

Strategies and Actions to
get back Tourist in
Patan (Nepal)

Prafulla Pradhan

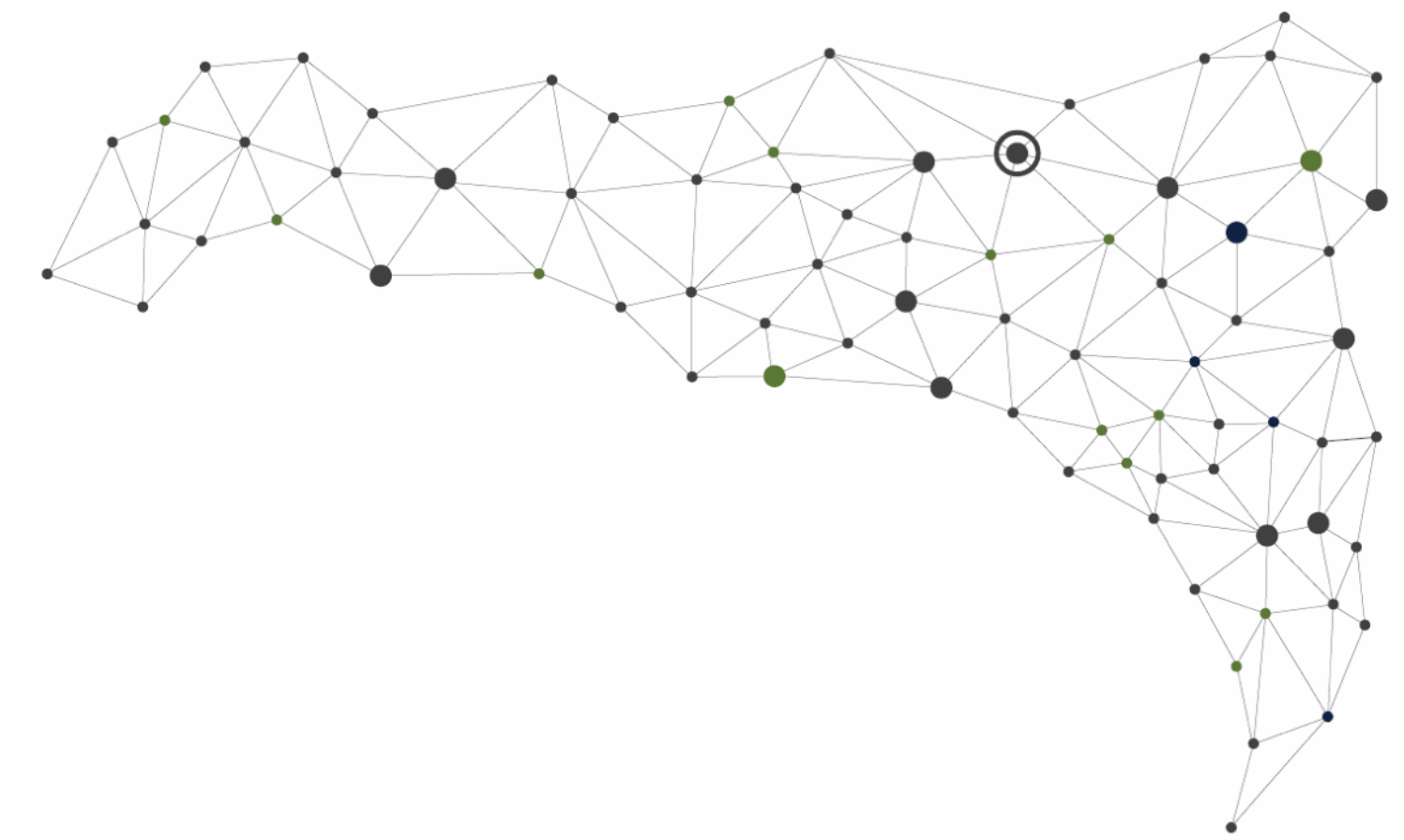
Virtual Global Exchange

Municipal Response to **COVID-19**

NOV - DEC
23rd 3rd

Content of Presentation

- ❖ Introduction
- ❖ Overall Objectives
- ❖ Strategies to get back Tourists
- ❖ Planned Actions
- ❖ Assumptions
- ❖ Patan in Pictures

