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Nepal Tourism, Outdoor & Environment Development Project



Suomen Latu
Project Document
2009-2010

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Abbreviations

ACAP	Annapurna Conservation Area Project
DDC	District Development Committee
GDP	Gross domestic product
GTZ	German Technical Cooperation
HAN	Hotel Association Nepal
NETIF	Nepal Environment & Tourism Initiative Foundation
NTB	Nepal Tourism Board
NTOEDP	Nepal Tourism, Outdoor & Environment Development Project
STN	Sustainable Tourism Network
SVN	Netherlands Development Organisation
TAAN	Trekking Agencies Association Nepal
TIES	The International Ecotourism Society
TRPAP	Tourism for Rural Poverty Alleviation Program
VDC	Village Development Committee
WTO	World Tourism Organisation

Project Summary

The main problem of the Nepal Tourism, Outdoor and Environment Development Project is that there are not enough environmental consideration in tourism sector and communities resulting in as a lack of community involvement in tourism and less people benefitting from tourism.

The direct objective of the project is that more people in rural and semi-rural communities of Kathmandu Valley could benefit from tourism. This objective can be achieved by developing community-based tourism through trekking trail development, community-based tourism centres, trainings in product development, promotional activities and establishing linkages between private sector and communities.

The overall objective of the Project is a slogan-like, *Better environment for better tourism*.

The project has web site:
www.netf-nepal.org

Introduction

Nepal is a country with unbelievable natural treasures. And it is not only thanks to the famous Mount Everest that makes Nepal unique in terms of biodiversity. The land has pristine nature, wildlife, beautiful rivers and an interesting culture heritage.

Nepal is also one of the least developed countries with per capita income approximately US \$ 300. In the land where 84 % of population lives in rural areas, the agriculture is the main economic activity. The majority, about 80% of Nepalese households are dependent on agriculture. However, the contribution of agriculture to GDP is only 39%. Thus it can be said, that “Nepalese economy is characterized by dependence on agriculture, lack of industries, lack of saving and capital, low income level, wide spread poverty, unexploited resources, dependence on foreign aid and lack of infrastructure development”.¹

One can add to the above list also the recent ten-year conflict, the on-going national petrol shortage, the global food crises, the uncertainty about the new Maoist led government, and the wide spread corruption.

Although it looks like that the nation of Nepal is in deep trouble, some positive signs have occurred as well. The constituent assembly elections in April 2008 were a success, not only for the Maoists who won the simple majority, but for the whole nation of Nepal. The elections were peaceful and the people showed that they really care about their country’s future.

Another good sign is that the tourists have found their way back to the country of the Mount Everest and other natural wonders. In 2007 the Nepal Tourism Board (NTB) recorded 513,350 tourist arrivals – more than ever before. NTB’s Visitor Arrival figures from April show 11.15% increase for this year.²

Nepal is at the post-conflict stage after passing through a decade long (1996–2006) armed conflict. During the conflict, all major sectors of the country suffered badly and Tourism was no exception. Though the country is at the post-conflict or transition stage, tourism industry, which by nature is highly instable, is still facing a number of direct and indirect challenges. It is struggling hard to revive and excel. Environmental preservation, conflict transformation and sustainable peace building are key issues visualized while developing tourism in the nation.

¹ *Ecotourism in Nepal (2006), Damodar Prasad Phatt*

² www.welcomenepal.com/brand/mediacenternews.asp

In this context, Suomen Latu and NETIF, together with the Human and Natural Resources Studies Centre (HNRSC) at Kathmandu University and their partner NCCR North-South, organized an interactive workshop titled *Post-Conflict Tourism in Nepal: Opportunities and Challenges*³ for major Nepalese stakeholders in tourism sector on 18th March 2008. The workshop was arranged in association with NTB.

The workshop provided also background information for this Project Document and it was a launch for the Nepal, Tourism, Outdoor and Environment Development Project (NTOEDP). Other means to provide information for this document have been surveys to households, VDCs and hoteliers in the project area, literature and other essential documents related the issue.

Tourism is one of the main industries in Nepal. By developing tourism, which is by the way one of the most cost-effective ways to create jobs, a new Nepal can rise from the poverty and join the other Asian countries with booming economies. That is why NTOEDP was launched in the first place, to bring aid to communities through tourism.

In this Project Document the present situation of Nepal is analyzed through tourism, environment, waste management and politics. In this context, the main problem is that there are not enough environmental – i.e. nature, socio-economic and culture – consideration in tourism sector and communities resulting in as a lack of community involvement in tourism and less people benefitting from tourism (Figure 1).



Figure 1: The three main problems of NTOEDP.

In the last chapter, *Conclusions: The Project Plan*, these problems are addressed in a form of the Project Plan. The Project Plan gives suggestions how to develop the environmental consideration of tourism sector and communities, how to increase the community involvement in tourism and what are the ways to empower more ordinary people to benefit from the fruits of tourism industry.

The project will be implemented by Nepal Environment & Tourism Initiative Foundation (NETIF) and a Finnish NGO, Suomen Latu.

³ See Appendix 1, *Post-Conflict Tourism in Nepal: Opportunities and Challenges*

70-year-old NGO

The meeting to found Suomen Latu was held in Helsinki at The Old Student House 28th January 1938.

The first president of the organization was **Mr Toivo Aro** and the vice-president **Mr Lauri "Tahko" Pihkala** – a famous Finnish sports man.

As Mr Pihkala proposed the new and independent organization was named Suomen Latu, in which Latu (Latu is track in English) stands for promotion of cross country skiing activities and paving the way for all national sports without the aspect of competition. In the organization's rules competing in sports was only allowed if the goal was to promote the organization and its activities.

www.suomenlatu.fi

Suomen Latu

Suomen Latu – the Finnish Central Association for Recreational Sports and Outdoor Activities – is a promoter of outdoor activities, an expert in hiking and an organisation open to all. There are already more than 75 000 members – children, teenagers, single people, families, adults, seniors – who are active in more than 200 member associations.

The main objective of Suomen Latu has always been to increase Finnish people's interest in exercise as well as developing possibilities for outdoor, conditioning and recreational exercise. Nowadays guarding everyman's right has become more and more important.

Other subject matters that are addressed include preserving everyman's right; promoting outdoor and health beneficial exercise in the society; making outdoor activities and exercise more accessible in municipalities; the quantity and quality of hiking routes and walkways; providing opportunities for children and teenagers for healthy recreational activities; organizing possibilities for exercise for the whole family; Increasing well-being in the society.

Suomen Latu and its member associations have a vision that Suomen Latu is known as an established expert in outdoor activities and hiking, and as an open-to-all citizens' organization advocating the cause of all outdoor enthusiasts. In 2015 the Finnish people will use more time on outdoor activities which are more versatile than today.

In the future, According to Mr. **Eki Karlsson**, the executive director of Suomen Latu, the organization will concentrate even more on children, teenagers and families – not forgetting the seniors. Also engaging young adults in the organizations operations and activities is vital. "We will continue promoting regular, year-round exercise and outdoor activities for people of all ages", Eki Karlsson says.

Although Suomen Latu mainly works in Finland, since 1997 steps towards becoming an INGO has been taken. During 1997-2001 Suomen Latu carried out a development cooperation project in Kilimanjaro National Park, Tanzania. During the project the Tanzania and Kilimanjaro National Parks and Suomen Latu constructed a trekking trail with facilities to the peak of the Mount Kilimanjaro. The trekking route is still very popular among the tourists from all over the world.

Since 2006 Suomen Latu has worked with Nepalese NGO, NETIF, to start an outdoor activities related development cooperation program in the Kathmandu Valley, the NTOEDP. The project proposal was submitted to the Finnish Ministry for Foreign Affairs in May 2007. The Ministry funded Suomen Latu for the year 2008. With the help of that funding project manager Mr. **Panu Könönen** has been able to produce

this document. Ministry's funding has been used also to support and strengthen NETIF by hiring an office worker, producing web site and other promotional material, arranging clean-up activities etc.

Nepal Environment & Tourism Initiative Foundation

The desire to reinvigorate Nepal's economy through tourism and sustain its lifeline gave rise to Nepal Environment & Tourism Initiative Foundation, NETIF. NETIF is a non-governmental organization founded in 2006 by a group of dedicated environmentalists and tourism entrepreneurs, and registered in 2008. NETIF has bases in Kathmandu and Dhulikhel.

NETIF works for an economically winning combination of tourism and pristine environment, complementing each other towards better and sustainable tourism enterprises, particularly the well being of local communities through opportunities that tourism offers. One of their objectives is facilitate the transition of rural tourism sectors towards dynamic environmental considerations.

Other main objectives of NETIF are promoting sustainable tourism and environmental practices, providing a platform for the stakeholders of tourism industries, and acting for better environment and more sustainable tourism.

NETIF's mission statement is "Environmental tourism for better economy".

Right from its inception NETIF has undertaken multi-dimensional approach for achieving and sustaining environment friendly tourism. Its programs address the core issue of increasing the knowledge base of communities in project areas to understand the facts of attracting tourist, the care for environment with proper infrastructural planning, and to increase local ownership in the tourism sector. These programs lift the initiative from local governance itself, bringing into operation recovery of nature through proper waste management, reduction of economic losses and better employment opportunities.

Mr. **Arun Shrestha**, the chairman of NETIF, says, that his NGO is focused on the need to integrate environment with tourism in the community levels so that it could provide sustainable livelihoods for the local people.

"There is also need to engage more and more hoteliers to environmental related issue", he continues.

"As there is bad publicity and understanding that only hoteliers benefit from tourism, hoteliers should be able to change this perception of local people. Dhulikhel Mountain Resort had directed its effort to change this attitude of people", Mr. Arun Shrestha, who is also a proprietor of Dhulikhel Mountain Resort, tells.

"There are number of ways to involve local communities with tourism, for instance organic farming, animal husbandry, poultry farming, mushroom farming and performing cultural program for the enjoyment of tourists", Mr. Shrestha lists.

More information about NETIF can be found from their web site, www.netif-nepal.org.

