



Cooperative Education Report

**Sustainable tourism: How sustainable tourism is important for tourism
development**

Written by

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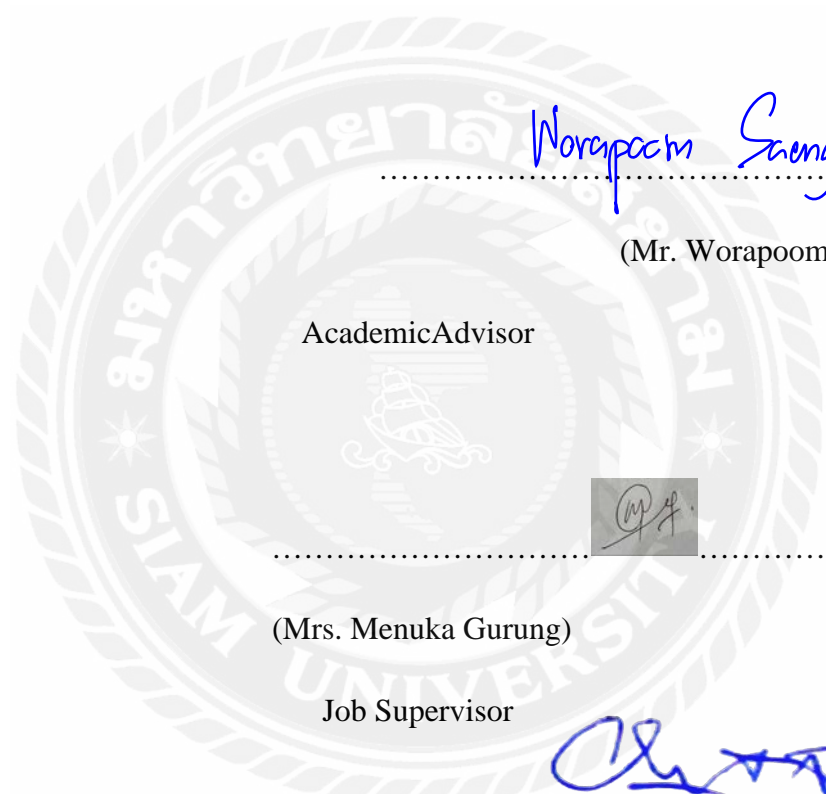
Title: Sustainable Tourism: How sustainable tourism important for tourism development

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Abstract

Explore Himalaya Travel & Adventure has been innovating and leading tours across Nepal, Tibet, Bhutan and India since 1997. Their impeccable record in Himalayan adventures and reliable services has led over 25,000 travelers to an experience of a lifetime. They offer the largest range of Himalayan adventures for people with any experience and timeframe. We organize Trekking, Mountaineering, Motorbike Rides, Heli Tours Skydive, Photography, Cultural & Wildlife Tours, Family Holidays, Volunteering, Corporate Events & More. To make their travel packages more appealing to the customers, and most importantly to support their strong ethics, they promote sustainable tourism and responsible traveling. Their motto is “Tourism for Development”. The founder Suman Pandey is an activist of Sustainable Tourism and also one of the promoters of Eco Trekking Activities in Nepal. They take conscious strides to cut down the environmental impacts on the Himalayas. Trekking tours and trips can contribute to a lot of pollution, one of the main purposes of Explore Himalaya is to keep.

Keywords: Sustainable Tourism, Tourism Development, Responsible Traveling

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Lastly, I would heartily like to express our gratitude to the faculty for providing an opportunity and helping us conduct such study as partial fulfillment for the BBA Program of Siam University, Bangkok, Thailand.

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– Devyani KC

How covid-19 has affected the Explore Himalaya Travel & Trek

Nepal Government puts an end to trekking and other tourism activity until further notice due to the possible outbreak of Corona-virus (COVID-19). Similarly, the government has banned all peak climbing and expeditions including Everest for this spring season.

