

Welcome to Connective Cities

Virtual Event – Tourism Proposal Discussions

By

Kirtipur Municipality, NEPAL

December 2, 2021

Partners of Connective Cities



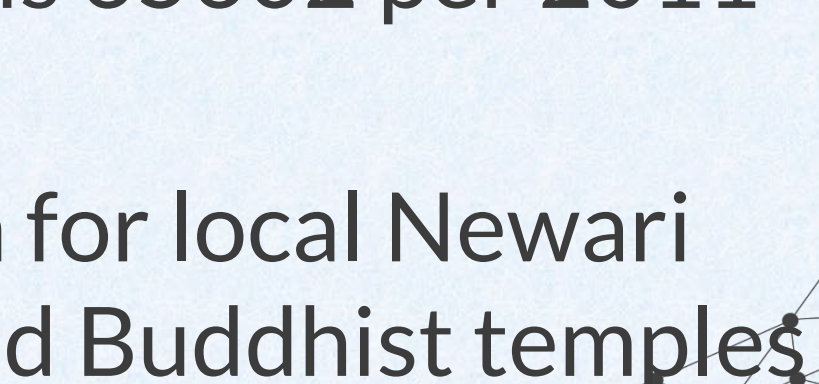
Commissioned by





- Mayor: Mr. Ramesh Maharjan
- Dy. Mayor: Ms. Saraswati Khadka
- Chief Administrative Officer Mr. Krishna Prasad Sapkota
- Member Secretary Tourism Committee Senior Officer : Anuj Pradhan

Background: Kirtipur Municipality

- Kirtipur is one of the oldest cities of Nepal dates back to 1099 AD and situated in Kathmandu valley
 - Area 14.76 square KM
 - Total population is 65602 per 2011 census.
 - Kirtipur is known for local Newari culture, Hindu and Buddhist temples
- 

Major Tourist Attractions

- A hill with paved streets and tiled roofs.
- CENTURIES OLD and Very well recognized Hindu and Buddhist temples
- Parks, gorges, bird watching sites, cycling trails and special and authentic local eateries.



Growth Areas and Opportunities

- **Growth Areas:** Tourism is the fastest growing economic segment in the municipality though it has significant amount of farming land and known for local handicrafts
- **Current tourist arrival/spent and future projection:** In 2019, before Covid-19 pandemic, a total of 35'000 international and nearly 200,000 domestic travelers visited here.
- **Opportunities:** Tourism creates significant employment for local residents. It also helps in conserving rich cultural treasures and increases level of awareness for sustainable development.



Develop Kirtipur as a Premier Location in Kathmandu Valley

Objective of the Proposal

To seek for support to develop Kirtipur as a high value premier destination both for international and domestic tourists

Targets

Increase number of visitors and their length of stay by improving and developing additional tourism experiences highlighting local culture and heritage

Key Deliverables and Timelines

Upscaling of emerging destinations, capacity building programs for key tourism stakeholders, use of technology and social media to link destination with right market.



Project and Funding Status

- Project is still in ideation stage
- Current analysis indicates need of funding worth \$3,000,000 million to complete proposed comprehensive project
- City will work with its consultants to identify potential sponsors, and funders



Cost and Revenue

The total estimated project cost is US\$ 3 million and local municipality may contribute the 5%

Outcome and Impact of the Project

- Increased number of tourists
- Quality experience for visitors
- Employment opportunities for locals
- Better branding of the destination



Project Cost Breakdown



#	Activities	Cost in US\$
1.	Restoration and Maintenance of heritage sites	\$1.5million
2.	Signage and beautification	\$0.5 million
3.	Capacity building of stakeholders	\$0.5 million
4.	Promotion, marketing linkages and branding	\$0.5 million
6.	Kirtipur Municipality's contribution in kind and service (%)	
	Total	US\$2.5 million

Acknowledgement

Thanks to

- GIZ and Connective Cities Platform
- International Development Institute, Mr. Deepak Joshi and other consultants for working with our team on converting our ideas into a proposal



Kirtipur Municipality



Intangible Cultural Heritage



Discover the many sides of Kirtipur



Intangible Cultural Heritage



TAUDAHA LAKE



Discover the many sides of Kirtipur



WORLD TOURISM DAY 27 September 2021

**" TOURISM FOR INCLUSIVE GROWTH"
KIRTIPUR HERITAGE WALK
WITH MISS NEPAL**

25 September 2021



Supported by
Guide Association of Kirtipur



Co-operation with
Rotary Club of Kirtipur



Organized by
Kirtipur Municipality

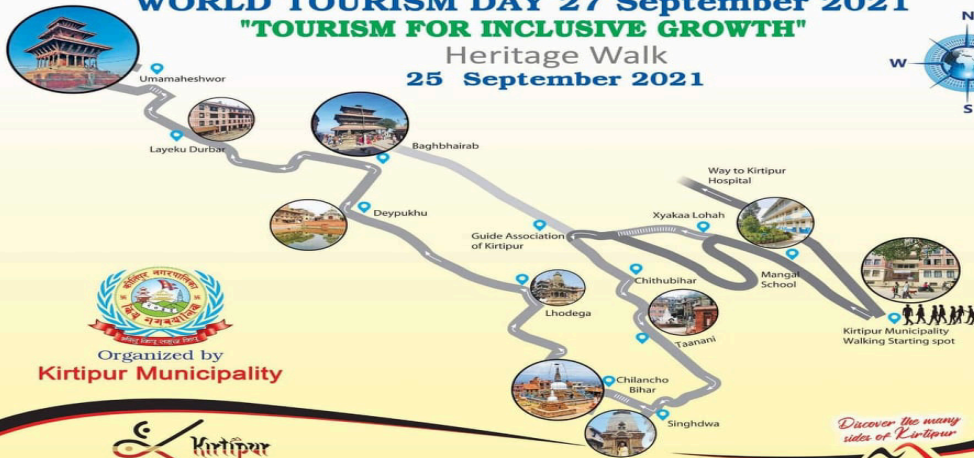
Discover the many sides of Kirtipur



WORLD TOURISM DAY 27 September 2021

" TOURISM FOR INCLUSIVE GROWTH"

Heritage Walk
25 September 2021



Organized by
Kirtipur Municipality



Discover the many sides of Kirtipur



Discover the many sides of Kirtipur



VISITORS SERVICE CENTER



Kirtipur Municipality

Visitor Centre

Business Plan Template

- **Purpose:**
- **Business structure?**
- **Governance and Management**
 - **Services?**
 - **Operations?**
 - **Promotion**
 - **Finances**
 - **Evaluation**



*Discover the many
sides of Kirtipur*



Kirtipur City Branding supported by Nepal Tourism Board



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sides of Kirtipur*

