

Welcome to Connective Cities

Virtual Event – Tourism Proposal Discussions
By

ThakurBaba Municipality, Bardiya, NEPAL

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Partners of Connective Cities



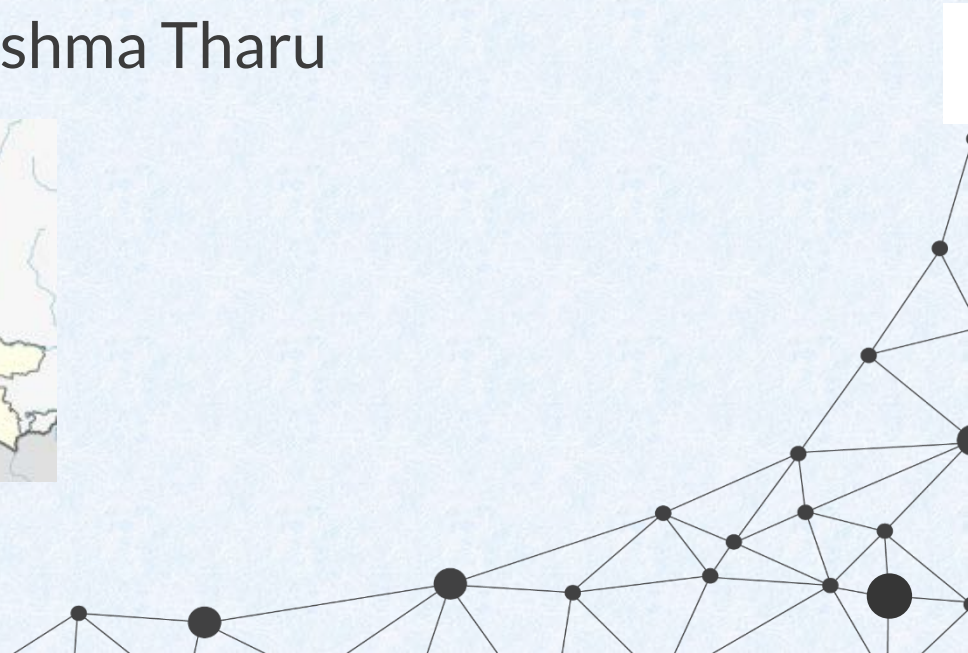
Commissioned by



Federal Ministry
for Economic Cooperation
and Development

Thakur Baba Municipality

- One of the six municipalities of Bardiya district
- Area 104.57 square KMs (40.37 sq mi)
- Total population is 44361 per 2011 census.
- The municipality is divided into total 9 wards
- Mayor: Ghana Narayan Shrestha
- Dy. Mayor: Ms. Krishna Kushma Tharu



Major Tourist Attractions

- This national park at Bardiya is the largest undisturbed wilderness in Nepal's Terai. It provides forest, grassland and riverine habitat for endangered mammal, bird and reptile species. More than 30 species of mammals and more than 250 species of birds have been recorded.
- Jungle safari: Known for tiger sighting; Nepal is an only country that is doubling its Tiger population by 2022 and in Bardiya it is already doubled
- Water activities around Karnali river
- Cultural tours of native Tharu community



Growth Areas

Agro Tourism

- The area has a great agricultural potential. A large number of youth still go to middle east in search of opprotunities.
- Growth of agro tourism and organic farming will develop economic opprotunities locally in the municipality.

Current Tourism and challenges

- Over >24,000 domestic and >10,000 international travelers visited in 2019
- Infrastructure has always been a challenge but access through road transportation has improved over the years



The Proposal: Make Bardiya as a premier tourism destination

Objective of the Proposal

To seek support to develop Bardiya as a high-value premier destination for international and domestic tourists.

Targets

Increase the number of visitors and their length of stay by developing extraordinary tourism experiences in Bardiya.

Key Deliverables and Timelines

Upscaling emerging destinations, developing capacity-building programs for critical tourism stakeholders, and linking the products with the right market.



Challenges

With a focus on domestic and international priority markets the gaps in the provision of tourism infrastructure in Bardiya:

- A lack of international standard, 3.0 to 4 Star hotels
- Limited number of economic lodges (budget and luxury) of world standard adjacent to, or within proximity to National Parks
- Lack of high-grade farm-stay and good quality of home stay facility
- accommodation
- Lack of quality cultural facilities including museums, art galleries and performing art venues showcasing local Tharu culture
- Tourism is a service industry and local tourism frontliners need training and orientation to upscale the service quality



Cost Structure

The total project cost will be US\$ 1.05million

The municipality plans to reach out to several foundations and funding agencies. The municipality has agreed to match 5% to the total budget of the project.

Activities	Cost	Remarks
Signages and sites beautification	0.5million	
Capacity building of local stakeholders	0.5million	
Promotion of the attractions and marketing linkages	.05million	

Impact of the project

- Better branding
- Provide quality service to international and domestic tourists
- Increase capacity of the local tourism experts
- Increased good paying job opportunities for local population



Acknowledgement

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Thank you

