



**NEPAL ASSOCIATION  
OF TOUR & TRAVEL AGENTS**

# **NATTA WEEKLY NEWSLETTER**

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Nepal is an exciting jumble of fascinating land of ancient history, vibrant colorful culture, Himalayas and tolerant people. Nepal is one of the richest country in the world in term of bio-diversity due to its unique geographical position, wonderful gift of nature and altitude variation.

Nepal's climate varies with its topography. It ranges from tropical to arctic depending upon the altitude. Currently Nepal is in its Spring Season. Spring is colorful season which is punctuated by the odd shower of life-giving rain but the heat gradually builds until the monsoon relief arrives. As per the Weather forecast of the week for Kathmandu City, its sunny and light rain all over the week.

## **e-news by NATTA**

### **NATTA in the Crisis Management Coordination Committee**

As per the decision of the Government of Nepal (Ministerial level), a Crisis Management Coordination Committee (CMCC) as well as a separate Task force has been formed recently. The Department of Tourism has informed NATTA that President NATTA has been nominated as Member in the CMCC and a representative from NATTA is given a place in the Task Force (Tourism).

### **Digital Marketing Workshop**



NTB organized a half day long Digital Marketing Workshop on 11th May 2016 at Hotel Marshyangdi which was participated in by almost 120 tourism stakeholders. Ignoring the tradition of distributing handouts and brochures, the workshop focused on how an agency can attract number of clients in an easier and efficient way. Workshop was organized to make tourism industry get rapidly digitalized and it was conducted by the professionals from Australia.

### **NTB Directors Call on NATTA**



NTB Directors representing private sector in NTB Board of Directors, Mr. Rajendra Sapkota and Mr. Purna Bahadur Kunwar called on the Secretariat of Nepal Association of Tour & Travel Agents (NATTA) on 09th May, 2016 in the afternoon and held discussions with President NATTA Mr. Madhu Sudan Acharya and NATTA Executive Committee on various aspects of challenges being faced by the private sector in carrying out the promotional plans, programs, campaigns and missions abroad from Nepal from time to time due to all pervasive absolute red-tapism. Participants at the meeting unanimously agreed that red-tapism has to be discouraged at any rate to focus mainly on the issues of destination promotion when we have the targets of VISION 2020 already set. Private sectors solidarity in this respect was agreed as most urgent. President Acharya declared that NATTA was currently planning to invite a group of TAAI members on a Fam Trip of Nepal and hold a meeting with them. He said that NATTA was also planning to lead a destination promotion of Nepal to Republic of Korea in the near future.â€œ

### **PM calls the Main Committee Meeting**



Rt. Hon'ble Minister KP Oli had invited all the members of the organizing Committee of 2560th Buddha Jayanti Celebration and International Bouddha Summit going to be held in Kathmandu and Lumbini from 19th through 21st May, 2016 at Prime Minister's Residence in Baluwatar on Monday, 9th May 2016.

NATTA President Mr. Madhu Sudan Acharya and NATTA Executive Member Mr. Varun Mehta (one of the group leaders in the program Executive Committee) attended the meeting on behalf of the association to the congregation about NATTA's role in making the Buddha Jayanti Celebrations and the Int'l Summit on Buddhism a resounding success.

## **Diamond Jubilee Celebrations of Mt. Manaslu**

NATTA Secy.General Bhim Prasad Panta participated in the Diamond Jubilee Celebrations of the First accession of Mt. Manaslu on 09th May organized by Gorkha Tourism. The celebrations began in the morning with a cultural procession round the city and at 9.00 am a meeting was held in which Secretary General Mr. Panta appreciated the initiation of Gorkha Tourism to observe the day every year with various programs. In the meeting, a Souvenir published to mark the occasion was unveiled and an official website of the organization was also launched.

