Annex 2B). After a thematic presentation by instructor on tourism impacts in general, three groups were formed to identify socio-cultural, economic and environmental impact of tourism in SNP BZ. Each group discussed and identified various impacts of tourism in Sagarmatha region. Each group's works from three places are presented below:

A. Participants group work in Khumjung: Tourism impacts

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic</td>
<td>The increase in income due to employment leading to improvements in business, health, education and community development.</td>
<td>Inflation</td>
</tr>
<tr>
<td></td>
<td>Increase in local production</td>
<td>Loss of traditional occupations such as herding and farming.</td>
</tr>
<tr>
<td></td>
<td>Work for local livestock owners (yaks, zopkyos, mules)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Both locals and outsiders get employment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase in foreign investment. This has lead to the construction of schools, health centres etc.</td>
<td></td>
</tr>
<tr>
<td>Socio-cultural</td>
<td>Support for economic development</td>
<td>Change in behavior</td>
</tr>
<tr>
<td></td>
<td>Employment opportunities</td>
<td>Loss of identity</td>
</tr>
<tr>
<td></td>
<td>Awareness of the need to preserve culture</td>
<td>Changes in cultural practices</td>
</tr>
<tr>
<td></td>
<td>Decrease in harmful traditional beliefs, practices and superstition</td>
<td>Increase in bad behavior such as taking drugs etc</td>
</tr>
<tr>
<td></td>
<td>Good international relationships</td>
<td>Loss of language</td>
</tr>
<tr>
<td></td>
<td>Promotion of heritage sites</td>
<td>Loss of heritage sites</td>
</tr>
<tr>
<td>Environmental</td>
<td>Increasing numbers of tourists pay fees for institutions like the SPCC and SNP, and so control of forests and pollution is getting better.</td>
<td>Too many tourists means that litter and pollution is increasing every day</td>
</tr>
<tr>
<td></td>
<td>There is an increase in awareness about wildlife</td>
<td>The herbs that could be found in this area are being lost</td>
</tr>
</tbody>
</table>

B. Participants group work in Namche: Tourism impacts

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic</td>
<td>Organizations and hotels have benefit</td>
<td>Local individuals need to compete with tourist prices</td>
</tr>
<tr>
<td></td>
<td>Everyone gets employment</td>
<td>Need to spend money to import more products from outside the area or country. This causes leakage of local currency.</td>
</tr>
<tr>
<td></td>
<td>Tourists bring foreign currency</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trade of local products – for example potatoes.</td>
<td></td>
</tr>
<tr>
<td>Socio-cultural</td>
<td>Environmental</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Local cultural gains importance when tourists take an interest</td>
<td>Sometimes we focus too much on imports instead of promoting local products</td>
<td></td>
</tr>
<tr>
<td>Change in lifestyle standards</td>
<td>Younger generation loses local culture and instead emulates foreigners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Higher standard of living leads to expectation to spend more.</td>
<td></td>
</tr>
<tr>
<td>Improvement in local literacy with the opening of local schools due to economic improvements</td>
<td>There is a possibility of losing local culture</td>
<td></td>
</tr>
<tr>
<td>Raise in income standard means that some social activities that weren’t possible before can now be funded</td>
<td>There has been negative impact on local customs and language</td>
<td></td>
</tr>
<tr>
<td>International awareness of local (Sherpa) culture</td>
<td>There has been improper use of natural resources and pollution</td>
<td></td>
</tr>
<tr>
<td>Locals learn about the foreign visitors’ religion, culture and customs</td>
<td>Due to western influence, some negative customs develop</td>
<td></td>
</tr>
<tr>
<td>Research and documentation of local history and culture</td>
<td>Religious beliefs and traditions are broken.</td>
<td></td>
</tr>
<tr>
<td>Because local peoples’ economic situation has improved, they are more aware about social issues and can do more social work in their spare time; for example the Namche Women’s Group.</td>
<td>Compared to 15-20 years ago, greater tourist numbers has meant also an increase in pollution, for example due to food packaging</td>
<td></td>
</tr>
<tr>
<td></td>
<td>To make tourists more comfortable, we tried to make hotels with more facilities which has lead to environmental impacts – for example, Ghangla was negatively impacted because we needed to make the lodges bigger and better</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tourism is helping a lot of people from various areas, but one thing the national park is experiencing is that despite locals not hunting wildlife due to their Buddhist religion, now porters and guides who come from outside the area often engage in poaching local wildlife</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Geographic beauty is lost – this is an area that is known for adventure tourism, but now that there is a full-facility hotel every few minutes, so the charm is lost</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Misuse of water – pollution of water sources, improper disposal of waste water, bottling mineral water, use for toilets.</td>
<td></td>
</tr>
</tbody>
</table>
C. Participants group work in Chheplung: Tourism impacts

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic</td>
<td>Employment opportunities</td>
<td>Import leakage – we have to import most of the essential materials from outside including food</td>
</tr>
<tr>
<td></td>
<td>Foreign currency earning</td>
<td>Export leakage – people coming from outside of Khumbu making money and taking back to their village/city</td>
</tr>
<tr>
<td></td>
<td>Livelihood improvement</td>
<td>Inflation – local people who are not directly involved in tourism are badly affected by inflation due to tourism</td>
</tr>
<tr>
<td></td>
<td>Local development</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personality development</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improvement and development in agriculture and lodge sector</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revenue increase</td>
<td></td>
</tr>
<tr>
<td>Socio-cultural</td>
<td>Employment opportunities</td>
<td>Copying foreign culture</td>
</tr>
<tr>
<td></td>
<td>People are active</td>
<td>Spreading various disease</td>
</tr>
<tr>
<td></td>
<td>Development in knowledge</td>
<td>Extinction of local songs</td>
</tr>
<tr>
<td></td>
<td>Economic relation</td>
<td>Declining local culture and tradition</td>
</tr>
<tr>
<td></td>
<td>Exchange in culture and tradition</td>
<td>Declining local language</td>
</tr>
<tr>
<td></td>
<td>Development in various language</td>
<td>Increasing criminal activities</td>
</tr>
<tr>
<td></td>
<td>Support in economic development</td>
<td>Increasing interest in foreign films</td>
</tr>
<tr>
<td></td>
<td>Use of modern equipments</td>
<td>Increasing migration</td>
</tr>
<tr>
<td></td>
<td>Overseas visit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hospital and facilities of medicines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Declining in superstitions</td>
<td></td>
</tr>
<tr>
<td>Environmental</td>
<td>Environmental education</td>
<td>Increasing in pollution</td>
</tr>
<tr>
<td></td>
<td>Establishment of National park</td>
<td>Increasing rubbish</td>
</tr>
<tr>
<td></td>
<td>Conservation of wildlife</td>
<td>Deterioration of forest and wildlife habitat</td>
</tr>
<tr>
<td></td>
<td>Conservation of plants</td>
<td>Poaching – involvement of porters in wildlife hunting</td>
</tr>
<tr>
<td></td>
<td>Right utilisation of environmental resources</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Conservation of climate</td>
<td>Use of drugs</td>
</tr>
<tr>
<td></td>
<td>Re-use of items</td>
<td>Increasing population</td>
</tr>
</tbody>
</table>

2.3 Session 3: Sustainable tourism development

*Sustainable development is a process to meet the needs of the present without compromising the ability of future generations to meet their own needs.*

World Commission on Environment and Development, 1987

The session began with above quotation on sustainable development in order to build the concept and understanding among participants. The major aim of this session was to develop understanding of participants about sustainable tourism concept and provide ideas to follow sustainable tourism practice in their business. The thematic presentation included introduction to sustainable development concept followed by three pillars for sustainable development, relationship between tourism and sustainable development, three components (environmental, economic and socio-cultural) in sustainable tourism; criteria and steps to minimize negative impacts and maximize positive impacts to achieve sustainable tourism (see Annex 2C). After a thematic presentation, participants discussed and shared about sustainable practices followed in
their places. The group discussion identified following actions that are happening in their region for sustainable tourism development.

A. Khumjung participants: Current practices towards sustainable tourism
   − Reduced use of firewood
   − Ban on using glass bottles
   − Plantations activities
   − Opening new trekking routes like Renjo-la
   − Rubbish pits available
   − Improving and maintaining trails and bridges
   − Using electricity
   − Establishment of Hillary Park and bird sanctuary
   − Ice and rock climbing centre and guide training
   − Ban on plastics
   − SPCC and other entities working to reduce littering and pollution
   − Solar and electricity used instead of firewood and gas
   − Septic tank use
   − Training of various types for locals
   − Internet, telephone etc all the way to base camp
   − Preservation of gumbas and stupas
   − Signboards and notice boards

B. Namche participants: Current practices towards sustainable tourism
   − Pollution control
   − Reduction of firewood use
   − Sewage and drainage
   − The festival to encourage domestic tourism
   − Ban on glass bottles
   − Ban on plastic bags
   − Building and maintaining bridges and roads
   − Tourism interaction programme
   − Ghangla landscaping project
   − Ban on rhododendron harvesting around Dingboche
   − Production of seabuckthorn juice
   − Awareness projects about global warming
   − Community-based hospital
   − Namche hotels – plans from this season to keep records of tourists (for safety, information if someone goes missing)
   − Establishment of Museums
   − Wearing traditional clothing at local events
   − In Khumjung, for the last 2 years there has been winter training for a month to teach students Shebru Teaching Sherpa in schools
A. Khumjung participant group exercise: SWOT analysis of the organisations created by participants

1. GROUP ONE: HAM MAYA MAHILA BIKAS SAMUHA
   STRENGTHS: Members who are united; (wo)manpower; economic support; physical infrastructure (building); smart women.

   WEAKNESSES: Lack of knowledge; not motivated; not united; too shy; lack of participation; people who do not value time; no money, no one to plan, no leadership

   OPPORTUNITIES: women can group together and move forward, can work on community projects, can raise the profile of local women, can do lots of different types of training.

   THREATS: Economic impact; lack of manpower; loss of enthusiasm and inspiration; lack of materials; lack of visitors; lack of trainers.

2. GROUP TWO: CHOMOLONGMA SHERPA COMMUNITY
   STRENGTHS: There are many things that make Sherpa culture unique such as customs, cultural items such as gomabs. If creating a museum, old artefacts like kitchen utensils etc will be donated for free. Sherpa language and songs can be learnt from elders.

   WEAKNESSES: There are very few people who know about Sherpa language and script. There is a lack of organisations to help. New generation doesn’t try to learn.
OPPORTUNITIES: Can get help from Government and NGOs.

THREATS: The next few generations may forget cultural traditions and not be interested. In the future, we may have to learn about Sherpa culture from outside of Nepal. For example, many Sherpas are emigrating to the US.

3. GROUP THREE: BEYUL MOUNTAINEERING TRAINING
STRENGTHS: Fortse has the Khumbu Climbing Centre and Khunde has the Rock Climbing Centre and there is training equipment for rock climbing. Good trainers come to Khumbu Ice Climbing training every year.

