

Consultative workshop on tourism planning (2020–2024) for Namkha Rural Municipality, Nepal

6 May 2019, Kathmandu, Nepal



Copyright © 2019

International Centre for Integrated Mountain Development (ICIMOD)

This work is licensed under a Creative Commons Attribution Non-Commercial, No Derivatives 4.0 International License

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>)

Note

This publication may be reproduced in whole or in part and in any form for educational or nonprofit purposes without special permission from the copyright holder, provided acknowledgement of the source is made. ICIMOD would appreciate receiving a copy of any publication that uses this publication as a source. No use of this publication may be made for resale or for any other commercial purpose whatsoever without prior permission in writing from ICIMOD.

The views and interpretations in this publication are those of the author(s). They are not attributable to ICIMOD and do not imply the expression of any opinion concerning the legal status of any country, territory, city or area of its authorities, or concerning the delimitation of its frontiers or boundaries, or the endorsement of any product.

This publication is available in electronic form at www.icimod.org/himaldoc.

Published by

International Centre for Integrated Mountain Development
GPO Box 3226, Kathmandu, Nepal

Production team

Shradha Ghale (Consultant editor)
Samuel Thomas (Senior editor)
Rachana Chettri (Editor)
Punam Pradhan (Graphic designer)

Photos: Jitendra Bajracharya

Citation

ICIMOD (2019). *Tourism planning (2020–2024) for Namkha Rural Municipality, Nepal*, Proceedings, ICIMOD, Kathmandu

PROCEEDINGS

Consultative workshop on tourism planning (2020–2024) for Namkha Rural Municipality, Nepal

6 May 2019, Kathmandu, Nepal

Organized by

Namkha Rural Municipality

With technical support from

Kailash Sacred Landscape Conservation and
Development Initiative



Contents

Abbreviations and acronyms

SECTION 1 | PAGE 2

Introduction

SECTION 2 | PAGE 3

Workshop objectives

SECTION 3 | PAGE 3–10

Workshop highlights

Opening session

Technical session

Closing session

SECTION 4 | PAGE 11

Conclusions

PAGE 12–17

Annexes

Annex I: Programme agenda

Annex II: Participants list

Annex III: Group work participants

Annex IV: Group work results



Acronyms and abbreviations

ACAP	Annapurna Conservation Area Project	NGO	Non-governmental organization
GoN	Government of Nepal	NPR	Nepalese Rupee
HRA	Himalayan Rescue Association	PRC	People's Republic of China
ICIMOD	International Centre for Integrated Mountain Development	RECAST	Research Centre for Applied Science and Technology
MoFE	Ministry of Forests and Environment	TAAN	Trekking Agencies' Association of Nepal
MoCTCA	Ministry of Culture, Tourism and Civil Aviation	TAR	Tibet Autonomous Region
NTB	Nepal Tourism Board		
NATHM	Nepal Academy of Tourism and Hotel Management		



NAMKHA RURAL MUNICIPALITY'S UNIQUE CULTURAL AND NATURAL HERITAGE PRESENT STRONG POTENTIAL FOR TOURISM.

