

GARIMA VOYAGE TRAVELS & TOURS



TREKKING ROUTES IN NEPAL:
PATH FOR SUSTAINABLE DEVELOPMENT
EXPLORE-IDENTIFY-MAP



PROBLEMS

ECONOMIC

LACK OF OPPORTUNITIES FOR RURAL COMMUNITIES IN NEPAL, FORCED TO MIGRATE AND LEAVE THEIR ANCESTRAL TERRITORIES

ENVIRONMENT

DUE TO LACK OF CARE AND WORK ON TERRITORIES THEY BECOME PRONE TO NATURAL DISASTER AND ALSO ILL-MANAGED NATURAL RESOURCES AND WASTE DISPOSAL

SOCIAL

VULNERABLE COMMUNITIES AND GROUPS ARE THE MOST AFFECTED BY TERRITORIES ABANDONMENT AND ALSO CULTURAL IMPOVERISHMENT

OUR SOLUTION

TREKKING TOURISM AIMS TO RECOGNIZE AND ENHANCE THE CENTRALITY OF THE LOCAL COMMUNITY, PROTECTING TRADITIONS AND SUPPORTING THEM. & PROVIDE VISITORS TAILORED-MADE AND AUTHENTIC EXPERIENCES

TOURISM FOR PEACE, PEOPLE AND PROSPERITY (NEPAL GOVERNMENT)

NEW
TREKKING
ROUTES



WHY SUSTAINABLE TREKKING TOURISM?

PROTECT, PRESERVE AND PROMOTE FRAGILITY AND AUTHENTICITY OF TERRITORIES
(MAJOR ATTRACTION FOR TREKKING TOURISM)

LINK TOURISM WITH OTHER SECTORS: AGRICULTURE, LOCAL HANDICRAFT AND PRODUCTS, CULTURAL PROMOTION, ENVIRONMENT PRESERVATION

CONTRIBUTE TO 2030 SUSTAINABLE DEVELOPMENT GOALS
PROMOTING MOUNTAINOUS AND RURAL AREAS

ALTERNATIVE TO OVERCROWDED AREA
BEST FOR THE CURRENT PANDEMIC SCENARIO, SAFETY RULES EASILY IMPLEMENTED

PROMOTE HUMAN DIGNITY, HAPPINESS IN COMMUNITIES, VISITORS AND LOCALS

ENCOURAGED LANDSCAPE INTERVENTIONS TO SECURE RISKY TERRAIN (WITHIN DISASTER AND CRISIS MANAGEMENT ACTIONS)

ADAPT TO A GEOGRAPHICAL CONFORMATION UNSUITABLE FOR LARGE INFRASTRUCTURAL PROJECTS FOR MASS TOURISM, BUT ADEQUATE FOR TREKKING ROUTES DEVELOPMENT WITH IMPROVED FACILITIES AND SELF-SUSTAINED

AND ADDRESS LOCAL COMMUNITY'S NEEDS...

SUSTAINABILITY

USE OF RESOURCES, FUTURE GENERATIONS. PROMOTE RURAL MOUNTAINOUS AREAS VS MIGRATION

DIVERSIFICATION

OF OPPORTUNITIES AND ALTERNATIVES, INCREASE ADAPTABILITY VS CLIMATE CHANGE AND CRISIS, DISASTERS, RESILIENCE

CULTURAL PROTECTION

STRENGTHENING PRIDE, CULTURAL IDENTITY, ENHANCE CAPACITY, PROMOTE AND PROTECT TRADITIONS

BUT ALSO VISITORS' NEEDS...

