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# Prospect of Eco-Tourism in Upper-Humla: A Case Study of Namkha Rural Municipality

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## Abstract

Tourism is one of the world's largest and fastest-growing industries, contributing significantly to economic growth, cultural exchange, and environmental awareness. In Nepal, approximately 80% of tourism is linked to nature-based activities, positioning eco-tourism as a vital driver of sustainable development. This study examines the prospects of eco-tourism in Upper Humla, focusing on Namkha Rural Municipality, an area rich in natural beauty, biodiversity, and cultural heritage but constrained by remoteness and underdeveloped infrastructure. Employing a descriptive and exploratory research design, data were collected from 75 local residents and 15 tourists through structured questionnaires, interviews, focus group discussions, and field observations. Secondary data were sourced from government records, academic literature, and institutional reports. Findings reveal that Upper Humla offers exceptional eco-tourism resources, including iconic mountains such as Saipal and Panchmukhi Himal, sacred lakes like Selima, hot springs, Buddhist monasteries, Hindu temples, and rare medicinal plants. While locals emphasize cultural heritage as the key attraction, tourists prioritize trekking and natural scenery. The study identifies major constraints, including inadequate transportation and communication, limited accommodation, lack of promotion, and insufficient trained manpower. Respondents recommended infrastructural and superstructural development, awareness programs, local tourism policy formulation, and marketing initiatives. Positive impacts of tourism include employment generation and income growth, while potential negative effects involve cultural dilution and environmental degradation. The research concludes that eco-tourism in Upper Humla holds significant potential for rural development, poverty alleviation, and cultural preservation if pursued through integrated, community-based, and environmentally responsible strategies. Targeted investments, policy interventions, and sustainable management are essential to unlock this potential.

*Keywords*: Eco-tourism, Upper Humla, sustainable tourism, cultural heritage, rural development, Nepal

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## Introduction

Tourism has evolved into one of the largest and fastest-growing industries globally, generating substantial employment, income, and foreign exchange earnings. Often referred to as a "smokeless industry," tourism contributes to economic growth while promoting cross-cultural exchange and global understanding (Upadhyay, 2005). Since the mid-20th century, international travel has expanded rapidly, with increasing interest in destinations that offer peace, natural beauty, and cultural authenticity.

In Nepal, tourism plays a pivotal role in the national economy. The country's diverse geography—ranging from the high Himalayan peaks to the subtropical lowlands—combined with rich cultural traditions, provides a comparative advantage in attracting visitors. Nepal is home to globally recognized destinations such as Mount Everest, the birthplace of Lord Buddha in Lumbini, and numerous UNESCO World Heritage Sites. Eco-tourism, in particular, has emerged as a strategic avenue for sustainable tourism development, offering opportunities for biodiversity conservation, community empowerment, and rural economic transformation (Dhakal & Dahal, 2000).

Humla District, located in the Karnali Province of northwestern Nepal, exemplifies a region with untapped eco-tourism potential. Known as the "hidden treasure of the Himalayas," Humla is an open, living ethnic museum. Upper Humla, which extends from Marghor Himal to Hilsa on the Tibet border, is characterized by its dramatic landscapes, vibrant cultural heritage, and unique biodiversity. The area serves as both a destination and a transit route for trekkers heading to Mount Kailash and Lake Mansarovar in Tibet.

Despite its assets, Upper Humla remains underdeveloped in tourism infrastructure. Political instability, limited transportation, and lack of promotion have hindered its growth. This study seeks to explore the prospects of eco-tourism in Upper Humla, focusing on its resources, challenges, and pathways for sustainable development.

Eco-tourism—defined as responsible travel to natural areas that conserves the environment and improves the well-being of local people (The International Ecotourism Society, 1997)—has gained global traction as a sustainable alternative to mass tourism. It emphasizes minimal environmental impact, cultural respect, and community benefits. Globally, eco-tourism represents over 50% of total tourism revenue and continues to grow (MOPE, 2004).

In Nepal, eco-tourism activities include trekking, wildlife safaris, bird watching, mountaineering, river rafting, cultural tours, and nature photography. Protected areas such as Sagarmatha and Langtang National Parks have demonstrated how eco-tourism can generate conservation funding while providing livelihoods for local communities. Upper Humla's combination of snow-capped mountains, sacred sites, and traditional lifestyles aligns well with global eco-tourism trends. It also offers opportunities for niche tourism such as medicinal plant-based wellness tourism, adventure trekking, and cultural immersion programs.