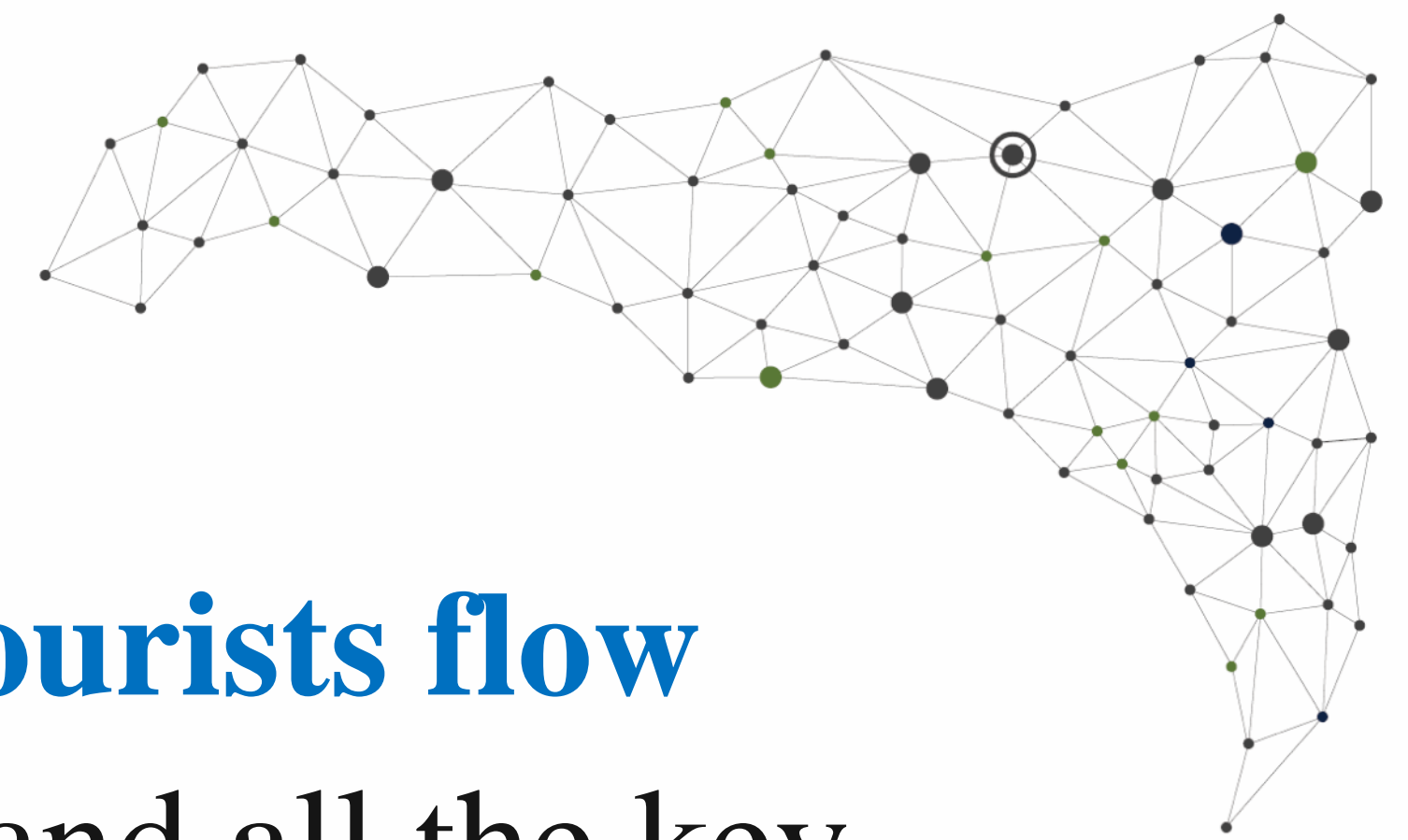


Introduction



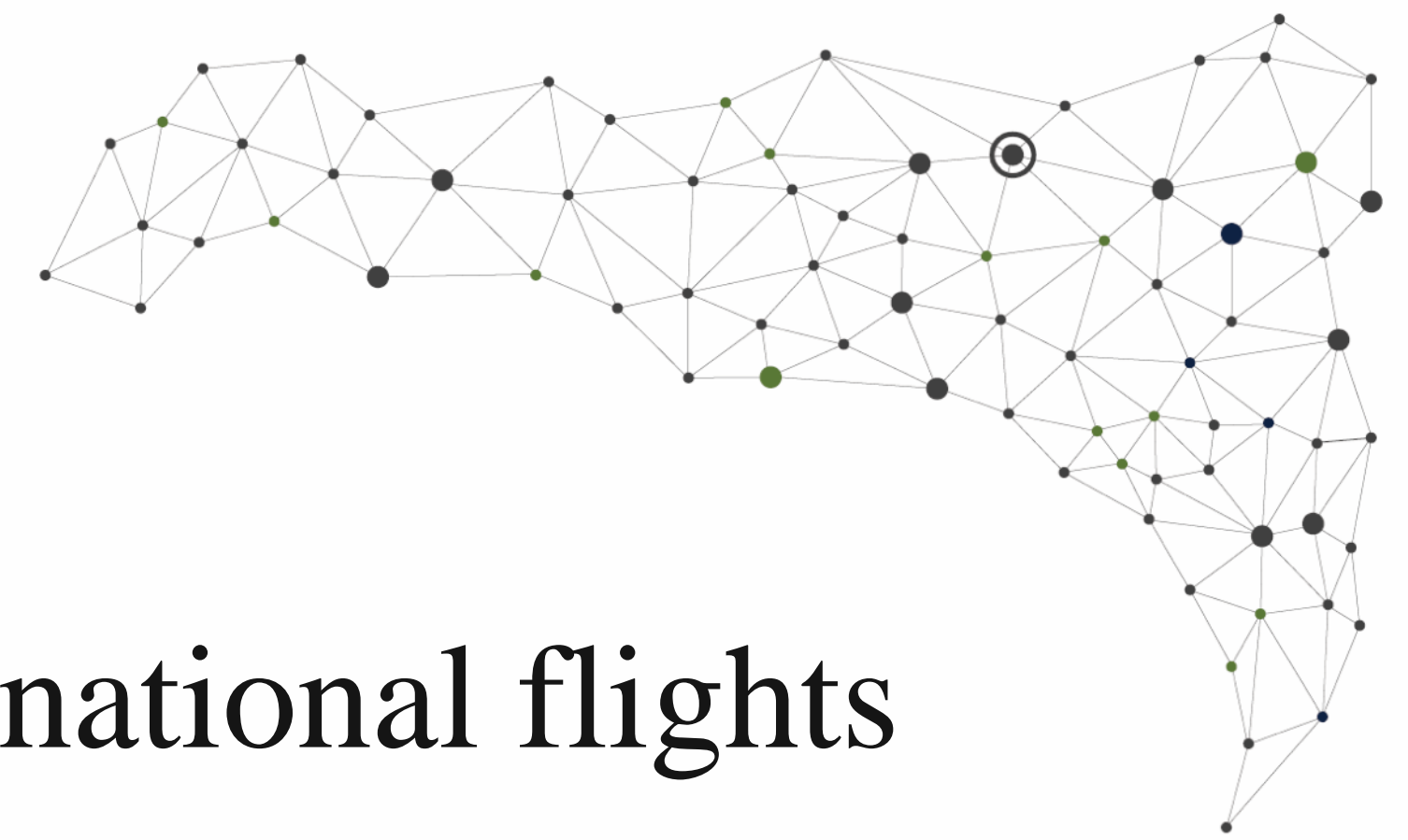
- ❖ The presentation is focused on **strategies to attract Tourists** in the City of Patan (officially known as Lalitpur Metropolitan City) in Nepal
- ❖ The attraction for tourists in the City of Patan is the **protected monument zone** of the World Heritage Site of Kathmandu Valley. Besides Patan is designated as the craft City by World Craft Council. In addition Patan offers a wide range of products to tourists.