EXPERIENCING/LEARNING

AMAZING BEAUTIES, DIVERSE LIFESTYLES, ADAPTABILITY, FORGE FRIENDSHIP AND LEARN THEIR CONCRETE IMPACT OF BEHAVIOURS

AUTENTICITY

EXPERIENCE DIFFERENT WAY OF LIVING, RURAL AND MOUNTAINOUS COMMUNITIES, CULTURAL REFERENCES, OPEN MINDED

MENTAL STRENGTH AND RELAXATION

PROVED THERAPEUTIC EFFECTS OF NATURAL ENVIRONMENT AND SIMPLE LIFESTYLE

2017

LOVE FOR TRAVEL/TREKKING AND DESIRE FOR SOCIAL JUSTICE DIRECTED US TO TOURISM: A KEY TO TRANSFORM SOCIAL, CULTURAL, ECONOMIC CONFLICT IN NEPAL

PARTNERSHIPS WITH ADDITIONAL LOCAL AUTHORITIES AND PARTECIPATION IN INTERNATIONAL EXPO FAIRS FOR MARKETING THAN STOPPAGE FOR COVID-19

2020

WE DESIGNED A PROJECT IN COLLABORATION WITH TREKKING ASSOCIATION AND IMPLEMENTED IN A DISTRICT OF NEPAL, NORTHERN PART OF KATHMANDU, SINDHUPALCHOWK

2018

HOW IT DEVELOPED

2019

WE TRAINED A WORKING GROUP AND DEVELOPED FURTHER TREKKING ROUTES NETWORK IN MELAMCHI, PANCHPOKHARI, PARTECIPATING ALSO IN MARKETING EVENTS

ADD FURTHER TREKKING ROUTES IN OUR MAPPING, FUNDRAISING AND INTERVENTIONS FOR LOCAL COMMUNITY AFFECTED BY FLOOD WLO 2021 INNOVATION AWARD