As Nepal was starting a huge campaign of VisitNepal2020, the global outbreak of COVID-19 forced the Nepal government to cancel all the marketing of the campaign overseas and unwillingly postponed the campaign VISITNEPAL2020. (Nepal trek permit restricted)

Nepal Government has temporarily halted all foreigners to enter Nepal. This step can prevent a possible outbreak of Corona Virus in Nepal.

Every tourism business including airlines and hotels are facing a large effect on their economy. Not only the one in Kathmandu, Pokhara and other city areas but also the teahouses and lodges of the Himalayan region and those from the trek routes have been widely affected.

In Explore Himalaya travel and trek, trips and tours are temporarily on halt. The office closed as soon as lockdown was announced, the website team, including myself are still working on updating the website content at home. Mr. Suman Pandey (CEO) frequently hold Zoom meetings for us to stay updated and to clear out any confusions so we can work on updating website content efficiently.

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Chapter 1: Introduction

Tourism is rooted in Nepal as it is the largest industry there is and provides the largest source of revenue and foreign exchange. Well, with such an influence of tourism, the concept of Sustainability is deemed to exist in this country.

With the enactment of National Park and Wildlife Conservation in 1973, the importance and necessity of ecotourism in Nepal were realized leading to the establishment of various protected area for the conservation of ecosystems and development of the community.

However, it was in 1986, when the establishment of the Annapurna Conservation Area Project encouraged the ecotourism in the tourism industry of Nepal.

Being one of the least developed countries, Nepal can greatly benefit from sustainable tourism that promotes the environment, economy, and society. Mostly visited for mountaineering and trekking, tourists visit the Himayalan region of Nepal where the culture and lifestyle are still far from modernity.

While enjoying the mountain range and natural resources, they also get a chance to know about local culture and way of life. That's why different areas of Nepal has been developed as a site of sustainable tourism.

There are different villages inside Annapurna Conservation Area, Manaslu Conservation Area, Kanchenjunga Conservation Area, Gauri Shanker Conservation Area, Manaslu Conservation Area, Langtang National Park, Chitwan National Park, Panchase region, Kathmandu Valley, Illam, Syangja, and other districts, which are developed as an important site for sustainable tourism in Nepal.

Nepal showcases a wide array of natural and cultural features. There are 1250 heritage sites; wherein the Valley itself has 870 religious and cultural shrines and monuments, eight World Cultural Heritage Sites, two World Natural Heritage sites and *yes, of course* there are eight out of fourteen tallest mountain in the world lies in Nepal.

All these resources are the major attraction for the foundation and acceleration of the tourism industry in Nepal. Thus, it is important to manage these tourism resources

properly involving the local community with sufficient consideration on the quality of the supply side of tourism to attract a large number of tourists from around the world.

Nepal welcomes one of the largest numbers of tourists for trekking and mountaineering in the world. And, this very fact has created many opportunities for rural life with the establishment of guesthouses and lodges along the trail.

Sustainable Tourism is the future of the tourism industry and even the Government of Nepal is endeavoring in this effort.

1.1 Company profile

Introduction of Explore Himalaya Travel and Trek

Explore Himalaya Travel & Adventure has been innovating and leading tours across Nepal, Tibet, Bhutan and India since 1997. Their impeccable record in Himalayan adventures and reliable services has led over 25,000 travellers to an experience of a lifetime.

They offer the largest range of Himalayan adventures for people with any experience and time frame. We organize Trekking, Mountaineering, Motorbike Rides, Heli Tours, Skydive, Photography, Cultural & Wildlife Tours, Family Holidays, Volunteering, Corporate Events & more.

They take conscious strides to cut down the environmental impacts on the Himalayas, They ensure that all porters and all other staff going above the tree line are provided with adequate clothing and equipment. They are the first ever company to supply high-altitude porters with crampons. They provide life insurance and emergency helicopter evacuation for our staff.

