

“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



Training participants in Chaurikharka

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ABBREVIATIONS

BZUG	Buffer Zone User Group
BZUC	Buffer Zone User Committee
BZMC	Buffer Zone Management Committee
BZ	Buffer Zone
CESVI	Cooperazione e sviluppo
LHAN	Lodge and Hotel Association Namche
MS	Mountain Spirit
SNP	Sagarmatha National Park
SPCC	Sagarmatha Pollution Control Committee
SWOT	Strengths, Weaknesses, Opportunities and Threats
VDC	Village Development Committee
VFR	Visiting Friends and Relatives

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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 commencing 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

Impacts	Positive	Negative
Economic	<ul style="list-style-type: none"> – The increase in income due to employment leading to improvements in business, health, education and community development. – Increase in local production – Work for local livestock owners (yaks, zopkyos, mules) – Both locals and outsiders get employment. – Increase in foreign investment. This has led to the construction of schools, health centres etc. 	<ul style="list-style-type: none"> – Inflation – Loss of traditional occupations such as herding and farming.
Socio-cultural	<ul style="list-style-type: none"> – Support for economic development – Employment opportunities – Awareness of the need to preserve culture – Decrease in harmful traditional beliefs, practices and superstition – Good international relationships – Promotion of heritage sites 	<ul style="list-style-type: none"> – Change in behavior – Loss of identity – Changes in cultural practices – Increase in bad behavior such as taking drugs etc – Loss of language – Loss of heritage sites
Environmental	<ul style="list-style-type: none"> – Increasing numbers of tourists pay fees for institutions like the SPCC and SNP, and so control of forests and pollution is getting better. – There is an increase in awareness about wildlife 	<ul style="list-style-type: none"> – Too many tourists means that litter and pollution is increasing every day – The herbs that could be found in this area are being lost

B. Participants group work in Namche: Tourism impacts

Impacts	Positive	Negative
Economic	<ul style="list-style-type: none"> – Organizations and hotels have benefit – Everyone gets employment – Tourists bring foreign currency – Trade of local products – for example potatoes. 	<ul style="list-style-type: none"> – Local individuals need to compete with tourist prices – Need to spend money to import more products from outside the area or country. This causes leakage of local currency.

	<ul style="list-style-type: none"> - Local cultural gains importance when tourists take an interest - Change in lifestyle standards 	<ul style="list-style-type: none"> - Sometimes we focus too much on imports instead of promoting local products - Younger generation loses local culture and instead emulates foreigners - Higher standard of living leads to expectation to spend more.
Socio-cultural	<ul style="list-style-type: none"> - Improvement in local literacy with the opening of local schools due to economic improvements - Raise in income standard means that some social activities that weren't possible before can now be funded - International awareness of local (Sherpa) culture - Locals learn about the foreign visitors' religion, culture and customs - Research and documentation of local history and culture - 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. 	<ul style="list-style-type: none"> - There is a possibility of losing local culture - There has been negative impact on local customs and language - There has been improper use of natural resources and pollution - Due to western influence, some negative customs develop - Religious beliefs and traditions are broken.
Environmental	<ul style="list-style-type: none"> - There has been financial help for preserving the environment. (Some tourists raise funds to help) - Locals more aware about pollution control and general hygiene. - Because tourists come to enjoy our environment, people know more about wildlife preservation and correct use of natural resources - Local initiatives like plantations - More research, training and initiatives 	<ul style="list-style-type: none"> - Compared to 15-20 years ago, greater tourist numbers has meant also an increase in pollution, for example due to food packaging - 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 - 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 - 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 - Misuse of water – pollution of water sources, improper disposal of waste water, bottling mineral water, use for toilets.

C. Participants group work in Chheplung: Tourism impacts

Impacts	Positive	Negative
Economic	<ul style="list-style-type: none"> - Employment opportunities - Foreign currency earning - Livelihood improvement - Local development - Personality development - Improvement and development in agriculture and lodge sector - Revenue increase 	<ul style="list-style-type: none"> - Import leakage – we have to import most of the essential materials from outside including food - Export leakage – people coming from outside of Khumbu making money and taking back to their village/city - Inflation – local people who are not directly involved in tourism are badly affected by inflation due to tourism
Socio-cultural	<ul style="list-style-type: none"> - Employment opportunities - People are active - Development in knowledge - Economic relation - Exchange in culture and tradition - Development in various language - Support in economic development - Use of modern equipments - Overseas visit - Hospital and facilities of medicines - Declining in superstitions 	<ul style="list-style-type: none"> - Copying foreign culture - Spreading various disease - Extinction of local songs - Declining local culture and tradition - Declining local language - Increasing criminal activities - Increasing interest in foreign films - Increasing migration
Environmental	<ul style="list-style-type: none"> - Environmental education - Establishment of National park - Conservation of wildlife - Conservation of plants - Right utilisation of environmental resources - Conservation of climate - Re-use of items 	<ul style="list-style-type: none"> - Increasing in pollution - Increasing rubbish - Deterioration of forest and wildlife habitat - Poaching – involvement of porters in wildlife hunting - Use of drugs - Increasing population

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

C. Chheplung participants: Current practices towards sustainable tourism

- Waste management
- Plantation activities
- Use of metal for bridge construction
- Electricity production
- Use of alternative energy: solar, bio-gas, fan stove
- Preservation of archaeological items
- Conservation of wildlife
- Awareness on environment
- Health facilities
- Protecting soil erosion along the trail – stone paving
- Communication facilities
- Lodge facilities available
- Sherpa language preservation initiatives – teaching language at school
- Good security situation

2.4 Session 4: SWOT analysis on tourism business opportunities

SWOT is a popular analytical tool in identifying strengths, weaknesses, opportunities and threats for new business ideas. The instructor explained the tool with examples (see Annex 2D) and provided guidelines to the participants to identify current strength and weaknesses, and future opportunities and threats for new tourism related business in SNP BZ. In Khumjung, this tool was used to analyse the capacity of for group/organisation created by participants while participants in Namche and Chheplung conducted SWOT analysis on sustainable tourism in Khumbu. The findings from each group exercise in Khumjung, Namche and Chheplung are presented below:

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

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> - Mount Everest and other mountains - Gokyo wetlands RAMSAR area, glaciers - Forests, waterfalls, wildlife, herbs - Religious sites, Sherpa culture - High altitude environment - Existing infrastructure – paths, bridges, electricity, internet and phone connections - Local Sherpa experience as tourism operators - Local awareness of the need for sustainable tourism - Pollution control - Social unity - Social and business institutions - Stable political situation (i.e. not strikes etc like rest of Nepal) - Employment opportunities - Young and educated population who are willing to work and make improvements to local tourism 	<ul style="list-style-type: none"> - No transport system besides air travel - Inflation of market prices and constant price fluctuation - 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) - Lack of skilled workers who can run tourism professionally (trained cooks etc) - No promotion of domestic tourism - Not enough training for running hotels - There is no central body to control and manage tourism in the area (for example a Tourism Association etc) - No standardization of prices, cheaper in some places than others without logic - Menu prices are set by guessing rather than careful analysis of costs - Unhealthy competition - Tourists come in without guides and climb without permits, then get lost or injured

	<ul style="list-style-type: none"> - 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
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> - 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 	<p><u>Threats</u></p> <ul style="list-style-type: none"> - 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

<p><u>Strengths</u></p> <ul style="list-style-type: none"> - 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 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> - 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
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<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> - Employment opportunities for locals - Opportunities of promoting local language and culture - Increasing in number of tourists - Increasing in foreign exchange earning - Increasing in foreign aid 	<ul style="list-style-type: none"> - Political situation in Nepal - Climate change - Natural calamity - Health hazards - Accidents - Uncontrolled in and out migration - Declining local language and culture due to influence of western culture

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 altititude 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

SN	Name	Commitment
1	Mingma Nuru	If tourists get sick, I'll volunteer to help carry them to Khunde Hospital.
2	Da Tsheri	Instead of just giving preference to tourists, I'll help coolies who are having problems as well.
3	Pemba Tenzing	I have extra oxygen cylinders, and so I help tourists who are in trouble by sharing with them.
4	Pema Chhamjee	I will clean up pollution around my village of Khunde.
	Tsering Yangzom	I will give tourists who come to the village good service and send them away happy.
5	Ang Diku	I will maintain the trails when necessary.
6	Ang Futi	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.
7	Passang Futi	I will take tourists to new view points that aren't already popular.
8	Pemba Doma	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.
9	Sonam Jangmu	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.
10	Mingma Kanchhi	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.
11	Kahchi Futi	Show the tourists who come without guides or porters the gubma and other sights.
12	Lhakpa Tsering	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.
13	Tashi Tsering	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.
14	Fu Doma	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 fortse you can see danfe (our national bird) and kasturi, so if I have time I'll take them in the morning and evening.
15	Karma Chamji	Show tourists sherpa culture – Sherpa food and Sherpa dances.
16	Phurba Tsering	Will sell trekking supplies at a reasonable rate without too much added profit.

