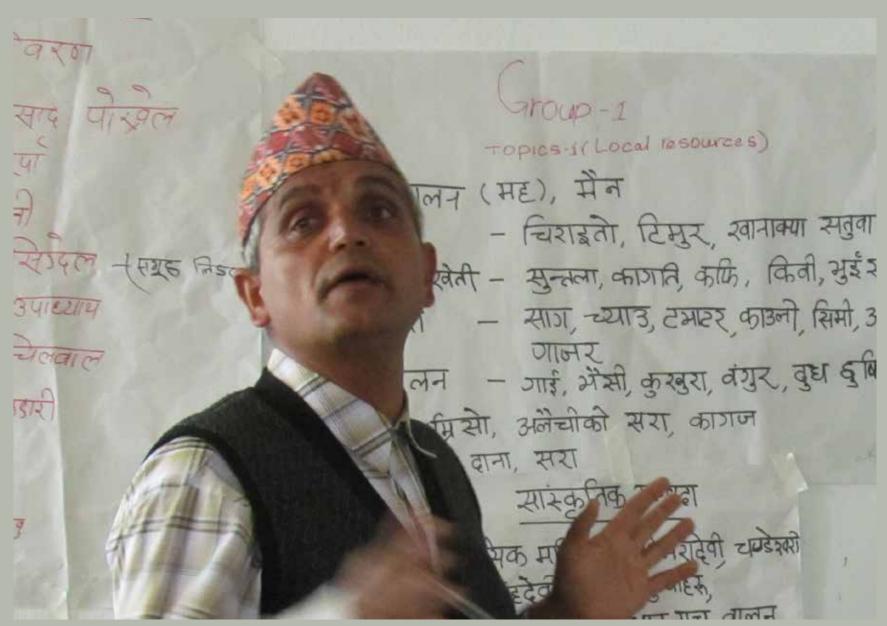
# Promoting ICT-assisted Spice Garden Tourism in the Kangchenjunga Landscape











# Background

High-value crops such as tea, coffee, spices, and medicinal and aromatic herbs grow abundantly in the mountain region of Nepal. Spices such as large cardamom are also high value export commodities that contribute to the incomes of farmers in the Kangchenjunga Landscape in Taplejung, Nepal.

## Problem statement

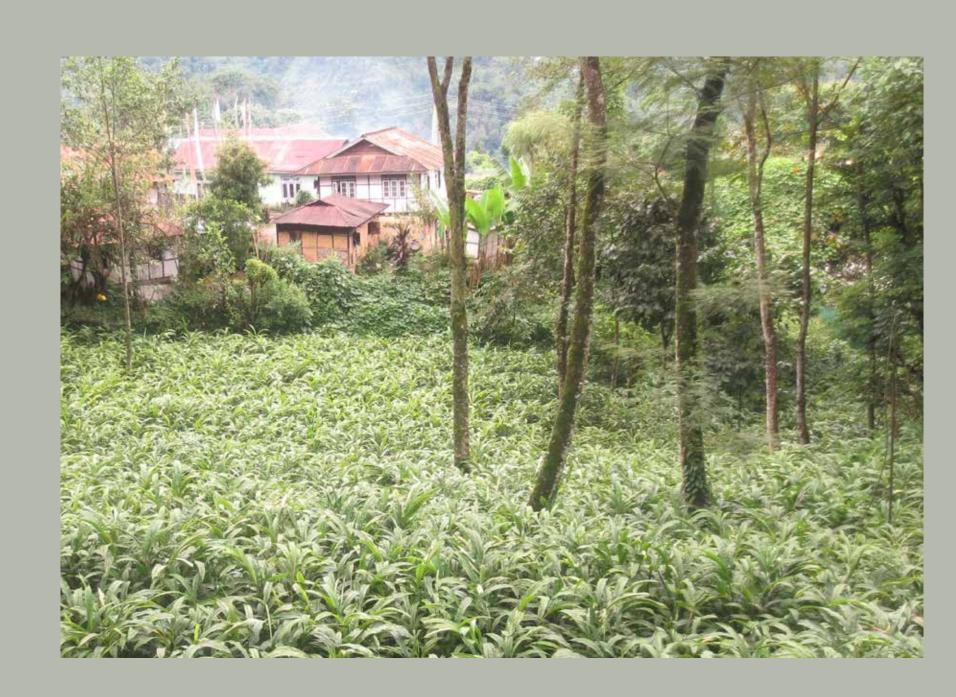
- Farmers are over-dependent on cardamom production for their livelihoods.
- Fluctuations in cardamom prices and climate change pose additional risks to cardamom farming.

# Proposed solution

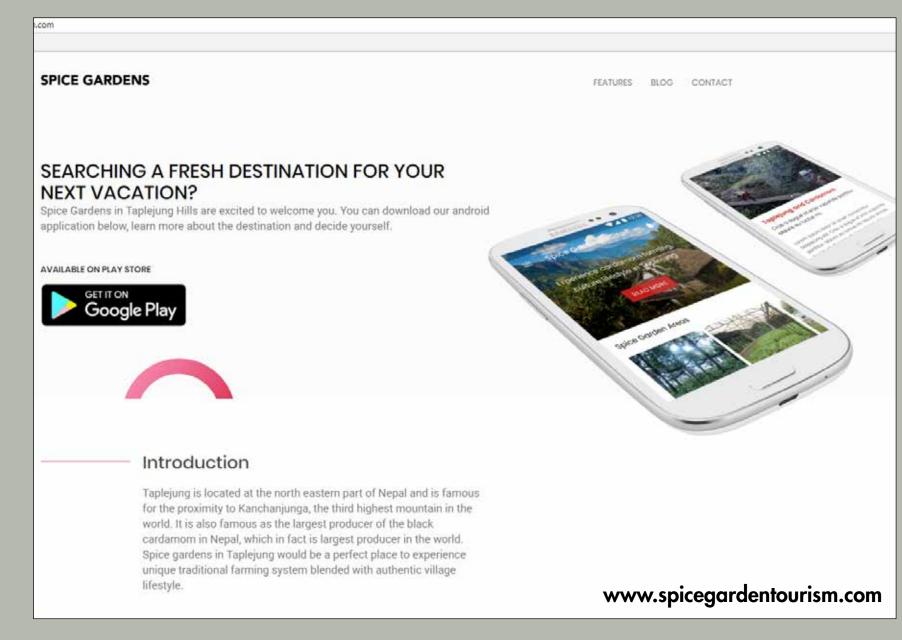
A Spice Garden Tourism Destination will be developed in Taplejung to diversify livelihood options for cardamom farmers and provide an alternative tourism option to visitors and tourists. Information and communication technology (ICT) tools will be used to test innovative concepts and practices related to livelihood diversification and resilience enhancement.

# Aim

Enhance the livelihood resilience of cardamom farmers through the promotion of ICT-assisted spice garden tourism in Fungling, Furumbu, and Sikaicha in Taplejung.









Project Design

## Capacity building

- Skills enhancing training
- Mobile apps assisted marketing training
- Promotional product development Basic infrastructure development
  - Collaborative partnership
- Strategic partnership
- Institutional collaboration Policy and practice uptake
- Technical partnership
- Action research
- Spice garden tourism development

#### Mobile apps development

- Promote the Kanchanjunga
- Spice Garden Trail • Link spice garden tourism with

other tourism products in the Eastern Himalaya



### **Decision making tool**

Selection of a travel itinerary based on criteria

- preferred time of the year,
- number of days,
- activity type, and
- budget

#### Marketing and promotion

- Support customization of tour packages
- Promote spice garden tourism along with other tourism destination in the Eastern Himalaya