Facts About Nepal

- Area: 147,181 sq. km
- Situated between China and India
- Capital: Kathmandu (population)
- Population: 25,8 million
- Currency
- GDP US \$ 300 per capita
- Over lives less than dollar per day
- Nepal has more than 101 ethnic groups and 92 spoken languages
- The national language is Nepal. English is widely spoken
- Political system
- Nepal is a secular state with a pre-dominance of Hindu and Buddhist population
- Nepal has four major seasons: Winter (December-February), Spring (March-May), Summer (June-August) and Autumn (September-November)
- Monsoons start in June and last till mid September
- The three most popular tourist destinations are Kathmandu, Pokhara and Chitwan National ark
- 9 national parks, 3 wildlife reserves, 3 conservation areas and 1 hunting reserve

Source: *Traveler's information (2008), NTB*

Tourism in Nepal

If tourism were a country, it would have the second largest economy, surpassed only by the USA, claims the International Ecotourism Society.⁴ This metaphor means that the global tourism is the largest business sector in the world economy: The tourism industry employs over 230 million people and contributes over 10% to the GDP worldwide.

The number of international tourist arrivals recorded exceeded 800 million for the first time in 2005. It is estimated that in the year 2020 global tourism reaches 1.56 billion international arrivals.

Tourism is not important only for the beach resorts along the Mediterranean. For the world's 40 poorest countries, tourism is the second most important source of foreign exchange, after oil, and the leading export for one out of three of poorest countries.

It is said "that tourism appears to be one of the few economic sectors able to guide a number of developing countries to higher levels of prosperity and for some to leave behind their least-developed country status".

Tourism is one of the most important branches of business in Nepal too. The tourism industry – hotels, restaurants, travel and trekking agencies – brings food to the table for thousands and thousands of Nepalese and contributes 3% of GDP. Revenue from tourism in 2006, US \$ 162.8 million, increased 9.7% from the previous year, and its ratio to total earnings from exports of commodities and services combined was 14.9%.⁵

Modern tourism started in Nepal in 1951, right after the country opened up to the foreigners. The first tourist arrival statistics were recorded 1956-1961, during that time 5000 visitors visit Nepal, respectively. The growth of modern tourism started after 1962. The number of tourist arrivals climbed from almost zero level (6179 annual visitors) to 150,000 in two decades.⁶ Till the end of the 1990's the growth in tourist arrivals was steady, but in the new millennium the Maoist People's Movement caused a dramatic decline in tourist

⁴ *Fact Sheet: Global Ecotourism (2008), The International Ecotourism Society*

⁵ *Nepal Tourism Statistics 2006 (2007), Ministry of Culture, Tourism and Civil Aviation*

⁶ *Ecotourism in Nepal (2006), Damodar Prasad Phatt*

numbers (Figure 2). The positive reverse happened in the year 2007, when the line of half of million visitors was crossed.

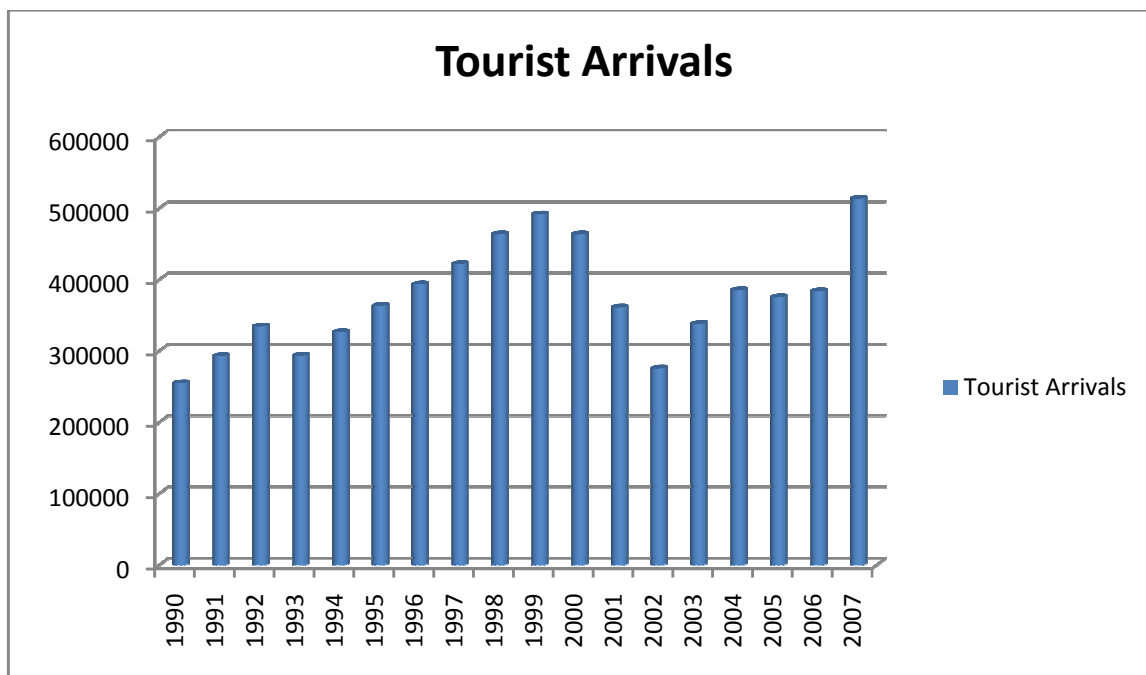


Figure 2: Tourist arrivals in Nepal 1990-2007. *Nepal Tourism Statistics 2006 (2007)*, Ministry of Culture, Tourism and Civil Aviation. Statistics of 2007 were provided by Nepal Tourism Board.

Nepal has a lot to offer for a tourist: World-class sceneries, adventurous outdoor activities, biodiversity, UNESCO world heritage sites, and friendly, charming Nepalese. The main tourist attractions, according to the author **Damodar Prasad Phatt** of *Ecotourism in Nepal*, are concerned with the landscape and cultural heritage:

“The mountains and valleys that provide spectacular vistas can be maintained as Nepal’s permanent resource. In addition, Nepal’s cultural heritage as well as Nepali peoples friendly reputation provides further attractions to foreign visitors as the rich biological heritage of national parks protected areas besides the site attraction of Himalayas.”

Damodar Prasad Phatt continues, that “despite the world class tourism attractions, the tourism infrastructures developed so far could not be accounted to the satisfactions”.

The problem with tourism infrastructure is merely to do with quality than quantity – at least from the point of view of ecotourism and sustainable development. According to the *Nepal Tourism Statistics 2006* the total number of hotels were 607 of which 355 were based in Kathmandu Valley. Total number of rooms and beds available in Nepalese hotels were 12,253 and 24,260, respectively. In 2006 there were 1026 travel, 793 trekking and 92 Rafting agencies.

The author of *Nepalese Tourism – The Challenges* (2007), **Raman Grandona** asks what significance tourism does have in New Nepal and why Nepalese need tourism. New Nepal is a concept that is frequently used by the Maoists. A good question indeed is what will be the role of tourism in New Nepal.

The author Grandona answers that in New Nepal people talk about commitments to speed up the development of national economics, freeing the people of Nepal from the circle of poverty.

“As a result over the years my conviction on tourism has grown stronger. But at the same time I have come to realize what poverty is and how backward our country is economically and what prospects there are for tourism growth. In fact tourism has helped not only in earning hundreds of millions of rupees in foreign exchange... but also has generated thousand of employment cutting across urban and rural areas and help preserve our cultural and natural treasures.”

Because tourism is the single highest Forex earning industry in Nepal and employs around 500.000 people directly or indirectly, the possibilities in New Nepal are vast:

“Nepal has unlimited potential and seamless opportunities for tourism development that are yet to be fully explored.”

Since the eighth five-year plan, the Nepalese Poverty Reduction Strategy Paper, “the government has recognized tourism as a priority sector and has regarded it as a driving engine for economic growth and poverty alleviation”.

Another thing is that during the Ninth Plan (1997–2002) and the Tenth Plan (2003–2007) the tourism in Nepal was overshadowed by three political implications: frequent bandas, strikes, and insecurity, government instability and poor air accessibility. For instance the decisions of Lufthansa, SIA and Aeroflot to pull out from Nepal were major setbacks for tourism industry. These decisions especially cut off the flow of European tourists.

Although the last European airline, Austrian Airlines, quit their route from Vienna to Kathmandu in 2007, the number of Asian and Middle East airlines has increased. Ninety percent of tourists enter Nepal through Kathmandu valley. With country’s only international airport, it is the obvious gateway for tourists and their main destination. Other popular destinations are Pokhara and Chitwan national park.

Post-Conflict Tourism in Nepal: Opportunities and Challenges

“In particular, the period of past six years or so was marked by stagnant tourist arrival rates, deteriorating security condition, closedown of numerous tourism industries, divestment and displacement of tourism entrepreneurs, loss in international tour operator’s confidence, slowdown in promotional campaigns and countrywide job layoffs. Moreover, the frequent calls for Nepal bandas, chakka jams and subsequent vandalism has inflicted irreparable damage to tourism industry.”⁷

*Post-Conflict Tourism in Nepal: Opportunities and Challenges*⁸ workshop gathered the Nepalese key stakeholders in tourism to share their experiences in the post-conflict society. The workshop was organized by Suomen Latu, NETIF, the Human and Natural Resources Studies Centre (HNRSC) at Kathmandu University and their partner NCCR North-South, in association with NTB.

Chief Executive Officer of NTB, Mr. **Prachanda Man Shrestha**, highlighted the fact that resources are in scare in Nepal due to the land-locked geographic setting of the nation:

⁷ *Nepalese Tourism – The Challenges* (2007), Raman Grandona

⁸ See Appendix 1.

“The enhancement of nation’s economy is very difficult and challenging and is very much based on traditional and conventional type of industries. There is tremendous economic importance of tourism industry which has competitive and comparative advantages.”

In this context, Man Shrestha claimed, tourism is vital for Nepal – not by choice, but by necessity. He continued that tourism can also help and support alternative economic activities through supply linkages, and it can also play a vital role in addressing the problems of the Nepalese people.

“Although local peoples’ education and knowledge level is very low, everybody talks about the word ‘tourism’ in these days. This indicates that tourism is well accepted by the people. But the question arises, how to move ahead from here?” Man Shrestha asked.

According to the CEO, tourism has four key components: attraction, accessibility, accommodation, and amenities. All of them are equally important and required for the development of tourism.

“Developing new roads and maintaining existing roads are preliminary infrastructure requirements. These components of tourism need to be developed at local or village development levels through local and rural development processes. Finding ways to involve local people in tourism related activities locally is very crucial. Since the rural communities lack the necessary capacities to develop tourism at the local level, urban areas like Kathmandu can be supportive to enhance the capacities of such rural areas”, Man Shrestha said.