WEAKNESSES: Lack of staff; funding is weak; lack of infrastructure.

OPPORTUNITIES: International trainers come and young locals get to work with them, so in the future there’s work for locals. There are good facilities for accommodation for new trainers. There’s international funding and donations.

THREATS: If global warming affects ice, won’t be able to hold trainings on time which will affect trainers. Need to keep small kids away from the training centre as it can be dangerous.

4. GROUP FOUR: SANGDU PARE BAL BIKAS KENDRA
STRENGTHS: Lots of community participants, unity of members, economic and physical capacity, trained people

WEAKNESSES: Hard to find a suitable location so that not just Khunde and Khumjung kids but also from other areas benefit; Lack of infrastructure

OPPORTUNITIES: Lots of participation, social and cultural preservation, help from other individuals, employment opportunities

THREATS: There may be competition, the political situation might be bad, and there might be economic problems.

B. Namche participants group exercise: SWOT analysis on sustainable tourism in Khumbu

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>− Mount Everest and other mountains</td>
<td>− No transport system besides air travel</td>
</tr>
<tr>
<td>− Gokyo wetlands RAMSAR area, glaciers</td>
<td>− Inflation of market prices and constant price fluctuation</td>
</tr>
<tr>
<td>− Forests, waterfalls, wildlife, herbs</td>
<td>− Seasonal nature of tourism – only six months a year (?) Raised point that this can also be good because it gives down time for other activities like maintenance, social activities)</td>
</tr>
<tr>
<td>− Religious sites, Sherpa culture</td>
<td>− Lack of skilled workers who can run tourism professionally (trained cooks etc)</td>
</tr>
<tr>
<td>− High altitude environment</td>
<td>− No promotion of domestic tourism</td>
</tr>
<tr>
<td>− Existing infrastructure – paths, bridges, electricity, internet and phone connections</td>
<td>− Not enough training for running hotels</td>
</tr>
<tr>
<td>− Local Sherpa experience as tourism operators</td>
<td>− There is no central body to control and manage tourism in the area (for example a Tourism Association etc)</td>
</tr>
<tr>
<td>− Local awareness of the need for sustainable tourism</td>
<td>− No standardization of prices, cheaper in some places that others without logic</td>
</tr>
<tr>
<td>− Pollution control</td>
<td>− Menu prices are set by guessing rather than careful analysis of costs</td>
</tr>
<tr>
<td>− Social unity</td>
<td>− Unhealthy competition</td>
</tr>
<tr>
<td>− Social and business institutions</td>
<td>− Tourists come in without guides and climb without permits, then get lost or injured</td>
</tr>
<tr>
<td>− Stable political situation (i.e. not strikes etc like rest of Nepal)</td>
<td></td>
</tr>
<tr>
<td>− Employment opportunities</td>
<td></td>
</tr>
</tbody>
</table>
Lack of search and rescue and security facilities
− Lack of local vigilance and observation – go to visit other areas, but do not learn from them. (For example, here accommodation is almost free, all profit from food – it is the opposite in most other places)
− Lack of knowledge about business models
− Despite there being other employment opportunities, everyone wants to make and run hotels. Should diversify eg. Vegetable farming etc.
− Very little local production, and a lot of imports – therefore considerable leakage of profits
− No promotion of local cuisine

Opportunities
− Increase in tourist arrivals
− Become a centre for mountain-related research
− Potential for increase in domestic tourism – new generation of Nepalis more interested in trekking and seeing this region
− Potential for adventure tourism and sports development
− Outside donors may invest in tourism development
− Homestay, handicrafts etc on off-tourist routes to promote livelihoods
− Decrease dependence on imports by increasing local production of food (greenhouses for vegetables etc)
− Cultural tourism promotion

Threats
− Overdevelopment of hotels and lodges
− Weather variation
− International economic recession
− National political situation
− Fear of flying into Lukla, frequent plane crashes etc
− Natural disasters
− Lack of airlines and aircraft
− Travelling to Nepal is expensive (international airfares)
− Lack of vision for tourism development, policies and plans, and implementation of the plans that do exist
− Negative impacts on Khumbu tourism’s image

C. Chheplung participants groups exercise: SWOT analysis on sustainable tourism in Khumbu

Strengths
− Waste management
− Plantation
− Metal bridge construction
− Established lodges and restaurants
− Improved trails
− Facilities of health services
− Electricity production
− Conservation of local language and culture
− Clean drinking water
− Conservation of forest and wildlife
− Improvement in agriculture sector
− Improvement in small scale industries – bakery, green house, mineral water
− Improvement in sports activities
− Development in business sector
− Facilities of bank
− Locales aware about hygiene and sanitation
− Development in communication
− Construction of modern buildings

Weaknesses
− Lack of regular and sufficient electricity
− Lack of public toilets
− Lack of clean drinking water facility
− Requirement of trail improvement
− Renovation of bridges are not done
− Declining local language and culture
− Lack of emergency rescue services
− Lack of good communication service
− Lack of knowledge in agriculture
2.5 Discussion Session: Making tourism more sustainable in SNP BZ

This is a participatory discussion session facilitated by instructor, aiming to identify strategies to minimize negative impact and maximize positive impacts of tourism in SNP BZ by following principles and practices of sustainable tourism. The sessions also listed out participants' personal commitment to follow sustainable tourism practices in their business.

The discussion session began with a question - *How do you think tourism in Khumbu can be made more sustainable?* The discussion session was able to identify the issues required attention for sustainable tourism development in Khumbu. The participants raised several issues during the discussion and all issues from Khumjung, Namche and Chheplung were summarised and presented below:

- Alternative means of transportation to Khumbu: We need a road that goes up to Chaurikharka so that even if the flights don’t come there is another way
- Safe and security for tourists need to be improved – two tourists got lost last year
- Health facilities – need more health posts, need guides and others to have compulsory first aid training; lodge owners need to know about altitude sickness treatment.
- Need good porter facilities – at the moment not adequate
- Need more development of hydropower
- Lack of information for tourists – need information centres at each village and information boards at suitable places
- Proper signage along trekking trail - Some tourists cross passes without guides, don’t know the landscape and can get lost
- Prices for services and facilities need to be categorised and standardized - there is no standard rate for accommodation
- Cultural promotions – not just at local festivals, but also cultural shows during peak season and development of museums
- Need to promote domestic tourism and not just look for international guests
- Need more helipads
- Viewpoint promotions
- Even if not so much variety, food needs to be of quality and standardized
- Need to look for local herbs and promote local products
- Need to use maximum local agro products such as potatoes and other crops to reduce import leakage
- Better services for guides and porters
- Pollution control to save environment
- Cultural preservation – Sherpa language and culture
- Development of small and cottage industry for income generation
- Need to establish Child development centre
- Need skill development training – carpentry, mason, tailoring, computer etc to develop local human resource
- Emergency rescue services
- Improve communication services - landline telephone services in all places

Participants' Personal Commitment
At the end of the discussion session on sustainable tourism development in Sagarmatha region, participants were asked their commitment towards making tourism more sustainable. They were asked: What can you do on an individual level to make tourism more sustainable?

Participant's personal commitment - Khumjung

<table>
<thead>
<tr>
<th>SN</th>
<th>Name</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mingma Nuru</td>
<td>If tourists get sick, I’ll volunteer to help carry them to Khunde Hospital.</td>
</tr>
<tr>
<td>2</td>
<td>Da Tsheri</td>
<td>Instead of just giving preference to tourists, I’ll help coolies who are having problems as well.</td>
</tr>
<tr>
<td>3</td>
<td>Pemba Tenzing</td>
<td>I have extra oxygen cylinders, and so I help tourists who are in trouble by sharing with them.</td>
</tr>
<tr>
<td>4</td>
<td>Pema Chhamjee</td>
<td>Tsering Yangzom I will clean up pollution around my village of Khunde. I will give tourists who come to the village good service and send them away happy.</td>
</tr>
<tr>
<td>5</td>
<td>Ang Diku</td>
<td>I will maintain the trails when necessary.</td>
</tr>
<tr>
<td>6</td>
<td>Ang Futi</td>
<td>If I meet tourists who are lost I’ll show them the right road, and if I see ones who don’t have coolies and are having trouble carrying their bags I’ll help look for porters for them.</td>
</tr>
<tr>
<td>7</td>
<td>Passang Futi</td>
<td>I will take tourists to new view points that aren’t already popular.</td>
</tr>
<tr>
<td>8</td>
<td>Pemba Doma</td>
<td>I used to be a nurse, and my lodge is in Lobuche. Since there aren’t any health facilities there, I’ve learnt about altitude sickness myself and if people are in trouble check their pulse oxygen etc, and help them. I want to raise awareness about porter facilities, trail maintenance and community areas.</td>
</tr>
<tr>
<td>9</td>
<td>Sonam Jangmu</td>
<td>Most of the tourists who come here get sick because of the food; I’ll try to give them good, fresh food to prevent them from getting ill.</td>
</tr>
<tr>
<td>10</td>
<td>Mingma Kanchhi</td>
<td>Instead of just looking after the tourists, I also give accommodation to the porters. Other people tell the tourists to come and the porters to go.</td>
</tr>
<tr>
<td>11</td>
<td>Kahchi Futi</td>
<td>Show the tourists who come without guides or porters the gubma and other sights.</td>
</tr>
<tr>
<td>12</td>
<td>Lhakpa Tsering</td>
<td>Our organization in dingboche, lobuche, gorakshep, has a Hotel Association – guides + sherpas take money for food, and then put it into local development. Make the road from thukla to lobuche. If all the hotels and lodges in khumbu need to make a hotel and lodge association.</td>
</tr>
<tr>
<td>13</td>
<td>Tashi Tsering</td>
<td>Travel and trekking agencies have no standardized, some very expensive, some very cheap. The cheap ones take their tourists to cheap places; they end up running out of money. I will encourage people to standardise prices so that everyone knows what to expect. When tourists and coolies come to kalapatthar, the ones without guides get altitude; I’ll help bring them down.</td>
</tr>
<tr>
<td>14</td>
<td>Fu Doma</td>
<td>Tourists who come here, I’ll give them good food and accommodation service. I also want to if they come early in the evening, in forse you can see danfe (our national bird) and kasturi, so if I have time I’ll take them in the morning and evening.</td>
</tr>
<tr>
<td>15</td>
<td>Karma Chamji</td>
<td>Show tourists sherpa culture – Sherpa food and Sherpa dances.</td>
</tr>
<tr>
<td>16</td>
<td>Phurba Tsering</td>
<td>Will sell trekking supplies at a reasonable rate without too much added profit.</td>
</tr>
</tbody>
</table>
17 Passang Tshering As a trekking guide, I want to give good information to my tourists about equipment, food, good place to stay and altitude.

