

NATTA WEEKLY NEWSLETTER



NATTA WEEKLY NEWSLETTER 69

24TH JULY 2015



Beautiful Nepal

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NATTA Demand Addressed in the Monetary Policy of NRB

Nepal Rastra Bank unveiled its monetary policy for the F/Y 2072-73 at a program organized in Kathmandu on July 23 last. NATTA Treasurer Mr. Narayan Prasad Gurung Koney represented in the program. Earlier, NATTA delegates had met the Governor of the Bank Dr. Chiranjibi Nepal at his office and requested him to look into the problems caused by the dual currency system in IATA payment and the problem of the tour operators handling the Indian groups visiting Mansarovar-Kailash via Nepal. NATTA had demanded that the Indian pilgrims heading to Kailash should be facilitated with required US dollars in exchange of Indian Currency on the basis of the invoice they receive from Tibetan/Chinese Tour Operators for their services across the border.

Nepal Rastra Bank doesn't seem to have considered the NATTA demand of removing the dual currency system in IATA payment but **has created the provision of Foreign Exchange facility upto US\$500 to Indian tourists visiting Mansarovar Kailash through Nepali Tour Operators.**



Quote from NRB Policy:

बैंक तथा वित्तीय संस्था, विप्रेषण र मनिचेञ्जर कारोवार गर्ने फर्म/कम्पनी बाहेक अन्य जुनसुकै मुनाफा आर्जन गर्ने उद्देश्य भएका संघ संस्था र सरकारी निकाय फर्म/कम्पनी वा संस्थालाई विदेशी मुद्रा कारोवार गर्न इजाजतपत्र प्रदान गर्दा रु.५० हजार बराबरको कमिमा १८ (अठारह) महिना म्याद भएको ग्यारेण्टी/बैंक ग्यारेण्टी लिनु पर्नेछ।

XXth NATTA Biennial Convention 25th September 2015

The logo is symbol that reflects rebuilding of Nepal tourism. The following thoughts have gone towards creating this design.

1. Dhaharara has been a symbol of destruction due to the EQ and this logo demonstrates the rebuilding of Dhaharara to symbolize that Nepal has recovered back to its glorious days. The use of the Dhaharara is more tuned for the Nepalese audience as this symbol stirs up many emotions and will be extremely motivational for the local audience. We must remember that the Dhaharara was a tower built to defend the valley against invaders so it has always stood strong and steadfast in history as a symbol of strength.

2. The logo also have people (reflection of tourists with cameras) visiting the site and looking at the structure in admiration.

3. The triangle is the symbolic representation of the world famous Himalayan mountains for which Nepal is internationally recognized for.

4. The rising Sun behind the triangle symbolizes a new dawn and a new beginning.

5. The use of the gold color is to symbolize the golden future in tourism and also symbolizes prosperity.

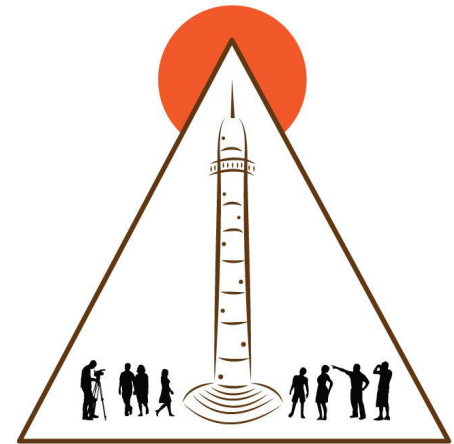
Courtesy: Max l'agence

INVITING ARTICLES FOR NATTA SOUVENIR - 2015

NATTA is going to host its biennial event 20th NATTA Convention and 06th NATTA Special Program– Carnival 2015 on 25th September this year in Kathmandu with the theme “**Building Better Tourism with Renewed Strength**”. As per the tradition NATTA publishes a Souvenir on the occasion to mark the event and distribute the same to all the participants including the delegates from various countries and all the invitees from the tourism fraternity.

NATTA Members with facile pen are herby requested to kindly ink out their ideas and feeling on tourism issues focusing on the given theme and email the same to NATTA Secretariat at natta@mail.com.np or mediacentre@natta.org.np

Articles for the Souvenir must not exceed the word limitation of 2000 and should be in typed form in English with double space. The deadline for the submission of articles is 03rd August 2015. The articles selected by the Editorial Board will be published in the NATTA Souvenir.



**BUILDING BETTER TOURISM
WITH RENEWED STRENGTH**

NATTA is planning to organize a Fam Trip for important international media representatives to Chitwan and Pokhara during the period coinciding with the 20th NATTA Convention and 6th NATTA Special Program-Carnival-2015 from 24th September to 30th September, 2015.

We, therefore, would like to request our valued members to send us the name, contact details and profile of the media representatives who could be invited for the FAM Trip, latest by 31st July, 2015. The selection will be on the basis of their profile.

[Click Here to View FAM TRIP Itinerary](#)



Annapurna Circuit declared safe for trekking

Annapurna Circuit — one of the popular trekking routes that lies within the Annapurna mountain range of central Nepal — has been declared safe for trekking. The announcement comes following the seismic damage assessment by Miyamoto



International of Japan — a global structural and earthquake engineering firm — that had conducted the safety audit of a 200-kilometre trail, 30 bridges and 250 accommodations.

In the report launching ceremony of the ‘Damage Assessment of Annapurna Region’ organised by the Department of Tourism, today, H Kit Miyamoto, CEO of Miyamoto International, informed that only two kilometres of the trail in four different sub-sections need to be re-routed due to risk of landslides and boulders falling. As per him, only three per cent of the accommodations suffered damages due to the earthquake, and all bridges are safe. However, he stressed on the post-monsoon assessment of the proposed new routes of the four sub-sections of the trail between Kimrong and Chomrong.