“In fact, tourism activities should be in the national development process. Tourism is a cross cutting sector touching all sectors like education, local development, health, road connectivity and community development. Hence, tourism development should be incorporated in these processes. The repositioning of Nepal as the strategy of the Nepal Tourism Board highlights the importance of these issues.”

Prachanda Man Shrestha believed that all Nepalese expect something from the state after the constituent assembly election.

He’s question was whether tourism stakeholders were going to bring people in the same traditional activities or engage them in alternative activities.

“In this context, tourism industry can be one of the key players in fulfilling the peoples’ expectations.”

Dhan Bahadur Lama, Secretary of Nagarkot and Naldung Tourism Development Committee brought the greetings from the rural areas of Kathmandu Valley:

“Grass root community in Nagarkot still does not recognize the role and benefit of tourism to them, but consider it being beneficial to the hoteliers only.”

For instance, the lack of coordination felt between tourism entrepreneurs and trade unions resulted in closure of hotels in the past in Nagarkot.

The chairman of the workshop, **Dr. Sagar Raj Sharma** from Kathmandu University, saw that there is a need of a consolidated approach of private sector, media, academic institutes and communities to work towards enhancing tourism at a time when government effort is becoming hopeless.

“There is less trust on government which is almost non-functioning. The rely and trust on security forces and political parties are diminishing. Hence, private sector, academic institutions, local communities and

the media should come forward and play their respective roles in developing a healthy tourism sector”, Dr Sharma said.

Ecotourism

Ecotourism is defined differently by different organizations and scientists, and no universally accepted definition has not stipulated yet. However, the first formal definition was created by **Ceballos Lascurain** in 1987. He defines ecotourism as:

Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people

The International Ecotourism Society

“Travelling to relatively undisturbed natural areas with specific objective of studying, admiring and enjoying scenery and its wild animals and plants as well as existing cultural accepts found in these areas.”⁹

After Ceballos Lascurain’s definition, hundreds of others have appeared. Another prominent definition is made by The International Ecotourism Society, TIES:

“Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people.”¹⁰

In all of the prominent definitions, sustainability, conservation of nature and culture, and local people are in the focus. A tourism activity can be ecotourism only when it produces protection.

Although ecotourism activities try to minimize the negative impacts of tourism, they still have them. Every destination has its carrying capacity. WTO defines it as the level of visitor use an area can accommodate with high levels of satisfaction of visitors and few impacts on resources. Without good management and strict guidelines an ecotourism destination can easily turn into a mass tourism destination.

TIES has collected data of the size of the global ecotourism. Since 1990s, ecotourism has been growing 20% - 34% per year. In 2004, ecotourism was growing globally three times faster than the tourism industry as a whole. For instance, sun-and-sand resort tourism has now “matured as a market” and its growth is projected to remain flat. In contrast, “experiential” tourism— ecotourism, nature, heritage, cultural, and soft adventure tourism, as well as rural and community tourism—is among the sectors expected to grow most quickly over the next two decades.

According to *Ecotourism in Nepal*, Nepal is a natural ecotourism destination:

“Its pristine mountain peaks, impressive biodiversity combined with its rich ancient culture makes it natural ecotourism destination... The ecotourism in Nepal is the mixture of adventure, culture and ecotourism blended together. The ecotourism in Nepal is the hybridization of adventure tourism, trekking and culture tourism.”

For example, trekking is one of the main reasons to visit Nepal. Trekking is a form of tourism that is very near to ecotourism. Indeed, it is a combination of visiting local villages, adventurous experiences and

⁹ *Ecotourism in Nepal (2006), Damodar Prasad Phat*

¹⁰ *Fact Sheet: Global Ecotourism (2008), The International Ecotourism Society*

appreciation of natural sceneries. Trekking could be also described as an ACE tourism – which stands for adventure, culture and ecotourism – because it contains the elements of all those three forms of tourism.

Ecotourism is spatially differentiated into two main regions. The Himalayan region, mainly concentrated to the trekking areas in Annapurna, Sagarmatha and Langtan, is the most popular. The second one is Terai region, which is famous for wildlife viewing

Ecotourism is still recent phenomenon in Nepal, although the first conservation activities started in Nepal in early 1970s, when Royal Chitwan national park was established. The Nepalese history of ecotourism started only after inception of Annapurna Conservation Area Project (ACAP) in 1986.

Sustainable Practices in Nepalese Tourism Industry

In February 2008 SNV (Netherlands Development Organisation) and GTZ (German Technical Cooperation) published the results of questionnaire concerning sustainable practices in Nepalese tourism business. For the study *Current Sustainable Practices in reference to service delivery within Accommodation and Trekking sectors* 25 members of TAAN (Trekking Agencies Association of Nepal) and 25 members of HAN (Hotel Association of Nepal) were interviewed.

One of the objectives of the study was to establish measurable baseline data for SNV's future Pro Poor Sustainable Tourism interventions. Topics addressed in the study were environment, energy, employment, water and waste, social inclusion and gender, and local community development including Corporate Social Responsibility (CSR).

The study reveals, although the sample is small, that sustainable practices are not very well presented in Nepalese hotels and trekking agencies. For instance 90 % of the interviewed hotels don't have anything written concerning environmental practices. When it comes to trekking agencies the figures are not any better, only 20 % have indicated that they have a spelled out policy regarding environment.

Better figures were gained in energy saving and water and waste management. Both TAAN (50 %) and HAN (55 %) members were actively involved saving energy. 95 % of the hotel participants remind employees to save water and 61 % were separating recyclable and non-recyclable waste. TAAN members are not equally interested in these matters: 56 % reminded their clients to save water and 52 % separated their waste. However, the interviewed hotels and agencies criticized the question concerning waste separation, because municipalities throw recycled garbage into the same pile with non-recycled. What is the point separate the trash then, asked respondents.

When it comes to local community development, backward linkages and CSR the figures were somewhat encouraging. 95 % of the hotel businesses indicated regular consumption of local products. Of the participants 61 % have a proper provision, but only 22 % expressed interest strengthen local producers.

Generally speaking, the most successful tourism today is built on a clean physical environment and the positive expression of local culture and society.

*Tourism Development Handbook (2000),
Godfrey & Clarke*

Hotel respondents are also donating money (78 %) and **organizing clean up campaigns** in partnership with local volunteers (72 %).

Among the TAAN members figures are equally encouraging: 80 % of respondents are actively contributing towards community development, 68 % mentioned that they actively choose locally produced goods, and 92 % are continuously promoting local products, guides, restaurants, markets and craft centers.

Although respondents have good intentions to support local community, 40 % of TAAN members mentioned that they have faced problems with consistent quality and cost of the products. 56 % of HAN members are also finding it more and more difficult to acquire locally produced goods.

Questionnaire shows that there are obvious gaps in sustainable practices of hotel businesses and trekking agencies. To fold those gaps, SNV and GTZ are suggesting more capacity building and training in environmental and other sustainable development issues.

MAST-Nepal

MAST-Nepal, Marketing Assistance to Nepal for Sustainable Tourism Products, is a joint venture of Nepal Tourism Board (NTB), SNV, United Nation Environment Program (UNEP), and 26 companies from the tourism industry. The two year project, which ended in May 2007, was funded by the European Union.

The MAST-Nepal project works directly with Nepal's private sector tourism businesses, providing them the training and support needed to adopt sustainable practices, to develop sustainable products, and to market those products effectively to make them commercially successful.

The MAST-Nepal has several objectives, but the main objective of the project is to expand business opportunities for sustainable tourism entrepreneurs in Nepal by helping them tap into the fast growing international market for sustainable tourism products, with a particular emphasis on facilitating strong links with the European market.

The objectives are to be achieved by training participant to gain the necessary skills to develop more sustainable tourism products. In addition, an internet Sustainable Tourism Marketing Platform has been established together with NTB to provide support for businesses offering sustainable tourism products.

The MAST-Nepal project has made few interesting findings regarding tourism industry in Nepal. A study in *MAST-Nepal training pack* (2007) shows that links with local communities in Nepal's tourism are an important factor:

"In many cases, local people are employed to construct lodges, and part of the staff of lodges, as well as other staff involved in tourism, such as local guides and porters, and recruited from local populations. Tourism companies may also make contributions to general development of local communities in areas used for tourism, for example through donations made by either a company or by visiting tourists... This generally helps to establish good relations between tourism enterprises and local communities, although in some cases communities may initially have unrealistic expectations of the contribution that tourism companies can make to local development and infrastructure."

MAST-Nepal's study tells also that in some less visited areas tourism companies has reported that the lack of tourism awareness among the locals has led to an inappropriate behavior towards tourists. Tourism businesses do conduct informal awareness rising in these 'bad behaving' communities, but they would like to see government and non-governmental organizations in action. In their opinion, government should

raise tourism awareness through general education, whereas NGOs ought to do it through capacity building and community development activities.

Another interesting finding concerns camping and its impact on local communities:

“Many trekking businesses use camping for their tours rather than available local accommodation. The reasons for this are that although lodges are available for accommodation on the more popular trekking routes, the supply is not always enough to meet demand in the peak season... There can also be difficulties in communicating with lodges to make advance reservations.”

The MAST-Nepal training pack reminds the reader, that camping, instead of using local accommodation, reduces the economic benefits that communities can gain from tourism. Thus trekking companies should maintain responsible environmental practices when camping, for instance carrying out solid non-degradable waste and reducing consumption of fire wood. By this way, although not benefitting the local community, travel businesses can diminish their environmental impact.

The Sustainable Tourism Network

The Sustainable Tourism Network (STN) is an informal network of individuals, private sector stakeholders and organizations who are engaged and interested in promoting sustainable tourism practices in Nepal. STN works under NTB.

STN is driven by the vision of Nepal as a wholesome sustainable tourism destination. STN promotes and facilitates sustainable and equitable tourism in Nepal by bringing together concerned stakeholders from the public, private and I/NGO sectors which are involved in – or have an influence on – the tourism industry. This will be achieved primarily through knowledge sharing, skills transfer, compilation and distribution of best practices models, and through marketing support for sustainable tourism products.