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

SN	Name	Commitment
1	Tsering Dolma	I run a lodge. I will provide information about the environment, culture and other aspects to the tourists who come to my lodge.
2	Nima Sherpa	If a tourist is lost I'll show them the right path.
3	Shashi Chaudhary	Improve the quality of drinking water and provide to customers.
4	Balaram Poudel	I work at the community library. From my side, I'll provide information to tourists and tourism-related people that they need.
5	Tshering Sherpa	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.
6	Ang Dolma	I am part of the women's group, we do cleaning programmes to keep the streets clean. I will continue with this.
7	Lhakpa Gyalzen	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.
8	Gyan Bahadur	I do cleaning around the bazar.
9	Lhakpa Doma	I am the head of the Namche Women's group; I'll make them do things.
10	Chhundi Phura	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.
11	Pemba Doma	I'll keep my village and area clean.
12	Tashi Lhamu	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.
13	Thir Prasad Ghimire	Will teach school children about the environment and not polluting.
14	Ang Nuru	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.
15	Dr. Yanggji	I'm not in the tourism sector, but the tourists that I meet I'll try to give them correct information about the area.

Participants' personal commitment – Chheplung

SN	Name	Commitment
1	Ang Tshering Sherpa	I will encourage tourist to revisit Khumbu by providing free room for tourists at my home
2	Lhakpa Dorji Sherpa	Provide right information to tourists
3	Ang Nima Sherpa	Develop flour garden at home to attract tourists
4	Nga Temba Sherpa	Support tourists to exchange money
5	Sher Bahadur Katuwal	Start bee keeping
6	Sera Tenji Sherpa	Support to conserve wildlife to promote tourist attractions

7	Pasang Dawa Sherpa	I am a trekking guide, will share about Sherpa culture to my client and send children to local school
8	Dolma Sherpa	I run a restaurant so I will provide quality service at restaurant by attending training
9	Phura Chhamjee Sherpa	Provide service to tourist as a guide and share about local culture
10	Shanti Tamang	Implement what I learnt here and share with others
11	Mingma Chhiri Sherpa	Share the knowledge learnt at training
12	Ang Rita Sherpa	Contribute in village cleaning and saving local culture
13	Dayangji Sherpa	Take picture of local place and put website to attract tourists
14	Tashi Jangmu Sherpa	Raise awareness about waste management in Khumbu
15	Pemba Chhokpa Sherpa	Suggest local lodges to set standard menu
16	Lhakpa Sonam Sherpa	Lobbying to start adventure tourism in Khumbu
17	Kami Chechi Sherpa	Provide good service to tourists and ask others too
18	Pasang Lhamu Sherpa	Encourage friends to visit Khumbu
19	Dawa Sarki Sherpa	Contribute in keeping the trails clean
20	Sonam Gyaljen Sherpa	Help tourists and friend by sharing my knowledge about High altitude sickness
21	Kaji Sherpa	Raise awareness about environment and contribute in plantation
22	Lhakpa Temba Sherpa	Suggest my villagers to perform Sherpa culture to tourists
23	Dawa Nuru Sherpa	Share knowledge learnt at training to all

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

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

B. Participants in Namche, 27 July 2012

SN	Name	Age	Sex		Organisation	Position	Address
			M	F			
1	Tshering Dolma Sherpa	27		✓	LHAN*	Ass. Secretary	Namche-3
2	Nima Sherpa	37	✓		Namche Women Group	Member	Namche – 3
3	Thir P. Ghimire	51	✓		Himalayan Primary School	Teacher	Namche – 1
4	Shashi Choudary	32	✓		Namche Water Company	Incharge	Namche – 1
5	Ang Norbu Sherpa	45	✓		Namche Youth Group	Chairman	Namche – 2
6	Balaram Poudel	28	✓		LHAN	Accountant	Namche – 2

7	Tshering Sherpa	30	✓		Khumbu M. Cooperative	Manager	Namche – 3
8	Ang Dolma Sherpa	31		✓	Namche Women Group	Member	Namche – 3
9	Dr. Yangji Sherpa	32		✓	Health Post	Med. Officer	Namche – 3
10	Lhakpa Gyaljen Sherpa	38	✓		LHAN	Member	Namche – 1
11	Gyan Bahadur Baniya	32	✓		Namche Youth Group	Staff	Namche – 3
12	Nawang Karsang Sherpa	40		✓	Namche Women Group	Staff	Namche – 2
13	Lhakpa Dolma Sherpa	45		✓	Namche Women Group	President	Namche – 3
14	Ang Chhamji Sherpa	41		✓	Hotel Sun Shine	Owner	Namche – 3
15	Ang Chhuldim Sherpa	41	✓		Khumbu Resort	Owner	Namche – 1
16	Chhundi Sherpa	48	✓		Shangrilla Guest House	Owner	Namche – 1
17	Pemba Doma Sherpa	37		✓	Namche Women Group	Member	Namche – 3
18	Tashi Lhamu Sherpa	28		✓	Sona Lodge	Owner	Namche -1
19	Lhakpa Yangji Sherpa	29		✓	Shop	Owner	Namche – 1
20	Lhakpa Yangji Sherpa	42		✓	H. D. F. Lodge	Owner	Namche - 1

*LHAN – Lodge and Hotel Association Namche

C. Participants in Chheplung, Chaurikharka, 30 July 2012

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

*Buffer Zone User Group

Annex 2: Trainer's notes on thematic presentations

A. SESSION ONE: पर्यटनको परिचय (Introduction to Tourism)

- ✓ सामान्य अर्थमा पर्यटन भनेको पर्यटकको माध्यमबाट संचालन गरिने व्यवसाय हो ।
- ✓ यो एउटा सेवामुखी उधोग हो जसले पर्यटकहरूलाई सेवा प्रदान गर्दछ । यो व्यवसायिक रूपमा संचालान 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 वृत्तमा भएको यात्राको क्रिया, तरिका अथवा विधि (An action or process of travel in a circle or round trip)
- ✓ यस्तो घुमाउरो यात्रा (round trip travel) जसले गर्दा एउटा व्यक्तिको यात्रा र बसाईबाट हुने सम्पूर्ण क्रियाकलापहरू जुन आर्थिक स्वभावको हुन्छ, त्यसलाई पर्यटन भनिन्छ ।
- ✓ एउटा आगन्तुक अतिथिलाई बसोबासको साथै विभिन्न खालको सेवाहरू उपलब्ध गराउने व्यापार वा व्यवसाय (The business of providing accommodation and services for people visiting a place)

पर्यटक (Tourist)

- ✓ आफ्नो ठाऊ छोडेर अन्यत्र ठाऊमा भ्रमण गर्ने एक व्यक्ति जो फुर्सतको समय प्रयोग गर्न, मनोरञ्जन वा आनन्द वा खुशी लिन, विदा मनाउन, साथी वा सम्बन्धीहरूलाई भेट्न, व्यापार गर्न, धर्म गर्न, सस्कृति अवलोकन गर्न, ऐतिहासिक वस्तुहरूको अवलोकन गर्न, स्वास्थ्य लाभ गर्न तथा अन्य विशेष रुचि वा सरोकारको लागि यात्रा गर्ने 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 भन्ने ? (Condition to be a tourist)

- ✓ एक व्यक्ति जो यात्रा गर्न गएको देशमा घटिमा पनि २४ घण्टा समय बिताउछ । (A person staying at least twenty four hours in a country visited)
- ✓ एक व्यक्ति जो यात्रा गर्न गएको देशमा घटिमा पनि २४ घण्टा समय बिताउछ तर उ एक वर्ष भन्दा बढी समय बिताउदैन (Staying at a place for not more than one consecutive year)

पर्यटकलाई यात्राको लागि प्रेरणा (Motivations for Travel to a tourist)

- ✓ समय (Time)
- ✓ पैसा/धन (Money)

- ✓ यातायात (Transport)
- ✓ उत्साह / इच्छा (Motivations)

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

- ✓ पर्यटनको मुख्य पात्रहरू
 - पाहुना (Guest/Tourist)
 - आयोजक/व्यवस्थापक (Host/Organizer)
- ✓ पर्यटनको प्रकारहरू
 - घरेलु (Domestic)
 - अन्तर्राष्ट्रिय (International)
- ✓ पर्यटनको अन्तर्राष्ट्रिय किसिमहरू
 - भित्रिने पर्यटन (Inbound tourism)
 - बहिरीने पर्यटन (Outbound tourism)
- ✓ पर्यटनको दुई मुख्य क्षेत्रहरू
 - सरकारी /सार्वजनिक क्षेत्र (Public Sector)
 - निजि क्षेत्र (Private Sector)
- ✓ अन्तर्राष्ट्रिय आगन्तुकका किसिमहरू (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 तयार हुन आवश्यक तीन आधारहरू (Three bases for Tourism)

१. यातायात (Transport/Accessibility)

- ✓ भूमियात्रा (Surface Transport) - Road/Motor/Coach/Railway
- ✓ जलयान (Water Transport) - (Cruise lines/Cruiser/Steamboat/Motorboat)
- ✓ हवाईयात्रा (Air Transport) - Aero plane/Airlines

२. स्थान विशेष र आकर्षणहरू (Locale and attractions)

