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Sustainable Mountain Tourism in the HKH Region: Responsible Recovery Perspective

Mountains and tourism



Climate shocks



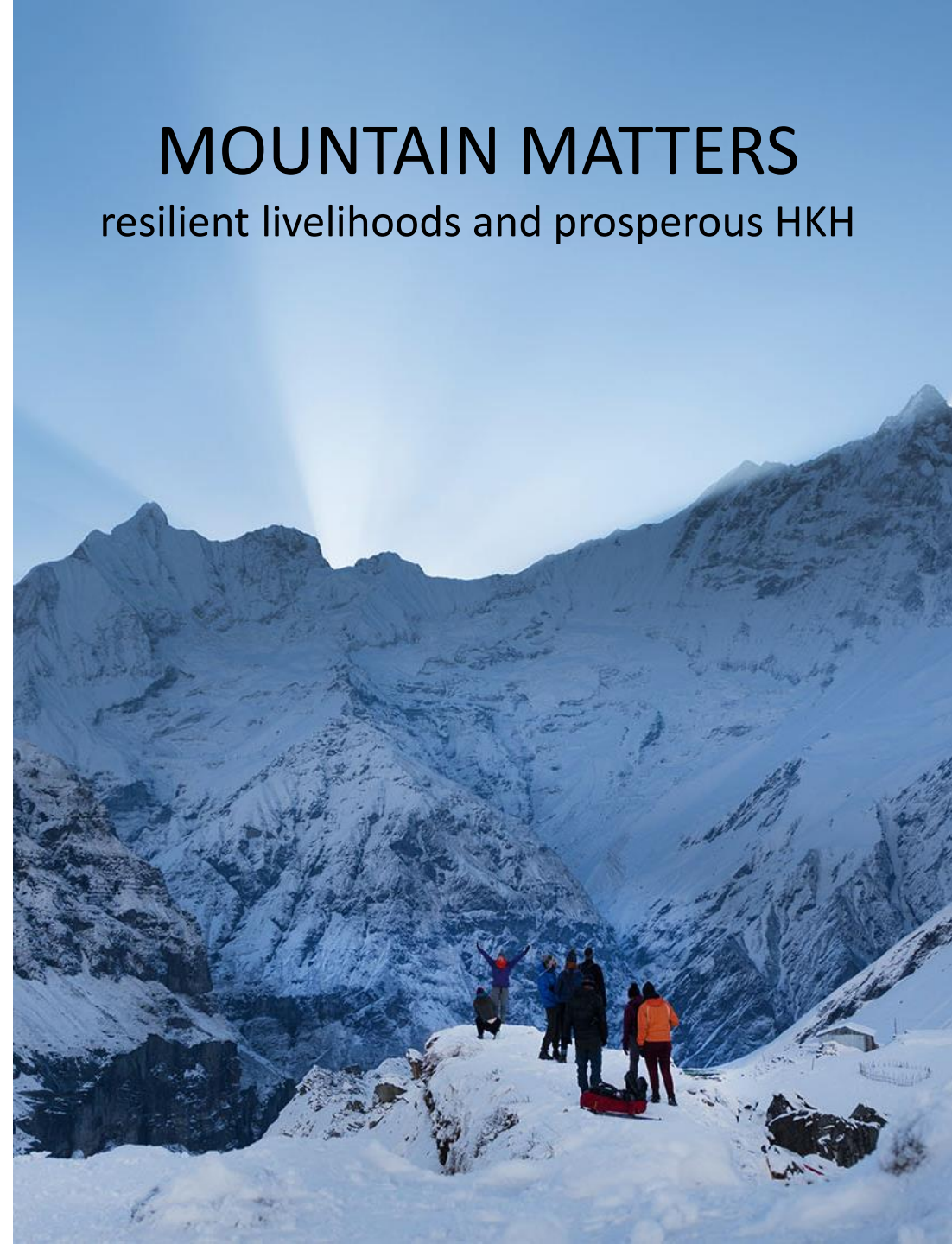
Pandemic



Over tourism

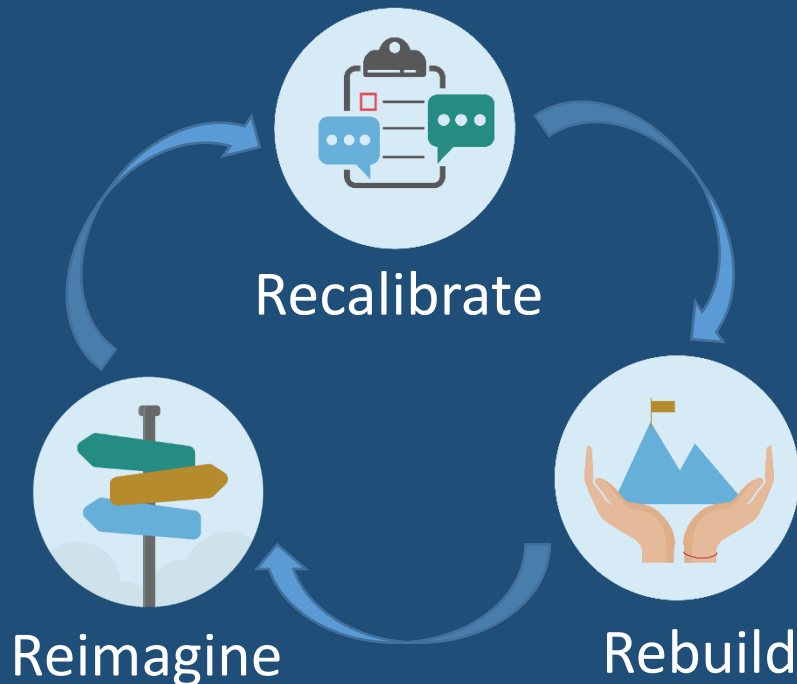
Disruption to tourism-driven economies
Threats to wellbeing (environmental, social, economic)

MOUNTAIN MATTERS
resilient livelihoods and prosperous HKH



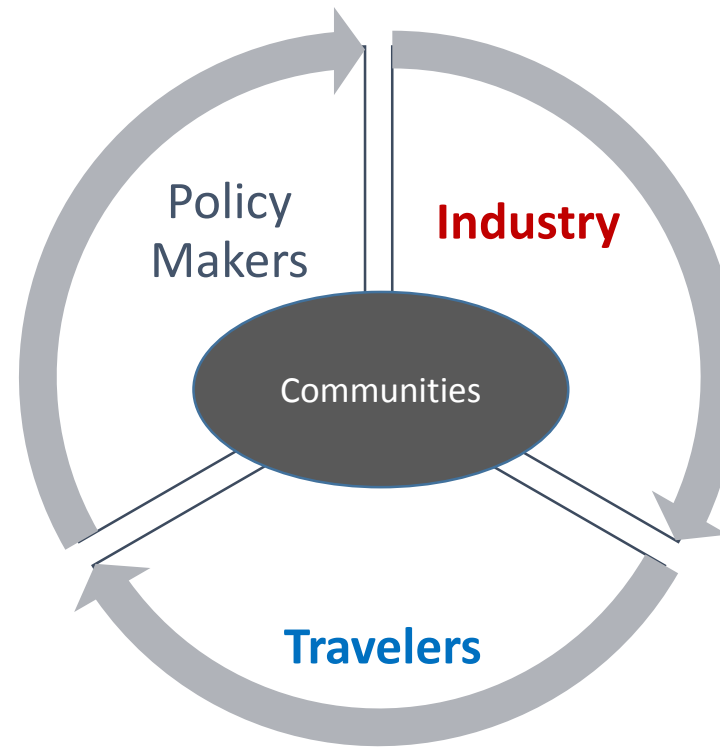
How can we build a resilient tourism economies that ensures sustainable mountain tourism futures in the HKH?

Innovation



Revisiting Mountain Tourism

Tourism economies



PRODUCTION

Economic growth:

Revenue & GDP

Enterprises, Employment

Supply chain across

Value chain

CONSUMPTION

Goods and service:

Revenue and expenditure

Experiential economy:

Authentic, Immersive, Exotic and Local Experiences



Sustainable Mountain Tourism futures in the HKH region

Promote low carbon and wellbeing
focused sustainable mountain tourism
to build back better

MSMEs are critical players of local and
regional tourism economies operating
within supply chains



