

Welcome to Connective Cities

Virtual Event – Tourism Proposal Discussions

By

Trekking Trail Through Multiple Municipalities, NEPAL

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Partners of Connective Cities



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Introduction

- Dhulikhel municipality is a major touristic destination of Nepal. It is rich in cultural, historical and natural diversity. Dhulikhel municipality implemented a project “Engaging private sector in Risk Sensitive Eco-Tourism in Nepal” jointly with Changuinagar, Panauti and Namobuddha municipalities. The completed project was a successful.
- The proposed concept is the continuation of the project that incorporates lesson learnt and gaps identified.

SMART through PPP-Project

Sustainable Model for Adaptive and Resilient Tourism Through Public Private Partnership Project in Nepal



SMART through PPP-Project

Sustainable Model for Adaptive and Resilient Tourism Through Public Private Partnership Project in Nepal

- The purpose is to promote integration of Disaster Risk Management in Nepalese tourism by enhancing the private sector engagement for promotion of risk sensitive ecotourism.
 - To adapt new and innovative technologies in Disaster Risk integrated tourism.
 - To motivate private sector to nurture safer and reliable tourism throughout Nepal.
 - Duration: 15 months
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Project Objective and Approach



- The overall aim of the project is to promote risk sensitive, resilient tourism through engaging public private sector. The approaches that will be adopted in the project are as follows:
 - Rights-Based Approach
 - Community Based Participatory Approach
 - Good Governance
 - Public private partnership
 - Social Accountability and Transparency
 - Inclusions and holistic approach on disaster management and climate resilience.
 - Gender Equity and Social Inclusion



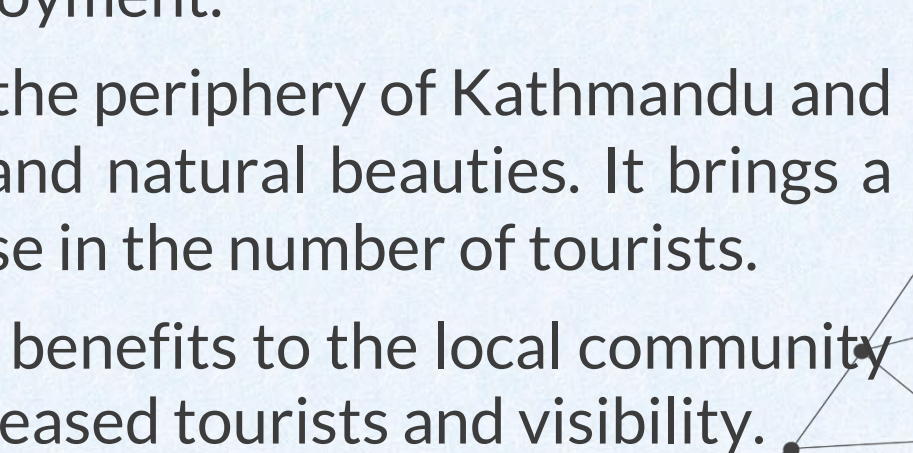
Trekking Trails

Risk Map of the Hiking Trail



Touristic sites at Dhulikhel municipality
Photo source: Dhulikhel municipality

Rationale

- The proposed project targets multiple municipalities to boost its pristine natural beauty, sky-high Himalayas Range, and endless culture and traditions.
 - It will improve the community's livelihood, the capacity of the local government, youth empowerment, use of technology, use of local resources for promoting tourism entrepreneurship and employment.
 - These municipalities are in the periphery of Kathmandu and rich in historical, cultural, and natural beauties. It brings a high potential for an increase in the number of tourists.
 - There will be many indirect benefits to the local community and municipalities with increased tourists and visibility.
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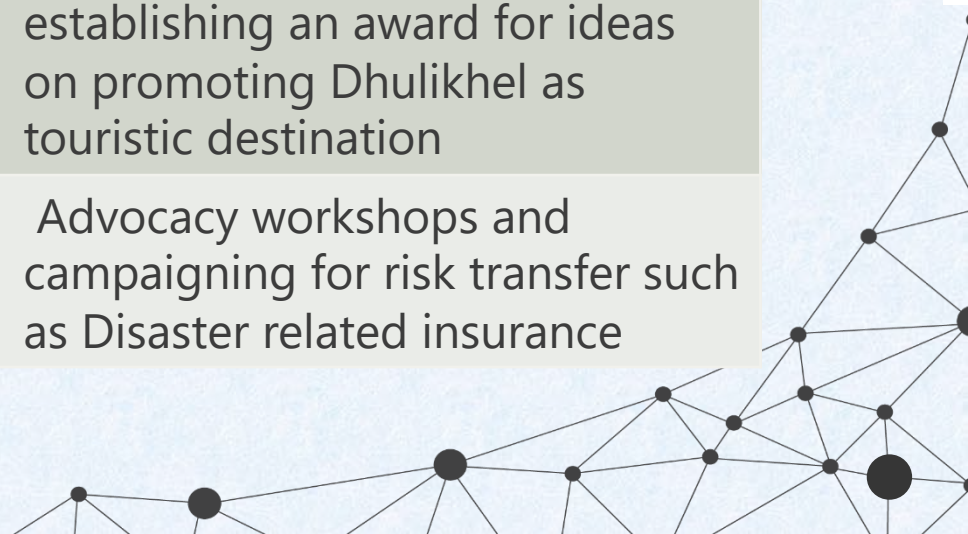
Approach