STN has 48 members in its network.¹¹

KEEP-Nepal

Kathmandu Environmental Education Project, KEEP, is a non-profit, non-governmental organization. Their slogan “Helping tourism work for Nepal” tells a lot about their objectives. KEEP aims to help minimize the negative influences of tourism by advocating and promoting "minimum impact trekking" through presentations and lectures to travelers and trekking industry professionals. A related aim of KEEP is to further its environmental goals by encouraging visitors to support responsible trekking agencies and lodge owners.

KEEP works among Nepalese by offering training and courses on nature conservation, on basic and intermediate English for trekking guides and lodge owners, as well as first aid training, eco-trekking workshops, and courses on ecological thinking, Positive Impact Tourism, and regenerative handicraft skills, among others. Recently KEEP has become involved in programs aimed at poverty alleviation and the empowerment of women.

KEEP tries to reach visitors through Traveler’s Information Centers, which are located in Thamel (Kathmandu), Salleri (Solu Khumbu), Sermathang (Langtang/Helambu), Royal Bardia National Park, and

¹¹ STN Member’s Profile 2007, NTB

Sikkim (India). In the future, KEEP is planning to open similar centers in the Annapurna area and in the border village of Kakarbhitta.

Traveler's Information Centers offer practical conservation tips, trekking and mountain safety, causes of deforestation, ecotourism, and the do's and don'ts of Nepalese society. The centre in Kathmandu also helps national and international students conduct environmental, forestry, and tourism research in Nepal.

Tourism for Rural Poverty Alleviation Program

The Tourism for Rural Poverty Alleviation Program (TRPAP)¹² aims to improve the livelihood of people by harnessing their participation in tourism development activities. TRPAP was launched in September 2001 by the Government of Nepal with the technical and financial assistance from United Nations Development Programme (UNDP), Department for International Development (DFID) and SNV. The program operates in six pilot sites, Taplejung, Solukhumbu, Rasuwa, Chitwan, Rupandehi, and Dolpa.

TRPAP's Final Evaluation was carried out by UNDP in October 2006. The report revealed that "the Program has been able to achieve a considerable amount of progress in all key outcomes specified in the Project Document". The report states, that the program "has successfully formed a series of community groups and enabled local people to engage in tourism."

The Project has been handed over to NTB and it will continue the program with the financial support from UNPD.

During the project four different programs were carried out: community empowerment, new tourism products in the rural areas, development of tourism related policies, and product development and marketing.

In this study, we will concentrate on model development of new tourism products in the rural areas. Short overlook will be done on Limbu Cultural Trail and Pathibhara Pilgrimage Trail in Taplejung; Dhudkunda & Pikey Cultural Trail in Lower Solukhumbu; Eco-tourism Village in Phortse-Khumbu region in Sagarmatha National Park; Chitwan Chepang Hills Trail in Chitwan, Lumbini Buddhist Circuit Tour in Rupandeh; Tamang Heritage Trail and Home Stay Tourism in Rasuwa; and Dolpo Experience Circuit Trail in Dolpa.

The TRPAP products have been developed in close consultation with local stakeholders and private sector on national level. The Final Evaluation Report tells that "the ownership of the products has been institutionalized within the local governance system and further institutional supporting mechanisms have been created."

TRPAP's new tourist products are promoted and marketed, at least according to its spoke person. Each destination has its own, individual web site under NTB. However, those websites weren't available when writing this chapter.

During the program also *The Pro-poor Tourism Policy and the National Strategic Plan* was prepared for the first time for years 2005-2009. The Pro Poor Tourism Policy document supports planning and

¹² Lessons Learned: Nepal's Experience Implementing Sustainable Rural Tourism Development Model of Tourism for Rural Poverty Alleviation Programme (2007).

implementation of pro poor tourism activities in Nepal, whereas Tourism Strategic Plan will guide policy makers and the tourism industry of Nepal to consolidate the strengths, increase quality visibility and focus on primary markets. In addition to this, TRPAP has supported the government to identify policy gaps in tourism sector of Nepal and suggested a framework to be incorporated into revised tourism policy and related acts and regulations.

Pro-poor tourism policy contributes “to the poverty alleviation objective of government through review and formulation of policy and strategic planning for sustainable tourism development which are pro-poor, pro-environment, pro-women and pro-rural communities. There are specified objectives to support its goal of poverty alleviation. They are: develop rural tourism models for policy feedback, set-up institutions from grass root to central level to look after tourism activities and establish backward and forward linkages...”¹³

Chitwan Chepang Hills Trail

The Chitwan Chepang Hills Trail is an easy 7-day trek in the middle hills, offering a cultural experience in home stays with the Chepang people, a nomadic ethnic group of hunters and gatherers rare in Nepal.

The project area for TRPAP was the remote village of Hattibang, which is mainly Chepang, with some Magars and Giripuris (Chettris). The Chepangs are one of the most neglected and disadvantaged ethnic groups in Nepal, with an isolated language and distinctive life style. The evaluation report tells, that “the people are now sensitized to the potential of “self-development” through village tourism. Most households have constructed toilets, and their village is already cleaner. They grow orange, peach, banana and vegetables for home-stay visitors. Lodge management has helped the hotel owners to improve their skills. Some residents have taken a loan for developing home stay facilities, vegetable farming and goat rearing enterprises.”

The number of tourists on Chitwan Chepang Hills Trail – though it has increased from the starting year – is still annually less than 300.

Tamang Heritage Trail and Home Stays, Rasuwa

Langtang National Park is the third most popular trekking destination in Nepal. TRPAP has introduced there a completely new eight-day trail passing through backward but culturally rich villages. The trail features Tamang culture, Parvati Kunda and Tatopani religious sites, magnificent Himalayan views from Nagthali meadow hilltop, and Rasuwa Gadhi the historical fort bordering with Tibet.

The project has developed lodges and home stays in villages along the route.

A very good example is Briddhim, where the project has emerged a replicable model of community-managed village tourism, first initiated by Sirubari near Pokhara. Evaluation report claims, “that it has the most successful home stays on the Tamang Heritage Trail, demonstrating how unity amongst villagers can bring prosperity to the locality.”

Although the village is not located in a particularly good site it has emerged as one of Rasuwa’s leading tourist attractions. Visitors to the 25 home-stays are aware that they contribute directly to the wellbeing of the local people and the local economy. Since 2004, more than 150 foreigners and over 250 domestic tourists have stayed in Briddhim.

¹³ *Pro-Poor Rural Tourism Initiatives & its Sustainability in Nepal (2007), TRPAP*

Evaluation report tells, that “building on a concept generated during an APPA exercise in 2002, the whole village collectively decided to go for home-stays. Supported by TRPAP, the DDC and the Langtang National Park, Venture Capital Funds loans are made available to enable these innovations... The park helped the villagers by providing wood for construction. TRPAP has upgraded the trails, constructed culverts, provided drinking water, built and furnished a community centre, helped with village beautification, constructed toilets and solar-heated showers, and improved cooking stoves. DDC and TRPAP gave a mix of grant and loan for purchasing bed sheets, quilts and blankets, and for costumes for the dance performances.”

The Tamang Heritage Trail is the TRPAP’s most successful tourist product in terms of visitor numbers. On the first year of project, 2002, the area fascinated 1220 visitors, whereas four years later the number was 4650.

Pikey and Dudhkunda Cultural Trekking Trails, Solukhumbu

Two world-renowned monasteries are situated on the Pikey and Dudhkunda Cultural Trekking Trails, Chiwong and Thuptenchoeling. The Thuptenchoeling monastery is the largest monastery in Nepal with more than 500 monks and nuns.

The Pikey and Dudhkunda cultural trekking trails are promoted as an alternative for one and two week routes in the southern Solukhumbu. New treks were developed through joint collaboration with the private sector, DDC, TAAN and NTB. Both treks have access from the popular Jiri to Namche to Everest Base Camp trail, from Phaplu, Rumjatar and Lamidanda airports, and from the Katari to Okhaldhunga road.

The main aim of the program was to improve the livelihood of local people through community-based rural tourism:

“TRPAP interventions include upgrading the trails, information signage and managed campsites with drinking water, toilets, kitchens and waste disposal facilities. Local people receive awareness and skill training in lodge management, cooking and baking, and fruit and vegetable production. Several study visits to other developed sites have been conducted for residents. Entrepreneurs have received VCF loans to begin micro-enterprises related to tourism. TRPAP has produced a website and a number of brochures, posters, booklets and audio-visual materials to publicise the new treks. Other national and international marketing activities include trek agent and media familiarisation trips.”

Although heavily dominated by attractions in the SNP area, visitors to the southern part of Solukhumbu have been slightly improving over the years.

Eco-Treks at Phortse, Solukhumbu

The case of Phortse village is another good lesson to learn. The village, situated at 3,900 meters in the SNP, had problems providing even basic necessities for tourists. Poor villagers were unable to afford the high prices of gas and kerosene, therefore the villagers used firewood for cooking and heating. At that high altitude, forest regeneration is very slow.

During the program TRPAP partnered with the local stakeholders to develop a 60kw micro-hydro generated from the Thulung River. Since 2005, all 83 households in Phortse have had electricity, with 53 households using power for cooking and heating. Payment for the consumption of electricity is fixed for families, depending on their economic status.

Electricity has transformed the village and enabled it to become an attractive ecotourism destination. Being off the main Everest Base Camp trail, authentic Sherpa cultural traditions are preserved. The micro-hydro has reduced impacts on the forest so the environment is maintained. Buddhist non-hunting culture nurtures biodiversity. Other TRPAP improvements in the area include safe drinking water, sewage systems, a dumping site, incinerator, and smoke-free kitchens.

Phortse can now accommodate over 150 guests as lodge owners have added new rooms and built new lodges. Unfortunately visitor numbers are not available.

Lumbini Village Tour

Lumbini, the holy birthplace of Lord Buddha, gathers visitors mainly from Thailand, Japan, Korea, Sri Lanka, China, India and Nepal. There are sufficient accommodation, food and transportation facilities. but the visitor stay is very short, often less than one day. In order to add value to this world-class destination, TRPAP has attempted to introduce a new tour to the surrounding villages.

The TRPAP village trail offers an experience of a rural Terai. TRPAP has supported to train local guides, replacing the imported guides of Indian origin. The local guides have tried to motivate tourists to go beyond the Buddhist sites and visit the villages.