Mission & Vision

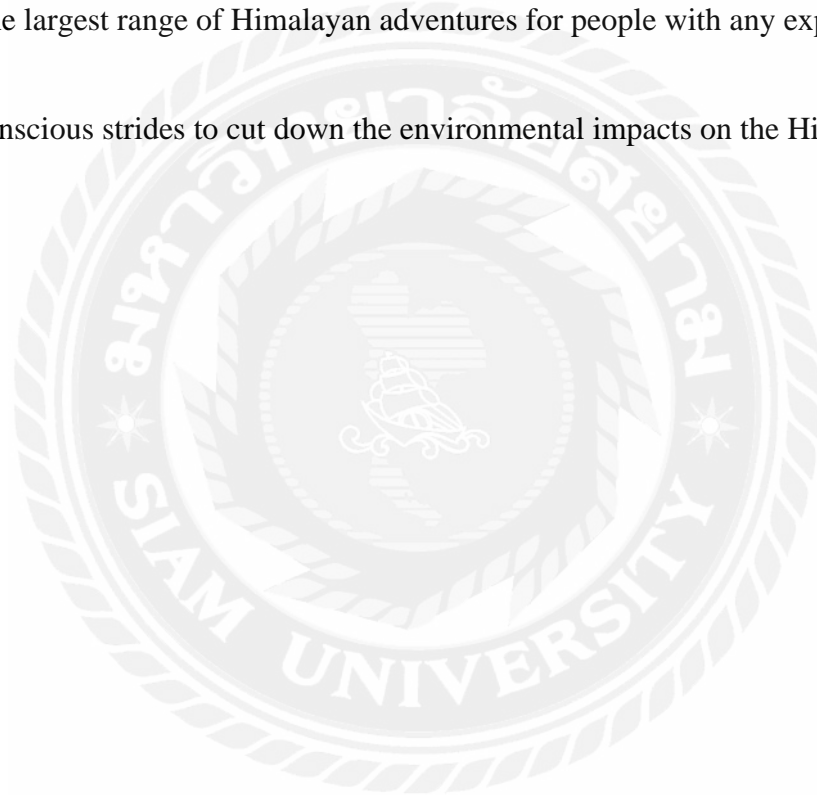
- There isn't a specific Mission statement in the website, but here is a briefing about the company that are reminiscent to mission & vision statements:

“Explore Himalaya Travel & Adventure, true to its name has never lost an opportunity to explore new grounds, to innovate new tourism products and try out new ventures no one had dared to. “

“Our motto is "Tourism for Development"

“We offer the largest range of Himalayan adventures for people with any experience and time frame”

“We take conscious strides to cut down the environmental impacts on the Himalayas”