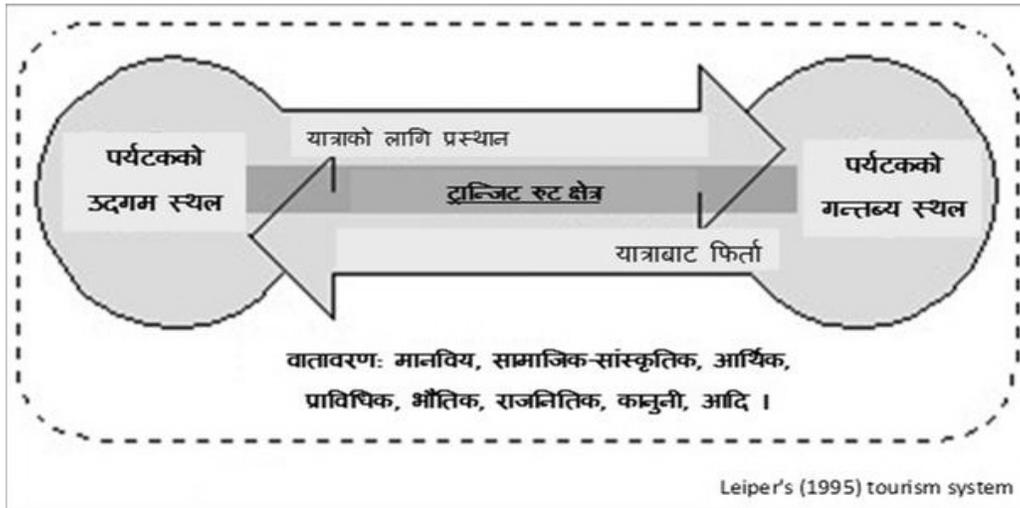
- ✓ भौगोलिक स्थान (Geographical location)
- ✓ जलवायु (Climate)
- ✓ प्राकृतिक स्रोतहरू जस्तै पहाड, हिमाल तथा समद्वि किनाराहरू (Natural resources like Mountain, lakes, beaches)

- ✓ मानव निर्मित स्रोतहरू जस्तै होटेल, रिसोर्ट, होमस्टे जस्ता पर्यटकको लागि आस्रय स्थल (Man-made resources like resorts, and sports facilities)
- ✓ सांस्कृतिक तथा ऐतिहासिक आकृती (Cultural/historical features)
- ✓ पर्यटकिय पूर्वाधारहरू (Infrastructures like airports, water supply, power supply)
- ✓ प्राकृतिक तथा सांस्कृतिक आकर्षणहरू [Attractions = Site (Natural) & Event (Cultural)]

३. सर्वसुविधा (Accommodation)

- ✓ पर्यटकिय पूर्वाधारहरू जस्तै होटेल, गेष्टहाउस, रेष्टरेण्ट, होमस्टे आदि (Tourism Superstructures like hotels, guesthouses, restaurants)
- ✓ स्थानिय व्यक्तिहरूको स्वागत तथा आतिथ्यता प्रदान गर्ने वातावरण वा राप/ताप (The atmosphere of a place and the warmth and hospitality of the people)

पर्यटन प्रणाली (Tourism System)



पर्यटनको इतिहास र यसको विश्वव्यापि विस्तार (History of Tourism and its Global Evolution)

- ✓ पूर्व ऐतिहासिक कालमा केवल धनी र शक्तिशाली व्यक्तिहरू मात्र यात्रा गर्दथे । सर्वसाधारण व्यक्तिहरू घरमै बस्दथे ।
(In early history, only rich and powerful people traveled. Ordinary people stayed at home)
- ✓ पर्यटन व्यवसायको ७७६ ईसा पूर्वमा ग्रीसमा पहिलो ओलम्पिक खेल शुरु भएको बेला देखि शुरु ।
(Initially, people's connection with free time was for religious festivals or 'holy days')
- ✓ १४ - १६ शताब्दी . सफा पानी, स्वास्थ्य उपचार, तिर्थातन (धर्म) तथा वातावरणको परिवर्तनको लागि
- ✓ १९ शताब्दीदेखि . अत्यधिक मात्रामा (rapid)

कारणहरू

- ✓ औद्योगिक क्रान्ति एव आधुनिक विकास
- ✓ आधुनिक यातायातको साधनको विकास
- ✓ सूचना प्रविधिको क्षेत्रमा द्रुततर विकास
- ✓ आर्थिक सम्पन्नता

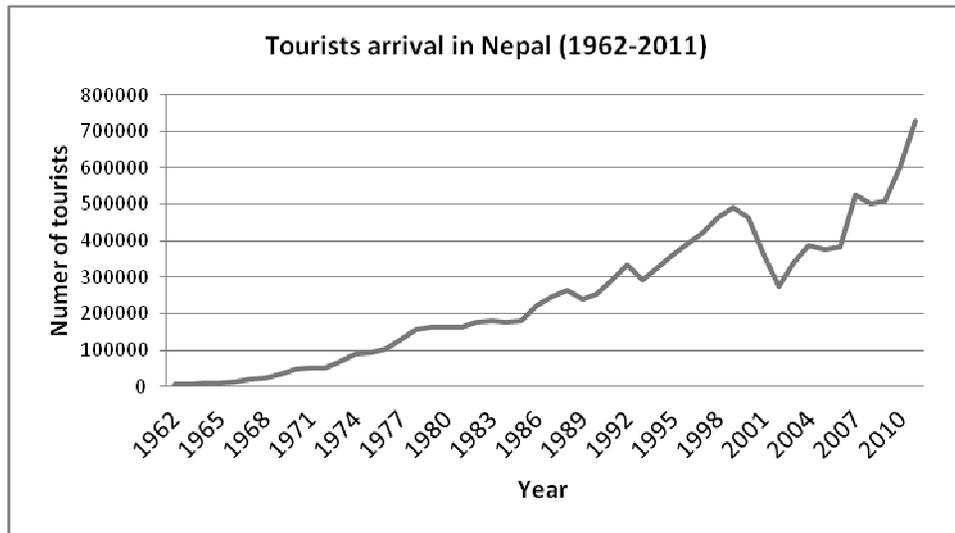
विश्वव्यापी पर्यटन प्रवाहको प्रवृत्ति (Trends of Global Tourist Flow)

• 1950 = 25 Million		(२.५ करोड)
• 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%	(९८ करोड ३० लाख)

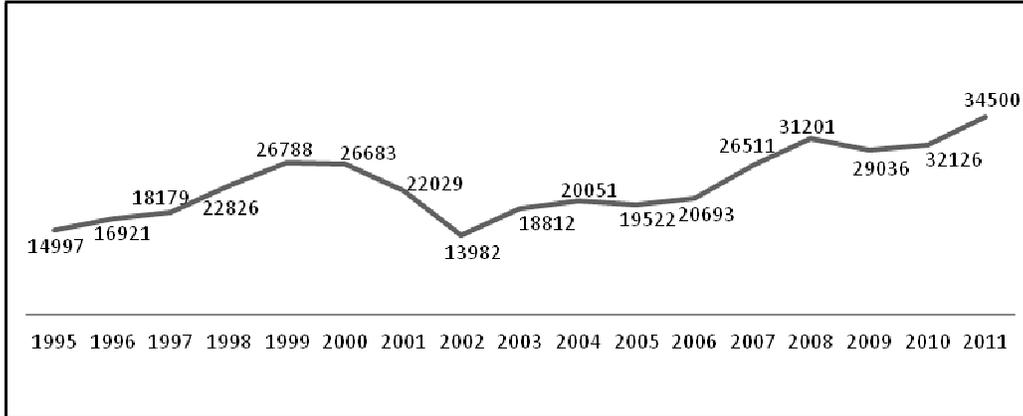
नेपालमा पर्यटक आगमनको प्रवृत्ति (Trends of Tourists arrivals in Nepal)

- ✓ 1940s – 50s = शिकारी तथा हिमाल आरोहिहरू (Hunters and Mountaineers)
- ✓ 1960s – 70s = हिपी तथा स्वयम घुम्न आउने तथा स्वयम भारी बोक्ने पर्यटकहरू (Hippies and Backpackers)
- ✓ 1980s = पर्वतमा साहसिक मनोरञ्जन लिन चाहनेहरू जस्तै ट्रेकर्स (Mountain adventure seekers like Trekkers)
- ✓ 1990s = सास्कृतिक सम्पदा रुचाउनेहरू (Heritage tour lovers)
- ✓ 21st (early) = वातावरणिय पर्यटन - जिवित तत्व तथा जिवधारीहरूको बारेमा हेर्न र जानकारी लिन रुचाउनेहरू (Eco tourism visitors)

नेपालमा पर्यटक आगमन सख्या, एक झलक



सगरमाथा क्षेत्रमा पर्यटक आगमन (Tourists arrivals in Sagarmatha region)



पर्यटनका फाईदाहरु संक्षेपमा (Tourism benefits in brief)

- ✓ आर्थिक क्षेत्रमा गुणक प्रभाव उत्पन्न गर्ने (Generates multiplier /trickle down effect in economy)
- ✓ पर्यटकहरुले गरेको खर्च पुन खर्च भएर तल्लो निकाय/स्तर सम्म पुग्ने (The expenditure undertaken by tourists is recycled through local economy even in grass root level)
- ✓ राष्ट्रिय तथा स्थानिय स्तरमा आय आर्जन हुने (Generates revenue both a national and local levels)
- ✓ स्थानिय उत्पादनको निकासी प्रवर्द्धन गर्ने (Promotes exports of local products)
- ✓ होटेल, रिसोर्ट, ट्राभल एजेन्सीहरुमा सोभै रोजगारीको अवसर सृजना गर्ने (Direct employment opportunities in Hotel, Resorts, Travel Agencies and Airlines, etc.)
- ✓ अरु गैरपर्यटकिय संघ संस्था, उद्यमी, व्यक्तिहरु, तथा विशेषज्ञहरुको पेशालाई फस्टाउन पनि सहयोग पुऱ्याउछ (Promotes supporting agencies, institutions, enterprises, individuals, consultants, etc.)