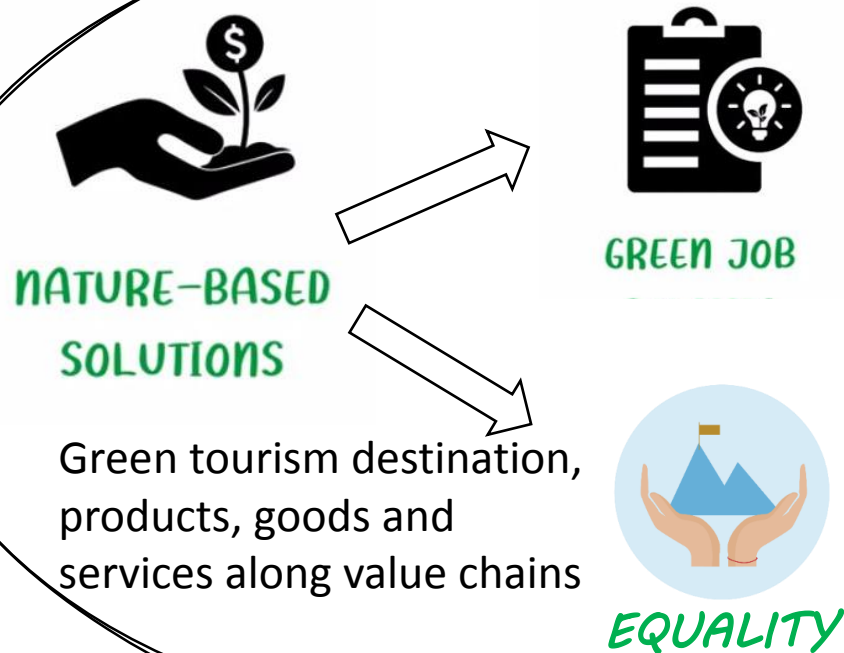
How can MSMEs contribute to building back better tourism?



Connect the wellbeing of the self with environment, society and economy

Building back better tourism through responsible recovery

Business case for Sustainability



Growth supporting green, equitable and value based tourism

Tourism response for COVID 19

Bhutan Druk Gyalpo's Relief Kidu, fast track implementation of 12th 5 Year Plan upskilling program, mentoring and incentives (cash for work),

Nepal Capacity building, rehabilitation fund (including tax exemption), Tourism Recovery Task Force, domestic tourism [leave travel concession, waiver of visa fee \(1 month\)](#)

Pakistan [Government's action plan to develop and promote tourism](#), visa on arrival facility, online visa application provisioning, Tourism Recovery Action Committee, Protocol and SOP, domestic, special interest tourism (ecotourism, adventure, sport), visa free entry

Tourism Recovery Landscape

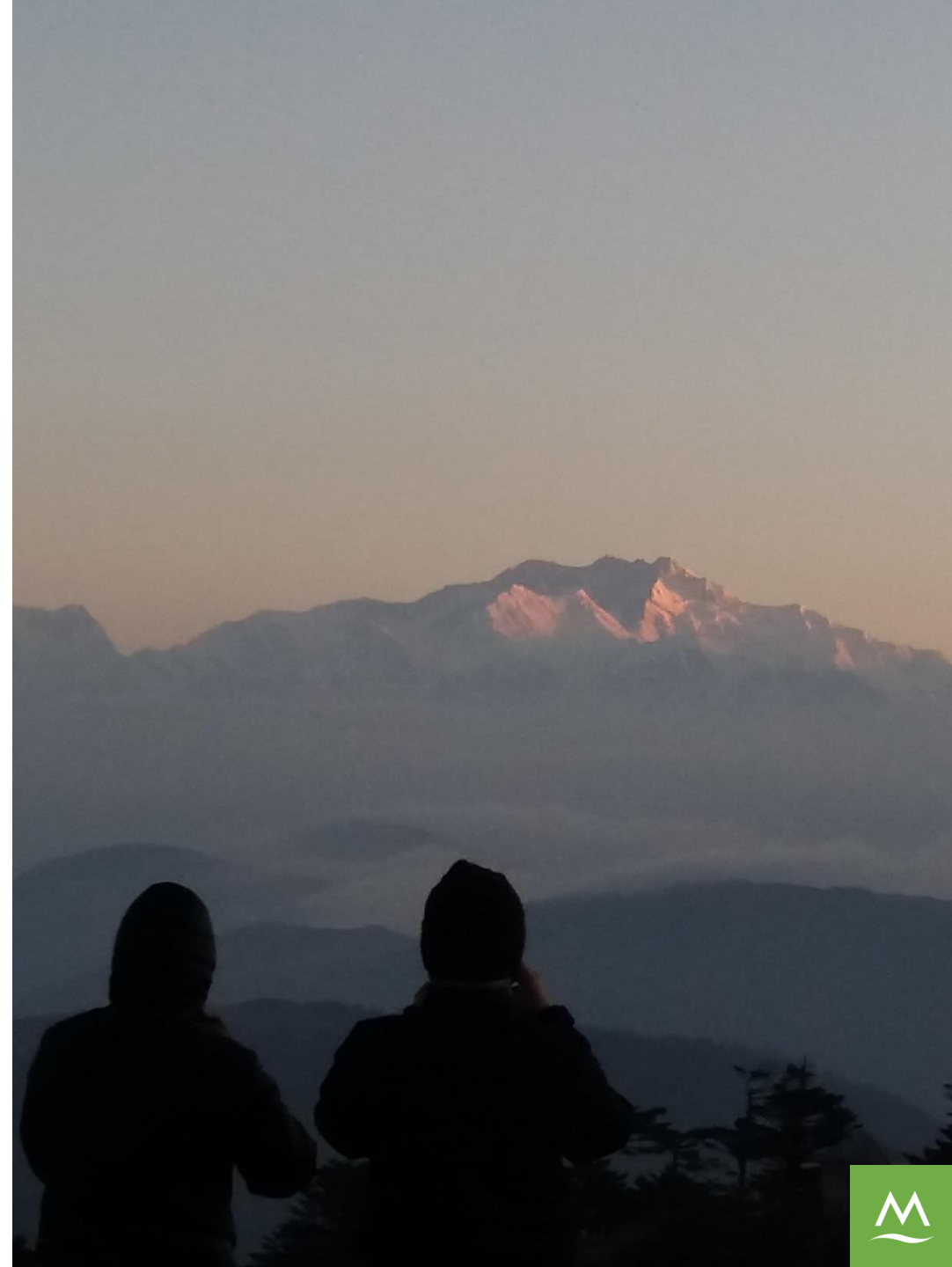
- Protect Jobs
- Capacity building
- Rescues and facilitate business survival/revival
- Build confidence