Introduction



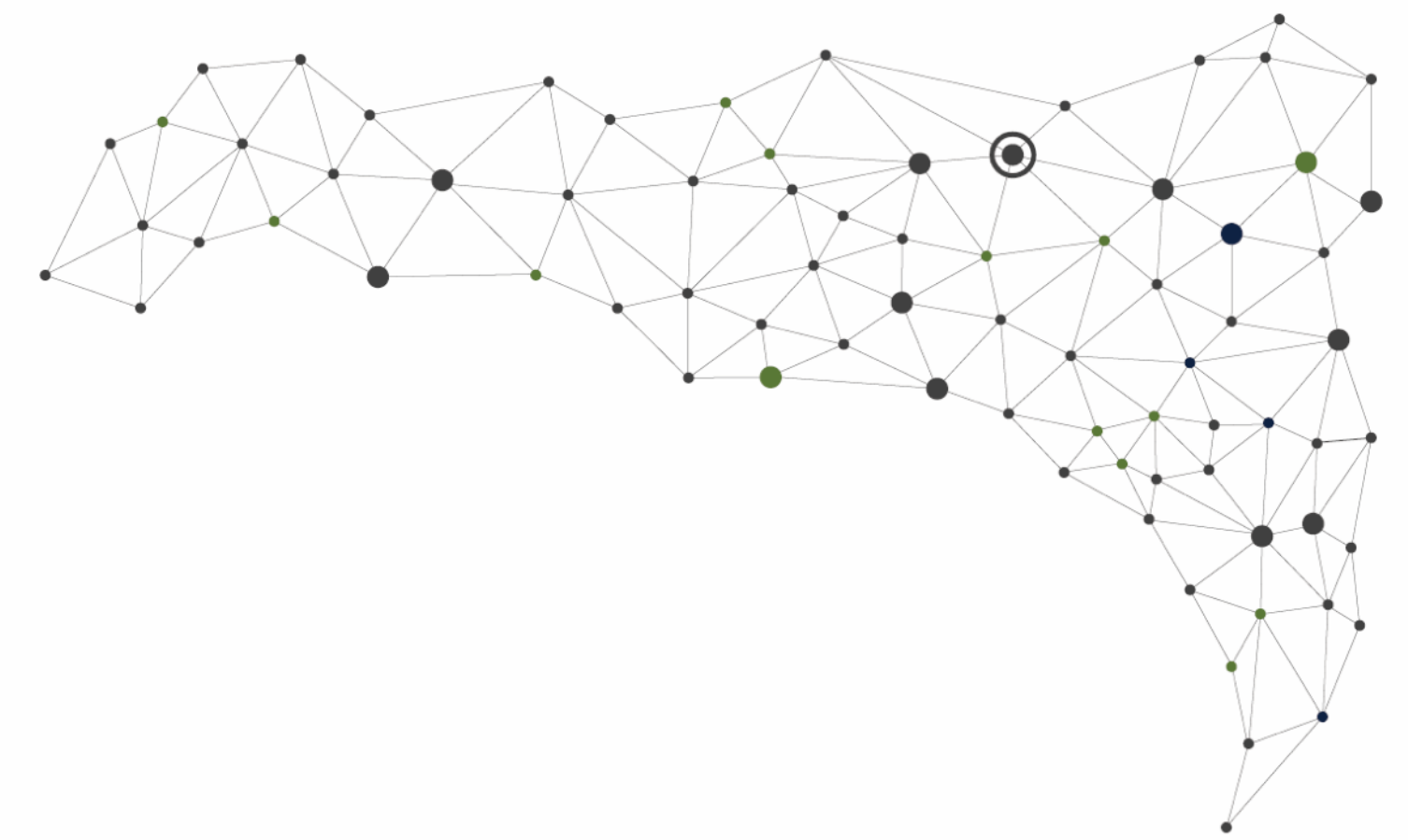
- ❖ Unfortunately due to COVID 19 pandemic the **tourists flow drastically reduced** and the city lost its revenue and all the key stakeholders directly and indirectly associated with tourism lost their income and job.
- ❖ Only 15 % of tourist who visit Nepal visit Patan. There are many reasons for this however the challenge for the City of Patan and the local government is on one hand **to bring back tourists** and at the same time increase the percentage of visitors that visits Nepal.

