



TERMS OF REFERENCE

CHAIR: BHABAN BHATTA, NRNA ICC, VP.

TOURISM PROMOTION NEPAL (TPN) COMMITTEE
NON-RESIDENT NEPALI ASSOCIATION

BACKGROUND

Nepal has immense potential for tourism development and the realization of its importance is a recent phenomenon. Tourism has been recognized as a priority sector since the formulation of the second Tourism Policy in 2008. Improvement in many sectors that attract tourism in Nepal like roads, communication, air traffic, hospitals, hotels, products etc. have seen improvement in recent years and the flow of tourists, both domestic and international, is on the rise. The number of tourist arrival recorded at around 6000 in 1962; had grown to a record of nearly 800,000 in 2011 and 2012 (MoCTCA, 2013). When Nepal celebrated Nepal Tourism Year in 2011/12, it had set targets to bring in 1,000,000 tourists but fell short by 20% and ever since has been trying to reach this target.

Tourism is the largest industry in Nepal, and the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest mountains in the world, Nepal is a hotspot destination for mountaineers, rock climbers and adventure seekers. The Hindu and Buddhist heritages of Nepal, its topography and climate also contribute to attract varieties of tourists. Branding is crucial in creating bondage between the product and the consumer. If the bondage can be created than "NATURALLY NEPAL, Once is not enough", the slogan used by Nepal Tourism Board (NTB) in celebrating the "Visit Nepal Year", would in reality be true. NTB also promotes Nepal as "the next generation mountain destination for weekend breaks, adventure holidays, and life time experiences for people who live in cosmopolitan cities and travel internationally". Consistency is a perquisite for branding! Hence, all communication and promotional strategies should revolve around these themes.

Non-Resident Nepali Associations' commitment and involvement:

In line with the spirit of its motto "For Nepali by Nepali" one of the objectives of the Non-Resident Nepali Association (NRNA) is to "Preserve and promote Nepali culture and tourism globally" and to fulfill this objective the "Tourism Promotion Nepal (TPN) Committee" has been formed as part of an endeavor that NRNA has continuously undertaken from the start of its inception. TPNC will give continuity and support the strategies that have already been adopted as well incorporates various activities included under the Action Plan of the TOR of the committee.

NRNA and its members have been engaged in promoting Nepal globally by organizing Nepali cultural programs, by practicing and maintaining Nepali tradition, by establishing Nepal House where Nepali tradition, cultural heritage and diversity are displayed. Similarly, Nepal Festivals; where various Nepali cuisine and products are offered are also organized by Nepali Diaspora in various parts of the world as their effort to keep alive the Nepali heritage amongst them and attract the attention and interest of the natives of these countries. Tourism and trade fairs are also organized and will be given continuity.

VISION

To be the most preferred destination for adventure and heritage tourism.
Bringing the World to Nepal and Take Nepal to the World.

MISSION

Bring the World to Nepal by enabling NRNs to develop, multiply, and act as Nepal's tourism outreach ambassadors and key influencers.

- Designating them as Tourism Brand Ambassadors
- Letting them know their doable responsibilities and authorities
- Empowering them and providing tools and trainings
- A high value recognition program

Take Nepal to the World by completing first phase of National Housekeeping for tourism. Bringing tourists is not enough.

- Minimum tourism standards finalization (safety, convenience, delight)
 - Hospitality awareness at National level (why tourists are important and what makes them happy?)
 - General standards of behavior and execution (Do's and Don'ts of Host citizens)
 - Special investment package for investing NRNs
 - Networking and Partnerships with institutions and agencies through NRNs (Business Associations, Trade Associations, Universities, Institutions, Communities)
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FOCUS Goals

- Designating registered 35000 NRNs as bring the world to Nepal campaign outreach ambassadors and formalizing their standard operating procedure
- Launching a massive 'atithi debo bhawa' campaign in Nepal focusing on hospitality awareness, minimum standards, and tourism entrepreneurship catalysis
- Recording 1million Tourists by 2015

Objectives:

- To display and communicate, globally, the tourism potentials of Nepal through the Nepali Diaspora;
 - To attract NRN and foreign investment in the tourism sectors;
 - To provide suggestions for improvement in the tourism industry as per the perspectives of the clients;
 - To upgrade the entrepreneurial skills of the tourism entrepreneurs;
 - To develop tourism with dignity, respect and nurture local cultures so that they enrich the tourism experience and build pride and confidence among local communities and tourism entrepreneurs;
 - To minimize negative social, economical and environmental impacts of tourism.
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ACTION PLAN

- Formation of Task Force, Steering Committee, and Advisor Panel;
- Endorsement of concept and actions from all necessary stakeholders;
- Appointment of creative agency, event management agency, and management consultant/s;
- Finalization of detailed Plan of action;
- Finalization of TOR for NRNs being designated as **outreach ambassadors for Bring the World to Nepal**, key result areas being:
 - Send 3 friends to Nepal (inform, attract, convince, confirm, retain);
 - 1 Nepali event (festival, film, cultural event, etc.) at respective location with reasonable population with min 30% foreigner's participation;
 - Celebrate NEPAL DAY in every NCC as per prescribed calendar;
 - Continuation and extension of outreach of existing campaigns like "Buddha-Nepal";

- From handbook, select top 10 things liked about Nepal and cascade;
 - Designing measuring, monitoring and feedback and recognition tools for brand ambassador performance;
 - Communication and outreach programs at their local levels for NRNs and necessary handbooks (e-books) containing:
 - Key tourism destinations;
 - Key tourism products (adventure, heritage, religious, home stay, gaming, farm stay);
 - Key tourism information (attraction, features, events, expense ceilings, safety, etc);
 - Nepal tourism yellow-page NEW (A-Z information on stakeholders, agencies, vendors, talents, service providers, etc);
 - Conceptualization of 'Atithi Dewo Bhawa ' (ADB) campaign with major focus on behavior change , regulatory issues, entrepreneurship development and completing operational plan;
 - Fund raising for ADB;
 - Appointment of survey agency for current feedbacks from tourists on SAFETY, CONVENIENCE, and DELIGHT. Involve as many scholars and researchers to depth analysis and recommendations on Nepal's Tourism at the same occasion;
 - Redesigning of ADB based on survey feedbacks;
 - Creative roll out and above the line and below the line media drive for awareness;
 - Tie-up with Tourism promotion agencies for entrepreneurship development on Tourism as well establishing global linkages;
 - Working closely with Government for minimum tourism standards like:
 - Airport : more international flights to Nepal, max 30 minutes immigration clearance;
 - Immigration: Visa renewal ease, immigration staff's attitude and behavior;
 - Local Transport: Fares, Tourist exclusive services etc.;
 - Destinations : Signage, minimum information, Detailed e-map, festival and occasion calendars;
 - Working closely with Government and FNCCI/CNI/NTB/HAN/NMA/NATTA/NATO/TAAN/ PATA etc. for a special package and incentive to attract NRN's investment in Tourism;
 - Provisioning a special helpline +portal + help center for NRNs and tourists, and other stakeholders to participate actively and easily.
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Members of the TPNC is attached.