- Integration of Disaster Risk Management Principles in Tourism
- Public Private Partnership in Risk Sensitive Tourism Development:
- Gender Sensitive and Inclusive Tourism Development
- Youth and Social Mobilization
- Cost Effectiveness



Activities

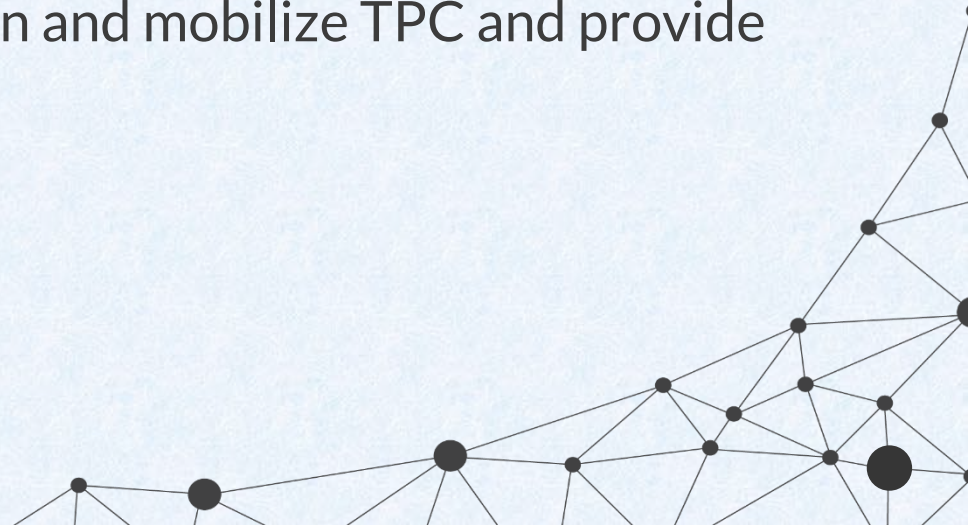
Hardware activities	Software activities
<ul style="list-style-type: none">• Install boards that displays location, direction and kilometers	<ul style="list-style-type: none">• Mobilization of a high-level joint committees of six municipalities
<ul style="list-style-type: none">• Install 3D and other display board promoting DRM	<ul style="list-style-type: none">• Train youth group and mobilize them as volunteer on DRM and Tourism
<ul style="list-style-type: none">• Develop a mobile app to track nearest touristic sites and risks/disaster	<ul style="list-style-type: none">• Motivating youth and disables by establishing an award for ideas on promoting Dhulikhel as touristic destination
	<ul style="list-style-type: none">• Advocacy workshops and campaigning for risk transfer such as Disaster related insurance



Tourism Promotion Committee mobilization



- Dhulikhel municipality has formed Tourism Promotion Committee with an aim to engage private sector and work as a team to enhance safer and risk-free tourism.
- The committee includes representatives of the major private sectors working in the sector of tourism in Dhulikhel municipality.
- Regular sharing and updating about the challenges and opportunities within the committee would help to design program and plans in the Disaster Risk Management integrated tourism.
- SMART project aims to sustain and mobilize TPC and provide technical support if needed.



Implementation of plan and guidelines

- Dhulikhel municipality has developed “**Risk Sensitive Eco-tourism Plan**” and “**Disaster Sensitive Tourism Promotion Fund (Operational guideline)**” with the technical support of ECO-Nepal and USAID/Tayar Nepal.
- Implementation of the plan and guideline through participatory approach.
- SMART through PPP project aims to provide technical support to implement the plan and guideline.



Beneficiaries

- The beneficiaries will be from Chagunarayan- Mandandeupur- Banepa-Dhulikhel- Namobuddha- Panauti Municipalities as hiking trail covers these municipalities.
- External and Internal Tourists who travel to the municipalities and hiking trail.
- Locals of the municipalities. Especially, local business holders along the trail.
- Women, youth, disadvantaged groups and indigenous people living along the trail will be focused on the community level to ensure inclusion.



Impact Model of the project-1



Major Intervention	Major Output	Outcome	Impact
Formation of Local Coordinating Groups	<ul style="list-style-type: none"> Well-coordination between public-private partnership 	Partnering with the private sector to improve institutional and legal arrangements that further strengthen resilience and knowledge sharing on DRM practices for better public-private relationship for the improvement of eco-tourism. The findings & learnings will support on policy and planning reform on tourism sector at local and national levels.	Eco Tourism
Risk Assessment	<ul style="list-style-type: none"> Major disaster risks on Nagarkot-Dhulikhel-Namobuddha-Balthali circuit identified and assessed. And Risks and impacts associated with epidemics and pandemics like COVID-19 will also be identified. 		
Discussion Forum	<ul style="list-style-type: none"> Knowledge generation and dissemination on Eco-Tourism, DRR and public-private partnership 		
Development and/or revision of Disaster Risks Sensitive Eco-Tourism Development Plan	<ul style="list-style-type: none"> Three Disaster Risks Sensitive Tourism Development Plan formulated, and one plan revised. Fifty Business Continuity Plan and Emergency Operation Plan will be formulated, and they will be replicated. 		
Establishment of a tourism disaster fund	<ul style="list-style-type: none"> Four Tourism disaster funds established 		
Training on DRR and Eco-Tourism	<ul style="list-style-type: none"> Twenty for people trained on DRR and Eco-Tourism 		