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

पर्यटन र यसको प्रभावको पृष्ठभूमि (Background of Tourism and its impacts)

- पर्यटनको एउटा बहुमुखी, मिश्रित, तथा जटिल (Complex) उद्योग हो जस अन्तर्गत पर्यटकको आगमनले विभिन्न रूपमा अपार फाईदाहरु ल्याउछ ।
- यसको साथसाथै पर्यटन यदी व्यवस्थित तथा उत्तरदायित्व ढंगले संचालन नभएको खण्डमा यसले पर्यटकिय क्षेत्रमा विनाश तथा कैयौं नकारात्मक प्रभाव ल्याउने पनि उत्तिकै सम्भावना हुन्छ ।

पर्यटनको सकारात्मक आर्थिक प्रभाव (Positive economic impacts of Tourism)

१. रोजगारीको सृजना (Employment Generation)

- १.१) प्रत्यक्ष /सोभै (Direct)
- १.२) अप्रत्यक्ष /परोक्ष (Indirect)

२. विदेशी मुद्राको आय वा आमदानी (Foreign currency earnings)

- २.१) पर्यटकले गर्ने प्रत्यक्ष खर्च र उपभोगबाट
- २.२) पर्यटकिय क्षेत्रबाट उत्पादन गरीने वस्तु तथा सेवाको निर्यातबाट

३. आर्थिक वृद्धि तथा विकास (Economic growth & development)

राज्य तथा सरकारलाई पर्यटनबाट आउने कर तथा आमदानीबाट पुर्वाधार विकास जस्तै बाटो, ढल, विद्युत, टेलिफोन, सार्वजनिक यातायात आदिमा लगानी गर्न उत्तेजीत (Stimulation) गर्ने

४. गैरपर्यटकिय टेवा दिने खालका उद्योग तथा व्यवसायलाई वृद्धि गर्ने (Enhances supports industries and professions which are of non touristic nature)

पर्यटनको नकारात्मक आर्थिक प्रभाव (Negative economic impacts of Tourism)

१.१) आयात सम्बन्धी चुहावट (Import leakage)

उदाहरणको लागि विशेष गरेर नेपाल जस्तो विकाशशील देशमा खाद्य पदार्थ, पेयपदार्थ, विभिन्न भौतिक तथा प्राविधिक सामानहरूको पर्यटन क्षेत्रलाई आपूर्तिको कडी (Supply linkages) नहुँदा वा राम्रो नहुँदा अन्य देश वा ठाउँबाट भिकाउन पर्ने ।

१.२) निर्यात सम्बन्धी चुहावट (Export leakage)

ठुला बहुराष्ट्रिय कम्पनिहरूले पर्यटन क्षेत्रलाई खास गरेर चैन होटेलहरूमा, पर्यटकिय पर्वाधारहरूमा, तथा सेवा सविधाहरूमा आवश्यक पर्ने पुजीको लगानी गरेको अवस्थामा आर्जित नाफा (Profit) पनि पुजी लगानी गरेकै देशमा लैजाने ।

१.३) मुद्रा स्फिती तथा मुल्य वृद्धि (Inflation and Price Rise)

पर्यटनको आगमनको साथसाथै हने आधारभूत वस्तु तथा सेवाहरूको बढ्दो मागले गर्दा तिनको मुल्य वृद्धि हुने प्रभावले गर्दा स्थानिय वासिन्दाहरूलाई आर्थिक रुपमा नकारात्मक प्रभाव पार्ने

पर्यटनको सकारात्मक सामाजिक प्रभाव (Positive social impacts of Tourism)

१. सास्कृतिक सचेतना, बढावा तथा संगठनमा वृद्धि
२. परम्परागत मुल्य तथा मान्यतामा वृद्धि
३. फरक सस्कृतीहरू बिचमा अन्तरक्रिया र पारस्परिक समझदारी तथा सम्मानमा वृद्धि र अन्तराष्ट्रिय भाईचारा मा वृद्धि । यसले गर्दा शान्ती आउने
४. स्थानिय स्तरमै रोजगारी सृजना गर्ने हुनाले बसाइ सराइ (Migration) मा कमी आउने
५. अन्धविश्वासमा कमी हुने तथा अन्त्य हुने

पर्यटनको नकारात्मक सामाजिक प्रभाव (Negative social impacts of Tourism)

१. मौलिक बानीबेहोरा तथा रहनसहन संग सम्बन्धीत उपयोगितामा परिवर्तन आएर मौलिक पहिचानमा हास (Threaten to indigenous identity)
२. सस्कृतीको अपकर्ष (Cultural degradation)
३. स्थानिय वासिन्दामा प्रदर्शन प्रभाव (Demonstration affects of residents)
४. समुदाय तथा समाजमा लागुपदार्थ, लागुपेयपदार्थ, तथा वेश्यावृत्ति जस्तो सामाजिक विकृति फैलीने सम्भावना
५. पर्यटकद्वारा स्थानिय पहिरनको आचार सहिंतामा माथि अतिव्रमण
६. समाजमा अपराधिक कृयाकलापमा वृद्धि

पर्यटनको सकारात्मक वातावरणिय प्रभाव (Positive environmental impacts of Tourism)

१. वातावरणीय स्रोत र साधनहरूको नविकरण नहुने (Non renewable) कुराको चेतना पर्यटनले नै ल्याउने ।
२. वातावरण जोगाउनको लागि आवश्यक वित्तिय लगानी बढावा ।
३. पर्यटनले दुरगामी महत्व र प्रभावलाई विचार गर्दै सरक्षण क्षेत्र तथा विश्व सम्पदा क्षेत्रको घोषणा ।
४. फोहोरमैलाको उचित व्यवस्थापनमा चेतना वृद्धि तथा कार्यान्वयन ।

पर्यटनको नकारात्मक वातावरणिय प्रभाव (Negative environmental impacts of Tourism)

१. घना पर्यटनले (Mass Tourism) ले गर्दा वातावरणीय स्रोत र साधनहरूको अत्यधिक प्रयोग तथा वितरण
२. इकोलोजि तथा इकोसिस्टमको हासको सभावना

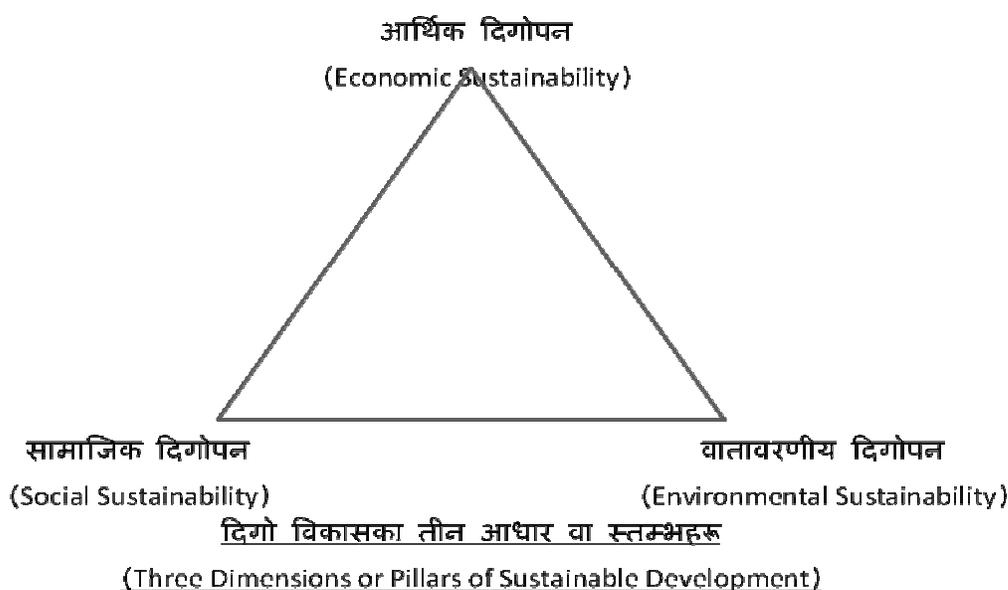
३. पानिको स्रोत दुषित हुने सम्भावना
४. हवाई प्रदुषण तथा फोहोरमैलामा वृद्धि

C. SESSION THREE: दिगो पर्यटन (Sustainable Tourism)

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

भावी पुस्ताहरूको आवश्यकतालाई असर नपर्ने गरि बर्तमान पुस्ताको आवश्यकता पुरा गर्ने प्रक्रिया दिगो बिकास 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 बिकास – कसरी? (Sustainable Development – How?)