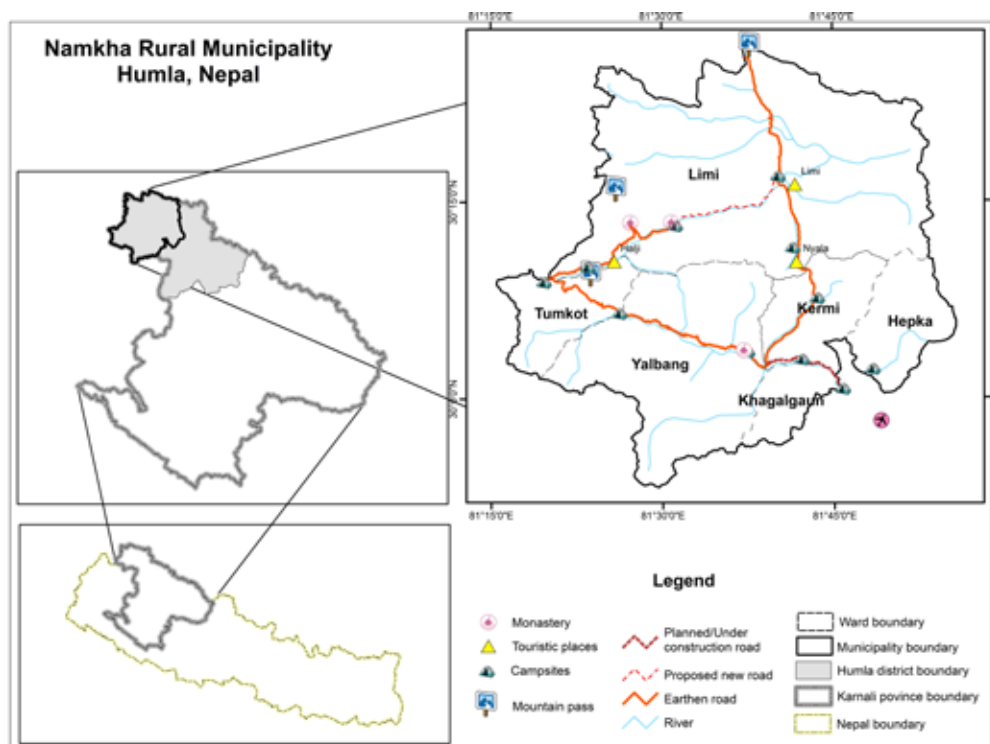
SECTION 1

Introduction

Namkha Rural Municipality is one of the 753 local government units of Nepal. Located in Humla district of Karnali Province, the municipality is the gateway to Mt Kailash, an important pilgrimage site for Hindus and Buddhists as well as a popular tourist destination. Namkha Rural Municipality itself provides unique and vibrant ecotourism and cultural attractions to international and regional (especially Chinese) tourists. The municipality lies adjacent to Pulan County in the Tibet Autonomous Region (TAR) of the People's Republic of China (PRC), and thus has great potential to benefit from culturally and naturally sourced cross-border tourism. The Government of Nepal (GoN) recognizes tourism as one of the key engines for accelerated growth and prosperity. In particular, its Tourism Strategy (2015–2024) focuses on developing remote areas of Nepal through diversification and inclusive tourism growth.

Namkha Rural Municipality (Map 1) is one of the pilot sites of the Kailash Sacred Landscape Conservation and Development Initiative (KSLCDI). The KSLCDI is a transboundary landscape programme implemented by the Ministry of Forests and Environment (MoFE), Research Centre for Applied Science and Technology (RECAST), and the International Centre for Integrated Mountain Development (ICIMOD) in Nepal. The Kailash Sacred Landscape (KSL) in Nepal includes areas within Humla, Baitadi, Bajhang and Darchula districts, while the transboundary landscape includes Pulan County of TAR, China and Pithoragarh district in Uttarakhand State, India.

Namkha Rural Municipality has strong potential to become a global, regional and national hub for heritage tourism and ecotourism. However, the potential has not been fully tapped. To ensure community centric sustainable tourism (heritage and ecotourism) in Namkha, owned and managed by local women and men, and in particular the youth, a one-day consultation workshop was organized by Namkha Rural Municipality with support from ICIMOD in Kathmandu, Nepal.



SECTION 2

Workshop objectives

- Introduce Namkha Rural Municipality (RM) to diverse national and international development organizations
- Stakeholder consultation on synergizing opportunities in tourism development
- Identify and consolidate a five-year tourism activity plan (short, mid and long term) for Namkha RM
- Finalize preparations for a tourist/pilgrim health camp for the 2019 tourist season (May to September) at Hilsa in coordination with the Himalayan Rescue Association

SECTION 3

Workshop highlights

Opening session

David Molden, Director General of ICIMOD, welcomed all the participants to the planning workshop. On behalf of ICIMOD, he said he was pleased to provide a space and platform for Namkha Rural Municipality to share ideas and knowledge to formulate a five-year tourism plan. Nepal's strength lies in its diverse culture, landscape and people, which will help to mitigate issues like climate change and development in the future. This diversity is evident in the rich cultural and spiritual values that are woven into the lives and livelihoods of the people of Namkha Rural Municipality. The region has potential to become a hotspot for ecotourism and a pilgrimage route for the large numbers of Indian tourists who visit Mt Kailash and Lake Manasarovar every year. Although the remoteness of Namkha poses challenges for development, the pilgrimage route provides an opportunity for development. The challenge is thus to conserve the cultural and natural resources of the region while moving forward with development activities. Molden requested the participants to plan carefully so that conservation and development can go hand in hand.



BISHNU LAMA, CHAIRPERSON, NAMKHA RURAL MUNICIPALITY, SPEAKING AT THE OPENING SESSION.

Paljor Lama, Chairperson of Ward 6, Namkha Rural Municipality, welcomed all participants and thanked ICIMOD for organizing the workshop.

Bishnu Lama, Chairperson of Namkha Rural Municipality, shared the workshop objectives. The major purpose of the workshop was to receive feedback from participants in order to prepare the five-year tourism plan for the municipality. He said the residents of Humla looked forward to collaborating with various government, non-government and private organizations for this purpose. The two major issues to be discussed during the workshop were: a) the establishment of a health camp in Hilsa with the support of Himalayan Rescue Association (HRA) and b) to address the problem of limited facilities available for tourists coming to the region. Lama stressed that many workshops had been held in the past but those did not bring any substantial outcomes; however, it was expected that this workshop would generate a five-year plan for tourism in Namkha Rural Municipality.