2021

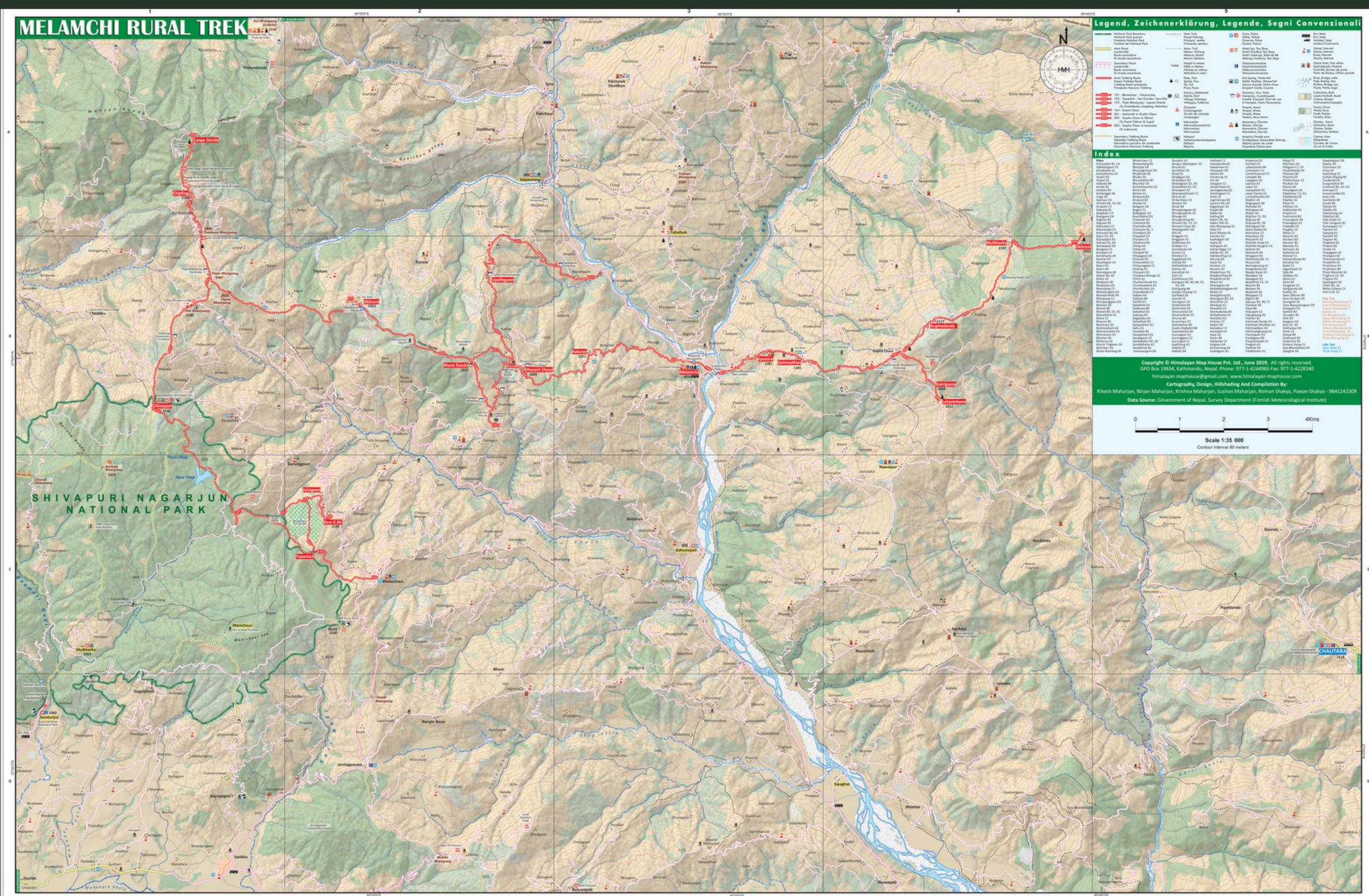


EXPLORE

Soil Quality

IDENTIFY ASSETS

MAP



WE USED STANDARDIZE SIGNALS AND COLORS AS PER INTERNATIONAL MOUNTAINEERING ORGANIZATION, GETTING TECHNICAL ASSISTANCE BY SAT (ITALIAN TREKKING ORGANIZATION)

PANCHPOKHARI





RESULTS

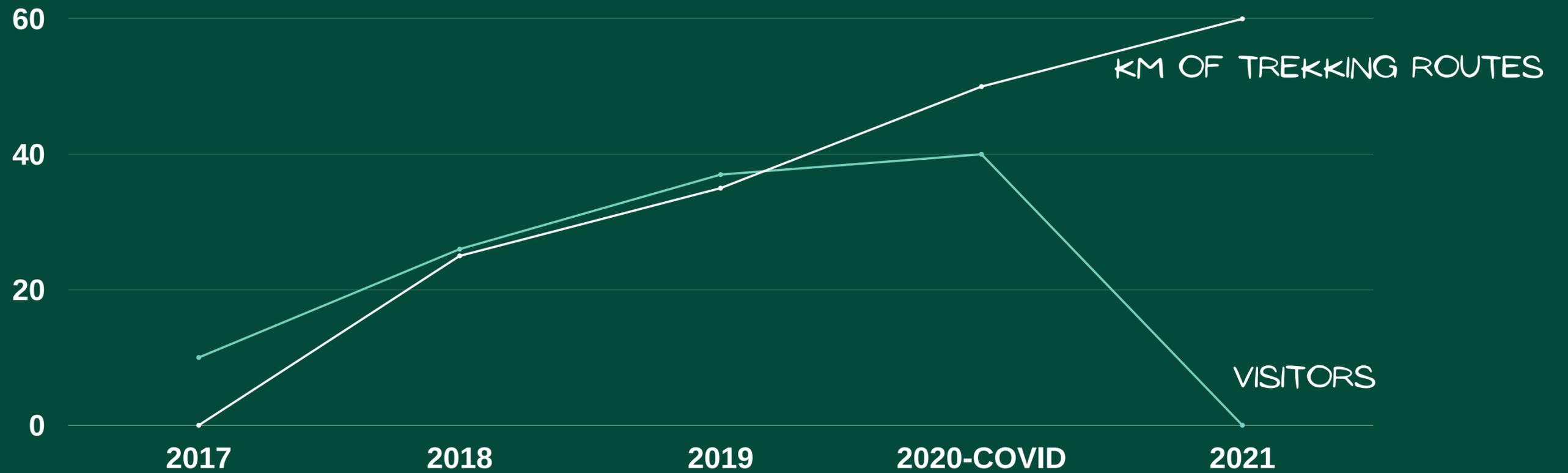
- TRACKED AND MAPPED 50 KM OF TREKKING ROUTES (8 IN MELAMCHI MUNICIPALITY AND 5 IN PANCHPOKHARI RURAL MUNICIPALITY)
- ARCHIVE NEW TREKKING ROUTES IN 3 SECTOR AND ROUTES NUMBERS:

