



### TOURISM PROMOTION NEPAL (TPN) COMMITTEE

#### TERMS OF REFERENCE

##### **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 in recent years and the flow of tourists, both domestic and international, is on the rise.

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 prerequisite 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 NRNA is to "Preserve and promote Nepali culture, cultural and tourism globally". To fulfill this objective the "Nepal Tourism Promotion Committee (NTPC)" has been formed as part of an endeavor that NRNA has continuously undertaken from the start of its inception. NTPC 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 Promote Nepal as preferred destination for adventure and heritage tourism.
- Bring the World to Nepal and Take Nepal to the World.



# Non-Resident Nepali Association (NRNA)

## गैरआवासीय नेपाली संघ

**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.

**Focus Goals:**

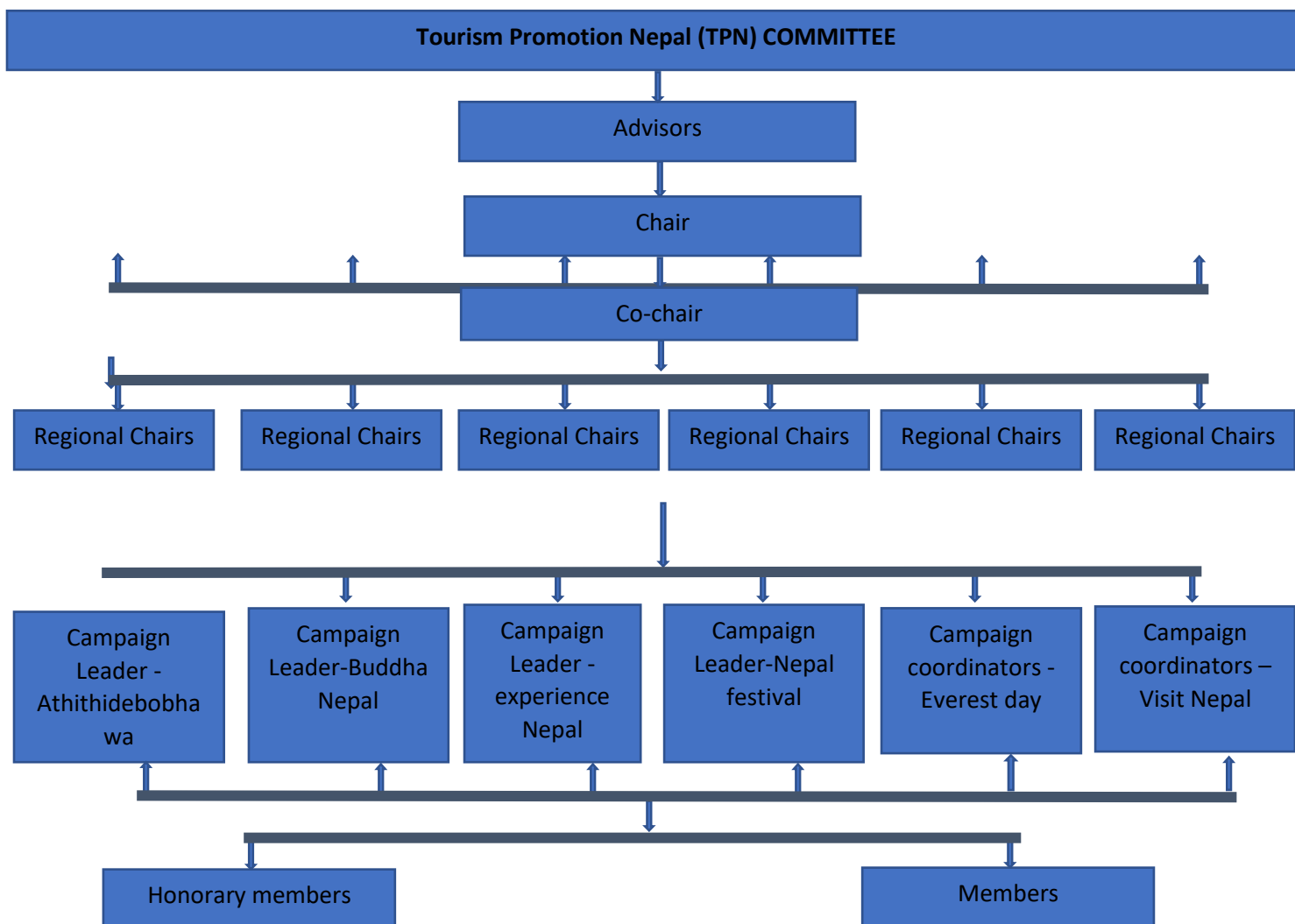
- Designating all registered NRNs as bring the world to Nepal campaign outreach ambassadors and formalizing their standard operating procedure
- Launching 'Atithi Debo Bhawa' campaign in Nepal focusing on hospitality awareness, minimum standards, and tourism entrepreneurship catalysis
- Launching Nepal festival, Buddha Nepal, Everest day, Experience Nepal and Visit Nepal campaign via NRNA NCCs.
- Recording 1 Million Tourists by 2020
- To communicate globally about the tourism potentials of Nepal through the Nepali Diaspora.
- To attract NRN and foreign investment in the tourism sectors.

**Action Plan:**

- Formation of Task Force, Steering Committee, and Advisor Panel;
- Finalization of detailed Plan of action;
- Setting of Objectives & ToR;
- Division/allocation of tasks in the team;
- Setting time frame for each tasks;
- Regular interaction in the group;
- Periodic meeting to update & review task accomplishment;
- Reporting / Presentation on the accomplishment to NRNA ICC at regular interval;
- Organize a campaign - Send friends to Nepal;
- Organize a Nepali event (festival, film, cultural event, etc.) in cooperation with NCC at respective location with reasonable population with min 30% foreigner's participation;
- Celebrate NEPAL DAY in every NCC as per prescribed calendar;
- Create Nepal tourism yellow-page NEW (A-Z information on stakeholders, agencies, vendors, talents, service providers, etc);
- Promote Nepalese Cuisine;
- Create a database of Nepalese Restaurants abroad and bring them all in an interactive Facebook and Email Groups;
- Share resources such as recipes, menu etc.;
- Establish Nepalese Restaurants Abroad as Nepal Tourism Promotion Hubs;
- Distribute digital tourism promotional materials to be displayed in restaurants;
- Co-ordinate with Embassies and local organizations for tourism promotion;
- Promote Tourism at both individual and corporate level;
- Assist local tour operators to attract more tourists wanting to visit Nepal;
- Promote tourism by advertising in public Transport;
- Take help from tourism stakeholders in Nepal to create a central repository of:
  - Videos, Photo Gallery, Testimonials, FAQs;
- Create a platform for Visit Nepal Year 2020 campaign ;



- Tie-up with Tourism promotion agencies for entrepreneurship development on Tourism as well establishing global linkages;
- Working closely with Government for minimum tourism standards in Airport, Immigration and local transport;
- Facilitate international celebrities to visit Nepal;
- Provisioning a special helpline +portal + help center for NRNs and tourists, and other stakeholders to participate actively and easily;
- Organize supplementary programs to accomplish the campaign Athithi debo bhawa, Buddha Nepal, Experience Nepal, Nepal Festival, Everest Day and Visit Nepal.

**Structure of Tourism Promotion Committee:**



FOR NEPALI BY NEPALI

नेपालीका लागि नेपाली

# Non-Resident Nepali Association (NRNA)

## गैरआवासीय नेपाली संघ

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**Committee:**  
**Anex 1**

**Time Frame:** This committee will be effective till October 2019.