1.2 Organizational structure

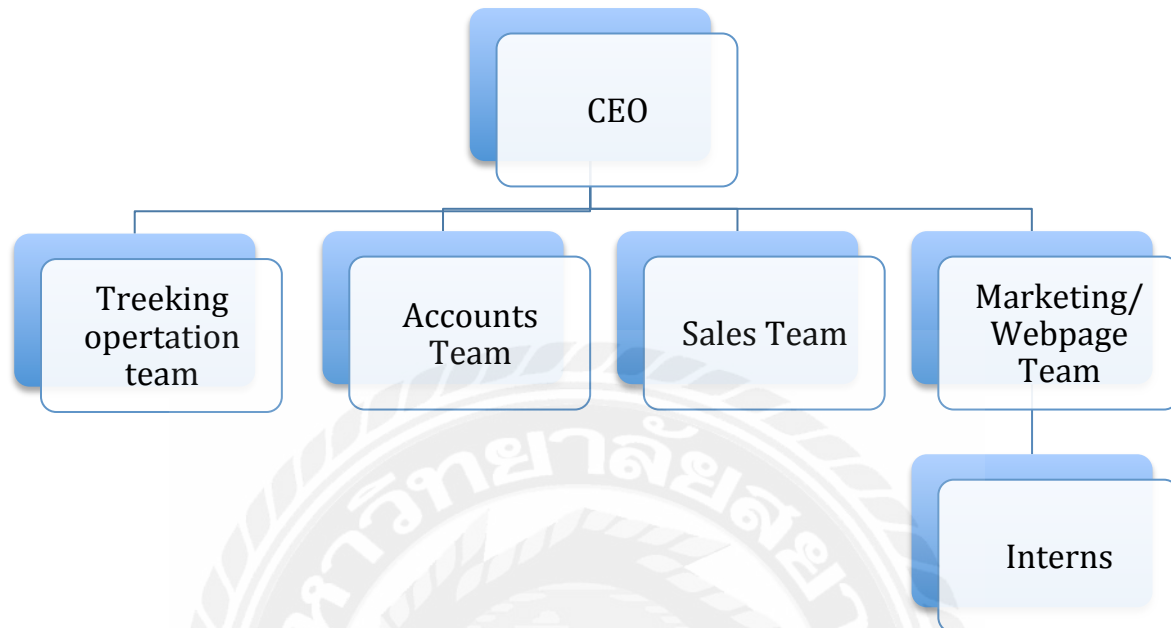


Figure: Organizational Structure of Explore Himalaya

Source: Self

1.3 Intentions to join this company

The main purpose of joining is to better understand the internal activities that go inside a travel and trek cooperation, to gain further insight on how the trip planning is harmonized with environmental, economical, socio cultural aspect of sustainability. I was also strove to acquire better content writing skill and gain more knowledge on tourism as a subject.

1.4 Objectives of the study

The objectives of the study are as follows:

- To learn, research and create content for the company website
- To identify the environment, economical and socio cultural aspect of sustainability
- To understand how sustainable tourism helps in tourism development

Chapter 2: Internship activities

2.1 Job description and responsibility

Some of my responsibilities are as follows:

- Research

In order to understand the nook and cranny of the organization, we had to research and study the history about all the main attractions and tourism spots inside and outside Kathmandu valley. Only by achieving this first step could we move on to the part where we had to write creative written pieces about the sightseeing spots, latest tours, history of durbar squares, different permits required for base camp treks etc.

- Content writing

I wrote about the monuments and places that had a historic significance. I was assigned to research and write about the different permits required for base camp treks and other articles concerning the historic significance of popular tourism sights. We were also appointed to keeping the readers updated about the different breathtaking sightseeing places where tourists can explore by themselves or in a group during their treks with us.

- Understanding the importance sustainable tourism helps tourism development

I was to understand sustainable tourism's one major lookout: Economic sustainability. Rather than focusing on extravagant hotels or international brand, sustainable tourism aims to keep the money local. Investing in the big brand and star hotels, the money is likely to leak and this won't go for the long term because the "destination" doesn't see any development, but depletion instead.

I slowly understood Sustainable Tourism is the future of the tourism industry and even the Government of Nepal is endeavoring in this effort. Let us further look into the importance of Sustainable Tourism in the context of Nepal.

2.2 Contribution of the student

Roles and responsibilities assigned Roles are taken voluntarily or chosen while responsibilities are specified task assigned. Subtracting as little value as possible is how the intern adds value to the organization. Interns are taken in the company in order to provide potential value, as there is a chance the intern can be back for the job next time. During the internship period, the employee will be familiar with the culture of the company as well as the environment and also with the nature of job which will help save time as well as cost. Interns are also being considered as substantial investment.