SECTOR 1: WESTERN PART OF MELAMCHI AND INDRAWATI RIVER (101-104)

SECTOR 2: EASTERN PART OF MELAMCHI AND INDRAWATI (201-204)

SECTOR 3: NORTHERN PART OF MELAMCHI (301-305)

- GROWING NUMBERS OF COMMUNITY HOMESTAY
- TRAINED HUMAN RESOURCES IN THE MAINTENANCE, DEVELOPMENT OF TREKKING ROUTES
- TRAINED HUMAN RESOURCES FOR HOMESTAYS
- PROMOTIONAL MATERIAL AND MARKETING EVENTS (NATIONAL AND INTERNATIONALLY)
- OPENING OF RECYCLING WASTE COLLECTION FACILITY
- PARTICIPATION OF LOCAL COMMUNITY
- CREATION OF INTERMUNICIPALITY COORDINATION
- COMMITTED LOCAL, NATIONAL AUTHORITIES (TAAN, NTB..)



TRENDS

AT THE EXPANDING NETWORK OF TREKKING ROUTES, WE CAN SEE A CONNECTED GROWING OF VISITORS



SIZE THE MARKET ANNUALLY

1.2 MILLION

TOTAL AVAILABLE MARKET (TAM) FOR NEPAL

370.560 (30,88 % OF TOTAL)

SERVICEABLE AVAILABLE MARKET (SAM) FOR TREKKING AND
RURAL TOURISM IN NEPAL AND PLEASURE

123.520 (1/3)

SERVICEABLE OBTAINABLE MARKET (SOM) IN THE SPECIFIC AREA
OF PANCHPOKHARI, MELAMCHI, LANGTANG, JUGAL AND HELAMBU

TARGET MARKET

EXPERIENCED & NEW TRAVELLERS

SEARCHING BEAUTY, AUTHENTICITY AND THERAPEUTIC EFFECT OF RURAL SIMPLER LIFE

TREKKERS BUT NOT ONLY

MOUNTAINS LOVERS, CULTURE AND NATURE LOVERS
WILD ADVENTURES AND RURAL SCENARIO. THE PROPOSAL IS SO WIDE THAT CAN FIT DIFFERENT INTERESTS

RESPONSIBLE TRAVELLERS

TRAVELLERS ARE MORE RESPONSIBLE AND ARE SEARCHING FOR NEW DESTINATION RESPECTING SOME STANDARD, THOSE WE PROVIDE!

S

STRENGTHS

W

WEAKNESSES

- LACK OF CAPACITY,
NEED OF TRAINING,
MARKETING
- INFRASTRUCTURAL
DEVELOPMENT,
ACCESS

O

OPPORTUNITIES

T

THREATS

- INTERNATIONAL AND
DOMESTIC
DESTINATION
COMPETITION
- GRAND TOUR
OPERATOR,
STANDARDIZE
EXPERIENCES

STRENGTHS

01 SUCCESSFULLY IMPLEMENTED AND SUITABLE FOR PRESENT SCENARIO: OFF-THE-BEATEN TRACKS AND SUSTAINABLE TOURISM

03 INTERNATIONAL TECHNICAL PARTNERSHIP AND EXPERTISE AND ACCADEMIC SUPPORT

02 OPPORTUNITY OF BEING FIRST NEPALI SUSTAINABLE CERTIFIED DESTINATION

05 SUCCESSFULLY INVOLVED LOCAL COMMUNITIES AND AUTHORITIES COMMUNITY BASED TOURISM

04 DEEPLY ROOTED IN THE AREA AND FIRST DEVELOPER OF ROUTES

06 RESPONSE TO CLIMATE CHANGE AND FLOOD DISASTER MONSOON 2021

EXPERTISE

INTERNATIONAL EXPERTISE,
COLLABORATION AND KNOW-HOW
ALLOW US TO DIFFERENTIATE FROM
OTHERS, ACCADEMIC SUPPORT OF
UNIVERSITIES

