

TERMS OF REFERENCE
CHAIR: AC Sherpa, NRNA ICC, DRC North Americas.
TOURISM PROMOTION NEPAL (TPN) COMMITTEE
Trekking and Mountaineering
NON-RESIDENT NEPALI ASSOCIATION

Tourism Industry in Nepal has immense potential for its development. Private sectors and The Government of Nepal has realized its importance. And the Government of Nepal is taking positive steps towards its development with both long and short-term goals. Tourism has been recognized as a priority sector since the formulation of the second Tourism Policy in 2008. Nepal had seen lots of improvements in many sectors. New infrastructures such as roads, hospitals, hotels have been built to facilitate comfort of guests in recent years. Air traffic system have been improved along with better communication systems, which resulted in increased numbers of tourists, both domestic and international. 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.

Be it the birthplace of Buddha and Buddhism, or the Land of Himalayas, with eight out of ten highest peaks in the world, many people flock in to Nepal to enjoy the nature. The art and cultures of Nepal is another reason, which attracts many people to seek a peaceful break from their busy schedule. Nepal lies between two of the most populous countries in the world and many tourists from those neighboring country is also helping to nourish the Tourism in Nepal. Tourism is the largest industry in Nepal, and the largest source of foreign currency and revenue. The Buddhist and Hindu heritages of Nepal, its topography and climate also contribute to attract varieties of tourists. Even though many tourists in the world know about Nepal, further advertising will definitely promote Nepal in the world. Branding is crucial in creating bondages between the product and the consumer. If the bondages can be created then "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 in many different ways. Consistency is a prerequisite for branding! Hence, all communication and promotional strategies should revolve around these themes.

Non-Resident Nepali Associations' commitment and involvement:

Since the inception of Non- Resident Nepali Association (NRNA), it is continuously engaged in promoting Nepal around the globe. Amongst the several action plans of the NRNA, "Preserve and promote Nepali culture and tourism globally" is one of its objectives. In order to fulfill this objective the " Tourism Promotion Nepal (TPN) Committee" has been formed. It's a great pleasure of NRNA to support the Nepalese Government in bringing in more tourists in Nepal, which ultimately assist in further development of Nepal. After all "For Nepali by Nepali" is our motto. We take pride in being a partner to promote Nepal Globally. TPNC will give continuity and support the strategies that have already been adopted as well incorporate 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.

Bring the World to Nepal and Take Nepal to the World.

MISSION:

Invite World in 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

Promote 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)

Objectives:

- To display and communicate, globally, the tourism potentials of Nepal through the Nepali Diaspora;
- To form up a strong partnership with Nepal Tourism Board and International Tourism boards from other countries like ATTA, ITB, GTA, NYTTS and other more for effective execution of PTN campaign.
- 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.

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 5 friends to Nepal (inform, attract, convince, confirm, retain);
 - NRN team 71 countries, each country two event host a year "Himalayan Street Festival" and "Himalayan Night" this event design for promote

- Food festival, film, cultural event, etc.) at respective location with reasonable population with min 40% foreigner's participation; by market through local news medias.
 - Celebrate Himalayan Night with fundraise thiam in every NCC as per prescribed calendar;
 - Continuation and extension of outreach of existing campaigns like "Himalayas, Buddha, Sherpas and Gorkas "
 - Research globally about tourism show, work with Nepal government, Nepalese Embassy, NTB, NMA, TAAN to promote Nepal at the show set booth and culture performance or, documentary about Nepal and tourism.
 - Go to International Rotary clubs give presentation about Nepal our exchange programs.
 - 2017 before global conference NRN team alpine climbing on Island Peak, gain experience and benefits goes to kids education.
- Conceptualization of '**Adventure Outdoor Activities**' (AOA) campaign with major focus on behavior change, regulatory issues, entrepreneurship development and completing operational plan;
- Fund raising for AOA;
- 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.