दिगो बिकासका तीन स्तम्भहरू (Three pillars of sustainable development)

१. आर्थिक दिगोपन (Economic sustainability)

आर्थिक दिगोपन भनेको समाजको हरेक तहका मानिसहरूको आर्थिक उन्नति र सबै आर्थिक क्रियाकलापहरूको प्रभावकारिता बढाउने । समग्र रूपमा भन्दा विभिन्न उधोग तथा आर्थिकसंग सम्बन्धित कार्यहरूको दीर्घकालसम्म संचालन गर्ने क्षमता हो ।

२. सामाजिक दिगोपन (Social sustainability)

सामाजिक दिगोपन भनेको समाजमा सबैको मानव अधिकार र समान अवसर पाउने अधिकारको सम्मान गर्ने हो । यसको लागि सबैलाई फाईदाहरू समान रूपमा वितरण गर्नु पर्दछ ताकि त्यसले गरिबी निवारणमा सहयोग पुगोस । यस अन्तर्गत स्थानिय समुदायका विभिन्न संस्कृतिहरूको सम्मान र विभिन्न खाले शोषणहरूको निर्मुल गर्ने ।

३. वातावरणिय दिगोपन (Environmental sustainability)

वातावरणिय दिगोपन भनेको विशेषगरी प्रकृतिमा नविकरण गर्न नसकिने वा जीवनको लागि अत्यन्तै आवश्यक स्रोतहरूको संरक्षण र व्यवस्थापन गर्नु हो । जसको लागि हावा, जमीन र पानीको प्रदूषण कम गर्ने, र जैविक विविधता तथा प्राकृतिक सम्पदाहरूको संरक्षण गर्ने ।

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

तीन महत्त्वपूर्ण पक्षहरू:

१. **अन्तरक्रिया:** पर्यटन उद्योग सेवा प्रदान गर्ने क्षेत्र हो, जसको लागि प्रत्यक्ष वा अप्रत्यक्ष रूपमा पर्यटक, स्थानीय समुदाय र वातावरण बीच अन्तरक्रिया हुन्छ ।
२. **चेतना:** पर्यटनले वातावरणीय बिषय तथा बिभिन्न देश र संस्कृति बीचको भिन्नताका बारेमा पर्यटक र सेवा प्रदायकहरूलाई सचेत गराउँछ ।
३. **परनिर्भरता:** पर्यटन उद्योग – पवित्र र स्वच्छ वातावरण, आकर्षक प्राकृतिक क्षेत्र, आधिकारिक ऐतिहासिक र सांस्कृतिक परम्परा, उपयुक्त सेवा सत्कार र सेवा प्रदायकसँग राम्रो सम्बन्ध – भएको पर्यटकहरूको चाहनामा निर्भर रहेको हुन्छ ।

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

- ✓ पर्यटक (अतिथि), पर्यटन उद्योग, वातावरण र सेवा प्रदायक (स्थानिय समुदाय) को आवश्यकताहरू पुरा गर्ने क्रममा बर्तमान र भविष्यको आर्थिक, सामाजिक र वातावरणीय प्रभावहरूको बारेमा पुर्ण रूपमा ध्यान दिएर संचालन हुने पर्यटन दिगो पर्यटन हो ।
- ✓ पर्यटनलाई अझ दिगो बनाउनु भनेको – पर्यटन उद्योगका प्रभाव र आवश्यकताहरूको बारेमा पर्यटनको योजना तर्जुमा, बिकास तथा संचालनमा ध्यान दिनु हो ।
- ✓ दिगो बिकासको सिद्धान्तमा आधारित पर्यटन भनेको सबै प्रकारको पर्यटनलाई दिगो बनाउनु हो । दिगो पर्यटन कुनै प्रकारको पर्यटन होइन, यो पर्यटनको अवस्था हो ।

(संयुक्त राष्ट्रसंघिय विश्व पर्यटन संगठन, २००५)

दिगो पर्यटनले तीन महत्त्वपूर्ण आवश्यकताहरू पुरा गर्नु पर्छ:

१. स्थानिय समुदाय (Host) को जिवनस्तर सुधार गर्नु पर्छ ।
२. बढिरहेको पर्यटक संख्याको मागहरू पुरा गर्नु पर्छ, र
३. पर्यटनले वातावरणको रक्षा गर्नु पर्छ ।

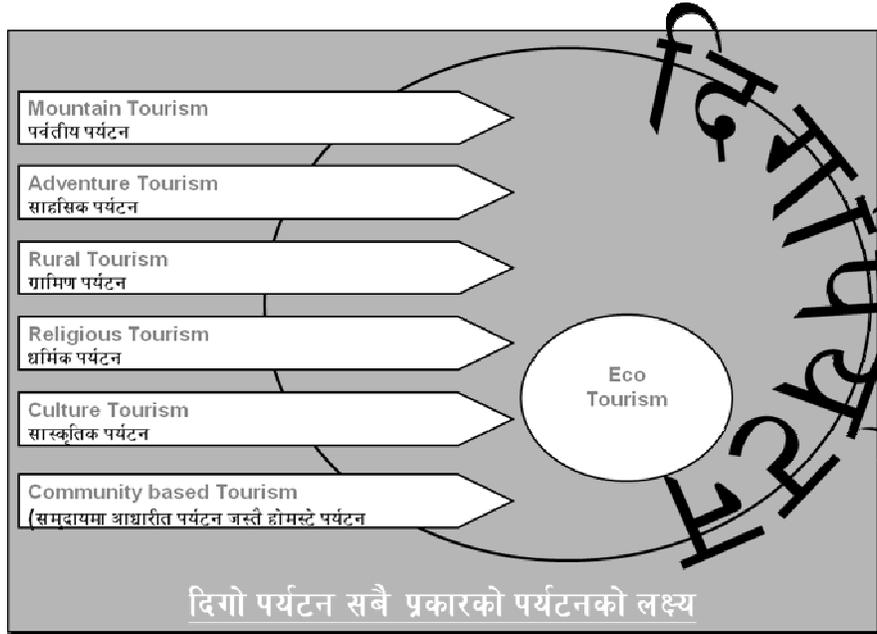
Cater (1991)

दिगो पर्यटन बिकासले निम्न कुराहरु हासिल गर्न सक्नुपर्छ:

- ✓ स्थानिय पर्यटन गन्तब्यहरुको आधारभुत आवश्यकताहरु पुरा गर्न योगदान ।
- ✓ स्थानिय पर्यटन गन्तब्यहरुमा असमानता र गरिबी घटाउन ।
- ✓ स्थानिय मानिसहरुमा स्वभिमानको प्रबर्द्धन गर्न ।
- ✓ समान रुपमा समाजका हरेक वर्गहरुको पहुँच पुग्ने गरि राष्ट्रिय, क्षेत्रिय तथा स्थानिय अर्थतन्त्रलाई गति दिन ।
- ✓ माथि उल्लेखित उद्देश्यहरु भावी पिडीको आवश्यकताहरुमा असर नपर्ने गरि पुरा गर्ने तर्फ अग्रसर हुनु पर्दछ ।

Tosun (2001)

दिगो पर्यटन (Sustainable Tourism)



दिगो पर्यटनका चुनौतिहरु (Challenges for sustainable tourism)

- पर्यटक संख्या वृद्धिको व्यवस्थापन
- जलवायु परिवर्तन
- गरिबी निवारण
- संरक्षणको लागि सहयोग
- स्वस्थ तथा सुरक्षा

दिगो पर्यटनको लक्ष (Aims of Sustainable Tourism)

१. आर्थिक स्थायित्व (Economic viability)
२. स्थानिय समृद्धि (Local prosperity)
३. रोजगारको गुणस्तर (Employment quality)
४. सामाजिक समानता (Social equity)
५. पर्यटकको सन्तुष्टी (Visitor fulfilment)

६. स्थानिय नियन्त्रण (Local control)
७. सामुदायिक कल्याण (Community wellbeing)
८. सांस्कृतिक प्रबर्द्धन (Cultural richness)
९. एकीकृत रूपमा भौतिक बिकास (Physical integrity)
१०. जैविक विविधता (Biological diversity)
११. स्रोतहरूको सही सदुपयोग (Resource efficiency)
१२. वातावरणिय स्वच्छता (Environmental purity)

दिगो पर्यटन बिकासको मापदण्ड (Criteria for Sustainable Tourism)

१. हरितगृह (ग्रीनहाउस) ग्याँस उत्सर्जन व्यवस्थापन तथा कटौती ।
२. फोहोर व्यवस्थापन: घटाउने, पुन-प्रयोग, र रि-साइक्लिङ ।
३. पानीको प्रयोग कम ।
४. फोहोर पानीको व्यवस्थापन ।
५. उर्जाको सदुपयोग, संरक्षण तथा व्यवस्थापन ।
६. ईको सिस्टम र जैविक विविधता संरक्षण ।
७. भुमिको प्रयोग सम्बन्धी योजना तथा व्यवस्थापन ।
८. हावाको गुणस्तर बचाउने तथा ध्वनि प्रदुषण घटाउने ।
९. स्थानिय समुदायको सामाजिक मान्यता तथा संस्कृतिको संरक्षण ।
१०. स्थानिय समुदायलाई आर्थिक फाइदा दिने ।
११. जिम्मेवारपुर्ण खरिद गर्ने ।
१२. कामदार तथा सेवाग्राहीहरूलाई तालिम तथा शिक्षा ।

दिगो पर्यटनका लागि १० चरण (Ten steps for sustainable tourism)

१. **दिगो पर्यटनको अवधारणा बुझ्ने:** दिगोपन भनेको के हो? मैले आफ्नो व्यवसायलाई कसरी अझ दिगो बनाउन सकिन्छ?
२. **स्व-मुल्यांकन:** पर्यटनबाट हुने सम्पूर्ण प्रभावहरू हेरेर तीन आधार स्तम्भ (आर्थिक, सामाजिक र वातावरणिय) प्रभावहरूको मुल्यांकन गर्ने ।
३. **दिगो पर्यटनको अवधारणा र आफ्नो व्यवसायको बारेमा सोच्ने:** आफ्नो व्यवसायलाई कसरी अझ दिगो बनाउन सकिन्छ भन्ने बिषयमा बिभिन्न उपायहरू बुँदागत रूपमा लेख्ने ।
४. **मुल्यांकन:** प्रत्येक उपायहरू अवलम्बन गर्ने चाहिने स्रोत, सामाथ्य र त्यसबाट वातावरण तथा समाजमा पर्ने सकारात्मक प्रभावहरू, आफ्नो व्यवसायले लागु गर्न सक्ने वा नसक्ने, बाहिरी सहयोगको सम्भावना आदि बिषयमा बिचार गर्ने ।
५. **निर्णय:** कुन उपाय लागु गर्ने हो निर्णय गर्ने । आफुले के गर्न चाहेको र के पुरा हुन सक्छ भन्ने कुरा मिल्नु पर्छ ।
६. **योजना बनाउने:** योजनामा प्रभावहरूको सुचक र मापन गर्न सकिने परिणामसहित के गर्ने स्पष्ट उल्लेख गर्ने, वास्तविक र हासिल गर्न सकिने, मुख्य जिम्मेवारीको बाँडफाँड (जस्तै: कार्यन्वयन गर्ने, जिम्मा कसले लिने) र कहिले गर्ने स्पष्ट उल्लेख गर्ने ।
७. **योजना लागु गर्ने:** सम्बन्धित ब्यक्तिहरू बीच नियमित भेटघाट गरी प्रगतिको समिक्षा गर्ने र कामहरू निर्धारित समयमा गर्ने सुनिश्चित गर्ने ।