I worked as an intern at Explore Himalaya. My supervisor has provided me with so many opportunities to work upon so that I can learn through experience in the tasks given. In my internship period I was responsible for carrying out the following tasks during my internship:

- Research on various aspects of tourism
- Understanding the importance is sustainability in tourism (Socio cultural, economic and environmental)
- Updating old website content
- Checking the changes website traffic
- Answering questions from interested travellers
- Understanding historical significance of different
- Learned all the routes of different trip packages by heart
- Learned how to make the website easier to read

Chapter 3: Identification of problem

3.1 Limitations

- Unpredictable traffic: It's hard to keep track of when people are going to access the website and for which reason, which makes creating marketing strategies and enticing content challenging. Unbalanced data: We are required to register all the correct data including, the right altitudes of certain areas. These require secondary

data, therefore we have to take an average of all the variations extracted from secondary data

3.2 Indication of activities done and problems solved

1) Working in a team

- During this internship, I learned that working in and having frequent, clear communication with each other is crucial for efficient results. There are 3 interns including myself in the research and content division of the company. A lot of the time we struggle with proper communication. We had communication lapses, where one person would notify the other and the information would be misunderstood. The solution of this problem was determined by taking responsibility for each other. Us interns were responsible so that each of us makes sure one another understand the instructions of the tasks assigned to us. This eventually eliminated misunderstandings, lapses & ambiguities.

2) Searching for data variations and finalizing the content to upload

- The most suitable way to gather information about different travel routes would be to go on a trek. In this scenario, you would get to talk to the locals about the history of the place and get first hand information. Since the location is further away from the city that is not always possible to do. Instead, tons of research is conducted regarding the topics. I had trouble with acquiring the accurate information from secondary sources. I found a lot of variations in the data. I wasn't what I should or should not include in the blogs and travel packages. For e.g. certain mountain peaks have different altitudes posted by different sources. With the assistance of my supervisor, I came to learn that if data variations occurred, we are required to determine the average by comparison and then include those results.

3) Approval from supervisor and team of the concepts made and the way to present the concepts

- There had to be a common ground that had to be met in terms of the ideas explained and the actual concepts made based on the ideas. Initial approval from the supervisor was necessary to ensure company standards are met, and secondly, the final approval of the rest of the travel and trek team was necessary. It was required to present a targeted set of questions so that the ideologies behind the concepts matched.

4) Use of the Word Press

- Word Press is an open-sources content management system Word Press is a blog-publishing system but has evolved to support other types of web content including more traditional mailing lists and forums, media galleries, membership sites, learning management systems and online stores etc. In Himalaya Travel and Trek, we used this software to update tour packages and post blogs. Since I had some past experience in my previously, it was easier getting a grip of it, but I had to learn and recall everything from scratch. I failed to put the correct tags and had trouble applying the correct format, however with the guidance of my team, I was able to work through it smoothly

Internship schedule table

Department	Time period
Research	First two weeks from 4 th February
Content writing and package updating	Actively after Feb 20th

3.3 Expected outcome

During my internship period my main purpose was to gain more knowledge on tourism and sustainable tourism development, with the help of everyone on the team, I was able to achieve that. I have learned a lot about different tourism spots In Nepal and understood why carrying out big events and tours require extreme measures to protect external to the organization. For instance, local heritage, environment, culture etc.

All these lessons were valuable to me and it helped me to gain experience and knowledge of the real business world outside of the four walls of a lecture hall. These lessons will be helpful to me for my future goals and also help us to build a platform for a potential career in this sector of business

3.4 Network of Explore Himalaya

Explore Himalaya Travel & Adventure prides itself in being one of the premier companies to operate tours and adventure activities across Himalayan nations in collaboration with reputed partners and subsidiaries. Having strong network globally and locally, they are capable in operating the most challenging activities across Himalayas, which include high altitude rescues.

Subsidiaries:

Fishtail Airs



Fishtail Air Pvt. Ltd. is a helicopter charter service company established in 1997 by an experienced management team who has had many years of experience in helicopter operation and in the tourism sector. Fishtail Air has been operating mountain flights,

rescue flights, medical evacuation, heli-trekking, aerial filming, heli-sightseeing and many more since its inception.

Himalaya Academy of Travels and Tours



Explore Himalaya is proud to have its own institute Himalaya Academy of Travel & Tourism (HATT) as its subsidiary. The academy is technically supported by 'Career Makers', a Tourism Education Consultancy firm based in New Delhi, India. HATT provides training on Airlines Ticketing, Travel & Tour operations, Cargo Handling, Trekking & Rafting, Climbing & Adventure etc.