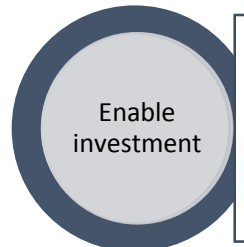
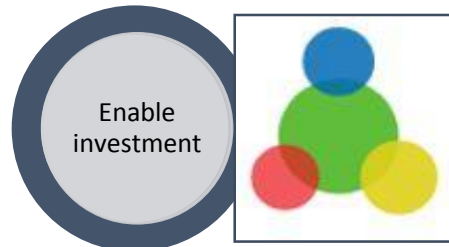
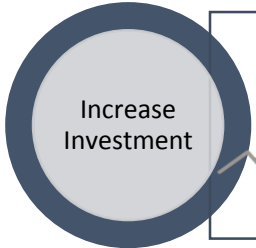
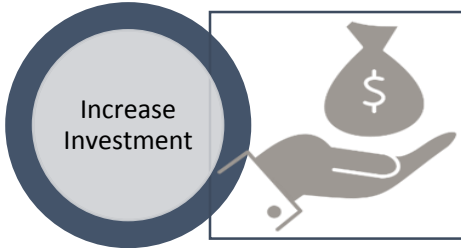
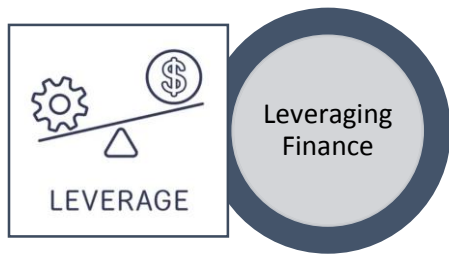


Where does mountain tourism sit in the context of financing?

Access to Finance for MSMEs

- Green destination, tourism products, goods and services
- Businesses generating total values beyond economy (environmental, social and economic)
- Broader framework of return on investment





Financing sustainable mountain tourism in the HKH region

Innovation, Entrepreneurship and Investment

- Leveraging finance - Bankable business models & green aggregator
- Increase investment - Green Standards to incentivize production and consumption of green goods and services
- Return on Investment – Framework and principles to leverage financial investment and improve transparency and accountability of finance
- Enable Investment - Tourovation Hub, capacity building of entrepreneurial ecosystem players to develop and invest in green, resilient and inclusive enterprises

Towards innovative financial solutions for green, inclusive, and resilient tourism....

- Holistic, integrative and transformative
 - Extending the traditional approach to mountain tourism enterprise to that integrating sustainability
- Responsible recovery to build back better
 - Support green, inclusive and resilient tourism
 - Innovative financial solutions
- Innovation, Entrepreneurship and Investment





Protect the pulse