Strategies to Attract Tourists



- ❖ Currently there are no tourist inflow as the International flights are **not operational** and boarder with India and China are almost sealed.
- ❖ However **Lalitpur Metropolitan City** came out with simple and realistic strategies to attract tourists and recover the lost revenue and income of the key stakeholders and add jobs.
Corresponding Actions are also suggested to make best use of the strategies and achieve the overall objectives

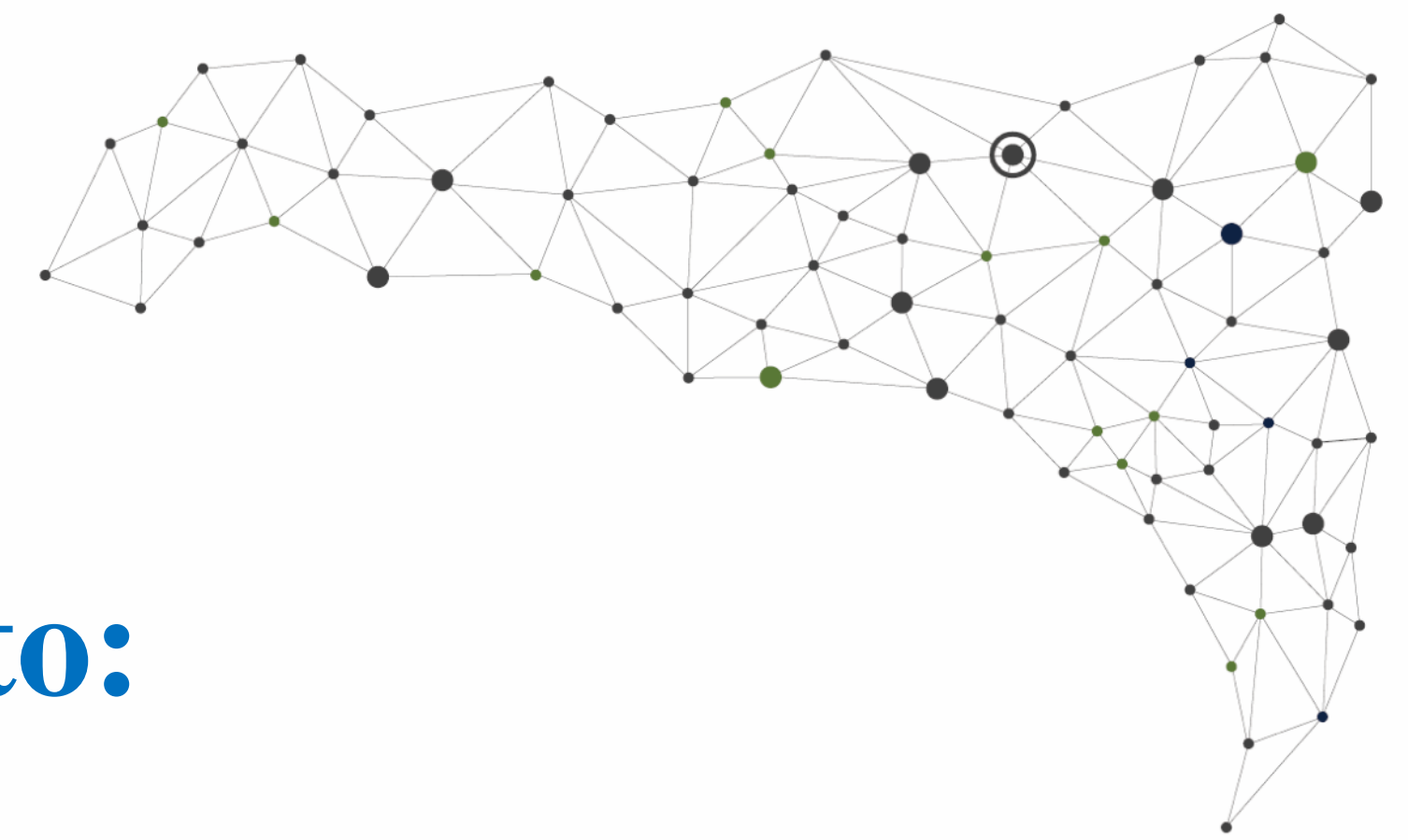
Strategies to Attract Tourists



The strategies includes but not limited to:

- ❖ Make best use of waiting time, for the preparation (before the international flights and borders are open for the visitors).
- ❖ Promote Domestic Tourism
- ❖ Operate current facilities (minimize loss)
- ❖ Add wide range of products that attract domestic and international visitors
- ❖ Work in collaboration & partnership with key stakeholders associated with tourism.