To develop these villages and VDCs for tourism, a traditional Tharu museum has been constructed in a Muslim village, and souvenir making using natural is demonstrated for tourists. The new destinations offer native Tharu and Biraha culture, and natural sites such as wetlands for bird watching, historic ponds and village farms. Gradually, local products are replacing souvenir items imported from Indian.

In 2006 almost 30,000 tourists visited Lumbini area, but the report doesn't tell how many of them did village tour. No estimation is unfortunately available.

Dolpa Experience Circuit

In Dolpa, the land of Bon Po, tourism patterns tend to focus on the lower Dolpa circuit and the prime attraction of Lake Phoksundo. This magnificent lake was featured in the famous Oscar-nominated film "Caravan" and has great interest among international visitors.

In order to spread the tourism benefits Dolpa Experience Circuit was established – it runs through 16 villages. The 15-day trek passes through the spectacular high Himalayan valley of Dho Tarap. If lucky, one might sight snow leopard and musk deer. This hidden valley offers scenic landscapes, and unspoiled local traditions and culture.

Recent visitor numbers to Dolpa are minimal due to its remoteness and the adverse security situation that has continued till the CA elections held in April 2008.

Pathibhara and Limbu Cultural Trails, Taplejung

Most established trekking packages in Taplejung focus on the conservation area and its main attraction, Mt Kangchenjunga. Pathibhara (3,794m) is a popular pilgrimage destination. During the program TRPAP has tried to leverage on its established visitor flows by introducing some new cultural heritage products in the region.

The usual Pathibhara pilgrimage takes four or five days. It is best visited during March to June or September to November.

The Limbu people are the dominant ethnic group in the lower regions of the Kangchenjunga Conservation Area in Taplejung. A new trekking route, Limbu cultural trail, between Kabeli and Khaksewa offers a unique experience of Limbu culture and traditional lifestyle through beautiful countryside, staying and eating with local families. Passing through thick cardamom forests, the trail has panoramic views south over the lowland Terai.

The six to seven day trek starts from Phungling and ending at Mamankhe. From here there is an option of either joining the main Kangchenjunga Trail, or retracing the route back to Phungling.

Tourism in Kangchenjunga has been severely constrained due to security issues, so the success of these new trails is yet to be proven. The new tourist products and the communities are waiting for the tourists to return.

Crooked Trails

Crooked Trails is a non-profit, community-based travel organization, whose mission is to broaden people's understanding of the planet and its diverse cultures through education, community development and responsible travel.

For the past several years, Crooked Trails, in cooperation with other non-governmental organizations, has conducted a series of travel programs in support of the indigenous peoples of Thailand, Kenya, Nepal, India, Ecuador, Bolivia and Peru. Regarding their web site, Crooked Trails' programs allow local communities the opportunity to develop and administrate cultural exchange programs that help support their efforts to preserve and protect their environments and to confront the challenges of their rapidly changing surroundings.

In Nepal Crooked Trails has a 19-day program, which includes living with a Nepalese family, exploring Royal Chitwan National Park, volunteering on a volunteer project, trekking in the Annapurna area, and learning sustainable travel practices while travelling and working.

Annapurna Conservation Area Project

King Mahendra Trust for Nature Conservation (KMTNC) is the leading and the first NGO in ecotourism activities in Nepal. KMTNC's mission is to promote, manage and conserve nature in all its diversity in Nepal. The NGO is best known from its Annapurna Conservation Area Project (ACAP), which is recognized in the international arena too.

The ACAP started in 1986 and it still continues its activities in the Annapurna region¹⁴. Annapurna conservation area is the largest conservation area in the country, all together 7,629 square kilometers land. Its diversity and topography are very unique: "It comprises deepest georges with scenic biological and topographical diversity."¹⁵

The ACAP was launched to conserve the natural resources of the area, bring sustainable socio-economic development to the region, and to manage tourist flow in a way that have minimum negative impact on the

¹⁴ www.south-asia.com/Kingmah/tonproj.htm

¹⁵ *Ecotourism in Nepal (2006), Damodar Prasad Phat*

natural, socio-cultural and economic environment. An interesting feature in ACAP is that the local population is allowed to live in the conservation area.

ACAP activities are divided into four categories: resource conservation, community development, tourism management, and conservation education and extension.

Under resource conservation ACAP has implemented e.g. forest management activities, soil and water conservation, wildlife management, training for local nursery workers, forest guards and leaders, promotion of alternative energy and fuel-efficient technologies, and restoration of sites of historical, culture and archaeological importance.

Programs in community development has included improvement and construction of schools, bridges and trails, health clinics and family planning, toilet and rubbish pit construction, adult education and income generation for women.

In tourism management ACAP has gave trainings for local lodge owners and guides, produced promotional material, constructed visitor centers etc., whereas conservation education has given to school children.

Annapurna region is the most popular trekking destination in Nepal, drawing more than 60 % of all the trekkers visiting the country. One of the reasons behind the success is evidently the ACAP.

Environmental Issues in the Kathmandu Valley

The Kathmandu Valley is divided into three districts, Kathmandu, Bhaktapur and Lalitpur. The three districts consist of five municipalities and 114 VDCs. A big part of the NTOEDP's project area is located in the outskirts of the Kathmandu Valley (see map x). The project will be implemented also in Kavri district, which is located right next to Kathmandu and Bhaktapur.

The population of Kathmandu valley was 1.6 million in 2001, and it is estimated that it will reach 2.5 million in 2020.

Once pristine and unpolluted, the Kathmandu Valley has become one of the biggest environmental challenges for both Nepalese and international agencies and organizations. In *Kathmandu Valley Environment Outlook (2007)* the General Director **J. Gabriel Campbell** of the ICIMOD, International Centre for Integrated Mountain Development, acknowledges this in his foreword:

“The Kathmandu valley is still a place of extraordinary natural and cultural beauty. But for those of us who were here over forty years ago, it is a valley transformed almost beyond recognition. Constantly crowding traffic congestion, polluted air from vehicles and brick factories, rapidly expanding urban sprawl, streams and rivers that too often resembles sewers, piles of garbage and shortages of drinking water too often obscure the beauty beneath and beyond – the rice paddies and mustard fields still found reflecting the pagodas and high Himalaya beyond.”

According to the report, the key environmental issues in the Valley are air quality, settlement pattern, drinking water, waste management and natural disasters.

In this chapter, Special emphasis is given to waste management, because that will be one of the key activities of the project. Before that a short review is given to other environmental issues.

The whole population of Kathmandu valley shares the same natural resources, for instance watershed, drainage channels, forests, soil and air. An environmental problem, air or water pollution, occurring in one location easily spreads to the entire area.

Kathmandu valley has 20,945 ha of forests, approximately 32,7 % of the total area of the valley. The forests in and around the valley provide basic needs to rural communities, clean water for valley residents, and recreational sites for tourism. However, the forests of Kathmandu valley are not in good condition, as most of the forests are in regenerating stage.

Air pollution has tremendous health impacts, but it has also impacts on tourism, and not only on tourists who suffer from respiratory illnesses:

“The atmospheric data obtained from Kathmandu airport from 1970 onwards show that there has been a substantial decrease in visibility in the valley since 1980: the number of days with good visibility (>8000m) around noon decreased in the winter months from more than 25 days/month in 1970 to five days/month in 1992. As most tourists come to Nepal to see mountains, the reduced visibility will affect tourism. As tourism is a major industry in Nepal, any adverse impact on tourism will affect the economy of Kathmandu as well as the country as whole.”

Most of the rivers running through the valley are relatively clean – apart from bacterial contamination – at their upper stretches, just before the urban settlements begun. Most of the quality parameters are within WHO guideline values for drinking water. But when the rivers flow through the urban settlement, they become more and more polluted. River pollution in urban areas of the valley is severe. “Lack of proper sanitation and drainage in urban and rural areas has resulted in dumping of sewage and garbage into the rivers... Shortage of water in the river, especially in during winter, leads to rivers virtually being used as sewers. “

During the dry season the rivers of Kathmandu valley get so polluted in the urban sections that they are and smell like open sewers.

Waste Management

One thing that seems to be common with all the urban and rural areas in the Kathmandu valley is the amount of rubbish. Streets and paths are filled with noodle and chocolate wraps, and dust bins are far apart and hardly used.

How is the waste managed in Kathmandu valley? Who sweeps the streets? Where is the final destination of solid waste? In this chapter the process of the waste management of Kathmandu valley is specified. Although the rubbish problem is found from both municipalities and villages, the size of the problem and the means to deal it differ a lot.

Urban Areas

“Urban waste management remains unsatisfactory despite the fact that there are policy and legal frameworks and effluent standards and despite the many project efforts to improve the situation.”

The statement of *Kathmandu Valley Environment Outlook* is harsh, but realistic. Only 75 % of the solid waste generated in municipalities of Kathmandu valley is collected. The remaining waste stays on the street.

The waste problem in the urban areas of Kathmandu valley would be a much vast had there not been a significant number of NGOs, community-based organizations and the private sector involving in solid waste management activities. These organizations are playing an important role in waste collection, including door-to-door collection, in promoting composting, and as well as in running environmental campaigns. It is estimated that there are around 58 such organizations active in the urban areas of Kathmandu valley.¹⁶

When it comes to waste management activities one should not forget the role of households. According to *Kathmandu Valley Environment Outlook* household composting is promoted by distribution of 100-litre compost bins. Some NGOs and other organizations have community composting in different locations. There is no large-scale composting facility, except in Bhaktapur, where the composting facility receives three tons of waste every day. The method there is a simple, manual open-field heaping.

Composting and promoting it are really important factors, because 70 % of the urban solid waste is organic and most of it is not composted. Lack of composting will become a huge problem in the future, if new interventions are not done. Private sector has shown interest in setting up a compost plant, but the lack of suitable sites has hindered the progress.

Household reuse and recycling are also promoted by many NGOs. The main items reused and recycled are metal, glass, bottles, plastics and papers. The reusable waste is collected by independent collectors, who sell the items to scrap shops. It is estimated that there are around 250 scrap dealers in Kathmandu valley. Some of them operate also in rural and semi-rural areas.

Recently many NGOs and private sector operators have started door-to-door services in limited areas. They charge about 0.5 to 2 Euros per month per household for door-to-door collection of waste. Door-to-door collection offers many benefits, including control of haphazard littering and reduction in overall waste collection costs.