८. **परिणामको बिश्लेषण गर्ने:** योजना लागु गर्नु पूर्वको अवस्था र योजना लागु गरिसकेपछिको प्रभावको मुल्यांकन गर्ने ।
९. **अन्तिम समायोजन:** परिणामको बिश्लेषणपछि सकारात्मक प्रभावहरू बढाउने र नकारात्मक प्रभावहरू घटाउने उपायहरू खोज्ने र सोही अनुसार अगाडि बढ्ने ।
१०. **आफ्नो सेवा/बस्तुलाई प्रचार प्रसार गर्ने:** दिगोपन भएका सेवा तथा बस्तुहरूमा उपभोक्ताहरूको माग बढिरहेको छ, आफुले गरेको मेहनतबाट फाइदा लिनुस ।

D. SESSION FOUR: SWOT Analysis

दिगो पर्यटनको सबल (Strengths), कमजोर (Weaknesses), अवसर (Opportunities) तथा जोखिम (Threats) को बिश्लेषण (SWOT Analysis)

S – Strengths (सबल पक्षहरू), W – Weaknesses (कमजोरीहरू), O – Opportunities (अवसरहरू), T – Threats (जोखिमहरू)

SWOT Analysis

सबल र कमजोरीहरू Strengths and Weaknesses	आन्तरिक वातावरण – कुनै संस्था वा कम्पनीभित्रको अवस्था ।	उदाहरण:- बस्तु, बस्तुको मुल्य, नाफा, गुणस्तर, जनशक्ति, सीप, ब्राण्ड, सेवा, प्रतिष्ठा, पुर्वाधार, आदिसंग सम्बन्धित तत्वहरू ।	वर्तमानको अवस्था
अवसर र जोखिमहरू Opportunities and Threats	बाह्य वातावरण – कुनै संस्था वा कम्पनी भन्दा बाहिरको अवस्था ।	उदाहरण:- बजार, क्षेत्र, फेसन, मौसम, प्रवाह, प्रतिस्पर्धा, अर्थतन्त्र, राजनीति, समाज, संस्कृति, प्रविधि, वातावरण, संचार, कानून, आदिसंग सम्बन्धित तत्वहरू ।	भविष्यमा हुन सक्ने अवस्था ।

Additional reading material - 1

पर्यटन विकासको महत्व (Importance of tourism development)

- ल्हाक्पा तेन्जी लामा शेर्पा

पर्यटन मानिसहरू विभिन्न ठाउँहरूमा उनीहरूको इच्छा अनुसार घुमफिर गर्ने क्रियाकलाप हो जसले मानिसलाई सन्तुष्टीको साथसाथै विभिन्न अवसरहरू पनि सिर्जना गर्दछ। पर्यटनको माध्यमबाट उत्पन्न हुने अवसरहरू अन्तर्गत रोजगारीको सिर्जना, साँस्कृतिक आदान प्रदान, आर्थिक वृद्धि, प्राकृतिक र साँस्कृतिक सम्पदाहरूको संरक्षण र सम्बर्द्धन, विश्व बन्धुत्वको विकास आदि पर्दछन्। पर्यटनले धेरै राष्ट्रहरूको मुख्य आम्दानीको स्रोतको रूपमा स्थान ओगटेको पाइन्छ साथै अर्थतन्त्रको मुख्य शक्तिको रूपमा स्थापित भएको पाइन्छ। यसको साथै पर्यटनले स्थानीय अर्थतन्त्रलाई ठूलो मद्दत पुर्याएको छ। विशेष गरी स्थानीय मानिसहरूको जीवनस्तर उकास्नका लागि स्वास्थ्य सेवा, शिक्षा तथा पूर्वाधार विकासको लागि पर्यटनले मुख्य भूमिका खेलेको पाइन्छ।

पर्यटनलाई परिभाषित गर्ने क्रममा सर्वप्रथम अष्ट्रियाका अर्थशास्त्री हर्मन स्चुलार्डले सन् १९१० मा दिएको परिभाषा अनुसार पर्यटन देशभित्र वा देश बाहिर कुनै पनि मुलुक, शहर वा अन्य क्षेत्रमा गरिने प्रवेश, बसाई, डुलाई जस्ता गतिविधिहरूको समष्टीगत रूपलाई जनाउँछ। साथै यस्ता गतिविधिहरू खासगरी आर्थिक चरित्रका हुने गर्दछन्। यसप्रकार आर्थिक, साँस्कृतिक, मनोरञ्जनात्मक, पारिवारीक, स्वास्थ्योपचार लगायत अध्ययन वा मोजमज्जा वा अन्य कुनै पनि कारणले एउटा व्यक्ति आफ्नो निवासस्थान छोडेर, आफ्नो देशभित्र कै वा देश बाहिर अन्य मुलुकमा विभिन्न स्थल भ्रमण गर्दछ भने त्यस्तो व्यक्तिलाई पर्यटक (Tourist) र उसको भ्रमण गर्ने सिलसिलामा त्यसबाट उत्पन्न सम्पूर्ण परिणामहरूको समष्टी रूपलाई पर्यटन (Tourism) भनिन्छ।

पर्यटन विश्व परिवेशमा दिनप्रतिदिन द्रुत गतिले बढिरहेको छ। विश्व पर्यटन संगठनको तथ्यांक अनुसार सन् १९५० मा २५ मिलियन अन्तर्राष्ट्रिय पर्यटक आगमन रहेकोमा वार्षिक रूपमा ६.१४ प्रतिशतका दरले बढ्दै, सन् २००७ मा ८९८ मिलियन पर्यटक आगमन भएको थियो, सन् २०११ सम्म आई पुग्दा यो संख्या अझ बढेर ९८३ मिलियन पुगेको छ। आम्दानीको हिसाबले सन् २००० मा पर्यटन व्यवसायबाट ४८१ विलियन अमेरिकी डलर आम्दानी भएको थियो भने सन् २००७ मा यो बढेर ८५६ विलियन अमेरिकी डलर पुगेको थियो भने सन् २०११ मा अझ बढेर १,०३० बिलियन अमेरिकी डलर पुगेको विश्व पर्यटन संगठनले जनाएको छ। यी सबै तथ्यांकहरूले पर्यटन व्यवसाय, विकासका निमित्त एउटा ठूलो आर्थिक शक्तिका रूपमा स्थापित हुन पुगेको तथ्य प्रष्ट हुन्छ। नेपालको सन्दर्भमा पर्यटन विकास सम्भावनाको ढोका २००७ सालको प्रजातन्त्र स्थापना संगसंगै खुलेको देखिन्छ। त्यसभन्दा अगाडि नेपालमा विदेशीहरूलाई खुला रूपमा आवत जावत गर्न अनुमति दिइदैनथ्यो। प्रजातन्त्रको उदयसंगसंगै नेपालले विभिन्न देशहरूसंग सम्बन्ध विस्तार गर्दै गए र पर्यटन विकासको लागि पनि प्रयासहरू गरिए। सन् १९५३ मे २९ मा तेन्जीङ नोर्गे शेर्पा र सर एड्मण्ड हिलारीले सगरमाथाको पहिलो पटक आरोहण गरेपछि विश्वको ध्यान नेपालतिर केन्द्रित भए जुन नेपालको लागि महत्वपूर्ण उपलब्धीको रूपमा रहयो।

नेपालमा सन् १९५० पछिको पर्यटक आगमनलाई हेर्ने हो भने सन् १९९९ सम्म निरन्तर रूपमा वृद्धि भएको देखिन्छ। तथ्यांक अनुसार सन् १९६२ मा ६ हजारको हाराहारीमा रहेको पर्यटक आगमन सन् १९७८ सम्ममा बढेर १ लाख ५६ हजार, १९८६ मा २ लाख २३ हजार र सन् १९९९ मा ४ लाख ९१ हजार पर्यटक नेपाल भित्रिए। संस्कृति पर्यटन तथा नागरिक उड्डयन मन्त्रालयका अनुसार सन् २००५ मा ३ लाख ७५ हजार पर्यटकहरूले नेपाल भ्रमण गरे जस अनुसार उनीहरूको औसत नेपाल बसाई ९.०९ दिन रहेको छ। जसमध्ये ७४ प्रतिशत पर्यटक हवाई मार्गबाट नेपाल भित्रिएका छन् भने बाकी स्थल मार्गबाट आएको देखिन्छ। विगतको तथ्यांकलाई हेर्दा सन् १९९९ पछि देखि सन् २००६ सम्म नेपालमा पर्यटक आगमनको संख्या घटेको देखिन्छ जसको मूल कारण राजनैतिक अस्थिरतालाई मान्न सकिन्छ। यसका साथै प्रचार प्रसारको कमी, पूर्वाधार विकास लगायत कारणले पनि पर्यटक संख्यामा वृद्धि हुन नसकेको हुन सक्दछ

