

# COUNTRY ANALYSIS

## *Nepal*



### STRENGTHS:

Tourism is an important sector of the economy in both developed and developing countries. Concerning the Nepalese scenario, it is one of these models is the Community Based Tourism (CBT) which provides income to local communities by ensuring their involvement and contribute to the National Development in Nepal.

#### Strengths of CBT:

**Human Resource development:** Gradually as tourism gets underway, local people are empowered as hosts and guides. They develop improved communication and presentation skills by showing guests the proud elements of their lives that define who they are. Training, seminars and study tours strengthen the communities' efficiency in planning and organization, management and administration. In addition, during and after the CBT development process, 'Activity Group' members pass on key traditional skills to the next generation. Finally, local communities are actively involved in the monitoring and evaluation of Community Based Tourism.

**Community Strength and Unity:** Community Based Tourism is a 'participatory process.' This means that everyone has a chance to work together and share their skills and hopes. By assisting each other to plan and manage CBT, community members forge closer, stronger relationships, strengthening the foundations of community trust and unity.

**Community Empowerment:** The process of defining their key values; describing their ways of life to the outside world and refining their communication skills does not only assist local people to interact with tourists. These skills have also empowered local people to negotiate and represent themselves more effectively with other outside groups, including National Parks, Private Businesses, and other powerful actors who have immense influence on their daily lives.

**The Empowerment of Women:** Women play key roles in CBT. They share responsibility for developing, organizing and participating in CBT activities. Women are also usually the hosts of 'Homestay' activities, and often the experts in local cookery, arts and crafts.



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## WEAKNESSES:

· Cultural destruction: All the traveller is rapidly transforming cultures, sometimes for the better and often times not. Community people copy other culture and forget own culture.

· Environmental destruction: Tourism puts enormous stress on local land use, and can lead to soil erosion, increased pollution, natural habitat loss, and more pressure on endangered species. These effects can gradually destroy the environmental resources on which tourism itself depends.

· Seasonal employment: Community based tourism can provide seasonal employment; employers are usually hired on a part-time basis, but are entitled to minimum wage and overtime.

Unrealistic expectation: An expectation, which is a belief that is centred on the future, may or may not be realistic. People keep high expectation with tourist. It is important to realize, that a tourist to be considered such has to travel to an area which is different from his own environment



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## OPPORTUNITIES:

Employment Opportunities: Community base tourism creating new opportunities for employment in a very short time and increasing foreign currency revenue, the tourist destination countries various inducements local and foreign investors.

Information technology and communication: The growth of on-line booking systems as well as the wide access to and increased use of technology, especially the internet and social media is an opportunity for Nepal to highlight CBT product and reach a wider market.

Develop infrastructure: Increased investment in infrastructure development especially the road network to most tourist destination by the government of Nepal has opened up access to CBT enterprises.

Networking platforms: There has been an increased global interest in sustainable tourism and this has encouraged emergence of publicity and networking forums focusing on sharing best practices on sustainable tourism.



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### THREATS:

Global Tourism Competition: With the likes of close competitors like Malaysia, Thailand, Sri Lanka and Maldives coming with the high budget programmes to attract the tourists, the flow to tourists to Nepal could be challenged. The slow development of infrastructures, security issues and low budget programmes can have a negative impact on the global tourism competition.

Global Financial Crisis: The turndown of the global finance as a result of the pandemic is certain to result in decline of the tourism flow.

Outside Connections: Not having a good air connection with the rest of the world has been a major problem and a threat to CBT in Nepal. The likes of economic (low budget) tourists may not arrive to Nepal due to the flight connections and the budget constraints. For a global flow of tourists, very good range of outside connections is a must.

Information System: The lack of tourism information system erases the glue to the CBT. With the country popular for mountains and nature, the cultural potential of Nepal in tourism is often underrated. Cultural surprises and shocks in a vast range of communities can be a new feeder for the tourist arrival and a lack of proper information system to this regard has a huge difference-maker go unnoticed.



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