When it comes to the public space, street sweeping is arranged by municipalities, NGOs or private sector. The deposited waste on the roadside is picked up and transported by municipality vehicles either to a transfer point or to the final disposal point. Since June 2005 solid waste from Kathmandu and Lalitpur has transported to the Sisdol landfill site, 25 kilometers from Kathmandu. Before the opening of the Sisdol landfill site, both municipalities dumped their waste along the banks of the Bagmati and Bisnumati rivers. The same final disposal method is still in use in Bhaktapur and other smaller municipalities.

Rural Areas

In the rural areas of Kathmandu Valley there are no landfill sites or other forms of organized waste management. There is very little non-degradable waste there – mostly instant noodle and biscuit packs – which is not reused or recycled. Because households mainly produce organic waste, the waste is managed in a traditional way. The waste generated from the households is mainly used for farming or placed into pits called *saga*.

Saga or burial is a technique where the solid waste is buried in a trench. First a trench of 1.5m wide and 2m deep need to be dug and after each day the refuse is covered with 20 to 30cm of earth. When the level of trench is 40cm from the ground level, the trench is filled with earth. The contents of trench can be used on the fields after 4 to 6 months.

¹⁶ *Kathmandu Valley Environment Outlook (2007)*

Political Situation in Nepal

Recent ten-year conflict has stigmatized Nepal in the eyes of the worldwide tourism business. The peace agreement between Maoists and the seven-party government was signed in April 2006. Unfortunately that wasn't the end of the political instability.

During these last two years Nepal has been in the world wide media every once in a while, and usually the media coverage from Nepal has not been positive. The nation had struggled to have the CA elections, but failed twice. The country and the global community were anticipating what would happen in the 10th of April 2008.

"There was media hype especially after 2004 during the armed conflict. The parachute journalists were always active and fast to portray the situation without being realistic and understanding the gravity of situation. It always became late by the time it could be prevented", **Sharad Pradhan**, Media Consultant & Crisis Manager from NTB told.

That was why the Crisis Management Cell under Media Centre of NTB started to prevent and cope with the impact of unrealistic media hype by providing its 24 hours information disseminating services, i.e. e-news, from 2005 on.

Unfortunately, the good intentions and efforts of NTB did not bring much result.

Curfews and dead demonstrators in Terai region, in the southern parts of the land, were the topics of the news agencies in winter 2008. Western embassies warned travelers not to attend demonstrations or other political venues. Also kidnappings occurred. The Madhes movement, which was behind the Terai turmoil, was against both the Maoists and the other mainstream political parties. Their sometimes violent movement threatened to curtail the election for the third time.

The problems in Terai seemed to be solved, when the Ministry of Peace and Reconstruction signed the five point agreement with Minister **Ram Chandra Poudel** and **Sanjuhang Paluwang** of The Federal Limbuwan State Council. For instance, the government agreed autonomy for Limbuwan region based on historical background and geographic region.

But the situation in Terai kept on unstable: different armed agitating groups declared protest programs to disturb the elections.

The Himalayan Times published a *CA POLLS Special* edition in March. One of the articles addressed on the outcome of the election¹⁷:

"Several factors including the Madhes movement, massive labor migration, the Maoists, a large number of first-time voters and some level of people's disenchantment with the major political parties have changed the political landscape of the country. The April 10 CA elections will now indicate the impact of these phenomena on Nepali politics."

At the eve of the elections, The Himalayan Times claimed that the poll atmosphere showed that there was only little enthusiasm among the people to vote in the CA election. The main parties, Nepali Congress and

¹⁷ *Nepali politics: On a threshold with less predictable outcomes (30th March 2008), CA POLLS Special, The Himalayan Times*

UML-Communists, had changed places as a leading party in previous elections. That is why many Nepalese were asking: “*Inlai diyera ke po bhayo ra*, what has happened by voting them?”

Before the elections not only the Madhesi movement was rioting, but the Maoists too. The daily headlines told about “Maoists, cops clash; strike in three district”, “Violence rising in Rolpa”, and “Maoist cadre killed in Solu clash”. Maoist leaders even threatened to start a revolution, if the poll results won’t announce them as winners.

The Maoist movement was the one of the most important factors regarding the polls. Indeed, because of the Maoist movement the CA polls were about to take the place.

Before the elections, the behavior of the Maoists indicated more troubles for the Nepal’s political process. On the 26th of March CPN-Maoist chairman **Prachanda** said the Maoists would not accept the results of the constituent assembly polls if his party lost. The Maoist chairman claimed he had found a huge wave of public support for the Maoists and the Maoist victory would be certain. He added that only conspiracies could now engineer the Maoists’ defeat.

Afterwards it is easy to say, that chairman Prachanda’s prediction was right and the Nepalese media and their political experts were wrong. People did vote.

The elections day was mainly peaceful. The people of Nepal seemed to decide that the days of political turmoil are now history. The former U.S. president **Jimmy Carter** – who was one of the elections observers – praised all the parties and stakeholders to deliver the elections in free and fair manner. And to everybody’s surprise, the Maoist party won the elections with simple majority, from x seats to win they got x. NC became the second largest party with x seats and UML the third with x representatives.

The outcome of elections was a shock for most of the media people, entrepreneurs and businesses. The political commentators and intellectuals were accused not to foresee the Maoist’s victory. Indeed, most of them had predicted that Maoist will lose the “war” on the battle fields of democratic system. People were thirsty for answers.

The political commentators defended their failed predictions by reasoning, that they were unable to judge the level of resentment against mainstream political parties and that they failed to look through the other parties’ failure to reach out to voters. The political experts kept on saying, that they underestimated the effectiveness of violence in garnering votes, which Maoists were doing especially in the villages. They also failed to gauge the level of people’s need for change and the unpredictable nature of first-time voters.

After the Maoist’s triumph, the private business sector was in fear: It was unsure about the country’s future economic policy. Maoist chairman Prachanda assured after the outcome of elections’ results that the party will take the “capitalist line”. In he’s speech to the key stakeholders of the private businesses, Prachanda promised that their economic policy includes several really capitalistic approaches: promoting domestic private investment, establishing ‘friendly’ industrial relations through a ‘flexible’ labor policy aimed at ensuring the interests of both investor and labor, giving the private sector the ‘lead role in economic revolution’, recognizing profit as a driving force of investment, and taking advantage of globalization and liberalization.¹⁸

¹⁸ Now, action (18th April 2008), *The Himalayan Times Editorial*

In May, the United States gave a positive sign for the future cooperation with the Maoist led government. Political and economic chief of the US Embassy gave a statement that “the US was doing groundwork to remove the CPN-Maoist from its terror list and Nepal from the negative travel advisory”. This indicates that hopefully more and more US tourists will find their way back to Nepal.

The post-polls safety situation in Nepal is good. There have been demonstrations and strikes in Terai area, but nothing dramatic. Overall safety situation is still unpredictable, but for travelers Nepal is still safe place to visit. Indeed, the nature of conflict in Nepal was different than in of other countries, because tourists were not targeted by rebels during the armed conflict.

Subash Niroula, Sr. Director of NTB claims that armed conflict and lack of peace were not the only reasons of the ailing tourism industry. Unrealistic media publicity, negative travel advisories and limited number of international airlines operating were also the causes of decrease in tourists’ arrivals after the year 2000.¹⁹

“Nepal’s image as a peaceful tourist destination was badly distorted by bad publicity campaign during armed conflict period. NTB has directed its efforts to lower the impact of armed conflict in tourism sector and building positive image of Nepal through product development, product diversification, human resource development, promotion and marketing. Role of media is very important for the growth of tourism in post-conflict stage.”

The first meeting of the constituent assembly will be held between May 25 and 28. Because the Maoists are the single largest party, they are claiming that they have the right to form the government. In The Himalayan Times’²⁰ interview, the key architect of the Maoists vision of new Nepal, **Dr. Baburam Bhattarai**, says that his party will carry out, with the People’s mandate, an overall restructuring of Nepal.

According to Dr. Bhattarai the People’s Liberation Army and the Nepali Army will be integrated: “Old army should be democratized, new army should be professionalized, and new security system should be created.”

When it comes to the priority agendas of the Maoists in the short term, Dr. Bhattarai says that the first issue is implementation of republic: “We have asked the King to cooperate. We are giving him a final chance. Otherwise the people will use force.”

After implementation of republic, the Maoist led government will “move ahead on in the process of constitution formation.” After that the new government will address on voters who are expecting immediate relief.

“For this (immediate relief) we have to initiate a socio-economic restructuring and set up a foundation for long-term economic development... We are finding that a rapid economic development can be and should be started with a partnership between the private sector and government. The leading role will be that of the private sector and the government will play the role of a facilitator.”

Regarding foreign aid projects, Dr. Bhattarai says that the existing anarchy have to be stopped. All aid programs ought to be centrally coordinated and allied to national goals. But because the Maoists are connected to the poor and marginalized class, they believe that the foreign aid will increase in the future.

¹⁹ See Appendix 1

²⁰ CPN (Maoist) a democratic force: Dr Bhattarai (8th May 2008), The Himalayan Times

Nepal's political process is still at stage, where deeper analysis of the future is impossible. Nobody can tell what will happen after the new government is formed. Fortunately, most Nepalese are hoping that Maoists' New Nepal can make a difference.

Conclusions: The Project Plan

There are several reasons, why developing tourism in Nepal is essential. First of all, Nepal has four sectors of industries which are sound and sustainable to develop, they are hydropower, forestry, agriculture and tourism. Out of these four sectors, tourism is the most cost-effective and easiest way to create jobs.

Mr. Ram Sharan Mahat, Minister of Finance of Nepal, visited Finland in this February. Nepal is one of Finland's eight main long-term partner countries for development cooperation, and last year Finnish financial aid to Nepal was around 6.7 million Euros. The minister pointed out that "Nepal is part of South Asia, one of the fastest growing regions, with India and Pakistan doing very well. Goods produced in Nepal can be brought customs-free to India, providing good opportunity to tap this huge market of over 1.3 billion people."²¹

In his interview, the minister mentioned forestry and hydropower as potential goods to export to India. However, he didn't mention tourism, which could have also huge markets in India. This far Nepalese government, NTB and private sector have done very little to attract Indian tourists.

