

CONSULTATIVE MEETING

Promoting circuit tourism and winter sports in Bam-e-Dunya

8 April 2022 | Zoom



About the event

We are organizing this webinar in collaboration with our partners to exchange ideas on the potential of circuit tourism and winter tourism in the Hindu Kush Karakoram Pamir Landscape (HKPL), which represents “Bam-e-Dunya” (“roof of the world” in Persian). This webinar will provide a platform to engage tour operators, tourism departments, institutions, and experts to discuss the associated challenges and opportunities. The webinar will help foster regional cooperation and partnerships in sustainable tourism that could enhance the socio-ecological and economic resilience of mountain communities in the landscape.

Objectives

The circuit tourism approach offers innumerable opportunities in the form of circuit tours across the HKPL-member countries (Afghanistan, China, Pakistan, Tajikistan). It can expand opportunities for regional cooperation and deliver financial and environmental benefits.

The objective of this webinar is to exchange knowledge and experiences and explore the potential of circuit tourism and winter sports in HKPL.

Expected outcomes

- Validation and agreement on the content of potential circuit tourism maps
- Shared understanding of challenges and opportunities for circuit tourism and winter sports

- Options for collaborative partnerships explored, especially on policy alternatives to realize tourism potential
- Agreement on way forward for promoting sustainable tourism in HKPL

Background

The transboundary, contiguous high-mountain HKPL – extending across Afghanistan, China, Tajikistan, and Pakistan – holds tremendous potential for piloting circuit tourism, in addition to adventure tourism, ecotourism, and cultural tourism. Every year, thousands of tourists visit the landscape.

Policymakers need to address a wide array of challenges to promote circuit tourism and winter tourism in Bam-e-Dunya, including the need to improve tourism sector standards with quality and sustainable measures; ensure qualified human resources onboard; promote green financing; create an enabling environment; ensure resilience to externalities, such as the COVID-19 pandemic; and improve service quality and infrastructure, including road networks, amenities, information, security, and connectivity corridors.

In the Gilgit-Baltistan region and Chitral district of Pakistan, domestic tourism has significantly increased over the past few years because of positive measures taken by the Government of Pakistan, such as youth engagement and community and infrastructure development. Winter tourism/sports in Gilgit-Baltistan and Chitral is also a growing sector, and the Prime Minister of Pakistan highlighted this potential [during his visit to China for the 2022 Beijing Winter Olympics](#).

Agenda

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Time (NPT)	Description	Responsibility
Inaugural session		
Moderator: Laurie Vasily, Head of Knowledge Management and Communication, ICIMOD		
09:45–10:00	Guests login	
10:00–10:50	Opening remarks (5–7 min each) Objectives, circuit tourism concept, and perceived model	Ghulam Ali, Programme Coordinator, HKPL Initiative, ICIMOD
	Welcome remarks	Pema Gyamtsho, Director General, ICIMOD
	Remarks	Wendy Gilmour, Canada's High Commissioner to Pakistan
	Remarks	Raja Nasir Ali Khan, Minister of Tourism, Gilgit-Baltistan, Pakistan
	Remarks	Roy C Sidle, Director, Mountain Societies Research Institute, and Professor, Earth and Environmental Sciences, University of Central Asia
	Remarks	Ruijun Long, Director, International Centre for Tibetan Plateau Ecosystem Management, Lanzhou University, China
	Remarks	Hermann Kreuzmann, Professor, Human Geography, Freie Universität Berlin
Technical session		
Circuit and winter tourism: Opportunities and challenges		
10:50–11:10	Regional tourism potential in the HKH/HKPL	Amanda DeSadeleer, First Secretary, Political, High Commission of Canada in Pakistan
11:10–11:25	Connecting tourism with the roof of the world	Ruijun Long, Director, International Centre for Tibetan Plateau Ecosystem Management, Lanzhou University, China
11:25–11:45	Digitization and circuit tourism attractions/maps: Plenary discussion and validation of maps from experts and tour operators	Faisal Mueen Qamar, Remote Sensing Specialist, ICIMOD Syed Najam Hassan, Assistant Professor, Karakoram International University Gilgit, Pakistan
11:45–12:15	Plenary Partnerships and regional collaboration for circuit tourism and winter tourism: Opportunities and challenges Key questions What policy measures are necessary in HKPL member countries to realize the circuit tourism potential and how can governments collaborate? Do the circuit tourism maps help us visualize a viable business case for circuit tourism in the HKPL?	Moderator: Jalal Uddin Shah, Global CEO, Rupani Foundation Didar Ali and Sadrudin Hunzai, Tour operators from Pakistan Marc Foggin, Tajikistan Ruijun Long, Director, International Centre for Tibetan Plateau Ecosystem Management, Lanzhou University, China Chris Yuan, Tour operator, China Amanda DeSadeleer, First Secretary, Political, High Commission of Canada in Pakistan Sadiq Saleem, President, Altit Winter Sports Club, Gilgit Baltistan, Pakistan
12:15–12:30	Presentation on winter tourism opportunities in Pakistan and HKPL	Rahat Karim, Assistant Director Tourism, Gilgit Baltistan
12:30–12:45	Winter sports and tourism market in China	Liu Ge, P.E. Lecturer and Alpinist, Northwest University, China
12:45–12:55	Summary of the discussions and circuit tourism narrative for the region	Anu Kumari Lama, Tourism Specialist, ICIMOD
12:55–13:05	Way forward and closing remarks	Farid Ahmad, Head Strategic Planning, M&E, ICIMOD

Organized by: Hindu Kush Karakoram Pamir Landscape (HKPL) Initiative, ICIMOD

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