18 Mingma Nuru I’ll keep my home and village clean, and teach other people to do the same.

19 Mingma Kanchi Visitors, who come to our village, show them school, gomba, hospital.

20 Tashi Zangmu In some places there are fewer lodges, and at times the lodges are all full, so at those times I’ll run a home stay.

21 Nima Lhamu As a health worker, if anyone is sick, I’ll help them.

22 Ang Daki I’ll show tourists who don’t have guides the path.

23 Phurba Sonam I want to encourage tourism in Khumjung with local cultural programs, and help mobilize the youth club.

---

### Participants' personal commitment - Namche

<table>
<thead>
<tr>
<th>SN</th>
<th>Name</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tsering Dolma</td>
<td>I run a lodge. I will provide information about the environment, culture and other aspects to the tourists who come to my lodge.</td>
</tr>
<tr>
<td>2</td>
<td>Nima Sherpa</td>
<td>If a tourist is lost I’ll show them the right path.</td>
</tr>
<tr>
<td>3</td>
<td>Shashi Chaudhary</td>
<td>Improve the quality of drinking water and provide to customers.</td>
</tr>
<tr>
<td>4</td>
<td>Balaram Poudel</td>
<td>I work at the community library. From my side, I’ll provide information to tourists and tourism-related people that they need.</td>
</tr>
<tr>
<td>5</td>
<td>Tshering Sherpa</td>
<td>I work at the Cooperative. Our aim is to control the inflation that happens here, and to help people who do not benefit directly from tourism. We have many challenges, but I will work hard towards fulfilling the cooperative’s aims.</td>
</tr>
<tr>
<td>6</td>
<td>Ang Dolma</td>
<td>I am part of the women’s group, we do cleaning programmes to keep the streets clean. I will continue with this.</td>
</tr>
<tr>
<td>7</td>
<td>Lhakpa Gyalzen</td>
<td>Breaking rocks for construction has a lot of environmental impact, like we have seen in Ghangla. So I make blocks for construction that are environmentally more friendly.</td>
</tr>
<tr>
<td>8</td>
<td>Gyan Bahadur</td>
<td>I do cleaning around the bazaar.</td>
</tr>
<tr>
<td>9</td>
<td>Lhakpa Doma</td>
<td>I am the head of the Namche Women’s group; I’ll make them do things.</td>
</tr>
<tr>
<td>10</td>
<td>Chhundi Phura</td>
<td>I am a trekking guide and also have a lodge. I’ll give tourists good information about the road. Through the Women’s Group and SPCC, many locals took a trek this time and learnt a lot about the local trails so that they can give good information to tourists as well. This should continue.</td>
</tr>
<tr>
<td>11</td>
<td>Pemba Doma</td>
<td>I’ll keep my village and area clean.</td>
</tr>
<tr>
<td>12</td>
<td>Tashi Lhamu</td>
<td>I am a tourist hotel operator. I’ll reduce the amount of firewood and fuel I use and instead use more electricity. I’ll try to reduce the amount of waste that my household produces.</td>
</tr>
<tr>
<td>13</td>
<td>Thir Prasad Ghimire</td>
<td>Will teach school children about the environment and not polluting.</td>
</tr>
<tr>
<td>14</td>
<td>Ang Nuru</td>
<td>Through Namche Youth Group we’re running the porter shelter. This gives porters good facilities to stay, eat, shower etc. We will continue with this.</td>
</tr>
<tr>
<td>15</td>
<td>Dr. Yanngji</td>
<td>I’m not in the tourism sector, but the tourists that I meet I’ll try to give them correct information about the area.</td>
</tr>
</tbody>
</table>

---

### Participants' personal commitment – Chheplung

<table>
<thead>
<tr>
<th>SN</th>
<th>Name</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ang Tshering Sherpa</td>
<td>I will encourage tourist to revisit Khumbu by providing free room for tourists at my home</td>
</tr>
<tr>
<td>2</td>
<td>Lhakpa Dorji Sherpa</td>
<td>Provide right information to tourists</td>
</tr>
<tr>
<td>3</td>
<td>Ang Nima Sherpa</td>
<td>Develop flour garden at home to attract tourists</td>
</tr>
<tr>
<td>4</td>
<td>Nga Temba Sherpa</td>
<td>Support tourists to exchange money</td>
</tr>
<tr>
<td>5</td>
<td>Sher Bahadur Katuwal</td>
<td>Start bee keeping</td>
</tr>
<tr>
<td>6</td>
<td>Sera Tenji Sherpa</td>
<td>Support to conserve wildlife to promote tourist attractions</td>
</tr>
<tr>
<td></td>
<td>Name</td>
<td>Comment</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
<tr>
<td>7</td>
<td>Pasang Dawa Sherpa</td>
<td>I am a trekking guide, will share about Sherpa culture to my client and send children to local school</td>
</tr>
<tr>
<td>8</td>
<td>Dolma Sherpa</td>
<td>I run a restaurant so I will provide quality service at restaurant by attending training</td>
</tr>
<tr>
<td>9</td>
<td>Phura Chhamjee Sherpa</td>
<td>Provide service to tourist as a guide and share about local culture</td>
</tr>
<tr>
<td>10</td>
<td>Shanti Tamang</td>
<td>Implement what I learnt here and share with others</td>
</tr>
<tr>
<td>11</td>
<td>Mingma Chhiri Sherpa</td>
<td>Share the knowledge learnt at training</td>
</tr>
<tr>
<td>12</td>
<td>Ang Rita Sherpa</td>
<td>Contribute in village cleaning and saving local culture</td>
</tr>
<tr>
<td>13</td>
<td>Dayangji Sherpa</td>
<td>Take picture of local place and put website to attract tourists</td>
</tr>
<tr>
<td>14</td>
<td>Tashi Jangmu Sherpa</td>
<td>Raise awareness about waste management in Khumbu</td>
</tr>
<tr>
<td>15</td>
<td>Pemba Chhokpa Sherpa</td>
<td>Suggest local lodges to set standard menu</td>
</tr>
<tr>
<td>16</td>
<td>Lhakpa Sonam Sherpa</td>
<td>Lobbying to start adventure tourism in Khumbu</td>
</tr>
<tr>
<td>17</td>
<td>Kami Chechi Sherpa</td>
<td>Provide good service to tourists and ask others too</td>
</tr>
<tr>
<td>18</td>
<td>Pasang Lhamu Sherpa</td>
<td>Encourage friends to visit Khumbu</td>
</tr>
<tr>
<td>19</td>
<td>Dawa Sarki Sherpa</td>
<td>Contribute in keeping the trails clean</td>
</tr>
<tr>
<td>20</td>
<td>Sonam Gyaljen Sherpa</td>
<td>Help tourists and friend by sharing my knowledge about High altitude sickness</td>
</tr>
<tr>
<td>21</td>
<td>Kaji Sherpa</td>
<td>Raise awareness about environment and contribute in plantation</td>
</tr>
<tr>
<td>22</td>
<td>Lhakpa Temba Sherpa</td>
<td>Suggest my villagers to perform Sherpa culture to tourists</td>
</tr>
<tr>
<td>23</td>
<td>Dawa Nuru Sherpa</td>
<td>Share knowledge learnt at training to all</td>
</tr>
</tbody>
</table>

### 2.6 Training evaluation

Before closing up the training program, an evaluation on one-day training was conducted by asking two questions to the participants – What went well? What could have been better? Considering the limited time, 10-12 participants in each places were asked randomly to provide their opinion, which were as follows:

#### A. Khumjung

1. **Passang Tsering**: Learnt about how to make tourism long lasting, and about what kind of tourists come here. This was a good training.
2. **Nima Lhamu**: I learnt about the three things that need to attract tourists – transportation, local attractions, and facilities.
3. **Phurba Sonam**: I learnt about what tourism and tourists really are, and how to make tourism more sustainable. In the future, to make more tourists come to give them good facilities. I hope there are more training like this in the future and that people who didn’t get a chance this time do next time.
4. **Tashi Tsering**: Thank you to Mountain Spirit, CESVI and the European Union for this training. I learnt about how to serve customers, for example not to chew gum while serving people. It would be nice if the project wasn’t all just indoors and included more interactive things such as your activity that you did outside.
5. **Tsering Yangzom**: I learnt a lot of new things, like how to do business and marketing.
6. **Pemba Doma**: I really liked the group work and the activities that you got us to do. Learnt a lot about sustainable tourism. This was the first time I’d heard of SWOT analysis. It would be good if the trainings weren’t just once in a while, but were rather a regular thing.
7. **Lhakpa Tsering**: Thanks to the organizers and the trainers who came from so far away. In these three days, I learnt that until yesterday we only thought of tourism as benefitting us individually, but we learnt things about how there are wider negative impacts. We need to get together and learn how to minimize them. It would be good if projects like this took place not just here but in other places too and were more frequent.
8. Da Tsri: Thanks for running this training. Also, thanks to our teachers Mr. Rijal and Lhakpa ji and our sisters who came. Over these three days we learnt a lot of things. Today we learnt about how to make tourists happy, how to develop sustainable tourism.
9. Phurba Tsering: The main thing I learnt is about how increases and decreases in tourism in Nepal are linked to international factors.
10. Mingma Nuru (youth group): Thanks to Mountain Spirit. You taught us about how to move ahead with business, marketing and tourism.

B. Namche
1. Thir Prasad Ghimire: I learnt about the upsides of tourism, but also the downsides such as porters who come with tourists poaching wildlife. So I learnt that tourism has benefits but also risks.
2. Lhakpa Gyalgen: I learn about the development of sustainable tourism.
3. Shashi Chaudhary: About sustainable tourism, I learnt the definitions of who a tourist is, what tourism is, what sustainable tourism is. I learnt about the advantages and disadvantages.
4. Dr. Yangji: I couldn’t be here all day, but even from just learning from what I heard from you at the end, I learnt that we can’t just look at the positive sides of tourism but also the downsides.
5. Tsundi Phurba: I learnt about sustainable tourism, both from the instructor and from our class discussion, which I thought was good.
6. Laxmi (Tshering Doma): from our discussion today, I learnt about the nature of tourism and also sustainable tourism. This was a short program, but I learnt a lot. Hopefully there will be longer ones in the future.
7. Tashi Lhamu: Today I got the opportunity to learn a lot. The main things are that along with the arrival of tourists, we also have impacts on our economy, society and environment. I learnt a lot from the discussions about how to make tourist industry more sustainable.
8. Tsering: In this session, I learnt about the things that are needed for tourism to be sustainable. In the context of khumbu, I learnt that we need to make the strengths stronger and solve the weaknesses, and face the challenges that arise. This will make tourism here sustainable.
9. Balaram: Today I learnt about what tourism is and who tourists are, I learnt about the strengths, weaknesses, opportunities and threats of tourism in Khumbu and about sustainable tourism.
10. Gyan Bahadur: I learnt about what things are necessary for tourism, for example facilities like accommodation.