Dandu Raj Ghimire, Director General, Department of Tourism, said that tourism holds great potential for Namkha Rural Municipality, which is the gateway to Kailash Manasarovar. Namkha will greatly benefit from its connection to Taklakot. The branding of Nepal is different from that of other countries – for example, Nepal's trails are diverse in nature, which appeals to tourists. These trails

therefore need to be developed in a sustainable manner, and tourism development must occur with a focus on the quality of tourists coming in rather than the quantity. The increasing trend of domestic tourism holds great potential for Namkha, especially because Nepali tourists spend more compared to foreign tourists. Hence, targeting domestic tourists would be highly beneficial. Ghimire said that the first step of planning is zoning and resource map and asked participants to focus on the same.

Rameshwar Adhikari, Executive Director, RECAST, shared his enthusiasm for collaborating with Namkha Rural Municipality, ICIMOD and the GoN to develop the region. Tourism is connected with waste management; therefore the plan must also focus on the waste management system. Namkha Rural Municipality has an abundance of medicinal herbs and agricultural crops that can be branded and promoted as super foods in the market. He stated that RECAST could provide their support in waste management, as well as in the development of super foods from the region.

Binod Devkota, Under Secretary, MoFE, said that tourism is not an isolated sector; it requires support from multiple sectors and intricate planning. As Namkha Rural Municipality is a pilot site of the KSLCDI, lessons learned from here can be used to upgrade other national and regional plans in the country. Along with development, there also needs to be proper management as tourism is not only profit oriented but also a platform for sharing knowledge and ideas among people. Tourism can have negative impacts on the culture and environment of a region; hence care must be taken to develop a plan that creates a balance between tourist satisfaction and sustainable development. Devkota thanked ICIMOD and Namkha Rural Municipality for organizing the workshop as it is very relevant in the current scenario.

Surya Prasad Paudel, Director General, Department of Agriculture, highlighted Humla's potential for producing agricultural crops like potato, barley, apple, walnut and livestock products like *chauri* (yak) wool and Himalayan cheese. He also shared the idea of promoting agro-tourism in Humla. China is ready to buy goods from Nepal but the absence of quarantine facilities in Nepal is causing obstructions to this trade. This issue is being followed up at the Ministry of Agriculture as the establishment of a quarantine facility in Hilsa will contribute to the trade of goods between the two countries. Paudel suggested that participants should focus on 5–6 commodities while developing the plan.

Chhakka Bahadur Lama, Member of Parliament, said that while making a plan, one must think about the symbiotic relationship between nature and culture. There is a lifestyle difference between people living in the core city area and people living in the country's periphery. Moreover, the mode of production in Kathmandu is different from that in Namkha; hence Namkha must focus on the promotion of niche products. He stressed that economic development is the foundation of social development, and the region must focus on economic aspects while developing the plan.

Rajan Kotru, Regional Programme Manager, Transboundary Landscapes Programme, ICIMOD, summarized the key messages from all the speakers. He stressed the importance of zoning and Namkha Rural Municipality's connection with its neighbouring areas. While developing tourism, it is also important to 'manage' tourism in an equitable and inclusive way. It is also important to consider climate change and its impact on monasteries and cultural heritage. There is also a need to harness the potential of different crops in the landscape. In order to achieve this, one must consider the cross-border market, and standards must be raised to meet Chinese requirements. Support is required from both government and private agencies not only to create the tourism plan, but also to implement it. Finally, Kotru stressed the need to own the plan from the initial stage so that it is effectively implemented.

Technical session

Session 1: Introduction to Namkha Rural Municipality and the five-year periodic plan

Bishnu Lama thanked the key speakers for their valuable suggestions and advice, which would be incorporated in the tourism plan. One of the difficulties Humla faces is that it is not connected with the national road network, and this has hampered development activities in the region. The people of Namkha have a strong desire to introduce this region to the global market. Namkha is the only location in Nepal from where tourists can see both Mt Kailash and Lake Manasarovar at once. Although there is high potential for tourism in Namkha, proper plans are lacking and hence the delay in implementing development activities.

Lama also emphasized that despite the high demand for products from Namkha in Taklakot and Tibet, they are not able to reach this market due to the lack of quarantine facilities for agriculture and livestock products. It was noted that in 2019, it would be necessary to develop a substantial plan before the allocation of the budget so that the plan could be implemented as soon as possible. He said he was pleased to have ICIMOD as a partner and shared his experience from a recent exposure visit to Sikkim, India. Sikkim, which has a similar (mountainous)



LAPCHYA LA, A POINT ACCESSIBLE FROM NEPAL, PROVIDES BREATHTAKING VIEWS OF MT KAILASH AND LAKE MANASAROVAR.



A THEMATIC DISCUSSION ON KEY TOURISM ISSUES IN NAMKHA RURAL MUNICIPALITY.

landscape as Humla, has developed and promoted tourism very well. As the Chairperson of Namkha Rural Municipality, Lama said he is keen to implement the lessons learned from Sikkim in his area of jurisdiction.