## **Secy. General Panta Speaks on NA**

Secy. Gen. Mr. Bhim Prasad Panta participated in a workshop on Role of Nepal Airlines in the Development of Tourism Sector on 08th May, 2016 at Hotel Hardik, Bagbazar. The workshop, graced by Hon'ble Minister for Culture, Tourism & Civil Aviation Mr. Anand Prasad Poudyal, was organized under the aegis of Public Enterprises Employees' Association of Nepal to mark their 27th Anniversary of establishment. Secy. Gen. Mr. Panta, speaking on the occasion said that Nepal Airlines (NA) needs to gain the trust of public. The state must protect NA by assisting it in securing additional fleets. NATTA, Mr. Panta added, would always stand by NA in the process of its further development as ever. If necessary the state may also endeavor to change the current structure of NA into a company.

## **NATTA organizes program on 'Making Our Marketing More Productive'**



An interactive meeting of some major tour operating active members of NATTA was held on 02nd May 2016 at Hotel Arts, Thamel just to review the current tourism marketing programs led and supported by Nepal Tourism Board. President, NATTA Mr. Madhu Sudan Acharya welcomed the participants and 1st VP of NATTA Mr. CN Pandey shed light on the objective of this interactive session. CEO of Nepal

Tourism Board stated about the various promotional missions abroad either led or supported by NTB during the last few couple of months following the devastating earthquake and the blockade including the political resentment and threat posed by the agitating forces in the Terai.

Highlighting the huge investment of the private sector and NTB in promotional activities, participants complained that the return was not up to the expectation of the investors. Our marketing strategies have almost become very much traditional and no new approach in this respect has yet been thought out. The participants suggested that it was high time for NTB to coin some new and effective measures to lure the potential visitors to Nepal. Publicity through int'l media and social media, strengthening of national flag carrier, free visa at least in the SAARC countries, orientation program for the embassy staff etc were some new ways talked about to uphold our tourism. Individual efforts of the private sector would not suffice to bring in more number of visitors, concerted efforts of the concerned ministry and NTB were highly solicited. The need of new branding was also felt.

In regard to the role of NTB, participants suggested that NTB should play the role of a bridge between GON and private sector. Another part of the suggestion was that after each sales mission, NTB should call a meeting to review the effectiveness of the mission carried out jointly by the stakeholders. New promotional videos and TV shows should be encouraged. Participants also urged NTB chief to look into the possibilities of setting up a separate petrol pump for Tourism related vehicles in Kathmandu and other major destinations of touristic importance.

Finally it was agreed that NTB should try to gain the optimum support of the private sector, advertisements through BBC and CNN was felt to be important, regional promotion was considered to be quite important, NTB's action plan must be transparent, investment should be based on the market growth rate, Int'l airlines' should be approached to publish positive articles about Nepal's tourism heritages.

<http://natta.org.np/news/natta-organises-program-on-making-our-marketing-more-productive> (<http://natta.org.np/news/natta-organises-program-on-making-our-marketing-more-productive>)

## **President Acharya in an Interactive Program**



An interactive program followed by presentation of three working papers on the various issues of foreign employment was organized by Labour & Employment Ministry on Monday, the 20th Baishakh, 2073 at Hotel Radisson. The program was held in the august presence of Hon'ble Minister for Labor & Employment Deepak Bohara. The three working papers presented on the occasion were from Nepal Rastra Bank,

Ministry of Labor & Employment and the Association of Foreign Employment Association respectively.

NATTA President Mr. Acharya speaking on the occasion said that the very terminology of 'labor' should be changed into 'skill'. And, the concerned authorities should mandatorily organize a Basic Vocational Training to all those setting out to foreign countries for employment. He further said that the Government to Government agreements on employment should be carried out under World Trade Organization's General Agreement on Trade in Service (GATS).

Adding further he said that the concept of Free Visa, Free Ticket should be specifically defined and the air-tickets for the foreign bound employees should be in any case issued from Nepal only not causing the nation lose its revenue. This in the long run is also likely to create negative impacts in the overall national tourism.

NATTA 1st VP Mr. C.N Pandey, 2nd VP Mr. D.K Sharma, Treasurer Mr. Chitra Bahadur Gurung and Executive Member Mr. Yubraj Subedi were also present in the interactive program.

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