TAILORED MADE

THE EXPERIENCE ON
TREKKING ROUTES IS
UNIQUE FOR EACH VISITORS
AND CAN BE PERSONALIZED

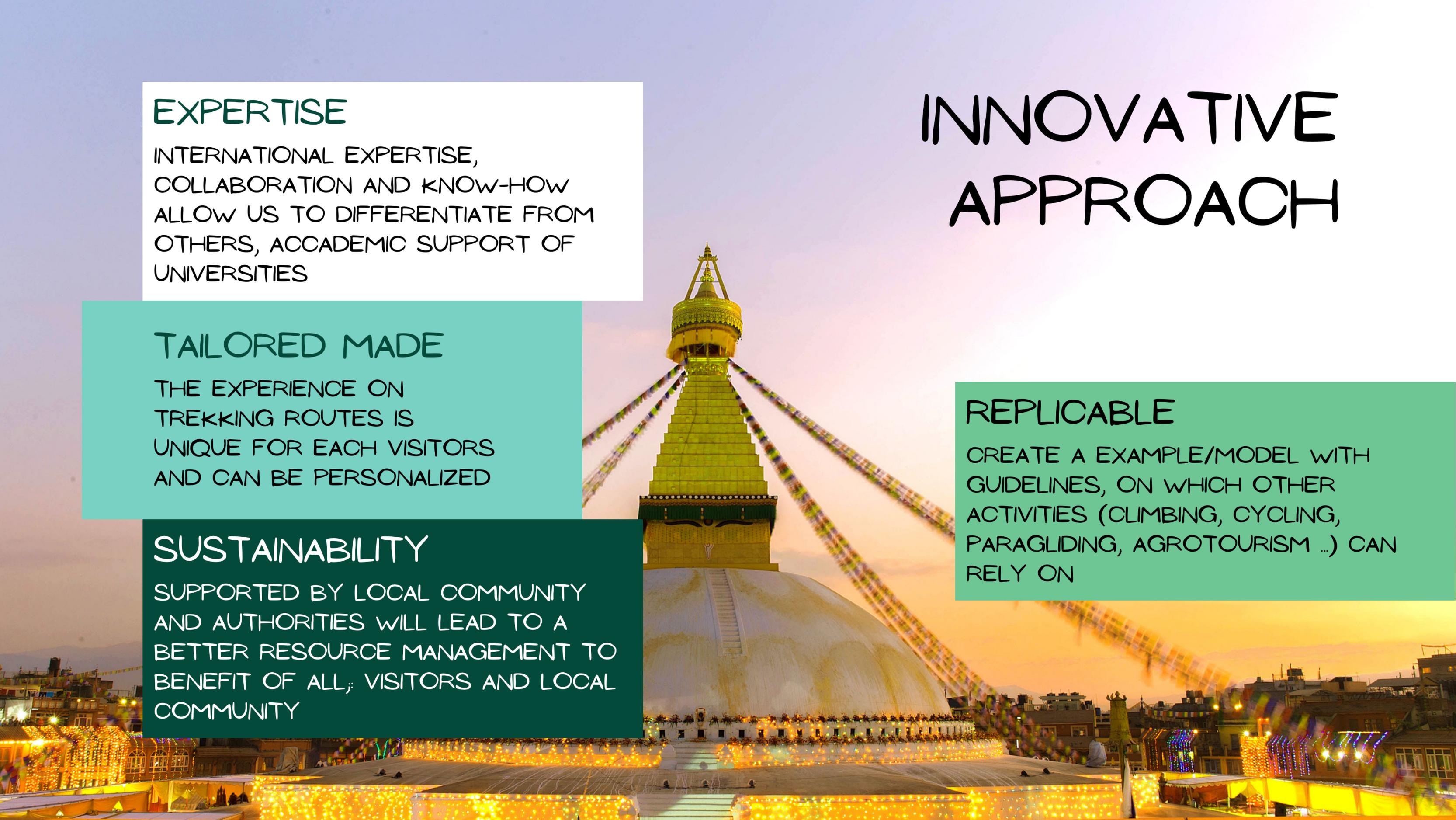
SUSTAINABILITY

SUPPORTED BY LOCAL COMMUNITY
AND AUTHORITIES WILL LEAD TO A
BETTER RESOURCE MANAGEMENT TO
BENEFIT OF ALL; VISITORS AND LOCAL
COMMUNITY