Session 2: Tourism planning for Namkha Rural Municipality – Key elements of the five-year tourism plan

Anu Kumari Lama presented the key elements of the five-year tourism plan for Namkha Rural Municipality, Humla. Her presentation started with an analysis of the big picture. She highlighted the need for and importance of linking the plan within broader policy frameworks and visions of the Government of Nepal. They include:

- a. Vision for sustainable development: Just, inclusive and prosperous society
- b. Vision for the forest sector: Sustainable management of forest ecosystems, biodiversity and watersheds fully optimized for national prosperity
- c. Vision for the tourism sector: Attractive, safe, exciting and unique destination through conservation and promotion leading to equitable benefit sharing and greater social harmony

Lama also highlighted the current status of tourism in Humla and challenges faced by the region and requested the participants to develop the tourism plan accordingly. She stressed the importance of just and inclusive tourism development in the region, looking at its development from the demography, human capital and tourism workforce perspective. Due to outmigration of men in the region, women make up the bulk of the tourism workforce; however, carefully planned sustainable tourism can bring positive change by stemming the tide of outmigration. She said that tourism is a crosscutting and multi-dimensional sector, and sustainable tourism development is a complex and dynamic process that requires collaboration with stakeholders from subnational, national and regional levels.

Thematic areas for the five-year tourism plan

For this session, the workshop participants were divided into three groups to discuss key issues in three thematic areas: 1) tourism development, 2) tourism marketing, and 3) inclusive human resource development. All three groups were asked to discuss what all needs to be done in terms of activities, research, documentation and policies. In addition, groups were requested to identify relevant



stakeholders, timeline and resources required to conduct these activities. The participants referred to Map 2 during their discussion. The group results are summarized below (see Annex 4 for the results of group work).

GROUP 1: TOURISM DEVELOPMENT

The group discussed action points that must be addressed within a specific timeframe to develop tourism in the region. Participants addressed the importance of developing immigration facilities at Hilsa, including infrastructure, basic facilities and human resource mobilization. Connectivity is required through airport and heliport services, roads and trail improvement. Basic tourism infrastructure, including trails for trekking, bicycling and vehicles, along with teashops, a health and rescue centre, homestays and rest-houses would also be very important for the region. [Refer to Annex 4, Group 1 for details.]

GROUP 2: TOURISM MARKETING

The second group reviewed the current marketing scenario of Namkha Rural Municipality and assessed the need to promote the destination through digital marketing. The group also discussed the need to develop a media strategy to promote Namkha in national and international markets. [Refer to Annex 4, Group 2 for details.]

GROUP 3: INCLUSIVE HUMAN RESOURCE DEVELOPMENT

The third group discussed the need to develop strategies and targeted approaches that are participatory, transparent and accountable to achieve inclusive human resource development in the region. Skills development in areas such as cooking, sanitation and hygiene, guiding, homestay, high altitude health and safety and financial management and literacy was discussed. [Refer to Annex 4, Group 3 for details.]

Session 3: High-altitude rescue programme: Experiences from the HRA

Narendra Deo Bhatta, President of the HRA, said that his institution has been organizing health camps in Namche, Pheriche and Manang since 1973, and saving lives since then. High-altitude sickness is not a disease; it can be prevented and cured with proper and timely treatment. When treated in a timely manner, human casualty from high-altitude sickness is zero percent. The HRA organizes free lectures at Pheriche for trekkers, guides and porters, and these have been effective in preventing high-altitude sickness. Casualty from high-altitude sickness is mostly due to lack of awareness. The number of people succumbing to high-altitude sickness has reduced compared to last year. Bhatta



THE BORDER TOWN OF HILSA – THE OFFICIAL GATEWAY TO MOUNT KAILASH FROM NEPAL.

noted that ICIMOD and the HRA are similar organizations in that they both work for mountains and people. The HRA wants to prove that mountains are safe and is working towards achieving this goal.

Bhatta talked about the various complexities of conducting a seasonal health camp in Hilsa, one of which is lack of electricity. Without power supply, equipment will not be functional and the facility provided to tourists would be very basic. If power supply is provided, the health post will be more efficient. Given Namkha's proximity to China, bringing oxygen cylinders from China would be more efficient. Finally, the health camp facility will require an experienced doctor along with health assistants. He said that the HRA can operate a health camp during this year's tourist season from May to September but only with basic facilities.

Prakash Adhikari shared his experiences from the field regarding high-altitude sickness. Annually, 4000 people receive health assistance through the HRA free of cost. One of the problems the HRA faces while operating health posts in remote mountain areas is the reluctance of Nepali doctors to work there; hence the HRA has been bringing international volunteer doctors to run these

health posts. However, recent policy changes have made it very difficult for international doctors to get permission to work in Nepal. Despite limited resources, the HRA strives to create a safe space for tourists in the mountains.

DISCUSSION

After the presentations, the floor was opened for discussion. Bishnu Lama stated that his government would provide support to the HRA to operate a health post. Namkha Rural Municipality already has plans to establish a health camp this year for the coming tourist season. They can provide the HRA with local health workers for the health post.