Although Nepal has successfully developed eco-tourism in areas like the Annapurna and Everest regions, other equally promising locations—such as Upper Humla—remain underutilized. Upper Humla offers exceptional natural beauty, cultural diversity, and adventure opportunities, yet suffers from limited infrastructure, poor accessibility, and insufficient marketing.

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## Objectives of the Study

1. To explore the prospect of eco-tourism in Upper Humla.
2. To examine the tourist arrival pattern in Humla.
3. To identify and assess eco-tourism resources in the study area.

Eco-tourism has the potential to become a cornerstone of rural economic development in Upper Humla. It can provide income, create jobs, and empower communities, particularly women, through small-scale enterprises and cultural tourism activities (Shrestha & Walinga, 2003). Additionally, eco-tourism can encourage environmental stewardship and cultural preservation.

This study is significant because it highlights both the opportunities and the constraints in developing eco-tourism in one of Nepal's most remote yet culturally and naturally rich regions. Its findings can guide policymakers, development agencies, and local stakeholders in formulating targeted strategies for sustainable tourism development.

# Methodology

## Research Design

The present study adopted a descriptive and exploratory research design to investigate the prospects of eco-tourism in Upper Humla, with a particular focus on Namkha Rural Municipality and surrounding areas.

1. Descriptive design was used to document the current status of eco-tourism resources, patterns of tourist arrivals, and perceptions of local residents and tourists.

2. Exploratory design was employed to identify untapped opportunities, challenges, and potential strategies for sustainable eco-tourism development.

The combination of these two approaches allowed the researcher to analyze both quantitative and qualitative data, thereby producing a comprehensive understanding of the phenomenon under study. This methodological choice is consistent with eco-tourism research in remote areas, where data scarcity requires both documentation and exploration (Sharma, 2006).

## Universe and Sampling

The universe of the study encompassed the entire Upper Humla region, which includes thirteen rural municipalities: Simikot, Dandaphaya, Syada, Hepka, Khagalgaun, Namkha, Limi, Lali, Raya, Kharpunath, Chhipra, Thehe, and Bargaun. For practical and logistical reasons, the research focused on five rural municipalities most directly impacted by tourism activities. These were selected based on their proximity to major tourist attractions, accessibility to trekking routes, and presence of tourism-related infrastructure (however limited).

## Sample size

1. Local respondents: 75 households

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2. Tourist respondents: 15 individuals present in the study area during the fieldwork period

**Selection criteria**

1. Local respondents: Household heads were prioritized for interviews due to their decision-making role and knowledge of family and community economic activities. In cases where the household head was unavailable, another knowledgeable and educated member was selected.

2. Tourist respondents: Both domestic and international tourists were included, representing different purposes of visit (trekking, pilgrimage, research, cultural tourism).

**Sampling methods**

- Purposive sampling: Applied to select the most tourism-affected rural municipalities and key informants such as local leaders, tourism entrepreneurs, and government officials.
- Accidental (convenience) sampling: Applied to select tourists encountered during the field survey, given the unpredictable nature of tourist flows in remote areas.

This mixed sampling approach ensured that the study covered a range of perspectives while accommodating the geographic and logistical constraints of Upper Humla.

**Nature and Sources of Data**

Both primary and secondary data were utilized to provide a balanced and triangulated perspective.

***Primary Data***

Primary data were collected directly from the field through face-to-face interactions, structured questionnaires, key informant interviews, focus group discussions (FGDs), and field observations. This enabled the capture of firsthand insights into the current state of eco-tourism resources, local attitudes, and tourist experiences.

***Secondary Data***

Secondary data were obtained from:

i. Published literature: books, journal articles, and government reports
ii. Unpublished materials: dissertations, NGO reports, district development plans
iii. Statistical records: Central Bureau of Statistics (CBS) census data, Ministry of Tourism statistics
iv. Institutional records: District Development Committee (DDC) Humla, tourism associations, and INGOs working in the region

The secondary data provided context and facilitated comparison with findings from the primary data.

