Sustainable Mountain Tourism in the HKH Region: Responsible Recovery Perspective

Anu K Lama
Tourism Specialist
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Mountains and tourism

Sustainable Mountain Tourism
- Ecotourism
- Wildlife Tourism
- Heritage Tourism
- Culinary Tourism
- Community based tourism
- Wellness

MOUNTAIN MATTERS
resilient livelihoods and prosperous HKH

Climate shocks
Pandemic
Over tourism

Disruption to tourism-driven economies
Threats to wellbeing (environmental, social, economic)
How can we build a resilient tourism economies that ensures sustainable mountain tourism futures in the HKH?

Innovation

Rebuild

Recalibrate

Reimagine

Revisiting Mountain Tourism

Tourism economies

Policy Makers

Industry

Communities

Travelers

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

NATURE-BASED SOLUTIONS

Green tourism destination, products, goods and services along value chains

GREEN JOB

INVESTMENT IN RESILIENCE

COOPERATION AT SCALE

EQUALITY

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

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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
  o Extending the traditional approach to mountain tourism enterprise to that integrating sustainability

• Responsible recovery to build back better
  o Support green, inclusive and resilient tourism
  o Innovative financial solutions

• Innovation, Entrepreneurship and Investment
Protect the pulse