There was also concern regarding immediate actions required to conduct the health post this year. Narendra Deo Bhatta responded that in 2019, it would not be possible to hire an international doctor, but a Nepali doctor through the Mountain Medical Society would be a more viable option. The HRA would provide an assistant for the health camp. The HRA would also provide training to local health assistants for the long-term sustainability of the health post.



FOR TOURISTS WHO ARE NOT USED TO HIGH ALTITUDES, NAMKHA'S REMOTENESS AND ELEVATION ARE FACTORS THAT MAY TRIGGER HIGH ALTITUDE SICKNESS IF NECESSARY PRECAUTIONS ARE NOT TAKEN.

Closing session

The way forward

Janita Gurung, Programme Coordinator, KSLCDI, ICIMOD, shared the way forward based on the progress of the workshop. Two deliverables are anticipated from the workshop:

1. The Five-Year Tourism Management Plan for Namkha Rural Municipality will be drafted within two months with technical support from ICIMOD. This draft will be validated in Namkha Rural Municipality and subsequently finalized before the end of 2019.
2. A health camp targeting the 2019 Kailash–Mansarovar tourism season will be operated jointly by Namkha Rural Municipality and the HRA. This first camp will be run with basic facilities and function as a scoping camp to determine the way forward for future camps. The necessary work to facilitate the operation will be done with support from other stakeholders.

Concluding remarks

Hikmat Singh Ayer, Senior Director of the Nepal Tourism Board (NTB), thanked Namkha Rural Municipality and ICIMOD for organizing the workshop, and the participants for their proactive participation. Sharing his experiences from his 2018 visit to Limi, he highlighted the tourism opportunity of the region. It is imperative that the private sector promotes new and upcoming destinations like Namkha Rural Municipality. Connectivity and networking is extremely important for the development of the region. The NTB has set aside a budget for Namkha Rural Municipality and Humla for the first time. There are plans to establish an information centre in Simikot and Hilsa, along with a high-altitude rescue centre in Hilsa. The NTB will continue to support the cross-border festival in Yalbang this year and will also promote Humla in the international market. Furthermore, the NTB is interested in providing training to increase human resources in the tourism sector of the region. Ayer said that the Chairperson of Namkha Rural Municipality was making commendable efforts in the tourism sector.



RAJENDRA DHAMI, CHAIRPERSON, SAIPAL RURAL MUNICIPALITY, STRESSED THE IMPORTANCE OF SUSTAINABLE NATURE-BASED TOURISM IN THE LANDSCAPE.

Rajendra Dhimi, Chairperson of Saipal Rural Municipality, Bajhang, thanked the organizers for providing him the opportunity to be part of the tourism planning process of Namkha Rural Municipality. He said that since Namkha is a nature-based tourism destination, the plan for the municipality must also focus on how to conserve natural resources and prevent their exploitation for profit. Sharing his experiences from the exposure visit to Sikkim (with Bishnu Lama), he stressed the importance of promoting nature-based tourism products in a sustainable manner. Finally, he suggested that tourists travelling through Darchula can travel to Humla via Bajhang.

Mangal Lama, Chairperson of Humla Chapter of Nepal China Chamber of Commerce, thanked both the workshop organizers and participants and appreciated the technical support provided by ICIMOD to Namkha Rural Municipality. He said that Namkha has strong tourism potential, particularly with the flourishing Tibetan culture in the Limi

Valley and the rich cultural and spiritual traditions of the local communities. Developing infrastructure is fundamental to the overall development of the region, and the lack of adequate infrastructure and limited accessibility have been obstacles to developing Namkha as a tourism destination.

Bishnu Lama concluded the workshop by thanking all the participants for giving their time and suggestions to develop the five-year tourism plan for Namkha Rural Municipality. The suggestions provided during the workshop would guide the team to move forward. He said that although previous workshops could not provide tangible outputs, this workshop would hopefully lead to a documented plan that would support their activities in the future. Promoting the tourism destination is key to tourism development, for which he appreciated the support of ICIMOD and the NTB. In the end he assured the participants that their suggestions would be incorporated into the tourism plan, which would be developed in a sustainable and inclusive manner.

SECTION 4

Conclusion

As the gateway to Kailash–Manasarovar, Namkha Rural Municipality holds great potential for socioeconomic development through sustainable tourism (heritage tourism and ecotourism). During the workshop, participants from various government and non-government organizations were introduced to the opportunities available in Namkha Rural Municipality. Namkha has a rich culture and history, which provides opportunities for transboundary tourism in the region. Subsequently, infrastructure development, sustainable tourism management and provision of health facilities were identified as priority areas for Namkha Rural Municipality's five-year tourism plan.