INNOVATIVE APPROACH

REPLICABLE

CREATE A EXAMPLE/MODEL WITH
GUIDELINES, ON WHICH OTHER
ACTIVITIES (CLIMBING, CYCLING,
PARAGLIDING, AGROTOURISM ...) CAN
RELY ON



AREA VULNERABLE
TO DISASTER,
ESPECIALLY AFTER
JUNE 2021.
MELAMCHI FLOOD

HUNDREDS OF
HOUSES, CULTIVATED
LANDS, BUSINESS AND
PUBLIC PRIVATE
PROPRIETIES AND
BUSINESS DESTROYED,
THOUSANDS HOMELESS
LEAVING DEBRIS 25
MT HIGH



CREATE NEW OPPORTUNITIES, RESETTLEMENT AND RECONSTRUCTION FOLLOWING SUSTAINABLE STANDARDS AND DISASTERS RISKS MITIGATION
Kathmandu

Langtang National Park

Landslides blocking river

Landslides blocking river



Landslides blocking river

MWSP Headworks

Melamchi

Intrawati

● Melamchi Bazar

N

ROAD TO 2024

01

EXPAND
TREKKING
ROUTE
NETWORK,
MAP AND
ARCHIVE

LOGISTIC FOR MAP
AND GPS OF
FURTHER AREA TO
EXPAND THE
OFFER

02

CAPACITY
BUILDING

FURTHER ASSIST
AND INCREASE
CAPACITY OF
WORKING GROUPS
FOR MAPPING AND
MAINTENANCE OF
ROUTES, TRAINING,
STUDENT
EXCHANGE

03

IMPLEMENT
GUIDELINES

RECONSTRUCT
IDENTIFIED
VILLAGE
DESTROYED BY
FLOOD
INTERNATIONAL
SUSTAINABLE
STANDARDS
AND ALONG
TREKKING
ROUTES

04

CERTIFIED
SUSTAINABLE
DESTINATION

FOCUSING ON
MARGINALIZED
GROUPS SUCH AS
WOMEN,
ETHNIC GROUPS AND
YOUTH IN
COLLABORATION
WITH LOCAL
AUTHORITIES

05

MARKETING

PARTECIPATION
TO EXPO,
NETWORK
AND VARIOUS
PROGRAM TO
SPONSOR THE
PROJECT AND
AREA AS
SUSTAINALBE
DESTINATION

WHAT'S IMMEDIATE NEXT?

FOR AUDITING AND ACHIVING CERTIFICATION



GATHER THE TEAM MANPOWER & RESOURCES

10 PEOPLE WORKING
GROUP FOR TREKKING
ROUTE MAINTENENCE AND
DEVELOPMENT
TRAINING AND EXPERTISE
EXCHANGE
DISASTER AND CRISIS
MANAGEMENT GROUP