। यद्यपि देशमा शान्ति स्थापना भए पछि सन् २०११ मा ७ लाख ३० हजार पर्यटक नेपाल भित्रिए, हालसम्मको पर्यटक आगमनलाई विश्लेषण गर्दा यो सबैभन्दा बढी पर्यटक आगमन हो ।

देशको अर्थतन्त्रमा पर्यटनको महत्वपूर्ण भूमिका रहेको छ । विकासका निम्ति चाहिने आर्थिक श्रोतको आर्जनमा पर्यटन व्यवसायले विदेशी मुद्रा आर्जनका निम्ति व्यापक श्रोतको सिर्जना गर्दछ । हाल विश्वका कैयन विकासोन्मुख मुलुकहरूले आफ्नो वार्षिक व्यापार घाटाको क्षतिपूर्ति, पर्यटन व्यवसायबाट हुने विदेशी मुद्राको आर्जनबाट गर्ने गर्दछ । यसप्रकार अन्य उत्पादनको ढाँजोमा पर्यटनले दिगो राष्ट्रिय आम्दानी दिने गर्दछन् ।

अन्तर्राष्ट्रिय पर्यटनका कारणले गर्दा कुल गार्हस्थ उत्पादन (Gross Domestic Product) वाहेक प्रतिव्यक्ति आय (Per Capita Income) समेत वृद्धि हुन पुगेको देखिन्छ । प्रतिव्यक्ति आयमा वृद्धि हुनु भनेको आर्थिक विकासको सुचक हो किनकि प्रति व्यक्ति आयमा वृद्धिको कारणले प्रत्येक मुलुकको आर्थिक सम्पन्नतामा निरन्तर वृद्धि हुने कुरा स्पष्ट छ । नेपालको सन्दर्भमा हेर्ने हो भने पर्यटनले औसत ३ प्रतिशत कुल गार्हस्थ उत्पादनमा योगदान गरेको पाइन्छ । यसलाई बढाउनका लागि पर्यटन विकासको थप पहल र प्रतिवद्धता आवश्यक देखिन्छ । विदेशी मुद्रा आर्जन गर्न नसक्ने मुलुकहरूको कुल गार्हस्थ उत्पादन र प्रति व्यक्ति आयमा वृद्धि हुन सक्दैन । यस्ता मुलुकहरूले विदेशी मुद्राको अपर्याप्तताका कारणले अनेकौं आर्थिक संकटहरूको सामना गर्नु पर्ने हुन्छ । यस्ता मुलुकहरूले भुक्तानी सन्तुलन (Balance of Payment) लाई अनुकूल बनाउनका निम्ति अथवा प्रतिकूल रहेको भुक्तानी सन्तुलनबाट पार पाउनका निम्ति विदेशी मुद्राको पर्याप्त आर्जन गर्नुपर्ने हुन्छ । त्यसैले विदेशी मुद्रा आर्जन गर्ने एक मात्र सजिलो उपाय पर्यटनलाई उद्योग र व्यवसायको रूपमा विकसित गर्नु अनिवार्य हुन जान्छ ।

पर्यटनको विकास गर्नका निम्ति देशभित्र सडक, हवाईमैदान, पुल, बाटोघाटो लगायत होटल, रेष्टुरेण्ट, संग्रहालय, राष्ट्रिय निकुञ्ज आदि पूर्वाधारका रूपमा निर्माण गर्न आवश्यक हुन जान्छ । यस्ता पूर्वाधारहरू राष्ट्रको विकास कै पूर्वाधारहरू हुन् । यस्ता पूर्वाधारहरू विकसित भई सकेपछि देशभित्र आउने पर्यटकहरूबाट मात्र राष्ट्रिय आम्दानीमा थप नभएर देश भित्रकै नागरिकहरूबाट पनि राष्ट्रिय आम्दानीमा सजिलै वृद्धि हुन्छ । यसरी पर्यटनका निम्ति निर्माण गरिएका पूर्वाधारहरूले गुणात्मक रूपमा राष्ट्रिय आयश्रोतमा वृद्धि गर्दै जान्छ । त्यसैले पर्यटनलाई गुणनकर्ता (Multiplier) पनि भनिन्छ । पर्यटकहरूले गरेको खर्चबाट प्राप्त हुने धन, विभिन्न ठाउँमा लगानी हुँदै निरन्तर गुणात्मक रूपमा वृद्धि हुँदै जान्छ । यो लगानी हुने र वृद्धि हुने क्रम कैयौंपल्ट दोहोरिने गर्दछ ।

उपरोक्त कुराहरू वाहेक पर्यटनका कारणले गर्दा नै कुनै पनि मुलुकको क्षेत्रीय वा स्थानीय विकासले समेत गति प्राप्त गर्न सक्ने हुन्छ । कतिपय मुलुकहरूमा रहेको अविकसित एवं आर्थिक रूपमा पछाडि परेका तथा बेरोजगार समस्या भएका क्षेत्रहरू पर्यटन विकासका निम्ति गरिने प्रयासका कारणले स्वाभाविक रूपमा विकसित हुन पुग्दछ । पर्यटनको विकासले बेरोजगारीका अवस्थाहरू पलायन हुनुका साथै रोजगारीका निम्ति नयाँ नयाँ मौकाहरू प्राप्त हुने गर्दछन् । पर्यटन उद्योग वा व्यवसाय भनेको नै हजारौं कामदारहरू चाहिने उद्योग वा व्यवसाय हो । पर्यटन विकास हुन सकेमा दक्ष, अर्ध दक्ष र अदक्ष जनशक्ति पर्यटनको व्यवस्थापनका निम्ति निर्माण लगायत बाटाघाटा, पुल, हवाई मैदान, होटल, रेष्टुरेण्ट, खाद्य सामग्री आपूर्ति, ब्युरियो पसल, पत्रिका केन्द्रहरूका निम्ति अनिवार्य रूपमा चाहिने हुन्छन् ।

यसरी समष्टीगत रूपमा पर्यटनको महत्वलाई विश्लेषण गर्दा पर्यटनलाई राष्ट्रको विकासको लागि अत्यावश्यक एवं शक्तिशाली श्रोतको रूपमा विकास गर्न सकिन्छ । नेपालको सन्दर्भमा त भन्न यो अनिवार्य देखिन्छ किनभने नेपाल पर्यटन विकासको प्रचुर सम्भावना बोकेको देश हो तर एउटै मात्र अभाव भनेको पर्यटन विकासको लागि उचित नीति निर्माण तथा ईच्छा शक्ति हो । अन्य किसिमका औद्योगिक विकासको सम्भावना कम रहेको हाम्रो देशमा पर्यटन एक मात्र त्यस्तो उद्योग बन्न सक्दछ जसको माध्यमबाट वैदेशिक मुद्राको सजिलै आर्जन हुन सक्ने, प्रति व्यक्ति आयमा वृद्धि हुन जाने, राष्ट्रको कुल गार्हस्थ उत्पादनमा वृद्धि हुने, रोजगारीका प्रशस्त अवसरहरू प्राप्त हुने, घरेलु उद्योग लगायत अन्य कतिपय उद्योगहरू स्थापित हुने, अविकसित क्षेत्रहरू विकसित हुन सक्ने, होटल, ट्राभल एजेन्सी, ट्रेकिङ एजेन्सी जस्ता अनेकौं संस्थाहरूको विकास हुन सक्ने, यातायात र संचार क्षेत्र विकसित हुन सक्ने पर्याप्त संभावनाहरू रहेका छन् । पर्यटन व्यवसायलाई जीवन शैलीका रूपमा अपनाउन सकिने र पर्यटनको महत्व तथा पर्यटन शिक्षा सबै नागरिकले जान्न र बुझ्न सक्ने हुनाले नै पर्यटन उद्योग वा व्यवसाय नेपाल जस्तो विकासोन्मुख राष्ट्रको निम्ति विकासको एक मात्र सशक्त आधार बन्न सक्दछ । यद्यपि

पर्यटनको विकास र व्यवस्थापन नियन्त्रित, एकीकृत र दिगो रूपले गर्नु पर्दछ जुन असल योजना र नीतिहरूको माध्यमबाट गर्न सकिन्छ । असल योजना र नीतिहरूको प्रभावकारी कार्यान्वयन गरेमा पर्यटनले कुनै वातावरणीय एवं सामाजिक समस्या सिर्जना नगरिकनै देशलाई प्रचुर लाभहरू प्राप्त गर्न सहयोग गर्दछ । पर्यटनको उचित योजना र व्यवस्थापन नगर्दा विभिन्न समस्याहरू भोग्नु परेका असंख्य उदाहरणहरू पनि छन् । पर्यटनको अनियन्त्रित र अव्यवस्थित विकासले केही छोटो समयका लागि आर्थिक लाभहरू दिएपनि कालान्तरमा त्यस्तो कार्यले सामाजिक र वातावरणीय समस्याहरू उत्पन्न गराउँदछ र पर्यटन क्षेत्रको गुणात्मक ह्रास हुन्छ । तसर्थ दिगो पर्यटन विकासको महत्वलाई हृदयंगम गर्दै नयाँ नेपालको निर्माणमा पर्यटन विकासलाई उच्च प्राथमिकता राखेर उचित योजना र नीति निर्माण गरी राष्ट्रले पर्यटन क्षेत्रलाई मुख्य आर्थिक क्षेत्रको रूपमा स्वीकार गरेर अगाडि बढ्न राजनीतिक प्रतिवद्धताका साथै कार्यान्वयन जरुरी छ । धन्यवाद ।