There are many challenges that must be addressed while developing tourism in the region. One of them is accessibility – a major issue faced by the region as Humla is Nepal's only district that is not yet connected with the national road network. Construction of a motorable road is ongoing, which has blocked the existing route in some places. During the monsoon, frequent landslides and road blockage make it difficult for tourists to reach the region. A similar difficulty is

faced by tourists travelling through air; the limited number of flights and risky terrain limit the number of tourists in the region. Likewise, there is an urgent need to upgrade and standardize basic services including accommodation, communication and health facilities.

In this context, the workshop provided an opportunity to synergize opportunities in tourism development while addressing some of the above-mentioned challenges. Participants highlighted the need to develop tourism infrastructure such as homestays, rest houses and tea shops. In addition, capacity building programmes for local tourism entrepreneurs are necessary to provide good quality services to tourists. Another major priority of the workshop was to address the need to develop a tourist/pilgrim health camp for 2019 tourist season at Hilsa in coordination with the Himalayan Rescue Association.

The consultative workshop provided a platform for identifying key issues and consolidating the five-year tourism action plan for Namkha Rural Municipality with activities for the short, medium and long term. In addition, the workshop emphasized the importance of conducting tourism development activities in a sustainable manner to minimize negative impacts on the environment, culture and heritage of the region.



NAMKHA'S TOURISM PRODUCTS NEED TO BE PROMOTED IN BOTH NATIONAL AND INTERNATIONAL MARKETS FOR TOURISM DEVELOPMENT TO TAKE OFF IN THE REGION.

Annexes

Annex 1: Programme agenda

Time	Programme	Responsible
08:30 – 09:00	Registration	
09:00 – 10.00	Opening session	
09.00 – 09.05	Welcome remarks	David Molden, DG, ICIMOD
09.05 – 09.10	Remarks	Paljor Lama, Ward Chair, Namkha-6
09.10 – 09.15	Workshop objectives	Bishnu Lama, Chair, Namkha RM
09.10 – 09.15	A glimpse of Namkha Rural Municipality	Film
09.15 – 09.20	Remarks	Danduraj Ghimire, DG, Dept. of Tourism
09.20 – 09.25	Remarks	Rameshwar Adhikari, Executive Director, RECAST
09.25 – 09.30	Remarks	Binod Prasad Devkota, Under Secretary, MoFE
09.30 – 09.35	Remarks	Surya Prasad Poudel, DG, Dept. of Agriculture
09.35 – 09.40	Remarks	Tshewang Lama, MP, Humla
09.40 – 10.00	Vote of thanks	Rajan Kotru, Regional Programme Manager, TBL, ICIMOD
10.00 – 10:15	Photo session and tea break	
10.15 – 4.00	Technical session	
10.15 – 10.30	Self-introductions	
10.30 – 10.50	Session 1: Introduction to Namkha RM and Five-year Periodic Plan	Bishnu Lama, Chair, Namkha RM
10.50 – 11.10	Discussion	
11.10 – 11.30	Session 2: Tourism planning for Namkha rural municipality Presentation on key elements of the Five-year Tourism Plan	Anu Kumari Lama, Tourism Specialist, ICIMOD
11.30 – 12.30	Group work on thematic areas Tourism development Tourism marketing Inclusive human capital development	Facilitated by Janita Gurung, Programme Coordinator, KSLCDI Anu Kumari Lama Brajesh Shrestha, Private Sector Engagement Kamala Gurung, Gender Specialist, ICIMOD
12.30 – 1.30	Lunch	
1.30 – 2.00	Group work (contd.)	
02.00 – 03.00	Thematic presentations	World Café style
03.00 – 03.10	Tea break	
03.10 – 03.30	Session 3: 2019 Health camp in Hilsa High-altitude rescue programme: Experiences from HRA	Narendra Deo Bhatta, President, Himalayan Rescue Association Prakash Adhikari, HRA, Chief Executive
03.30 – 04.00	Conducting a health camp in Hilsa for 2019 summer season: Action plan	Facilitated by Anu Kumari Lama
04.00 – 05.00	CLOSING SESSION	
04.00 – 04.15	Summary and the way forward	Janita Gurung, Programme Coordinator, KSLCDI Hikmat Singh Ayer, Senior Director, Nepal Tourism Board Rajendra Dhimi, Chairperson, Saipal Rural Municipality, Bajhang Mangal Lama, Chairperson, Humla Chapter of Nepal China Chamber of Commerce
04.15 – 04.35	Closing remarks	
04.35 – 04.45	Vote of thanks	Bishnu Lama