FOCUS Goals

- 6 million NRNs living around the globe to bring Nepal, through the regional and global conference campaign 6 continents and 71 countries outreach ambassadors and formalizing their standard operating procedure
- massive "Adventure outdoor Activities" campaign in 71 countries promote what we have and how we can present to world through NRN, ITB, ATTA, PATA, GTA, Rotary International and through National medias.
- inbound 1 million Tourists in Nepal by 2017
- NRN, NTB, NMA, TAAN and HAAN need to work with Nepal Governments to continue focus to make improve our safety of our guests, airports, tourist destinations, transportations system, Hotels and other.
- Governments have to provide better arrival system and make more competitive to rest of the world. Allow only travel, hotels and tour companies to receive guests at the Airport. Rest of the transportation services like Taxi, private transportation can be designated or, outlocated somewhere close to the airport by systematically.
- Governments have to



Namskar All ,

Hereby the Tourism Promotion Nepal (TPN) day is approaching soon. Most of the NRNA NCC Tourism Promotion are preparing for the upcoming event. Partisaping with Nepal booth at the show, handing out information about Nepal, performing Nepalese culture show on the stage and answering questions answers to future client for Nepal and other interaction programs.

The fixed dates are as follows:

1. January 8, 9 &10th - NRNA USA (New York Times Travel Show) **DONE**
2. February – 19 & 20th (Vancouver BC Canada) **DONE**
3. March 5 & 6th - (Adventure Expo Seattle WA) **DONE**
4. March 9-13th – (ITB Berlin Germany) **DONE**
5. April - NRNA Netherlands
6. May 29TH - NRNA New Zealand (Everest day)
7. May 29th - Nepal with NMA, TAAN & NRNA together
8. July – 1-4TH (UNA) Long Beach California
9. June - NRNA Australia
10. August - NRNA Norway (TBA)
11. September - NRNA Finland (TBA)
12. November - NRNA Switzerland (TBA)
13. December - NRNA Hong Kong (TBA)

Members of the TPNC 2015-2017

Name	Designation	Country / Region / Email
AC Sherpa	Chair	USA drcna1317@gmail.com
Pasang Lama (Texas)	Co-chair	USA pl@quicktrackinc.com
Rabin Bajracharya (NY)	Co-Chair	USA lokemaya@yahoo.com
Mohan Thapa (WA DC)	Co- Chair	USA nepal2usa@yahoo.com
Ghan Prasad Dabadi (California)	Co-Chair	USA dabadi39@yahoo.com
Pemba Sherpa (Colorado)	Co-Chair	USA info@sherpasrestaurant.com
Pasupati Pandey Seattle WA	Co-Chair	USA pashupati7@gmail.com
Mingma Norge Sherpa	Co-Chair	Canada mnsherpa@hotmail.com
Som Tamang	Co-Chair	Australia
Bimal Shrestha (Yuman)	Co-Chair	Japan keepcool76@yahoo.com
Gopal Gurung	Co-Chair	UK gurungpal63@gmail.com
Dawa Sherpa	Co-Chair	Germany dgsherpa884@gmail.com
Mingma Sherpa	Co-Chair	France sherpa@mingma.wlink.com.np
Shyam Tamang	Co-Chair	Bahrain shyamtamang@gmail.com
Kalden Sherpa (Vancouver BC)	Member	Canada kaldensherpa@yahoo.com
Pasang Bambu Sherpa	Member	USA pasangbambu@gmail.com
Ang Gelu Sherpa (NY)	Member	USA agsherpa108@gmail.com
Nima Sherpa	Member	German dgsherpa884@gmail.com
Ramesh K. Prasai	Member	Canada rameshprasai@gmail.com
Advisors:		
Suresh Acharya, Ministry of Tourism Civil Aviation and Culture Nepal Government		
Ang Tsering Sherpa, President, NMA		
Chandra Rijal, President, TAAN		
Tashi Sherpa, VP, TAAN		
B.K Shrestha, President, HAN		
Dipak Raj Acharya, CEO, Nepal Tourism Board		
Suman Pandey, President PATA		
General Members		
All NCC Presidents of NRNA		
Honorary Members		
All ICC members of NRNA		