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Additional reading material – 2

पर्यटक सम्बन्ध सीपको धारणा (Customer/Guest relation techniques)

- पर्यटक सम्बन्ध भनेको ग्राहकलाई खुशी वा सन्तुष्ट पार्नका लागि गरीने सञ्चार लगायतका विभिन्न प्रयत्न तथा विधीहरूको कार्यान्वयन हो ।
- कुशल पर्यटक सम्बन्धले व्यवसायलाई सफल बनाउन सहयोग गर्दछ । जस्तै यस कुशलताले गर्दा पर्यटकलाई फेरीफेरी आउनलाई (repeat visit) प्रेरित गर्दछ, साथै आफ्नो नातागोता तथा चिनेजानेकाहरूलाई जानको लागि सिफारीश (recommendation) गर्दछ ।
- होमस्टे लगायतका पर्यटन सम्बन्धी सम्पूर्ण व्यापार व्यवसायहरूको सफलताको लागि पर्यटक सम्बन्ध सिप विकास गर्नु ज्यादै आवश्यक तथा महत्वपूर्ण हुन्छ ।
- उत्कृष्ट सेवा प्रदान गर्नुनै पर्यटक सम्बन्ध सिपको सबैभन्दा राम्रो तरीकाहरू मध्ये एक हो ।

पर्यटक सम्बन्धका तीन चरणहरू

१. विक्री पूर्वको सेवा (Pre-sales service)
२. विक्रीको बेलाको सेवा (Actual-sales service)
३. विक्री पछिको सेवा (After- sales service)

विक्री पूर्वको सेवा

- १। राष्ट्रिय निकुञ्जको प्रवेशद्वार मोन्जोमा सूचनाहरू राख्ने । साथै अन्य सूचना केन्द्रहरूमा पनि राख्ने ।
- २। ब्रोसुर छापेर बितरण गर्ने ।
- ३। वेबसाईड बनाउने ।
- ४। स्पष्ट ठेगाना सहितको भिजिटिङ कार्ड बनाउने ।
- ५। मौखिक संचार गर्ने ।
- ६। प्याकेज बनाएर ट्रेकिङ एजेन्सीहरूलाई दिने ।

पर्यटक सम्बन्ध किन महत्वपूर्ण छ ?

- १। पर्यटकको बसाई अवधि बढाउनुको साथै उनिहरू लाई पुनः आउनको लागि प्रेरित ९:यतष्ववतभ० गराउन
- २। पर्यटकले लिने सेवाहरूको मात्रा तथा सख्यामा वृद्धी गराउन
- ३। कुनै एक पर्यटकद्वारा अर्को पर्यटकलाई पर्यटकिय सेवा र व्यवस्थापनको बारेमा सिफारीश गराउन
- ४। पर्यटकिय सेवाको गुणस्तरलाई कायम राख्न, शिकायत हुन नदिन, शिकायत घटाउन तथा कुनै समस्या भईहालेमा त्यसको समयमै निराकरण गर्न

पर्यटकसँगको सम्बन्ध राम्रो बनाउने उपायहरू

- १। प्रभावकारी संचार सिपको विकास गर्दै पर्यटकले सोधेको वा खोजेको वा दिनपर्ने सुचनाहरू राम्रोसग बताउने
- २। ईमान्दार हुने
- ३। समस्या तथा चुनौतिहरूलाई यथाशीघ्र छिटो समाधान गर्ने ।
- ४। पर्यटकसँग अनावश्यक तर्क नगर्ने ।
- ५। पहिले सेवा दिने, पछि विक्री गर्ने ।
- ६। विभिन्न पर्यटकिय सेवाहरूलाई निम्न प्रकारले व्यवसायीक (Professional) रुपमा गर्ने
 - अतिथिको अगाडि च्युईगम चपाउने, सुती, खैनी तथा चुरोट खाने काम नगर्नुहोस
 - अतिथिको अगाडि खकार निकाल्ने र थुक्ने काम कहिल्यै नगर्नुहोस ।
 - आफ्नो ब्यक्तिगत समस्या काम गर्दा नदेखाउनुहोस ।
 - अतिथिको नजिक वा वरिपरि हुँदा हाँसिलो हुनुहोस ।
 - काम गर्दा अनावश्यक गफ नगर्नुहोस ।
 - काममा जहिले पनि सफा सुगधरमा ध्यान दिनुहोस । (कपाल खुल्ला नछोडनुहोस)
 - नम्र शब्दहरू प्रयोग गर्नुहोस जस्तै: थुचे क्षे, कोले फेप, याइलोइ फेप, आदि
 - आफ्नो कामप्रति गर्व गर्नुहोस ।

पर्यटकसँगको सम्बन्ध राम्रो बनाउने अन्य उपायहरू

- तपाईंको घरमा आउने सबै पाहुनाहरूलाई राम्रो स्वागत सत्कार गर्नु पर्छ ताकि उहाँहरू तपाईंको घरको पाहुना हुन भन्ने महशुस गरोस । (Do make your entire guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.)
- सधैं मैत्रीपूर्ण नम्र तथा सहयोगी हुनु होस । (DO be courteous and cooperative at all times.)
- आफ्नो समुदाय र वारिपारिको बारेमा सामान्य ज्ञान राख्नुहोस । (DO have a general knowledge of your community and the surrounding area.)
- पर्यटकहरूको लागि महत्वपूर्ण हुन सक्ने टेलिफोन नम्बरहरू याद राख्नुहोस । (DO know the telephone number of places that may be important to visitors.)
- स्थानीय चाडपर्वहरूको बारेमा बताउनुहोस । (DO talk about local events.)
- खानाको अर्डर लिने बेलामा आफ्नो अतिथिसामु हाँसलो तथा खुशीसाथ जानुहोस । (DO smile and greet your customers cheerfully when you come to take their order.)
- आफुले बेच्ने खानाको मेन्यु (menu) को बारेमा राम्रो जानकारी राख्नुहोस । (DO know your menu.)
- पर्यटकहरूले सधैं सोध्ने विषयहरूमा बोल्नका लागि तयार हुनुहोस । (DO be prepared to talk intelligently with regard to casual information often requested by a customer.)
- पर्यटकले खाना अर्डर गरेपछि पुनः एकपटक दोहोर्‍याएर सोध्नुहोस ताकि अर्डर अनुसार सही खाना दिन सकियोस । (DO double-check the customer's order, so he receives exactly what he ordered.)
- पेय पदार्थ कति बेला खाने भनेर पाहुनालाई सोध्नुहोस । (DO ask the customer when he wants his beverage.)
- पाहुनालाई खाना पस्किने बेलामा सरसफाइमा ध्यान दिनुहोस । (DO be clean when serving customers.)
- सक्दो राम्रो अतिथि सत्कार गर्नुहोस जस्तै सफा पिउने पानीको व्यवस्था गर्ने, कागजको नेप्कीन दिने, सफा चुरोट दानी राख्ने आदि । (DO make a point of giving excellent service - replenish hot water, provide paper napkins, clean ash trays.)
- बासरुम सफा र चिटिक्क राख्नुहोस । (DO make sure wash rooms are available, clean and tidy.)
- पाहुनालाई नसोध्किन एउटा खानाको सट्टा अर्को खाना नराख्नुहोस । (DON'T make substitutions until you have checked with the customer.)
- पाहुनालाई अनावश्यक रूपमा हतार नलगाउनुहोस वा यदि उसले कफी सिध्याउन धेरै समय लगायो भने पनि नरिसाउनुहोस । (DON'T hurry your customer unnecessarily or show annoyance if he dawdles over his coffee.)
- पाहुनालाई अनावश्यक रूपमा पर्खन नलगाउनुहोस, सबै चीज तोकिएको समयमा दिनुहोस । (DON'T keep customers waiting for the check. Bring it immediately, following dessert or coffee.)
- आफुलाई टिप्स चाहिन्छ भन्ने खालको व्यवहार नदेखाउनुहोस । (DON'T do anything which shows you desire a tip.)
- पाहुनालाई नदेखे जस्तो कहिल्यै पनि नगर्नुहोस, देखेपछि hi, hello,.. आदि भन्नुहोस । (DON'T ignore customers to sit unnoticed. Greet them.)

Annex 3: Training schedule

Time	Activity	Method
8:45 - 9:00 am	Review and previews	Review by the participants and preview by the instructor
9:00 - 10:30am	<u>Session 1:</u> Brief introduction to tourism: Background; Global, national and local trends and linkages; tourism system	Instructor's thematic presentation, participatory discussion
10:30 - 10:45am	Pleasure learning event	Group event following trainer's instruction
10:45 - 11:30am	<u>Session 2:</u> Tourism impacts: Socio-cultural, economic and environmental	Instructor's thematic presentation, group exercise and presentation
11:30 - 1:00pm	<u>Session 3:</u> Sustainable tourism 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	Instructor's thematic presentation, group workshop and presentation
1:00 - 1:45pm	Lunch Break	
1:45 - 3:00pm	<u>Session 4:</u> Analysing strength, weaknesses, opportunities and threats for new tourism business opportunities in SNP BZ	Instructor's thematic presentation, group exercise and presentation
3:00 - 3:15pm	Pleasure learning event	Group event following trainer's instruction
3:15 - 4:30pm	Making tourism business more Sustainable in the SNP BZ: strategies and personal commitments	Group discussion facilitated by instructor
4.30 - 5.00pm	Training evaluation: What went well? What could have been better?	Participatory discussion and sharing
5:00-5:30pm	Closing and certificate distribution	

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@cesvioverseas.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.