Chapter 4: Learning Process

4.1 Things learned during the internship

- **Importance of sustainable tourism for tourism development**

Being one of the least developed countries, Nepal can greatly benefit from sustainable tourism that promotes the environment, economy, and society. Mostly visited for mountaineering and trekking, tourists visit the Himayalan region of Nepal where the culture and lifestyle are still far from modernity.

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4.2 Details of the related learning process and new knowledge received

The internship at Captain outdoors has helped me to understand my true interests in the business world and also help me become a professional. I got to gain a lot of knowledge and skills. Three crucial things I learned from my internship is: First, Never be afraid to ask questions, I learned to overcome my shyness and ask anything that confuses me. We're often afraid to speak because we fear. Second, Time management is also something I learnt, as being punctual is very necessary to finish work in time and to healthily divide your work. It also helps in the smooth functioning of the work processes. Third, always keep your team's best interest in front of yours. Finishing your work on time and being up to par doesn't provide effective results if it's your only focus. I learned

that we should think about other members of the team that are equally influential to a goal. This take made me develop a new perspective and helped me align my priorities when it came to reaching the end result.

- **Economic Sustainability**

I learned that Sustainable tourism's one major lookout is economic sustainability. Rather than focusing on extravagant hotels or international brand, sustainable tourism aims to keep the money local. Investing in the big brand and star hotels, the money is likely to leak, and this won't go for the long term because the "destination" doesn't see any development, but depletion instead.

Tourism has indeed survived so far without "sustainability," because it is in the present that tourism reaches its peak, and queries and questions regarding it are getting raised.

Mainly in developing countries like Nepal, sustainable tourism lets promote oneself as a tourism destination with economic benefits.

- **Environment Sustainability**

The environment is the major part of tourism; it only makes sense that tourism should heed nature as much as it needs nature. As tourism shares a close relationship with the environment, it has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. Sustainable tourism emphasizes the importance of the environment and also provides a tool to finance the protection of natural areas.

The fact that overexploitation of environment leading to hazards like increased pollution, soil erosion, loss of natural habitat of wildlife and increases risks of forest fire is nothing but the horrors we are living in. Amid the chaos of these environmental hazards, sustainable environment thrives on protecting and protect the environmental resources.

Socio- Cultural Development

I came to understand that tourism effects a great deal on host communities and share both direct and indirect relationship. We cannot measure its influence, as they aren't always apparent. In the context of Nepal itself, we cannot deny the changes in values and moral due to tourism.

Tourism development often brings change in a traditional lifestyle, morality, community structure, and family relationships. However, tourism can be a great positive force to promote pride in culture and tradition and to avoid urban relocation by creating local jobs.

Chapter 5: Conclusions

5.1 Self-assessment as future professional

During my internship period I made many mistakes, but worked on them to not be repeated the second time. This internship gave me an opportunity to learn more about the organization and how it works, including the type of environment they maintain including the work dynamic and how they all determine the desired end result.

As the future professional, I can handle the given tasks by my supervisors and make my own decisions that are best for me. I can draw the line between what is being said to me from a professional point and a non-professional point. I learned to be more patient with my fellow interns and teammate, and to always wait for my turn. My management, most importantly communication skills have improved. I learned how to be articulate and communicate in a way where there are communication lapses. I now I know how to work in systematic way.

5.2 Comparison of practical learning vs theory

I was able to apply a lot of things I learned in my BBA course. In my course, I learned to be more open minded to new ideas, work as a team, keep your team above yourself, always think about the end goal, exploring is learning, to name a few.

One of my main purposes was to learn why sustainability goes hand in hand with Tourism. We were taught in Marketing that when you run a company, you should always keep 3 things in mind: Planet, People and Profit. With my experience as an intern at Explore Himalaya I was able to relate this and understand why and how the organization balances their 3p's considering every segment of the company that exists.



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