C. Chheplung (Churikharka)
1. Pasang Dawa Sherpa: Learnt much about sustainable tourism which is very important for tourism in Khumbu
2. Nga Temba Sherpa: Learnt about positive and negative impacts of tourism
3. Sher Bahadur Katuwal: Learnt the difference between tourists and tourism, negative and positive impacts of tourism, importance of team work and sustainable development
4. Sera Tenji Sherpa: Learnt about tourists and tourism, and importance of environment for tourism
5. Phura Chhamjee Sherpa: Learnt much about tourism. Since the training venue is in Chheplung, we (women) could participate; it was so nice and would be better if it continues next time.

6. Sonam Gyaljen: Learnt about major components of tourism industry. It would be better if you were able to use visual aids during the session (however, it was not possible due to power shortage).

7. Pasang Lhamu Sherpa: It was a nice revision for me about sustainable development and tourism that I studied at school. It would be better if this kind of training conducted in isolated places like Sewongma village.

8. Ang Tshering Sherpa: Learnt about importance of local food, culture and environment for tourism, also learnt about importance of team work. One day session was quite short, it would be better if we had more days for this.

9. Kaji Sherpa: It was nice training. It would be better if there are more programs on it in future and it was really nice that the training was organised during off-season.

10. Shanti Tamang: My expectations from this training were fulfilled. I will implement and share with friends whatever I have learnt here.

11. Dawa Sarki Sherpa: Learnt and enjoyed much about tourism, its impacts and sustainable tourism concept

12. Ang Nima Sherpa: Learnt that sustainable tourism requires economic, social and environmental sustainability
3. CONCLUSION

Although the month of July is considered off-season for tourism activities in Everest region, local people were busy in construction and renovation of their facilities. It was quite appreciative that participants attended the training out of their busy schedule. Therefore, the training sessions in all three places went effectively.

Since Sustainable Tourism is a vague topic, one day session was not sufficient. However, it was fruitful in developing the concept of sustainable practices and its importance from socio-cultural, economic and environmental perspectives among participants. Although majority of participants have involved in tourism sector, they lack theoretical background of tourism. This training to some extent was successful in providing knowledge on local, national and global trends of tourism and their linkages. Similarly, the training was useful in raising awareness on tourism impacts in order to minimise negative impacts and maximize tourism benefits.

Discussions and group exercises were useful in identifying tourism impacts in Khumbu; analysing strengths, weaknesses, opportunities and threats for tourism business; and identifying current practices and issues to be focused for making tourism more sustainable in Everest region. In addition, participants' also made personal commitment to follow sustainable practices in their business.
PHOTO GALLERY

Group exercise – participants in Khumjung

Photo session – participants in Khumjung

Group exercise – participants in Namche

Photo session – participants in Namche

Group exercise – participants in Chheplung

Photo session – participants in Chheplung
## Annexes

### Annex 1: Name of participants

#### A. Participants in Khumjung, 25 July 2012

<table>
<thead>
<tr>
<th>SN</th>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>Organisation</th>
<th>Position</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mingma Norbu Sherpa</td>
<td>26</td>
<td>✓</td>
<td>Khumjung Youth Club</td>
<td>Member</td>
<td>Khumjung – 3</td>
</tr>
<tr>
<td>2</td>
<td>Da Tseri Sherpa</td>
<td>38</td>
<td>✓</td>
<td>Gokyo Lake Management</td>
<td>Member</td>
<td>Khumjung – 4</td>
</tr>
<tr>
<td>3</td>
<td>Pemba Tenzing Sherpa</td>
<td>25</td>
<td>✓</td>
<td>Khumjung Youth Club</td>
<td>Member</td>
<td>Khumjung – 3</td>
</tr>
<tr>
<td>4</td>
<td>Pema Chhamjee Sherpa</td>
<td>26</td>
<td>✓</td>
<td>Tashi Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 5</td>
</tr>
<tr>
<td>5</td>
<td>Tsering Yanzom Sherpa</td>
<td>26</td>
<td>✓</td>
<td>Khunde G. House</td>
<td>Lodge runner</td>
<td>Khumjung – 5</td>
</tr>
<tr>
<td>6</td>
<td>Ang Diku Sherpa</td>
<td>25</td>
<td>✓</td>
<td>Dingboche Amadablam Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 7</td>
</tr>
<tr>
<td>7</td>
<td>Ang Futi Sherpa</td>
<td>35</td>
<td>✓</td>
<td>Pheriche Amadablam Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 7</td>
</tr>
<tr>
<td>8</td>
<td>Pasang Futi Sherpa</td>
<td>31</td>
<td>✓</td>
<td>Jagaruk Khumbila Women Group</td>
<td>Member</td>
<td>Khumjung – 4</td>
</tr>
<tr>
<td>9</td>
<td>Sona Phuti Sherpa</td>
<td>33</td>
<td>✓</td>
<td>Jagaruk Khumbila Women Group</td>
<td>Member</td>
<td>Khumjung – 4</td>
</tr>
<tr>
<td>10</td>
<td>Pemba Doma Sherpa</td>
<td>36</td>
<td>✓</td>
<td>Buffer Zone UG</td>
<td>Lodge runner</td>
<td>Khumjung – 3</td>
</tr>
<tr>
<td>11</td>
<td>Sonam Jangbu Sherpa</td>
<td>38</td>
<td>✓</td>
<td>Sonam Friendship Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 2</td>
</tr>
<tr>
<td>12</td>
<td>Mingma Kanchhi Sherpa</td>
<td>27</td>
<td>✓</td>
<td>Everest Summiteers Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 3</td>
</tr>
<tr>
<td>13</td>
<td>Kanchi Futi Sherpa</td>
<td>25</td>
<td>✓</td>
<td>Hill Top Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 3</td>
</tr>
<tr>
<td>14</td>
<td>Lhakpa Tsering Sherpa</td>
<td>29</td>
<td>✓</td>
<td>Snow Land Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 7</td>
</tr>
<tr>
<td>15</td>
<td>Tashi Tsering Sherpa</td>
<td>27</td>
<td>✓</td>
<td>Khumjung Youth Club</td>
<td>Secretary</td>
<td>Khumjung – 2</td>
</tr>
<tr>
<td>16</td>
<td>Fu Doma Sherpa</td>
<td>23</td>
<td>✓</td>
<td>Phortse Women Group</td>
<td>Member</td>
<td>Khumjung – 9</td>
</tr>
<tr>
<td>17</td>
<td>Karma Chamji Sherpa</td>
<td>21</td>
<td>✓</td>
<td>Phortse Women Group</td>
<td>Member</td>
<td>Khumjung – 9</td>
</tr>
<tr>
<td>18</td>
<td>Phurba Tsering Sherpa</td>
<td>28</td>
<td>✓</td>
<td>Himalayan Lodge Dole</td>
<td>Lodge runner</td>
<td>Khumjung – 2</td>
</tr>
<tr>
<td>19</td>
<td>Pasang Tsering Sherpa</td>
<td>28</td>
<td>✓</td>
<td>Cho-oyu Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 2</td>
</tr>
<tr>
<td>20</td>
<td>Mingma Nuru Sherpa</td>
<td>35</td>
<td>✓</td>
<td>Alpine Cottage</td>
<td>Lodge runner</td>
<td>Khumjung – 2</td>
</tr>
<tr>
<td>21</td>
<td>Mingma Kanchhi</td>
<td>31</td>
<td>✓</td>
<td>Beyul Lodge</td>
<td>Lodge runner</td>
<td>Khumjung – 2</td>
</tr>
<tr>
<td>22</td>
<td>Tashi Zangmu Sherpa</td>
<td>17</td>
<td>✓</td>
<td>Phortse Women Group</td>
<td>Member</td>
<td>Khumjung – 9</td>
</tr>
<tr>
<td>23</td>
<td>Neema Lhamu Sherpa</td>
<td>20</td>
<td>✓</td>
<td>Phortse Women Group</td>
<td>Member</td>
<td>Khumjung – 9</td>
</tr>
<tr>
<td>24</td>
<td>Ang Daki Sherpa</td>
<td>28</td>
<td>✓</td>
<td>View Point Fanga</td>
<td>Lodge runner</td>
<td>Khumjung – 4</td>
</tr>
<tr>
<td>25</td>
<td>Phurba Sonam Sherpa</td>
<td>22</td>
<td>✓</td>
<td>Khumjung Youth Club</td>
<td>Member</td>
<td>Khumjung – 2</td>
</tr>
</tbody>
</table>