MAKE A POLICY, EMPOWER PPP BODY CONSULTANCY ON GUIDELINES FOR SUSTAINABLE DM

CAMPSITE N. 5
HOMESTAY N. 5
IN RELATION TO WATER,
WASTE AND ENERGY
EFFICIENCY, CULTURAL AND
SOCIAL PRESERVATION



IMPLEMENT AND BUILD

CONCRETELY BUILD THOSE
STANDARD ON ONE
IDENTIFIED TREKKING
ROUTES INCLUDING ONE
WASTE CENTER FACILITY

TIMELINE

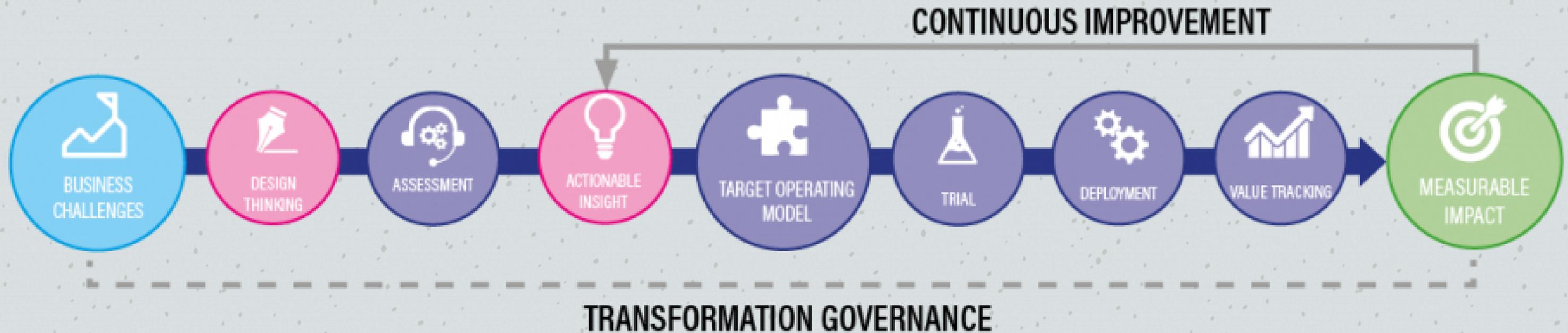
TASKS	Q1-2 2022	Q3-4 2022 Q1-2 2023	Q3-4 2023 Q1-2 2024	Q3-4 2024
PLANNING&RESEARCH	█			
TEAM BUILDING		█		
STRATEGY & POLICY			█	
INTERVENTIONS & IMPLEMENTATION			█	
QUALITY ASSURANCE AND AUDIT				█
CERTIFICATION				█
MARKETING				█
FURTHER ASSESSMENT & CORRECTIONS				█



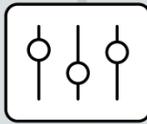
DELIVERABLES

- 5 HOMESTAY CERTIFIED SUSTAINABLE
- 5 CAMPSITE FOLLOWING SUSTAINABLE STANDARD
- 10 PEOPLE TRAINED WORKING GROUP, CONTINUOUSLY ENGAGED ALSO IN MONITORING DISASTER MANAGEMENT RISK MITIGATION PLAN
- 2 TRAINING PER YEAR FOR LOCAL GUIDES
- 2 TRAINING PER YEAR FOR HOMESTAY
- 1 STRATEGIC PLAN ON DM
- PPP BODY EMPOWERED
- WASTE MANAGEMENT SYSTEM IN THE AREA
- PROMOTIONAL MATERIAL (2 VIDEO, 1 DOCUMENTARY)
- NP-ITA EXCHANGE, TA
- IMPROVED ACCESS, INFRASTRUCTURES & SERVICES IN THE AREA
- PROVIDE CONCRETE ALTERNATIVE TO LOCALS
- ENGAGED VULNERABLE GROUPS (WOMEN, YOUTH AND CHILDREN - SCHOOLS)
- 2 CULTURAL PROMOTION PROGRAMS

OUR WORKING MODEL

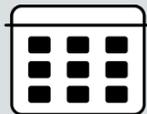


OTHER KEY DETAILS



NETWORKING

SUPPORT CAPACITY BUILDING, AND SKILLS DEVELOPMENT THROUGH NETWORKING WITH UNIVERSITY, NATIONAL AND INTERNATIONAL ORGANIZATIONS, EXCHANGES



MARKETING

PROMOTE SOCIAL MEDIA MARKETING AND TRADITIONAL BUSINESS PROMOTION MODELS THROUGH EVENTS AND PARTECIPATION AT INTERNATIONAL PROGRAMS



MICROFINANCING - CROWDFUNDING

CREATE FINANCIAL SUPPORT SYSTEMS IN ORDER TO PROMOTE EQUAL INCOME DISTRIBUTION IN FURTHER INVEST IN THE DEVELOPMENT OF THE AREA



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