Annex 2: Participants list

SN	Name	SN	Name
Government of Nepal			
1	Chakka Bahadur Lama Member of Parliament House of Representatives	2	Danduraj Ghimire Director General Department of Tourism
3	Surya Prasad Paudel Director General Department of Agriculture	4	Bishnu Bahadur Lama Chairperson Namkha Rural Municipality, Humla
5	Rajendra Bahadur Dhimi Chairperson Saipal Rural Municipality, Bajhang	6	Paljor Lama Chairperson Ward No. 6, Namkha Rural Municipality, Bajhang
7	Binod Devkota Under-Secretary, Ministry of Forests and Environment	8	Suresh Suras Shrestha Under-Secretary, Department of Archeology
9	Tek Bahadur Gurung Director Nepal Agricultural Research Council	10	Subash Jha Civil Aviation Authority of Nepal
11	Surya Bahadur Lama Hilsa Immigration Office		
Non-government institutions and the private sector			
12	Rameshwar Adhikari Executive Director Research Centre for Applied Science and Technology	13	Hikmat Singh Ayer Senior Director Nepal Tourism Board
14	Narendra Deo Bhatta President, Himalayan Rescue Association	15	Mangal Lama Chairperson Nepal China Chamber of Commerce and Industries-Humla Chapter
16	Prakash Adhikari CEO, Himalayan Rescue Association	17	Sanjay Kumar Jha IFC, World Bank
18	Sajani Shrestha RECAST	19	Astrid Hovden University of Oslo
20	Chewang N. Lama Responsible Treks	21	Janga Bahadur Lama Himalayan Companion Treks and Expedition Pvt. Ltd/ Karnali Tourism Entrepreneurs Society
22	Bhim Raj Rai Tara/Yeti Airlines	23	Narendra K.C Tara / Yeti Airline
24	Gorakh Bista Freelance photographer	25	Bachu Narayan Shrestha Great Himalayan Trail Network
26	Lokendra Budha Arambha Architects and Engineers	27	Upendra Shahi Sambriddha Karnali Abhiyan
28	Sagar Lama Smiling Eyes International	29	Tenzin Lama Interpreter

ICIMOD

30	Rajan Kotru Regional Programme Manager – TBL Email: rajan.kotru@icimod.org	31	Janita Gurung Programme Coordinator – KSLCDI Email: janita.gurung@icimod.org
32	Anu Kumari Lama Tourism Specialist Email: anu.lama@icimod.org	33	Kamala Gurung Gender Specialist Email: kamala.gurung@icimod.org
34	Vishwas Chitale Remote Sensing Analyst – Ecosystems Email: Vishwas.Chitale@icimod.org	35	Brajesh Malla Strategic Cooperation Unit Email: Brajesh.Malla@icimod.org
36	Jitendra Bajracharya Photographer/Photo editor Email: Jitendra.Bajracharya@icimod.org	37	Sunil Thapa Remote Sensing and Geo-information Analyst Email: sunil.thapa@icimod.org
38	Ramesh Silwal Remote Sensing Associate Email: Ramesh.Silwal@icimod.org	39	Amy Sellmyer Creative Communications – Multi Media Specialist Email: Amy.Sellmyer@icimod.org
40	Ujala Rajbhandari Programme Associate Email: ujala.rajbhandari@icimod.org	41	Durga Sapkota Intern
42	Lipy Adhikary Research Associate Email: lipy.adhikary@icimod.org	43	Sunayana Basnet Research Assistant – Tourism Email: sunayana.basnet@icimod.org

Annex 3: Group work participants

Group 1: Tourism development
Facilitator: Anu Lama

1. Mangal Lama
2. Paljor Lama
3. CAAN
4. Surya Lama, Immigration Office
5. Rajendra Dhami
6. Sanjay Jha

Group 2: Tourism marketing
Facilitator: Brajesh Malla

1. Hikmat Singh Ayer
2. Janga Lama
3. Astrid Hovden
4. Gorakh Bista
5. Sagar Lama
6. Sunayana Basnet

Group 3: Inclusive development
Facilitator: Kamala Gurung

1. Bishnu Lama
2. HRA
3. Tsewang Lama
4. Tenzin Lama
5. Sajani Pradhan
6. Durga Sapkota
7. Janita Gurung

Annex 4: Group work results

Group 1: Tourism development

Action	Baseline	Target	Actors	Timeline	Resources (NPR)	Remarks
1 Immigration						
• Infrastructure	0	1 building	Federal, provincial and local governments, NTB	3–5 years		
• Basic facilities: electricity, internet, equipment	0	1	Province and local government	1–2 years		
• Human resources	1	2	Federal and local government	1–2 years		
• Trekking permit issue	0	1	Federal and provincial governments	1–3 years		Explore the possibility of issuing trekking permits from Hilsa Immigration Office through federal and provincial governments
• Temporary checkpoint building	0	1	Namkha Rural Municipality	1 year		Immigration office is operational at Hilsa under temporary arrangement
2 Connectivity						
• Airport at Yari	0	1	CAAN, Province and local government	4–5 years		
• Heliport at Hilsa	1	1	CAAN, Province and local government	3 years		Helicopter service is in operation but no designated and organized facility in place. Full-fledged heliport to be developed at Hilsa.
• Muchu–Yalbang road	1	1	Federal and local government, RAP 3	1–2 years		
• Yalbang–Simikot road				2–3 years		
3 Basic tourism infrastructure						
• Multimodal tourism infrastructure (ring road, trails and bike route)	0	1	Federal, province, local government, NTB	5–10 years		
• Ranikharka trekking trail (Saipal Himal)	1	1	Local government and NTB	1–3 years		
• Teashops	0	3–5 places along the trails	Local community and government	3–5 years		
• Trekking trail standardization	0	Trails along Limi Valley and Simikot-Hilsa	Local government, NTB, IFC, RAP 3	3–5 years		
• Health and rescue centre development	0	1	Local government, NTB, HRA	3–5 years		
• Homestay development in Yalbang and Muchu	0	5 each	Local government	1–3 years		
• Resting place/ Dharamshala at Lapcha-la pass, Hilsa and Muchu	0	1 each	Local government and NTB			