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## Data Collection Techniques and Tools

A combination of qualitative and quantitative data collection methods was employed to ensure comprehensive coverage of the research objectives. The main tools and techniques are outlined below:

### Questionnaire

A structured questionnaire was developed in both Nepali and English to capture quantifiable data from local residents and tourists.

- Local version: Focused on household socio-economic characteristics, perceptions of tourism impacts, awareness of eco-tourism, and suggestions for development.
- Tourist version: Focused on travel motivations, perceptions of local hospitality, evaluation of facilities, and recommendations.

The structured format ensured uniformity of responses and facilitated statistical analysis.

### Interviews

Semi-structured interviews were conducted with key informants, including:

i.Local leaders and elders
ii. Tourism entrepreneurs (lodge owners, guides)
iii. Representatives of local NGOs and tourism committees
iv. District-level government officials

Interviews allowed for in-depth exploration of issues such as policy gaps, infrastructure needs, and community readiness for eco-tourism.

### Observation

Direct field observations were conducted to document tourism resources, infrastructure conditions, and environmental settings. Both participant (in community events, local markets) and non-participant observations were used. Observation was particularly useful in validating responses from questionnaires and interviews, such as the state of trekking routes or cleanliness of tourist sites.

### Focus Group Discussions (FGDs)

FGDs were held with mixed groups of local stakeholders, including farmers, youth, women's groups, and tourism service providers. Each FGD had 6–10 participants and lasted approximately 60–90 minutes. The discussions provided rich qualitative data on community attitudes, perceived benefits, and concerns about tourism

## Data Processing and Analysis

After data collection, both quantitative and qualitative data were systematically processed:

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1. Validation and Editing: Raw data from questionnaires were checked for completeness and consistency. Missing or unclear responses were clarified wherever possible through follow-up contacts.
2. Coding: Closed-ended responses were assigned numeric codes to facilitate statistical analysis. Open-ended responses were categorized thematically.
3. Quantitative Analysis: Statistical analysis was conducted using SPSS software. Descriptive statistics (frequencies, percentages) were used to summarize patterns. Tables and charts were generated for presentation in the Results section.
4. Qualitative Analysis: Interview transcripts, observation notes, and FGD summaries were analyzed using thematic coding. Emerging themes were compared with quantitative findings for triangulation.
5. Presentation of Results: Data are presented in the Results section using APA-formatted tables, followed by interpretive narratives linking the findings to the literature review.

**Selection of the Study Area**

Upper Humla was chosen for its unique geographic, ecological, and cultural attributes. Located between 29°35'–30°57' N latitude and 81°18'–82°10' E longitude, the region spans elevations from 4,000 to over 24,000 feet above sea level. It includes 13 rural municipalities, among them Namkha, Limi, and Simikot. The area offers attractions such as Saipal and Panchmukhi Himal, Selima and Talung lakes, Halji and Raling Gompas, Kermi hot springs, and the Humla Karnali River. These resources position Upper Humla as a potential model for eco-tourism development in remote mountain regions.

**Limitations of the Study**

The study focuses exclusively on eco-tourism in Upper Humla and does not address tourism in the entire Humla district. Data were collected primarily from tourists, local residents, and key informants available during the field study, and the scope did not extend to tourism-related activities outside the study area.

**Ethical Considerations**

Ethical protocols were observed to ensure respect for participants and cultural sensitivity:

- Informed consent was obtained from all respondents, with clear explanations of the research purpose and voluntary participation.
- Confidentiality was maintained by anonymizing respondent identities in the final report.
- Cultural norms and local customs were respected throughout the data collection process, including dress codes, greetings, and participation in local rituals.

## Results and Discussion

This section presents the empirical findings of the study and interprets them in the context of eco-tourism development in Upper Humla. The discussion integrates quantitative and qualitative results with existing literature to draw meaningful conclusions about the study objectives.