#### B. Participants in Namche, 27 July 2012

<table>
<thead>
<tr>
<th>SN</th>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>Organisation</th>
<th>Position</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tshering Dolma Sherpa</td>
<td>27</td>
<td>✓</td>
<td>LHAN*</td>
<td>Ass. Secretary</td>
<td>Namche-3</td>
</tr>
<tr>
<td>2</td>
<td>Nima Sherpa</td>
<td>37</td>
<td>✓</td>
<td>Namche Women Group</td>
<td>Member</td>
<td>Namche – 3</td>
</tr>
<tr>
<td>3</td>
<td>Thir P. Ghimire</td>
<td>51</td>
<td>✓</td>
<td>Himalayan Primary School</td>
<td>Teacher</td>
<td>Namche – 1</td>
</tr>
<tr>
<td>4</td>
<td>Shashi Choudary</td>
<td>32</td>
<td>✓</td>
<td>Namche Water Company</td>
<td>Incharge</td>
<td>Namche – 1</td>
</tr>
<tr>
<td>5</td>
<td>Ang Norbu Sherpa</td>
<td>45</td>
<td>✓</td>
<td>Namche Youth Group</td>
<td>Chairman</td>
<td>Namche – 2</td>
</tr>
<tr>
<td>6</td>
<td>Balaram Poudel</td>
<td>28</td>
<td>✓</td>
<td>LHAN</td>
<td>Accountant</td>
<td>Namche – 2</td>
</tr>
<tr>
<td>SN</td>
<td>Name</td>
<td>Age</td>
<td>M</td>
<td>F</td>
<td>Organisation</td>
<td>Position</td>
</tr>
<tr>
<td>-----</td>
<td>-------------------------------</td>
<td>-----</td>
<td>---</td>
<td>---</td>
<td>-------------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>7</td>
<td>Tshering Sherpa</td>
<td>30</td>
<td>✓</td>
<td></td>
<td>Khumbu M. Cooperative</td>
<td>Manager</td>
</tr>
<tr>
<td>8</td>
<td>Ang Dolma Sherpa</td>
<td>31</td>
<td>✓</td>
<td></td>
<td>Namche Women Group</td>
<td>Member</td>
</tr>
<tr>
<td>9</td>
<td>Dr. Yangji Sherpa</td>
<td>32</td>
<td>✓</td>
<td></td>
<td>Health Post</td>
<td>Med. Officer</td>
</tr>
<tr>
<td>10</td>
<td>Lhakpa Gyaljen Sherpa</td>
<td>38</td>
<td>✓</td>
<td></td>
<td>LHAN</td>
<td>Member</td>
</tr>
<tr>
<td>11</td>
<td>Gyan Bahadur Baniya</td>
<td>32</td>
<td>✓</td>
<td></td>
<td>Namche Youth Group</td>
<td>Staff</td>
</tr>
<tr>
<td>12</td>
<td>Nawang Karsang Sherpa</td>
<td>40</td>
<td>✓</td>
<td></td>
<td>Namche Women Group</td>
<td>Staff</td>
</tr>
<tr>
<td>13</td>
<td>Lhakpa Dolma Sherpa</td>
<td>45</td>
<td>✓</td>
<td></td>
<td>Namche Women Group</td>
<td>President</td>
</tr>
<tr>
<td>14</td>
<td>Ang Chhamji Sherpa</td>
<td>41</td>
<td>✓</td>
<td></td>
<td>Hotel Sun Shine</td>
<td>Owner</td>
</tr>
<tr>
<td>15</td>
<td>Ang Chhuldin Sherpa</td>
<td>41</td>
<td>✓</td>
<td></td>
<td>Khumbu Resort</td>
<td>Owner</td>
</tr>
<tr>
<td>16</td>
<td>Chhundi Sherpa</td>
<td>48</td>
<td>✓</td>
<td></td>
<td>Shangrilla Guest House</td>
<td>Owner</td>
</tr>
<tr>
<td>17</td>
<td>Pemba Doma Sherpa</td>
<td>37</td>
<td>✓</td>
<td></td>
<td>Namche Women Group</td>
<td>Member</td>
</tr>
<tr>
<td>18</td>
<td>Tashi Lhamu Sherpa</td>
<td>28</td>
<td>✓</td>
<td></td>
<td>Sona Lodge</td>
<td>Owner</td>
</tr>
<tr>
<td>19</td>
<td>Lhakpa Yangji Sherpa</td>
<td>29</td>
<td>✓</td>
<td></td>
<td>Shop</td>
<td>Owner</td>
</tr>
<tr>
<td>20</td>
<td>Lhakpa Yangji Sherpa</td>
<td>42</td>
<td>✓</td>
<td></td>
<td>H. D. F. Lodge</td>
<td>Owner</td>
</tr>
</tbody>
</table>

*LHAN – Lodge and Hotel Association Namche

### C. Participants in Chheplung, Chaurikharka, 30 July 2012

<table>
<thead>
<tr>
<th>SN</th>
<th>Name</th>
<th>Age</th>
<th>M</th>
<th>F</th>
<th>Organisation</th>
<th>Position</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ang Tshering Sherpa</td>
<td>51</td>
<td>✓</td>
<td></td>
<td>Musher BZ UG*</td>
<td>Chairman</td>
<td>Mushey – 4</td>
</tr>
<tr>
<td>2</td>
<td>Lhakpa Dorji Sherpa</td>
<td>23</td>
<td>✓</td>
<td></td>
<td>Dudhkunda BZ UG</td>
<td>Member</td>
<td>Ghat – 6</td>
</tr>
<tr>
<td>3</td>
<td>Ang Nima Sherpa</td>
<td>24</td>
<td>✓</td>
<td></td>
<td>Pema Choling BZ UG</td>
<td>Secretary</td>
<td>Chaurikharka – 9</td>
</tr>
<tr>
<td>4</td>
<td>Nga Temba Sherpa</td>
<td>28</td>
<td>✓</td>
<td></td>
<td>Red Panda BZ UG</td>
<td>Member</td>
<td>Chaurikharka – 3</td>
</tr>
<tr>
<td>5</td>
<td>Sher Bahadur Katuwal</td>
<td>25</td>
<td>✓</td>
<td></td>
<td>Pema Chholing BZ UG</td>
<td>Chairman</td>
<td>Chaurikharka – 9</td>
</tr>
<tr>
<td>6</td>
<td>Sera Tenji Sherpa</td>
<td>26</td>
<td>✓</td>
<td></td>
<td>Red Panda BZ UG</td>
<td>Chairman</td>
<td>Chheplung – 3</td>
</tr>
<tr>
<td>7</td>
<td>Pasang Dawa Sherpa</td>
<td>26</td>
<td>✓</td>
<td></td>
<td>Red Panda BZ UG</td>
<td>Member</td>
<td>Chheplung – 3</td>
</tr>
<tr>
<td>8</td>
<td>Dolma Sherpa</td>
<td>28</td>
<td>✓</td>
<td></td>
<td>Red Pard BZ UG</td>
<td>Member</td>
<td>Chheplung - 3</td>
</tr>
<tr>
<td>9</td>
<td>Phura Chhamjee Sherpa</td>
<td>20</td>
<td>✓</td>
<td></td>
<td>Red Panda BZ UG</td>
<td>Member</td>
<td>Chheplung – 3</td>
</tr>
<tr>
<td>10</td>
<td>Shanti Tamang</td>
<td>30</td>
<td>✓</td>
<td></td>
<td>Lukla BZ UG</td>
<td>Member</td>
<td>Lukla – 8</td>
</tr>
<tr>
<td>11</td>
<td>Mingma Chhiri Sherpa</td>
<td>20</td>
<td>✓</td>
<td></td>
<td>Sherpa BZ UG</td>
<td>Member</td>
<td>Surkey – 4</td>
</tr>
<tr>
<td>12</td>
<td>Ang Rita Sherpa</td>
<td>19</td>
<td>✓</td>
<td></td>
<td>Sherpa BZ UG</td>
<td>Member</td>
<td>Surkey – 4</td>
</tr>
<tr>
<td>13</td>
<td>Dayangji Sherpa</td>
<td>20</td>
<td>✓</td>
<td></td>
<td>Hill Top Lodge</td>
<td>Lodge runner</td>
<td>Chheplung -3</td>
</tr>
<tr>
<td>14</td>
<td>Tashi Jangmu Sherpa</td>
<td>19</td>
<td>✓</td>
<td></td>
<td>Kongde BZ UG</td>
<td>Member</td>
<td>Phakding – 5</td>
</tr>
<tr>
<td>15</td>
<td>Pemba Chhokpa Sherpa</td>
<td>18</td>
<td>✓</td>
<td></td>
<td>Himalayan BZ UG</td>
<td>Member</td>
<td>Benkar – 1</td>
</tr>
<tr>
<td>16</td>
<td>Lhakpa Sonam Sherpa</td>
<td>21</td>
<td>✓</td>
<td></td>
<td>Mushey BZ UG</td>
<td>Secretary</td>
<td>Mushey – 2</td>
</tr>
<tr>
<td>17</td>
<td>Kami Chechi Sherpa</td>
<td>35</td>
<td>✓</td>
<td></td>
<td>Mushey BZ UG</td>
<td>Member</td>
<td>Mushey – 4</td>
</tr>
<tr>
<td>18</td>
<td>Pasang Lhamu Sherpa</td>
<td>23</td>
<td>✓</td>
<td></td>
<td>Red Panda BZ UG</td>
<td>Member</td>
<td>Chheplung – 3</td>
</tr>
<tr>
<td>19</td>
<td>Dawa Sarki Sherpa</td>
<td>45</td>
<td>✓</td>
<td></td>
<td>Mushey BZ UG</td>
<td>Member</td>
<td>Mushey – 4</td>
</tr>
<tr>
<td>20</td>
<td>Sonam Gyaljen Sherpa</td>
<td>40</td>
<td>✓</td>
<td></td>
<td>Red Panda BZ UG</td>
<td>Secretary</td>
<td>Kyongma - 3</td>
</tr>
<tr>
<td>21</td>
<td>Kaji Sherpa</td>
<td>33</td>
<td>✓</td>
<td></td>
<td>Sherpa BZ UG</td>
<td>Chairman</td>
<td>Surkey – 4</td>
</tr>
<tr>
<td>22</td>
<td>Lhakpa Temba Sherpa</td>
<td>29</td>
<td>✓</td>
<td></td>
<td>Himalayan BZ UG</td>
<td>Join Secretary</td>
<td>Benkar – 1</td>
</tr>
<tr>
<td>23</td>
<td>Dawa Nuru Sherpa</td>
<td>19</td>
<td>✓</td>
<td></td>
<td>Dudhkunda BZ UG</td>
<td>Member</td>
<td>Ghat - 6</td>
</tr>
</tbody>
</table>

*Buffer Zone User Group*
Annex 2: Trainer's notes on thematic presentations

A. SESSION ONE: यात्रा को परिचय (Introduction to Tourism)

✓ सामान्यत: अर्थात पर्यटन अनेको पर्यटकको माध्यमबाट संचालन गरिने व्यवसाय हो ।

✓ यो एउटा सेवामुखी उद्योग हो जसले पर्यटकहरूलाई सेवा प्रदान गर्दै । यो व्यवसायिक रूपमा संचालन हुन्छ र पर्यटकहरूले आफ्नो आनन्द र मनोरञ्जनको लागि पैसा खर्च गर्न तयार हुन्छन् ।

पर्यटन (Tourism)
✓ Tourism = Tour + ism (French word – Tourisme)
✓ Tour = A journey or travel or visit
✓ Ism = An action or process

✓ एउटा चक्र वा चुनौती भएको यात्राको क्रिया, तरिका अथवा विधि (An action or process of travel in a circle or round trip)

✓ यस्तो घुमाउने यात्रा (round trip travel) जसले गर्दा एउटा व्यक्तिको यात्रा र बसाइबाट हुने सम्पूर्ण क्रियाकलापहरू जुन आर्थिक स्वभावको हुनुहुन्छ, त्यससङ्गै पर्यटन भलिन्छ ।

✓ एउटा आगामिक अतिरिक्त वस्तुवासको साथै विभिन्न खालको सोम पर्याय उपलब्ध गराउने व्यापार वा व्यवसाय (The business of providing accommodation and services for people visiting a place)

पर्यटक (Tourist)
✓ आफ्नो ठाउँ छोड़ेर अन्य ठाउँमा भ्रमण गर्ने एक व्यक्ति जो पर्यटकहरूले भ्रमण गर्दा, मनोरञ्जन र आनन्द र बुझाली गन्त, विवृत मनाउँछ, साथै वा समयहरूलाई मेतुन, यात्रा गन्त, धर्म गन्त, संस्कृति अवलोकन गन्त, ऐतिहासिक वस्तुहरूको अवलोकन गन्त, स्वास्थ्य लाभ गन्त र अर्थ विकास रूढि र भरोसेको लागि यात्रा गन्त व्यक्ति नै पर्यटक हो ।

(A tourist is a person who is traveling or visiting a place for leisure, recreation, holidays, visiting friends and relations (VFR), business, religion, culture, historical exploration, health, other (special interest)