Group 2: Tourism marketing

S.N.	Action	Baseline	Target	Actors	Timeline	Resources (NPR)	Remarks
1	Identify tourism products linked with circuits	0	1–2 million	Provincial government; Nepal Tourism Board; Ministry	1–2 years	20 lakh	*Collaborating with local travel agencies and tour operators to gather information
2	Establish information centers at Simikot, Yalbang and Hilsa	0	10–20 thousand	Private sector; Rural municipality; Ministry of Tourism; Provincial government; Tourism related associations	1–3 years	1 crore	*Coordination with relevant authorities
3	Use of digital marketing *B2B *Sales mission * Domestic and international exhibitions *Events and festivals	0	0	Rural municipality; Provincial government	1–2 years	50 lakh	*Re-model the Namkha website or create a new website with tourist information and promotion content. *The website should be linked with travel agencies' websites to provide detailed information. *The website should be linked with the NTB and other tourism associations' websites.
4	Human resource development for the marketing of local products	0	100–200 people	Nepal Tourism Board; Non-governmental organizations; Rural municipality	1 year	20 lakh	*Training to local tourism entrepreneurs, homestay owners. *Hiring experts in digital marketing and production
5	Develop a media strategy for working with national and international media	0	5 million	Nepal Tourism Board; ICIMOD	5 years		*Hire experts/company to develop the strategy

Additional points

- 1 Documentation of tourism products developed by the local body
- 2 Local bodies (municipalities and private sector) should develop products and share them with tour operators to sell them.
- 3 Strategy for tourism development based on the type of market
- 4 Selling experiences through local stories, traditional practices, etc.
- 5 Branding and promotion of existing destinations (Timeframe: immediately)
- 6 Survey to determine tourists' willingness to pay
- 7 Access by road to attract internal tourists
- 8 Develop infrastructure

Group 3: Inclusive human resource development

SN	Activity	Baseline	Target	Actors	Timeline	Resources (NPR)	Remarks
1	Basic cooking training with emphasis on local varieties	0	40 (Halji; Yalbang; Muchu and Hilsa)	Local government, Chefs' Association	1-3 years	2,00,000 Hiring resource persons; materials (cooking), locations, at least two trainings required	Cooks come from India during tourist season; Trained persons can become trainers themselves
	Advanced Cooking Training at Halji, Yalbang, Muchu and Hilsa	0	20-30 in each village	Nepal, NATHM, TAAN, NTB, NGOs	3-4 years		
	Sanitation and hygiene (including rooms/bed linens, etc.) toilets, housekeeping)	0	50 (60% female; 40% male)		1-2 years		
2	Local guides training (Culture, nature, heritage)	10	40 (15% female)	Private tour operators, NTB, NATHM, TAAN, HRA, Local tourism college, NGO	1-4 years	30,000/person	Guide license required for guiding in restricted area
3	Homestay training (package)	0 (90 HHs but not trained)	Limi 30 HHs; Yalbang 15 HHs; Kermi 15 HHs; Halji 20-30 HHs	ACAP (exposure visit), Amaltari Community Homestay; private sector	1-4 years		
4	High Altitude Health and Safety	0	6 (3 females, 3 males)	HRA, NTB, TAAN	1-5 years		Especially targeting local health workers; overall awareness: local guides, hotel owners
5	Financial management; financial literacy	0	90 HHs (homestays/hotels)	Financial institutions (banks, cooperatives)	1-3 years		
Additional points							
1	Camping	12/13 sites	Turn 10 goth into campsites	Entrepreneurs of Simikot, TAAN	1-3 years		
2	Paragliding (adventure tourism) training			Civil Aviation; Nepal Air Sports Association, Pokhara			
3	Spiritual yoga training			Buddhist monasteries and Hindu yoga guru			

ICIMOD gratefully acknowledges the support of its core donors: the Governments of Afghanistan, Australia, Austria, Bangladesh, Bhutan, China, India, Myanmar, Nepal, Norway, Pakistan, Sweden, and Switzerland.

© ICIMOD 2019

International Centre for Integrated Mountain Development
GPO Box 3226, Kathmandu, Nepal
T +977 1 5275222 | **E** info@icimod.org | **www.icimod.org**