Impact Model of the project-2



Major Intervention	Major Output	Outcome	Impact
Household Emergency Plan for local community-run enterprises plans	Fifty Household Emergency Plan for local homestays community-run enterprises plans will be formulated.		
Development and dissemination of Information, Education, Communication and Technology materials:	fourteen information board will be in the trail. Each of these boards will be displayed as a KM marker One thousand booklets will be printed and distributed	Better knowledge regarding disaster awareness and policies among local communities, travelers and local government bodies	Eco Tourism
Small scale mitigation	hazard associated with landslide mitigated using a bio-engineering model (one landslide)		
National Conference (Project Close up sharing)	learning of the project shared for the wider replication among the participants	Promotion of public-private partnership on eco-tourism and DRR	

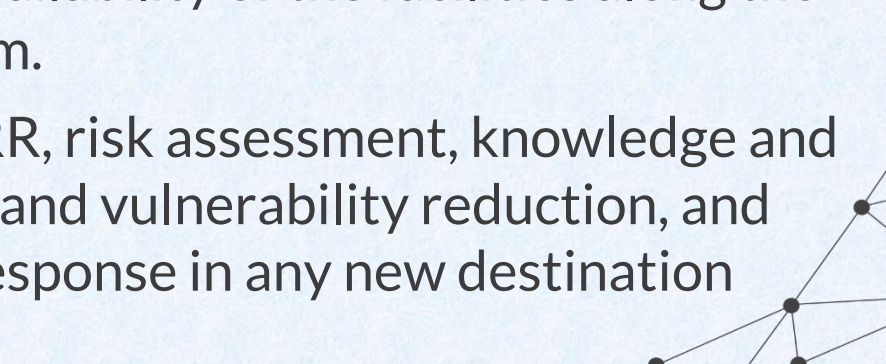


Some glimpse of completed activities



Issues and Gap identified

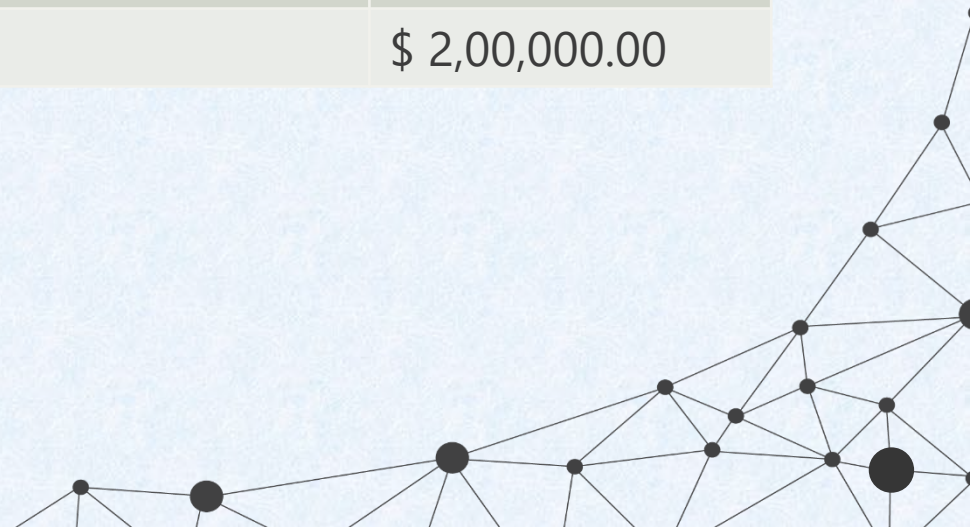
Study conducted by ECO and Tayar Nepal (USAID funded project) identified:

1. The gaps at the targeted municipalities lack proper planning and programs for promoting and addressing the risk along the trail,
 2. The gap in defining the roles and responsibilities of the municipalities to promote tourism, information management for the tourists, awareness programs for minimizing the hazards and risks in the trail, technical teams to promote the safety of the tourists and travelers, and availability of the facilities along the trail and active response team.
 3. Lack good governance on DRR, risk assessment, knowledge and education, risk management and vulnerability reduction, and disaster preparedness and response in any new destination development.
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Estimated budget



Description	Cost in US\$
Need Assessment	\$ 5000.00
Risk Assessment	\$ 10000.00
Training and Capacity Building	\$ 150,000.00
Information Dissemination/Communication	\$ 5,000.00
Youth ideas award	\$ 5,000.00
Electronic Board and normal board Display	\$15000.00
Workshop and campaigning	\$10,000.00
Total	\$ 2,00,000.00



Acknowledgement

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**Thank you for your
attention.**