पर्यटक कसलाई भले ? (Condition to be a tourist)
✓ एक व्यक्ति जो यात्रा गन्त एक्स नेफिमा घटिमा पैन २४ घण्टा समय विताउँछ । (A person staying at least twenty four hours in a country visited)

✓ एक व्यक्ति जो यात्रा गन्त एक्स नेफिमा घटिमा पैन २४ घण्टा समय विताउँछ तर उ एक वर्ष भन्ना अर्थ विताउँदैन (Staying at a place for not more than one consecutive year)

पर्यटकलाई यात्राको लागि पैसा (Motivations for Travel to a tourist)
✓ समय (Time)
✓ पैसा/अन (Money)
✓ यातायात (Transport)

✓ उत्साह / इच्छा (Motivations)

पर्यटनको मुख्य पात्र, प्रकार, किसम र क्षेत्रहरू (Major actors of tourism, its types, kinds & sectors)

✓ पर्यटनको मुख्य पात्रहरू
  • पाठूना (Guest/Tourist)
  • आयोजक / व्यवस्थापक (Host/Organizer)

✓ पर्यटनको प्रकारहरू
  • प्रेसी (Domestic)
  • अंतर्राष्ट्रिय (International)

✓ पर्यटनको अंतर्राष्ट्रिय किसमहरू
  • भिडिने पर्यटन (Inbound tourism)
  • बाहिरीने पर्यटन (Outbound tourism)

✓ पर्यटनको दुई मुख्य क्षेत्रहरू
  • सरकारी / साबबजनक क्षेत्र (Public Sector)
  • निजी क्षेत्र (Private Sector)

✓ अंतर्राष्ट्रिय आगान्तुकका किसमहरू (Types of International visitors)

Tourists (overnight visitors):
  • A visitor who stays at least one night in a country visited, in either private or commercial accommodation.

Same day visitors:
  • A visitor who does not spend one night in a country visited.

पर्यटन उद्योग तथ्यांक आवश्यक तीन आधारहरू (Three bases for Tourism)

1. यातायात (Transport/Accessibility)

  ✓ मूलभुत (Surface Transport) - Road/Motor/Coach/Railway

  ✓ पानी (Water Transport) - (Cruise lines/Cruiser/Steamboat/Motorboat)

  ✓ हवाईयात्रा (Air Transport) - Aero plane/Airlines

2. स्थान विवेचन र आकर्षणहरू (Locale and attractions)

  ✓ भौगोलिक स्थान (Geographical location)

  ✓ जलवायु (Climate)

  ✓ आकृतिक गृहस्थात्तर कला, हिमाल तथा समस्त्र किनाराहरू (Natural resources like Mountain, lakes, beaches)
✓ Man-made resources like resorts, and sports facilities
✓ Cultural/historical features
✓ Infrastructures like airports, water supply, power supply
✓ Attractions = Site (Natural) & Event (Cultural)

3. Accommodation

✓ Tourism Superstructures like hotels, guesthouses, restaurants
✓ The atmosphere of a place and the warmth and hospitality of the people

Tourism System

History of Tourism and its Global Evolution

✓ In early history, only rich and powerful people traveled. Ordinary people stayed at home.
✓ Initially, people’s connection with free time was for religious festivals or ‘holy days’.
✓ 14 - 16 century. Saka Pani, Swasthya Upchar, Tirathant (Bramhan) and Vaibhav to Patibhavana.
✓ 19 century. Advanced Techniques (rapid)

Causes
✓ Economic change and advanced infrastructure
✓ Advanced transportation and communication
✓ Urbanization of the area
✓ Advanced tourism
Trends of Global Tourist Flow

- 1950 = 25 Million
- 1993 = 500 Million
- 2000 = 681 Million + 26.57%
- 2001 = 680 Million - 0.15%
- 2002 = 700 Million + 2.94%
- 2003 = 690 Million - 1.43%
- 2004 = 763 Million + 10.58%
- 2005 = 790 Million + 3.5%
- 2006 = 846 Million + 7.08%
- 2007 = 898 Million + 6.14%
- 2008 = 917 Million + 2.0%
- 2009 = 883 Million - 4.2%
- 2010 = 940 Million + 6.6%
- 2011 = 983 Million + 4.6%

Trends of Tourists arrivals in Nepal

- 1940s – 50s = विकाशीय तथा हिमालय आरोहीहरू (Hunters and Mountaineers)
- 1960s – 70s = हिपी तथा स्वयं घुम्ने आउने तथा स्वयं भारी योजने पर्यटकहरू (Hippies and Backpackers)
- 1980s = पर्यटन साहित्यिक मनोरञ्जन लिन चाहनेहरू जस्तै ट्रेकर्स (Mountain adventure seekers like Trekkers)
- 1990s = साहित्यिक सामाजिक रुचाउनेहरू (Heritage tour lovers)
- 21st (early) = वातावरणिय पर्यटन - जिवित तथा जिविवर्धीहरूको वारेमा हें र जानकारी लिन रुचाउनेहरू (Eco tourism visitors)

Tourists arrival in Nepal (1962-2011)
Tourism benefits in brief

- Generates multiplier /trickle down effect in economy
- The expenditure undertaken by tourists is recycled through local economy even in grass root level
- Generates revenue both a national and local levels
- Promotes exports of local products
- Direct employment opportunities in Hotel, Resorts, Travel Agencies and Airlines, etc.
- Promotes supporting agencies, institutions, enterprises, individuals, consultants, etc.

B. SESSION TWO: पर्यटनको प्रभाव (Impacts of Tourism)

Background of Tourism and its impacts
- पर्यटनको एउटा व्यापक, स्पष्ट र जटिल (Complex) उद्योग हो जस अन्तर्गत पर्यटनको आयामनमले विस्तृत रूपमा अपर फाउंडेशन र त्याउँै
- पर्यटनको साधारण यदी व्यावसायक तथा उच्चमात्राबाट इन्जिनियरिंगमा काम गर्न संस्थान निर्माता खण्डमा यसले पर्यटनको विनाश तथा कैन्य का नकारात्मक प्रभाव व्याउँने पनि उल्लिखित सम्भाब्यता हुन्छ।

Positive economic impacts of Tourism
1. रोजगारको सृजन (Employment Generation)
   1.1) स्पष्ट /सोभी (Direct)
   1.2) अन्यत्था /परोक्ष (Indirect)
2. विदेशी मुद्राको आय वा आमदानी (Foreign currency earnings)
Economic growth & development

Stimulation

Inflation and Price Rise

Migration

Positive social impacts of Tourism

Positive environmental impacts of Tourism

Negative environmental impacts of Tourism

Negative economic impacts of Tourism

Negative social impacts of Tourism

Tourism can enhance supports industries and professions which are of non touristic nature.
C. SESSION THREE: दिगो पर्यटन (Sustainable Tourism)

के हो दिगो विकास? (What is sustainable development?)

भावी पुस्ताहरको आवश्यकतालाई असर नप्ने गरि बर्तमान पुस्ताह्रको आवश्यकता पुरा गर्ने प्रक्रिया दिगो विकास हो। (a process to meet the needs of the present without compromising the ability of future generations to meet their own needs - World Commission on Environment and Development, 1987)

दिगो विकास – कसै? (Sustainable Development – How?)

अर्थिक दिगोपन
(Economic Sustainability)

सामाजिक दिगोपन
(Social Sustainability)

यातायातीय दिगोपन
(Environmental Sustainability)

दिगो विकासका तीन आधार वा स्तम्भहरु
(Three Dimensions or Pillars of Sustainable Development)

दिगो विकासका तीन स्तम्भहरु (Three pillars of sustainable development)

1. अर्थिक दिगोपन (Economic sustainability)

अर्थिक दिगोपन भनेको समाजको हरेक तहका मानिसहरूको अर्थिक उन्नति र सबै अर्थिक क्रियाकलापहरूको प्रभावकारिता बढाउने। समग्र रुपमा भन्दा विशिष्ट उद्योग तथा आर्थिकसंग सम्बन्धित कार्यहरूको दीर्घकालिक संचालन गर्ने क्षमता हो।

2. सामाजिक दिगोपन (Social sustainability)

सामाजिक दिगोपन भनेको समाजमा सबैको मान्य अधिकार र समाज अवसर पाउने अधिकारको सम्मान गर्न हो। यसको लागि सबैलाई फाइडाहरु समान रुपमा वितरण गर्नु पर्दछ ताकि त्यसले गरीबी निवारणमा सहयोग पुगो। यस अल्पगुल्म स्थानिय समुदायका विशिष्ट संस्कृतिहरूको सम्मान र विशिष्ट खाले शोषणहरूको लिम्पूल गर्न।
3. वातावरणिय दिगीपण (Environmental sustainability)

वातावरणिय दिगीपण भनेको विशेषगरी प्रकृतिमा निविदकरण गर्न नसिक्ने वा जीवन्तको लागि अत्यन्तै आवश्यक सोहर्स्को संस्करण र व्यवस्थापन गर्नु हो। जसको लागि हावा, जमीन र पानीको प्रदूषण कम गर्ने र जैविक विविधता तथा प्राकृतिक सम्पदाहरूको संस्करण गर्नै।

पर्यटन र दिगो विकासविशेष सम्बन्ध : (Tourism and sustainable development: a special relationship)

तीन महत्त्वपूर्ण प्रक्रिया:

1. अन्तर्राष्ट्रिय: पर्यटन उद्योग सेवा प्रदान गर्ने क्षेत्र हो, जसको लागि प्रत्येक र अपत्यक सम्प्र र वातावरण चील अन्तर्राष्ट्रिय हुने।

2. चेतना: पर्यटकले वातावरणीय विषय तथा विभिन्न देश र संस्कृति वीचारको मिल्नताका बारेमा पर्यटक र सेवा प्रदायकहरूलाई सचेत गराउँ।

3. परिवर्तनस्तर: पर्यटन उद्योग – पवित्र र स्वच्छ वातावरण. आकाराक प्राकृतिक क्षेत्र, आधिकारिक ऐतिहासिक र सांस्कृतिक परम्परा, उपयुक्त सेवा संचार र सेवा प्रदायकसंग राम्रो सम्बन्ध – भएको पर्यटकहरूको चाहनामा निर्धारण रहेको हुने।

दिगो पर्यटक के हो? (What is sustainable tourism?)