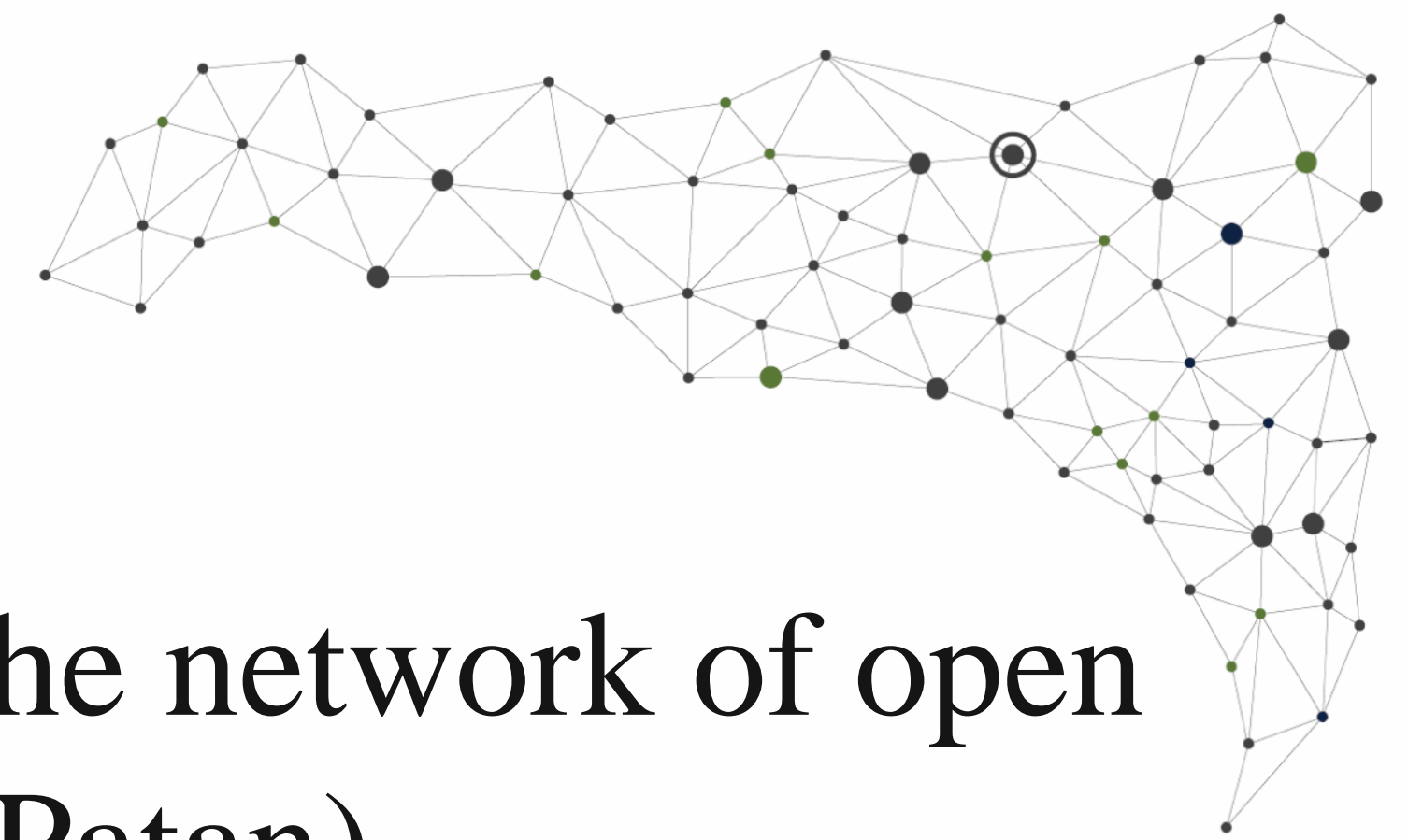
Planned Action



The planned actions includes but not limited to:

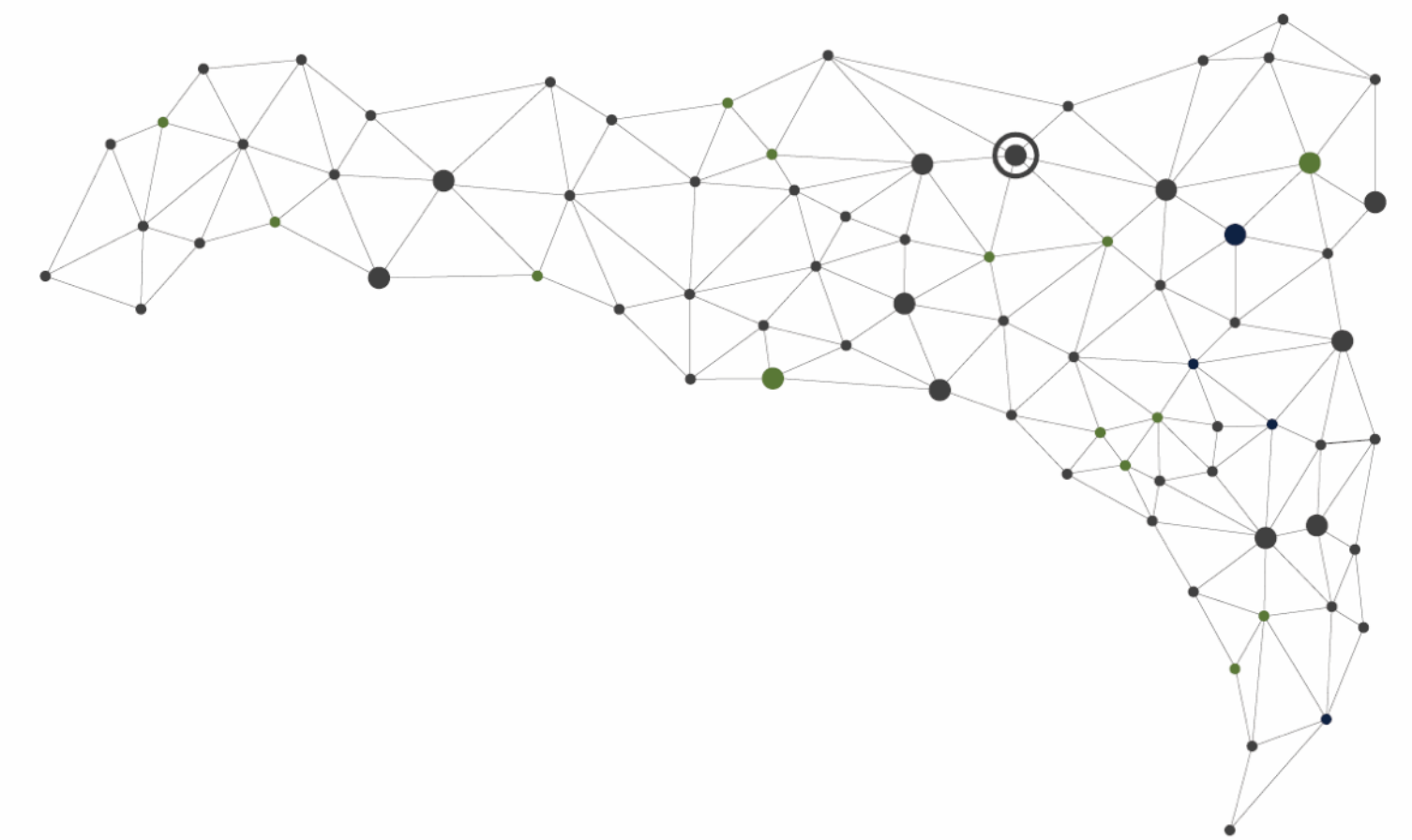
- ❖ Revitalize heritage walk (Alternative tour of Patan)
- ❖ Revitalize adaptive reuse of traditional buildings
- ❖ Develop and promote Craft City tour
- ❖ Promote Newari cuisine
- ❖ Promote Home Stay