Tulasi Prasad Gautam, director general of Department of Tourism (DoT), said the assessment would help bring back trekkers. “We expect the study to help ease the worries of potential trekkers and it would be easier for them to get travel insurance, which is a major concern for people planning their trip to Nepal at present.” Pokhara is the gateway to the Annapurna Circuit that also includes Thorong La and then to the barren landscape of lower Mustang and Muktinath, which form the popular trekking route for tourists.

After the devastating earthquake of April 25, the DoT had invited Miyamoto International to conduct a safety audit of the trekking routes around Annapurna and also the Khumbu region, where the world’s highest peak Mount Everest is located.

Damage assessment of the Annapurna region was conducted with the assistance of UK aid supported SA-MARTH programme.

Similarly, International Finance Corporation of the World Bank Group has provided support for the damage assessment of the Khumbu region. The DoT has informed that it will launch the safety audit report of the Khumbu region very soon.

Nepal ranked 102nd in travel, tourism competitiveness

Nepal climbed 10 spots to be ranked 102nd in the Travel & Tourism Competitiveness Index (TTCI) 2015 published by World Economic Forum.

The index analyzes the performance of 141 economies and explores how the travel and tourism sector has responded to economic, security and health shocks over recent decades. "Understanding the nature and extent of the sector's resilience to shocks is important, as a strong travel and tourism sector is critical for job creation, economic growth and development in advanced and developing economies alike," World Economic Forum (WEF) said in its report.

Published every two years, the report ranks economies on the basis of 14 parameters -- business environment, safety and security, health and hygiene, human resources and labor market, ICT readiness, prioritization of travel and tourism, international openness, price competitiveness, environment sustainability, air transport infrastructure, ground and port infrastructure, tourist service infrastructure, natural and cultural Resources, and business travel.

Spain leads the travel and tourism competitiveness ranking in 2015 followed by France and Germany. The report shows Nepal is competitive in terms of pricing as the country is ranked in the 23rd position in price competitiveness. Nepal was ranked 25th in natural resources and 59th in prioritization of travel and tourism. It, however, fared poorly on three parameters -- environment sustainability (133rd), ICT readiness (126th), and cultural resources and business travel (123rd).

As per the report, Nepal has poor ranking for cultural resources and business travel. The ranking is based on different criteria like number of UNESCO World Heritage sites, large stadiums, and number of international association meetings taking place in a country, among others.

Nepal is ranked at 113th position in terms of safety and security, meaning the country needs to do more to create safe and secure environment for foreign tourists.

The report suggests that Nepal needs to improve air connectivity as it stands in the 106th position in air transport infrastructure. Similarly, it needs to make transportation efficient and accessible to key business centers and tourist attractions as it stands at 119th position in ground and port infrastructure, and ensure sufficient quality accommodation, resorts and entertainment facilities as it is ranked in 118th position in tourist service infrastructure.

According to the report, major trend in travel and tourism is shifting demographics. "The number of over-60s in the world is projected to rise from 900 million in 2010 to almost 1.4 billion by 2030. Elder travelers tend to require higher standards of quality and sophistication, to have somewhat larger budgets and this demographic accounts for 40 percent of travel but 60 percent of wealth," the report stated.



Together We Can Achieve
नेपाल एशोसिएशन अफ टूर एण्ड ट्राभल एजेन्ट्स

Nepal Association of Tour & Travel Agents

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नाट्टा नं: १९९/०१-७९

मिति: २०७२/२/३२

नाट्टा सदस्यता स्कीम

नेपाल एशोसिएशन अफ टूर एण्ड ट्राभल एजेन्ट्स (नाट्टा) कार्यसमितिले यही आगामी आर्थिक वर्षका लागि दुईवटा सदस्यता स्कीम प्रारंभ गर्ने भएको व्यहोरा सहर्ष जानकारी गराउदछौ ।

स्कीम-१

नया आर्थिक वर्ष प्रारंभ भएको मितिले दुई महिना भित्रै नाट्टाको सदस्यताका लागि आवेदन गर्ने कम्पनीहरूका लागि नियमित रजिष्ट्रेशन शुल्क भिनाइ गरिने छ ।

स्कीम-२

विगतका दुई वर्ष सम्म सधैंको सदस्यता नवीकरण नगरी निलम्बनमा परेका कम्पनीहरूका लागि यही आगामी आर्थिक वर्षको पहिलो दुई महिना भित्र सदस्यता नवीकरण गराउन आवेदन/निवेदन बुझाएमा त्यस्ता कम्पनीहरूलाई कुनै बच जरीवाना नलिई सदस्यता नवीकरण गरि दिने व्यवस्था भिनाइएको छ ।

सधन्यवाद

मिहिका धाक्या
महा सचिव



QUOTES WEEKLY

“Correction does much, but encouragement does more.”

MATTA FAIR®

4 - 6 SEPTEMBER 2015

10am-9pm PWTC, KL

www.mattafair.org.my

[facebook.com/MattaFairKL](https://www.facebook.com/MattaFairKL)

NATTA in coordination with NTB is organizing the annual MATTA Fair—2015 in **Kualalumpur** starting from 4th–6th September 2015.

Coordinator for MATTA Fair is NATTA Jt. Treasurer Ms. Jiswan Tuladhar Shrestha.

Do not forget to submit your half yearly report to Department of Tourism latest by the end of Shrawan 2072.

Format of Periodical Form can be viewed below:

[Click Here to View and download the format of Aawadhik Pratibedan](#)

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Nepal Association of Tour and Travel Agents

नेपाल एशोसियशन अफ टुर एण्ड ट्राभल एजेन्ट्स

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