√ पर्यटक (अतिथि), पर्यटन उद्योग, वातावरण र सेवा प्रदायक (स्थानीय समुदाय) को आवश्यकताहरु पुरा गर्ने क्रममा व्यवस्था र अधिकार आर्थिक, सामाजिक र वातावरणीय प्रभावहरूको बारेमा पूर्ण सम्बन्ध ध्यान दिएर संचालन हुने पर्यटन दिगो पर्यटन हो।

√ पर्यटकलाई अङ्ग दिगो बनाउनु भनेको – पर्यटन उद्योगका प्रभाव र आवश्यकताहरूको बारेमा पर्यटकलाई योजना तर्जुमा, विकास तथा संचालनमा ध्यान दिनु हो।

√ दिगो विकासको सिद्धान्तात्मक अभावार्थ पर्यटन भनेको सबै प्रकारको पर्यटकलाई दिगो बनाउनु हो। दिगो पर्यटन कुल प्रकारको पर्यटन होइन, यो पर्यटकको अवस्था हो।

(संयुक्त राष्ट्रसंचालन विश्व पर्यटन संगठन, २००५)

दिगो पर्यटकले तीन महत्त्वपूर्ण आवश्यकताहरु पुरा गर्नु पराउँ?

1. स्थानिय समुदाय (Host) को जिवनस्तर सुधार गर्नु पराउँ।

2. विवर्तनको पर्यटक संघात भागभाग पुरा गर्नु पराउँ। र

3. पर्यटकले वातावरणको रक्षा गर्नु पराउँ।

Cater (1991)
The aims of sustainable tourism are:

1. Economic viability
2. Local prosperity
3. Employment quality
4. Social equity
5. Visitor fulfilment

Tosun (2001)
दिगो पर्यटन विकासको मापदण्ड (Criteria for Sustainable Tourism)

1. हरितगृह (गीताघाट) ग्यास उत्साहन व्यवसायपन तथा कर्तीन ।
2. फोहरे व्यवस्थापन: घटाउने, पुनःप्रयोग, र रिसाइकिल ।
3. पातीको प्रयोग कम ।
4. फोहरे पातीको व्यवस्थापन ।
5. उर्जाको सदुपयोग, संरक्षण तथा व्यवस्थापन ।
6. ईंटको सिस्टम र जैविक विविधता संरक्षण ।
7. मूल्यांक मन्त्र अनुसार साधनको योजना तथा व्यवस्थापन ।
8. उन्नयन गुणस्तर विधान नयात्मक ध्त्रिण प्रदुषण प्रदान ।
9. स्थायी समुदायको सामाजिक मान्यता तथा संस्कृतिको संरक्षण ।
10. स्थायी समुदायलाई आर्थिक फाइडा दिने ।
11. जिम्मेवारपूर्ण बिराम गर्न ।
12. कामदार तथा सेवाकारहरूलाई तालिम तथा शिक्षा ।

दिगो पर्यटनका लागि 10 चरण (Ten steps for sustainable tourism)

1. दिगो पर्यटनको अवधारणा बुझ्ने: दिगोपन भनेको हो? त्यसै आफ्नो व्यवसायलाई कसरी अझ दिगो बनाउन सकिन्छ?
2. स्थायी-मुन्यांकन: पर्यटनवाट हुने समस्यालाई प्रभावहरू भएको तीन आधार स्तम्भ (आर्थिक, सामाजिक र वातावरणिय) प्रभावहरूको मूल्यांकन गर्न ।
3. दिगो पर्यटनको अवधारणा र आफ्नो व्यवसायको शारीरिक सोध्ने: आफ्नो व्यवसायलाई कसरी अझ दिगो बनाउन सकिन्छ भनले विषयमा विभिन्न उपायमा बूँदागर रूपमा लेख्ने ।
4. मूल्यांकन: प्रत्येक उपायलाई अवलंबन गर्न गर्नु हार्दिक भोज तथा सामाजिक र लत्थिक साधनको वातावरण तथा सामाजिक पर्न सकारात्मक प्रभावहरू, आफ्नो व्यवसायले घर गर्ने सक्ने वा नस्कने, बाहिरी सहयोगको सम्भावना आदि विषयमा विचार गर्न ।
5. निर्णयहरू: कुन उपाय लागू गर्न हो निर्णय गर्न । आफुले के गर्न चाहिएको र के पुराना हुन सक्छ भनले कुरा मिल्नु पार्ने ।
6. योजना बनाउने: योजनामा प्रभावहरूको सुपक्क र मापन गर्न सकिने परिणामसहित के गर्न स्पष्ट उल्लेख गर्न, वातावरिक र हासिल गर्न सकिने, मूल्य जिम्मेवारीको बॉडफोंड (जस्तै: कार्यवाहन गर्न, जिम्मा कस्तो लिने) र कहीसेकी मन्त्र उल्लेख गर्न ।
7. योजना प्लान गर्न: सम्बन्धित व्यक्तिहरू वीच नियमित भेटपाट गरी प्रगतिको समिक्षा गर्ने र कामदार नियरित समयमा गर्न सुनिश्चित गर्न ।
8. परिणामको विश्लेषण गर्न: योजना लागि गर्नु पुर्खको अवसथा र योजना लागि गरिसकेपछिको प्रभावको मुल्यांकन गर्न।
9. अन्तिम समायोजन: परिणामको विश्लेषणपछि सकारात्मक प्रभावहरू बढाउने र नकारात्मक प्रभावहरू घटाउने उपायहरू खोज्ने र सोही अनुसार अगाडि बढाउन।
10. आफ्नो सेवा/वस्तु/प्रचार प्रसार गर्न: दिग्पण भएका सेवा तथा वस्तुहरूमा उपभोक्ताहरूको भाग बढिर्नेको छ, आफुले गरेको मैहनतबाट फाईडा लिनु।

D. SESSION FOUR: SWOT Analysis

दिनो पर्यटनको सब्ज (Strengths), कमजोर (Weaknesses), अवसर (Opportunities) र जोखिम (Threats) को विश्लेषण (SWOT Analysis)

SWOT Analysis

<table>
<thead>
<tr>
<th>सब्ज र कमजोरीहरू</th>
<th>आन्तरिक वातावरण – कुलै संस्था र कम्पनीमैत्रिको अवसथा।</th>
</tr>
</thead>
<tbody>
<tr>
<td>अवसर र जोखिमहरू</td>
<td>उदाहरण: वस्तु, वस्तुको मुल्य, नाफा, गुणस्तर, जनशक्ति, सीमा, ब्रांड, सेवा, प्रतिष्ठा, पुरुषोत्तर, आदिसंगम सम्बन्धित तत्त्वहरू।</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>सब्ज (Strengths)</th>
<th>विश्वको सम्बन्ध तथा भविष्यमा हुन सक्ने अवसथा।</th>
</tr>
</thead>
<tbody>
<tr>
<td>कमजोरी (Weaknesses)</td>
<td>उदाहरण: वजाय, क्षेत्र, फेसन, भूसम, प्रवाह, प्रतिरोध, अर्थव्यवस्था, राजनीति, समाज, संस्कृति, प्रविष्टि, वातावरण, संचार, कानून, आदिसंगम सम्बन्धित तत्त्वहरू।</td>
</tr>
<tr>
<td>अवसर (Opportunities)</td>
<td>उदाहरण: वजाय, क्षेत्र, फेसन, भूसम, प्रवाह, प्रतिरोध, अर्थव्यवस्था, राजनीति, समाज, संस्कृति, प्रविष्टि, वातावरण, संचार, कानून, आदिसंगम सम्बन्धित तत्त्वहरू।</td>
</tr>
<tr>
<td>जोखिम (Threats)</td>
<td>उदाहरण: वजाय, क्षेत्र, फेसन, भूसम, प्रवाह, प्रतिरोध, अर्थव्यवस्था, राजनीति, समाज, संस्कृति, प्रविष्टि, वातावरण, संचार, कानून, आदिसंगम सम्बन्धित तत्त्वहरू।</td>
</tr>
</tbody>
</table>
Additional reading material - 1

**Tourism Development**

*Importance of tourism development*

- Lateefah Tameem Sumeet Shah

Tourism mainstay involves the development of tourism infrastructure, which is crucial for attracting visitors. Tourism development is essential for the economy, as it generates employment opportunities and boosts local businesses. Tourism can also foster cultural exchange and understanding, as visitors from different parts of the world come to experience various cultures. However, it is crucial to manage tourism sustainably to ensure its long-term benefits. This can be achieved through the implementation of sustainable tourism practices, which balance the needs of tourists, the environment, and the host community. Sustainable tourism practices include the preservation of cultural heritage, the protection of natural resources, and the enhancement of local livelihoods. By promoting sustainable tourism, we can ensure that tourism continues to be a valuable asset for the future generations.
33

GDP (Gross Domestic Product)
Per Capita Income
Balance of Payment
Multiplier
- Tourism Highlights, United Nation World Tourism Organisation (UNWTO), 2012.
Additional reading material – 2

पर्यंतक सम्बन्ध सीपको धारणा (Customer/Guest relation techniques)

- पर्यंतक सम्बन्ध भनेको ग्राहकका बुझी वा सनातन पार्नाका लागार गरीने सज्जाको लयातका विविध प्रकार तथा विद्वत्तको कायराङ्कण हो।
- क्षुलार पर्यंतक सम्बन्ध व्यवसायकालाई सफल बनाउन सहयोग गरेछ। जसले यस क्रुलालाई गर्ने पर्यंतकलाई फूलीकेही आउनालाई (repeat visit) प्रेरित गरेछ साथै आफ्नो नातागोता तथा विनेकाविनेक हुनाइ जानको लागि सिफारिश (recommendation) गरेछ।
- ताम्रस्त लयातका पर्यंतन सम्बन्ध सम्पुर्ण व्यापार व्यवसायहरूको सफलताको लागि पर्यंतक सम्बन्ध सिप विकास गर्न ज्यादै आवश्यक तथा महत्वपूर्ण हुनेछ।
- उपक्रम सेवा प्रदान गर्नुको पर्यंतक सम्बन्ध सीपको सैनिकमा राम्रो तरीकाहरू मध्ये एक हो।

पर्यंतक सम्बन्धका तीन चरणहर

1. विज्ञ पुर्चको सेवा (Pre-sales service)
2. विज्ञको बेलाको सेवा (Actual-sales service)
3. विज्ञ पत्तको सेवा (After- sales service)

विज्ञ पुर्चको सेवा

1. सार्वजनिक निकुञ्जको प्रवेशद्वार वनस्पतिमा सूचनाहरू राखने। साथै अन्य सूचना केन्द्रहरूमा पनि राखने।
2. ज्योत छपेक विवरण गर्ने।
3. वेबसाइट बनाउने।
4. स्पेस ड्रागा स्थिततको भिंगितिड काइड बनाउने।
5. मौखिक संचार गर्ने।
6. प्याकेज बनाउन ट्विटर एजेन्सीहरूलाई दिने।

पर्यंतक सम्बन्ध किन महत्वपूर्ण छ?