Planned Actions



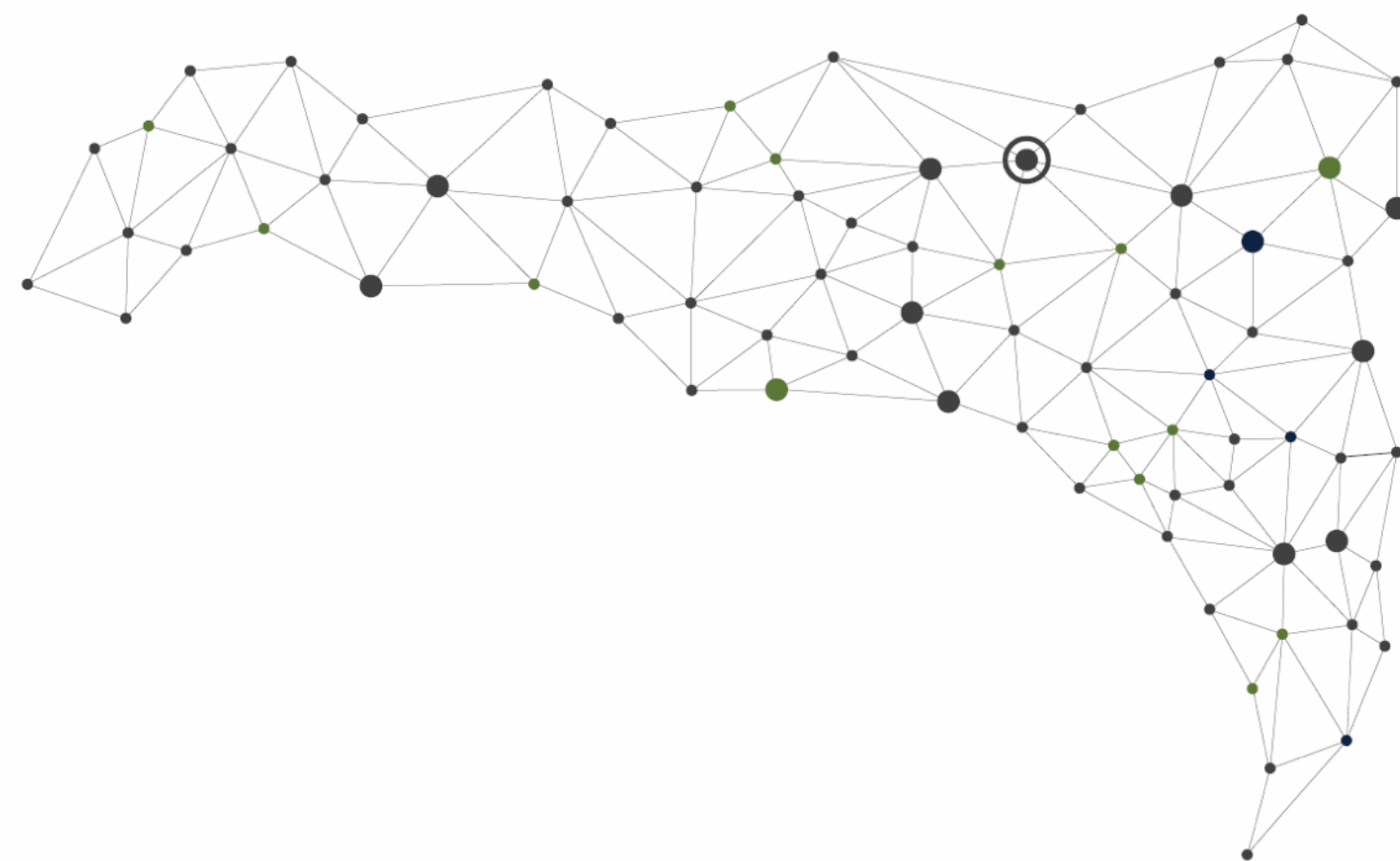
- ❖ Introduce Night Markets (to make best use of the network of open space in a form of Courtyard in the inner City of Patan).
- ❖ Revitalization of heritage settlements (Satellites of Patan).
- ❖ Promote typical cultures, festivals, music and dances and
- ❖ Work in collaboration and partnership with key stakeholders.

Assumptions



Though Lalitpur Metropolitan City is **Committed** to attract tourists and recover the loss, the **success will depend** on the following assumptions:

- ❖ International flights are soon fully operational
- ❖ Indian and Chinese Borders fully operational and open to visitors
- ❖ Safe environment assured for visitors and service providers



Patan in Pictures



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Patan Durbar Square



Reuse of Traditional Building



Reuse of Traditional Building



Inner City Tour



Festival



Culture





Traditional Water Supply System



Traditional Snacks



Thank you for listening



Prafulla Pradhan