"It is hard to admit we have not been able to fully capitalize on Indian market despite being in such a close proximity. For one thing except for few private sectors taking initiative on their own, NTB failed to come up with any attractive and original incentives to travelers coming to Nepal except for promising a 'unique' vacation. When other destinations like Hong Kong, Dubai, Singapore, and Malaysia are equally vying for Indian tourists, Nepal could hardly stand their attractive packages offered at comparatively cheaper rates not excluding the varieties of options."²²

It is interesting to see will the new government understand the potentiality of Indian tourists and what will be the actions.

The main tourist destinations in Nepal are Kathmandu, Pokhara, and Chitwan national park. For instance, Annapurna region, which is easily accessible from Pokhara, is the most popular trekking destination in Nepal, drawing more than 60 % of all the trekkers visiting the country. However, most of the treks in Annapurna region are demanding and time-consuming.

There is a rising demand for day-hikes or short treks with easy access from major tourism destination – many aged travelers with money and time are interested in easy access outdoor activities that are not demanding. The increasing group of active western seniors would like to have the good services and easy adventures at the same time. Suomen Latu has arranged active holidays, e.g. trekking trips, together with a Finnish travel agency Olympia for several years, especially trips that have been marketed for over 50 years old, have been really popular. Because of the western baby boomers, the number of elderly, but still active tourists will arise in the near future. TIES has estimated that in the year 2020 global tourism reaches 1.56 billion international arrivals.

²¹ <http://www.formin.fi/public/default.aspx?contentid=114890&nodeid=15145&contentlan=1&culture=fi-FI>

²² *Nepalese Tourism – The Challenges* (2007), Raman Grandona

Since Kathmandu is the number one tourist hub in Nepal, there is a huge potentiality to develop community based tourism in the valley. Ecotourism, nature tourism or ACE tourism are the best forms of tourism to let the communities benefit from tourism.

The main activities of NTOEDP are development of the trekking trail in Kathmandu valley – the work name for the trail is *The Kathmandu Valley Cultural Trail* – and introducing community based tourism along the trail. The overall objective of the Project is a slogan-like, *Better environment for better tourism*.

Location

The project area is located in the rims of Kathmandu Valley, in rural and semi-rural areas of it. The area covers three districts, districts of Kathmandu, Kavri and Bhaktapur. The project area is situated along the trekking trail, which starts from Sundarjal, about 12 km from the city centre of Kathmandu, and continues through villages and towns of Mulkarkha, Chisapani, Chauki Phangjyang, Nagarkot, Dhulikhel, Namabuddha and Panauti back to Kathmandu (See map x).

The Nepalese government has accepted a long-term development concept for the valley in 2002. One of the guidelines is that tourism-related activities shall be promoted and polluting industries shall be relocated to other towns outside Kathmandu valley.

And actions should be taken, because the environmental problems in the valley are vast. Still, “Kathmandu valley has exceptional scenic beauty. The fertile valley with terraced fields is surrounded by green hills. Snow-capped mountains can be seen behind the hills to the north... The unique combination of monuments, art, and architecture together with mountains and lakes or ponds is attractive to tourists, and many return, time and again.”²³

Most of the trails, connecting villages and towns of the project area, already exist. Most of them are also promoted and mentioned by the number one guidebook of travelers, the Lonely Planet Nepal (7th edition) guidebook. For instance, trek from Dhulikhel to Panauti via Namobuddha is described as a one of the top five valley hikes. Also Nagarkot and Shivapuri National Park are mentioned as excellent places for day hikes.

The idea of combining existing day hikes and hike the whole loop is new. It was presented for the first time in a Finnish outdoor magazine *Latu ja Polku* in summer 2008.²⁴ *Latu ja Polku* is published by Suomen Latu and it has circulation of around 50 000 copies.

The condition of the trail is mostly intermediate; in some places it is good, in some places terrible. The track is motorable for small vehicles in many places. There are not many signs along the trail, so it is easy to get lost. Even in Shivapuri National park the condition of track and signs are not on the satisfactory level. Inside the national park one can find few restaurants and hotels, also few pits have been dug for solid waste. In tourist destinations of Nagarkot and Dhulikhel, there is a good range of accommodation, from cheap guesthouses to affordable five-star hotels. Outside the tourist destinations and national park the services are few, if non-existing, Chisapani and Panauti have few hotels and lodges, but in other locations there is a need to develop e.g. home-stay accommodation.

In the rural areas of Kathmandu Valley there are no landfill sites or other forms of organized waste management. There is very little non-degradable waste there which is not reused or recycled – mostly

²³ *Kathmandu Valley Environment Outlook (2007)*

²⁴ *See appendix x*

instant noodle and biscuit packs, which are left alongside the trail. There is an evident need for clean-ups and arrangement of waste management.

Objectives

The main problem of NTOEDP is that there are not enough environmental consideration in tourism sector and communities, resulting in as a lack of community involvement in tourism and less people benefitting from tourism (Figure 1).

The focal problems can be turned into objectives (Figure x). Thus the direct objective of the project is that more people in rural and semi-rural communities could benefit from tourism. The long-term development objective is a slogan-like *Better environment for better tourism*. In other words, the objective is the sustainable development of tourism related environments, i.e. nature, economy and communities.

The UN Millennium Development Goals that the Project will address are global partnership, environmental sustainability and gender equality.



Figure x: Objectives of NTOEDP.

Activities

The direct objective of the project is that more people in rural and semi-rural communities could benefit from tourism. This objective can be achieved by developing community-based tourism through trekking trail development, community-based tourism centres, trainings in product development, promotional activities and establishing linkages between private sector and communities.

The main activities are development of the trekking trail in the rims of Katmandu valley – the work name for the trail is *The Kathmandu Valley Cultural Trail* – and introducing community based tourism along the trail. As a part of the trail development also clean-ups and waste management programs are implemented.

All the activities are presented in the chart x.

Activities

Development of a Trekking trail

- Cleaning up
- Upgrading the old parts of the trail
- Constructing new trail (when needed)
- Marking it with wooden signs (50) and information sign boards (15)

- Constructing 2 entry gates
- Constructing 4 resting places/shelters
- Constructing 4 recycling centers
- Planting trees

Establishing four (4) community based centers for tourism activities

- Finding/leasing an empty house
- Renovating it together with the community members
- The space will be used by local communities and the project for trainings and other tourism activities (e.g. cultural show, small souvenir shop, resting place for travelers)

Partnering with existing tourism information centers

- Promotional material will be distributed through centers

Eight (8) annual trainings in tourism and product development, for instance:

- Home stay accommodation
- Local guide training
- Small lodge and hotel management
- Entrepreneurship development
- Local culture promoting
- Handicraft training
- Organic farming
- Other tourism related trainings

Networking

- 1 annual workshop for Major stakeholders in Nepalese tourism sector
- 1 annual workshop for VDCs, DDCs, municipalities, local NGOs, clubs

Promotional activities: Village communities (1), tourism entrepreneurs (2) and tourists (3)

- 4 annual Clean ups in the Project Area
- Environmental awareness raising campaign in the Project Area on the second year
- Producing promotional material for Environmental awareness raising campaign, e.g. hand outs, posters, dust bins
- Producing promotional material to market the trail, e.g. hand outs, maps and posters
- Filming a promotional documentary DVD
- FAM trips for agencies, press, other stakeholders
- Developing NETIF's web site

Forming volunteer groups to implement activities

- 3 annual get-togethers
- Consulting
- Trainings

Making NETIF self sustainable

- Sponsorships with private sector businesses
- Establishing NETIF membership card

Chart x: The activities of NTOEDP.

Work Plan

A tentative timetable for the project activities is also prepared. The two-year project has been divided into four six-month sections. When working outside in Nepal, one has to take into consideration monsoon season, June-September, when outdoor works are difficult, if not impossible to implement. The monsoon may delay some of the activities.

1.1.-30.6.2009

- Hiring staff for the project
- Cleaning up the trekking trail
- Upgrading the old parts of the trail
- Constructing new trail (when needed)
- Marking the trail with wooden signs (50) and information sign boards (15)
- Constructing 2 entry gates
- Constructing 4 resting places/shelters with attached recycling facilities
- Planting trees
- Forming local clubs
- Workshop for local level stakeholders

1.7.-31.12.2009

- Establishing 4 community based centers for tourism activities (finding/leasing an empty building, which will be renovated and facilitated)
- Continuing the trekking trail activities
- Starting the partnering with existing tourism information centers: Promotional material will be distributed through centers
- Publishing promotional material
- Promotional clean-up campaigns in villages
- Forming of local clubs
- Eight trainings in tourism and product development for communities and SMEs
- Workshop for national level stakeholders
- FAM trip for media and tourism sector
- The first year evaluation
- Starting to shoot the promotional documentary DVD
- Developing NETIF's web site
- Finding sponsors for NETIF

1.1.-30.6.2010

- Workshop for local level stakeholders
- Continuing the establishment of 4 community based centers for tourism activities
- Releasing of promotional documentary DVD
- Promotional clean-up campaigns in villages
- Producing promotional material for Environmental awareness raising campaign
- Environmental awareness campaign in the project area
- Training for local clubs
- FAM trip for local level stakeholders (VDCs, DDCs, Municipalities)
- Reporting to the Finnish Ministry for Foreign Affairs

- Developing NETIF's web site
- Establishing NETIF membership card
- Four trainings in tourism and product development for communities and SMEs

1.7.-31.12.2010

- Workshop for national level stakeholders
- FAM trip for media and tourism sector
- Promotional clean-up campaigns in villages
- Training/meeting for local clubs
- The second year evaluation
- Developing NETIF's web site
- Four trainings in tourism and product development for communities and SMEs
- Promotional tourism campaign

Stakeholders

The most excluded groups in terms of access to development opportunities in Nepal are women, janjati, dalits and muslims. Nepal's pro-poor policies pay attention to these vulnerable groups and recognize their rights.²⁵

NTOEDP will also address to community members – women, dalits, and youth – who don't have the equal opportunities to benefit from tourism. The project tries to give these groups a direct access to tourism through skill trainings, e.g. handicraft and entrepreneurship development. The community based tourism centers will offer the platform for these groups to implement tourism activities. The objective is to empower these groups to see the possibilities and opportunities of tourism sector.

Other direct beneficiaries are lodge and small hotel owners and other small tourism entrepreneurs. Indirect beneficiaries are the partner NETIF, VDCs, municipalities and Shivapuri national park.