1. पर्यंतकलाई व्यक्तिगत व्याख्या गर्ने इन्हालाई पुनि आउनाको लागि प्रेरित ९.५लयातकर्ताहरू गराउन
2. पर्यंतकलाई लिने सेवाहरूको मात्रा तथा सक्षमता बढ़ावा गराउन
3. जबू एक पर्यंतकलाई अर्को पर्यंतकलाई पर्यंतक सेवा र व्यवस्थापनको वरेमा सिफारिश गराउन
4. पर्यंतकलाई सेवाको गुणस्तरालाई काम राख, शिकायत हुन नै रहन, शिकायत घटाउन तथा कुनै समस्या बढीलामा लागारको समयमा निराकारण गराउन।

पर्यंतकलाई सम्बन्ध राम्रो बनाउने उपायहरू

1. प्रमाणपत्रहरू सज्जाको भित्रायको गर्ने पर्यंतकलाई सोधेको वा बोझोको वा दिनपर्न सूचनाहरू राम्रो विद्यमान बनाउने।
2. इमामदार हुने।
3. समय तथा चौनितिहरूलाई व्यवस्थापनको छिडको समाधान गर्ने।
4. पर्यंतकलाई अनावश्यक र नयाँ गराउन।
5. पापिलो सेवा दिने, पापिलो विक्रिया गर्न।
6. विविध पर्यंतकलाई सेवाहरूलाई निम्न प्रकारले व्यवस्थापीक (Professional) रुपमा गर्ने
   - अतिरिक्तको आगाडि चुराउन र बुझाउन, चुर्नी, बैनी, युवा र चुरोट खाने काम नगुन्नौस।
   - अतिरिक्तको आगाडि खार निकालने र बुझाउने नगुन्नौस।
   - आफ्नो व्यवस्थापन सम्पर्क काम गर्दा नदेखाउनौस।
   - अतिरिक्तको नात्ज्र मन हुन नरसीमा हुनौस।
   - काम गर्दा अनावश्यक गर्न नगुन्नौस।
   - काममा जहार नस्फ सुपरमा ध्यान दिनौस। (कपाल बुझ्न नछोडौस)
   - नम शालद्रु प्रयोग गन्त्वौस। जसै, चुच्चे, कोले फेप, बाइलौड फेप, आदि
   - आफ्नो कामप्रमित गर्दा गन्त्वौस।
Detachable steak knives and forks

- Do make your entire guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.
- Do be courteous and cooperative at all times.
- Do have a general knowledge of your community and the surrounding area.
- Do know the telephone number of places that may be important to visitors.
- Do talk about local events.
- Do be prepared to talk intelligently with regard to casual information often requested by a customer.
- Do double-check the customer's order, so he receives exactly what he ordered.
- Do ask the customer when he wants his beverage.
- Do be clean when serving customers.
- Do make a point of giving excellent service - replenish hot water, provide paper napkins, clean ash trays.
- Do make sure wash rooms are available, clean and tidy.
- Do not make substitutions until you have checked with the customer.
- Do not hurry your customer unnecessarily or show annoyance if he dawdles over his coffee.
- Do not keep customers waiting for the check. Bring it immediately, following dessert or coffee.
- Do not do anything which shows you desire a tip.
- Do not ignore customers to sit unnoticed. Greet them.

Detachable wineglasses and knives

- Do make your entire guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.
- Do be courteous and cooperative at all times.
- Do have a general knowledge of your community and the surrounding area.
- Do know the telephone number of places that may be important to visitors.
- Do talk about local events.
- Do be prepared to talk intelligently with regard to casual information often requested by a customer.
- Do double-check the customer's order, so he receives exactly what he ordered.
- Do ask the customer when he wants his beverage.
- Do be clean when serving customers.
- Do make a point of giving excellent service - replenish hot water, provide paper napkins, clean ash trays.
- Do make sure wash rooms are available, clean and tidy.
- Do not make substitutions until you have checked with the customer.
- Do not hurry your customer unnecessarily or show annoyance if he dawdles over his coffee.
- Do not keep customers waiting for the check. Bring it immediately, following dessert or coffee.
- Do not do anything which shows you desire a tip.
- Do not ignore customers to sit unnoticed. Greet them.
## Annex 3: Training schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:45 - 9:00 am</td>
<td>Review and previews&lt;br&gt;Review by the participants and preview by the instructor</td>
<td></td>
</tr>
<tr>
<td>9:00 - 10:30am</td>
<td><strong>Session 1:</strong>&lt;br&gt;<strong>Brief introduction to tourism:</strong>&lt;br&gt;Background; Global, national and local trends and linkages; tourism system</td>
<td>Instructor’s thematic presentation, participatory discussion</td>
</tr>
<tr>
<td>10:30 - 10:45am</td>
<td>Pleasure learning event&lt;br&gt;Group event following trainer's instruction</td>
<td></td>
</tr>
<tr>
<td>10:45 - 11:30am</td>
<td><strong>Session 2:</strong>&lt;br&gt;<strong>Tourism impacts:</strong>&lt;br&gt;Socio-cultural, economic and environmental</td>
<td>Instructor’s thematic presentation, group exercise and presentation</td>
</tr>
<tr>
<td>11:30 - 1:00pm</td>
<td><strong>Session 3:</strong>&lt;br&gt;<strong>Sustainable tourism</strong> development in SNP BZ areas: three component of sustainable tourism, principles and criteria for sustainable tourism, steps to develop competitive advantage in business through sustainable tourism</td>
<td>Instructor’s thematic presentation, group workshop and presentation</td>
</tr>
<tr>
<td>1:00 - 1:45pm</td>
<td><strong>Lunch Break</strong></td>
<td></td>
</tr>
<tr>
<td>1:45 - 3:00pm</td>
<td><strong>Session 4:</strong>&lt;br&gt;<strong>Analysing strength, weaknesses, opportunities and threats</strong> for new tourism business opportunities in SNP BZ</td>
<td>Instructor’s thematic presentation, group exercise and presentation</td>
</tr>
<tr>
<td>3:00 - 3:15pm</td>
<td>Pleasure learning event&lt;br&gt;Group event following trainer's instruction</td>
<td></td>
</tr>
<tr>
<td>3:15 - 4:30pm</td>
<td><strong>Making tourism business more Sustainable</strong> in the SNP BZ: strategies and personal commitments</td>
<td>Group discussion facilitated by instructor</td>
</tr>
<tr>
<td>4:30 - 5:00pm</td>
<td><strong>Training evaluation:</strong>&lt;br&gt;What went well?&lt;br&gt;What could have been better?</td>
<td>Participatory discussion and sharing</td>
</tr>
<tr>
<td>5:00 - 5:30pm</td>
<td>Closing and certificate distribution</td>
<td></td>
</tr>
</tbody>
</table>
Annex 4: ToR for Training on Marketing and Business skills

CESVI

Established in 1985, CESVI is a secular, independent association, working for global solidarity. In the values that guide Cesvi, the moral principle of human solidarity and the ideal of social justice are transformed into humanitarian aid and development, reinforcing an affirmation of universal human rights.

Cesvi believes strongly that helping the underprivileged in developing countries, or those in difficulty due to war, natural calamities and environmental disasters, does not help only those who suffer, but contributes also to the well-being of all of us on the planet, our “common home” to be looked after for future generations.

In the acronym Cesvi, the words “cooperazione e sviluppo” (Cooperation and Development) underline the fact that Cesvi bases its philosophy on the idea of giving the recipients of aid a leading role, working together for their own natural benefit. It is for this reason that Cesvi is strongly committed to making sure that international aid does not become mere charity, and nor is it influenced by the donors’ self-interest.

CESVI is currently present in 30 countries around the world and we’ve been working in Nepal since 2006 in the field of the environment/eco-development with particular attention to sustainable management of natural resources and the role of local communities and indigenous people.

Background

The project “Community-based land and forest management in the Sagarmatha National Park (Everest), Nepal” co-funded by the European Union and CESVI and implemented by CESVI and Mountain Spirit aims at contributing to the sustainable management of natural resources in the Himalayan region through the improvement of the community-based land and forest management in the Sagarmatha National Park and Buffer Zone (SNPBZ).

The goal is supporting the community-based component of the multi-layer and systemic framework provided by the management plan for the Sagarmatha National Park and Buffer Zone (“SNP Management and Tourism Plan 2006-2011”), which national and local institutions and many international Organizations and NGOs are committed to.

Activity

The project foresees several types of activities and trainings related to different topics. These are mainly focused on major issues such as natural resources and forest management but other subjects need to be covered. Following a specific request made by local communities, three
capacity building trainings on marketing and business skills related to tourism will be conducted in the project’s area. The activity will be implemented in June/July 2012.

Objectives

The general objective of the three workshops is to strengthen and to enhance abilities and skills of locals:

- to organize, promote and manage tourism use of the Park and Buffer Zone in ways that will improve the quality of the tourist’s experience and sustain demand;
- to inform, empower and assist local communities in ways to guide new tourism developments in their villages;
- to educate visitors and support teams in ways to enjoy the Sagarmatha National Park and Buffer Zones while behaving appropriately, assisting tourism management, contributing to social development and supporting environmental and cultural conservation.
- to avoid “overdevelopment”, to control crowding during peak seasons and to spread visitors flows from high to low seasons.

Expected results

- The participants can better manage activities related to tourism.
- The participants are equipped with series of tools and skills which will enable them to start up touristic-related activities in both popular and remote venues.
- The participants have a better understanding of sustainable tourism and marketing mechanisms/activities.
- The participants have knowledge of business/marketing/tourism planning.

Requirements

- one expert in marketing and business with a focus on sustainable mountain tourism sector or
- two experts: one in marketing and business and one in sustainable mountain tourism sector

Primary Duties and Responsibilities

Once pre-selected the incumbent will be required to provide a draft plan of action (PoA) along with a description of the topics that will be delivered to participants. PoA will need to be approved by Cesvi and Mountain Spirit prior the signature of the contract. Once the contract is signed the trainer/s will produce a final detail plan of action (joint in case of two different experts) to be approved by CESVI and MS prior the conduction of three workshops of three days each (two days on general principles of Business and Marketing and one day on Sustainable Tourism) for 20-25 participants in the three VDCs (Chaurikharka, Namche, Khumjung). At the end of the assignment the trainer/s will submit an exhaustive final report with information regarding training outcomes along with feedbacks from participants.
Professional Knowledge and Experience

- University degree in Marketing, Business, Tourism Management or related fields;
- At least ten years’ experience in Tourism Management, Business, Marketing for Tourism or related sectors, five years of which must have been as a facilitator and/or trainer in the development and implementation of trainings;
- Strong experience in business, sustainable tourism and/or marketing development analysis and design;
- Ability to convey complex technical concepts and recommendations to non-technical audience, both orally and in writing, in a clear, concise style;
- Desirable experience in practical field trainings with Community Forest User Groups and/or delivery of trainings in the Sagarmatha Park an added advantage;
- Very good knowledge of English both written and spoken.

How to apply

Qualified candidates should submit their updated CV to pm-nepal@cesvioseas.org with cc to: nepal@cesvi.org and addressing the subject line with “Training on Marketing and Business skills” specifying if applying for one of the positions or the two combined.