Direct Beneficiaries

Direct beneficiaries	Benefit	Indicator/s
LOCAL STAKEHOLDERS IN TOURISM:		
a) Hotelliars and lodge owners	<ul style="list-style-type: none"> • Better tourism volume • Better mailage • Training in hospitality, waste management and supply chain 	<ul style="list-style-type: none"> • Number of visitors • Better service, better waste management, more backward linkages to the community
b) Restaurant owners	<ul style="list-style-type: none"> • More customers • Training in hospitality 	<ul style="list-style-type: none"> • Number of customers • Better service, better waste management, more backward linkages to the community

²⁵ Nepal's Experience Implementing Sustainable Tourism Development Models (2007), TRPAP

c) Handicraft manufacturers	<ul style="list-style-type: none"> • Training in entrepreneurship and skills 	<ul style="list-style-type: none"> • ?
d) Local guides	<ul style="list-style-type: none"> • More job opportunities • Training in guiding 	<ul style="list-style-type: none"> • Number of contacts
e) Staff of enterprises mentioned above	<ul style="list-style-type: none"> • More work • Better management • Training 	<ul style="list-style-type: none"> • Satisfaction gained from work
COMMUNITY MEMBERS IN RURAL VILLAGES. SPECIAL EMPHASIS ON:		
a) Women	<ul style="list-style-type: none"> • Empowerment • Entrepreneurship training • More job opportunities 	<ul style="list-style-type: none"> • New entrepreneurs
b) Dalits	<ul style="list-style-type: none"> • Empowerment • Entrepreneurship training • More job opportunities 	<ul style="list-style-type: none"> • New entrepreneurs
c) Youth	<ul style="list-style-type: none"> • Empowerment • Entrepreneurship training • More job opportunities 	<ul style="list-style-type: none"> • New entrepreneurs
d) (Organic) farmers	<ul style="list-style-type: none"> • Training in organic farming and supply chain 	<ul style="list-style-type: none"> • New organic farmers

Chart x: The direct beneficiaries of NTOEDP.

Indirect Beneficiaries

Indirect beneficiaries	Benefit
Village Development Committees	<ul style="list-style-type: none"> • New tourism infrastructures bring more income to villages
Municipalities	<ul style="list-style-type: none"> • New tourism infrastructures bring more income to municipalities
NETIF	<ul style="list-style-type: none"> • Funding, work, mileage
Shivapuri National Park	<ul style="list-style-type: none"> • More income from the park entry fees, environmental • Upkeep of National Park

Chart x: The indirect beneficiaries of NTOEDP.

Results

All the results and their indicators are presented in the chart x. The indicators are monitored by the community-based tourism centers, Partner's field workers, and local voluntary clubs. The methods that are used for collecting data include regular surveys to VDCs, hoteliers and other stakeholders, statistics of Shivapuri national park, statistics of VDCs and municipalities, and annual interviews of beneficiaries.

Activities	Results	Indicators
Development of a Trekking trail	Clean, safe, and well equipped and maintained trail	Number of visitors
Establishing 4 community based centers for tourism activities	Communities involving in tourism through centers	Number of activities implemented through centers
	Centers serve also as a channel for interaction between visitors and communities	Number of visitors
Partnering with existing tourism information centers	More visitors can get information about the trail and the project	Number of contacts
EIGHT annual trainings in tourism and product development	Tourism Sector: Operators practicing sustainable tourism practices	Better service and sustainable development of businesses
	Communities: Empowered women, dalits and youth to implement tourism activities	Number of new entrepreneurs and community tourism activities
Networking with stakeholders	Other stakeholders in tourism and related sectors learning from the project	Number of members in the network
Promotional activities 1 (Target group: local communities)	Increased environmental awareness	Better waste management and cleaner environment
Promotional activities 2 (Target group: tourism entrepreneurs)	Increased awareness about the trekking trail and the project	Number of tourism entrepreneurs promoting the trail and operating in the project area
Promotional activities 3 (Target group: tourists)	More visitors	Number of visitors
Forming volunteer groups to implement activities	At least 4 existing and working community groups	Number of activities implemented by the groups
Making NETIF self sustainable	NETIF receiving sponsorships	Number of sponsorships/amount of funding

Chart x: The activities and results of NTOEDP.

Risks and Assumptions

As mentioned in the introduction of this document, Nepal has faced – and is still facing – many problems: the recent ten-year conflict, the on-going national petrol shortage, the global food crises, the uncertainty about the new Maoist led government, and the wide spread poverty and corruption.

It's not a problem free country and the risks are relatively high. Still, the most central risks and assumptions of the project have not much to do with the above problems. What can really jeopardize the project, are these issues:

- Participation of communities
- Participation of VDCs and municipalities
- Participation of tourism sector
- Political stability
- Adequate funding
- The role of the new government in promoting tourism

The participation of community members, VDCs, municipalities and private sector is vital for the Project to succeed. In order to avoid the risk of stakeholders not participating, the key word is planning. The Project will – and it already has – involve the stakeholders in the planning, decision making and implementation. The Project will create a community-driven planning process resulting in a collective vision, which can be agreed by all the stakeholders. Planning integrates tourism into the social and cultural fabric of community life and it also creates understanding and enthusiasm for tourism.

The Maoists, who most likely will be in the head of new government, have said that they will give the leading role for the private sector in economic development. Hopefully this promise will incarnate in the near future.

When it comes to the political stability, nobody knows what will happen. The CA polls in April were a good signal that the peace is finally finding its way to Nepal. The post-polls safety situation in country is good, although bandas, strikes, are still occurring.

Project Organization

The NTOEDP will be implemented by the local partner, NETIF. Suomen Latu has a supportive and supervising role in the implementation of the Project. In the figure x the project organization is presented. The Finnish Project Supervisor will be located in Finland and visits the project area in Nepal two times a year. The Finnish Project Supervisor will be also the administrative person of the Project in Finland. Other task descriptions are detailed after the Project organization figure.

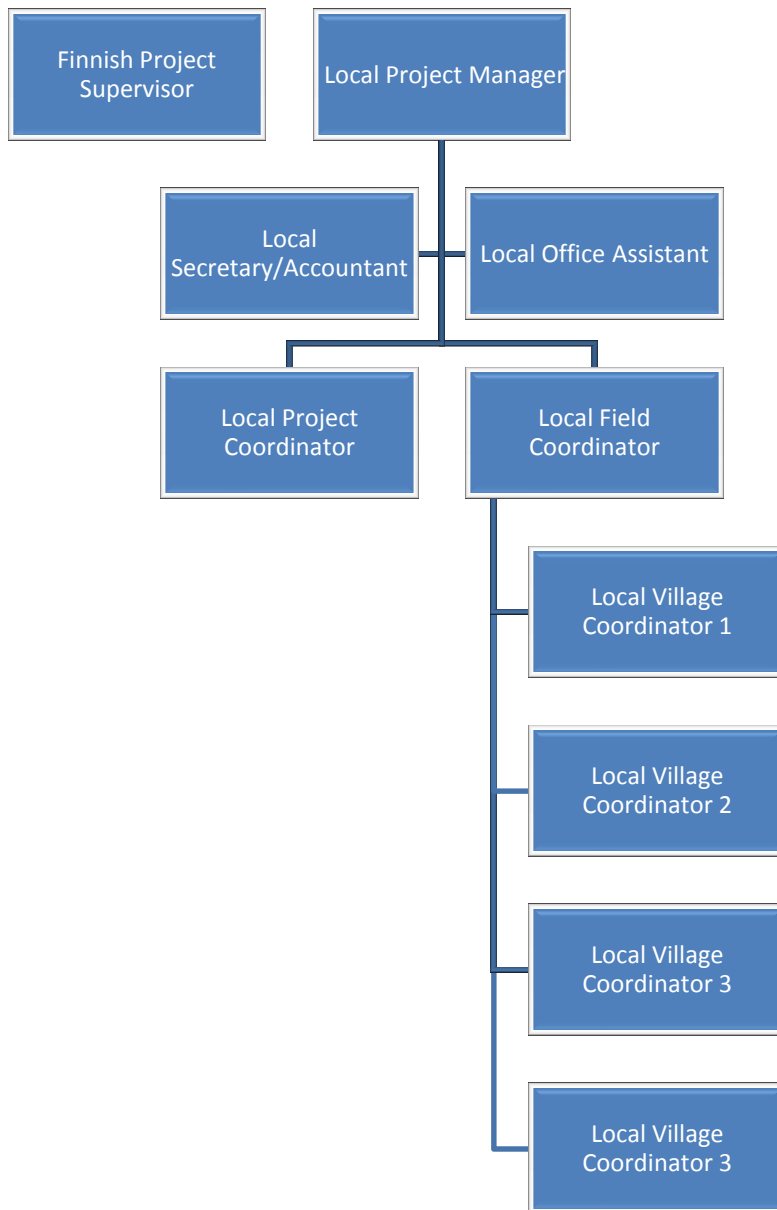


Figure x: The project organization.

Task Descriptions

Position: Local Project Manager

Situated in: Kathmandu

Timing: Full-time

Job description: Coordinating and supervising all the project activities; head of PR and other promotional activities; other managerial tasks; reporting to the Finnish supervisor

Salary: 650 €

Position: Local Project Coordinator

Situated in: Kathmandu

Timing: Full-time

Job description: Assisting and supporting project manager; up-dating web site, making and distributing press releases etc.; promotional activities; organizing workshops; giving trainings

Salary: 275 €

Position: Local Field Coordinator

Situated in: Kathmandu/Fields

Timing: Full-time

Job description: Supervising the implementation of the project together with village coordinators; coordinating community related activities and local voluntary clubs; arranging clean ups and other promotional activities; reporting to the management; travelling; giving trainings

Salary: 275 €

Position: Local secretary and accountant

Situated in: Kathmandu

Timing: Full-time

Job description: Operate financial system of project activities; prepare financial statements and reports; secretarial tasks

Salary: 200 €

Position: Local office assistant

Situated in: Kathmandu

Timing: Full-time

Job description: Answering the phone, cleaning the office, and other tasks appointed by the management

Salary: 100 €

Position: Local village coordinator (4 people)

Situated in: Dhulikhel, Chisapani, Nagarkot and Mulkharka

Timing: Full-time

Job description: Supervising the implementation of the Project in villages; coordinating community related activities and local voluntary clubs; village coordinators work under field office/field coordinator

Salary: 100 €