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**Eco-Tourism Resources in Upper Humla**

**Table 1**

*Mountains of Upper Humla*

| Mountain | No. of Respondents | Percentage |
|---|---|---|
| Saipal | 21 | 28.0 |
| Chanla | 18 | 24.0 |
| Raling Peak | 16 | 21.3 |
| Panchmukhi | 16 | 21.3 |
| Other Himal | 4 | 5.4 |
| **Total** | **75** | **100** |

*Source: Field Survey, 2025*

The data in Table 1 indicate that Saipal Himal holds the highest perceived tourism attraction, cited by 28% of respondents, followed by Chanla Himal (24%). Raling Peak and Panchmukhi Himal share equal prominence at 21.3% each, while other Himalayan peaks collectively account for only 5.4% of responses. This suggests that certain iconic peaks dominate the visual and branding appeal of Upper Humla, aligning with global eco-tourism trends where distinctive mountain profiles—such as Machhapuchhre in Nepal or Matterhorn in Switzerland—become symbolic attractions (Kunwar, 1997). Saipal's elevation and snow-clad grandeur make it suitable for niche adventure tourism such as high-altitude trekking and mountaineering, while Chanla's accessibility could attract a broader tourist segment.

**Cultural Heritage Significance**

**Table 2**

*Importance of Cultural Heritage from Tourism Perspective*

| Cultural Heritage | No. of Respondents | Percentage |
|---|---|---|
| Festivals | 19 | 25.3 |
| Temples & Gompas | 22 | 29.3 |
| Clothing & Ornaments | 12 | 16.0 |
| Hospitality | 16 | 21.4 |
| Other Customs & Tradition | 6 | 8.0 |
| **Total** | **75** | **100** |

*Source: Field Survey, 2025*

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Respondents ranked temples and monasteries (29.3%) as the most significant cultural heritage asset for tourism, followed closely by festivals (25.3%) and hospitality (21.4%). Clothing and ornaments (16%) and other customs (8%) were rated lower but still represent important elements of cultural tourism. The emphasis on religious architecture aligns with findings in eco-tourism literature that sacred sites often serve as focal points for visitor flows (Majupurias, 2004). Furthermore, the prominence of hospitality suggests that interpersonal cultural exchange plays a key role in enhancing tourist satisfaction, a factor identified in sustainable tourism frameworks (Shrestha & Walinga, 2003).

**Main Eco-Tourism Attractions**

**Table 3**

*Main Eco-Tourism Attractions in Upper Humla*

| Attractions | Local Respondents (n=75) | % | Tourist Respondents (n=15) | % |
|---|---|---|---|---|
| Natural Beauty | 24 | 32.0 | 5 | 33.3 |
| Eco-tour & Trekking | 16 | 21.3 | 6 | 40.0 |
| Cultural Heritage | 27 | 36.0 | 3 | 20.0 |
| Other | 8 | 10.7 | 1 | 6.7 |
| **Total** | **75** | **100** | **15** | **100** |

*Source: Field Survey, 2025*

While eco-tour and trekking attracted the largest share of tourist respondents (40%), local respondents prioritized cultural heritage (36%) as the main attraction. Both groups acknowledged natural beauty as a major draw (locals 32%, tourists 33.3%). This divergence may reflect locals' intimate connection to cultural traditions, while tourists may be more motivated by adventure activities. The dual appeal of Upper Humla's cultural and natural resources presents an opportunity for integrated tourism packages combining trekking with cultural immersion.

**Major Problems of Eco-Tourism Development**

**Table 4**

*Major Problems of Eco-Tourism Development in Upper Humla*

| Problems | Local Respondents No. | % | Tourist Respondents No. | % |
|---|---|---|---|---|
| Transportation & Communication | 15 | 20.0 | 3 | 20.0 |
| Lack of Information/Advertisement | 9 | 12.0 | 1 | 6.6 |
| Accommodation Facility | 11 | 14.7 | 2 | 13.3 |
| Trekking Route & Tourist Map | 6 | 8.0 | 1 | 6.7 |
| Health Facility | 8 | 10.7 | 1 | 6.7 |

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| Problems | Local Respondents No. | % | Tourist Respondents No. | % |
|---|---|---|---|---|
| Recreational Facility | 10 | 13.3 | 3 | 20.0 |
| Trained Manpower | 5 | 6.7 | 1 | 6.7 |
| Campsites | 7 | 9.3 | 2 | 13.3 |
| Electricity & Drinking Water | 4 | 5.3 | 1 | 6.7 |
| **Total** | **75** | **100** | **15** | **100** |

*Source: Field Survey, 2025*

Both locals and tourists identified transportation and communication constraints as the most pressing problem (20% each). Tourists placed equal emphasis on the lack **of** recreational facilities (20%), indicating demand for value-added experiences such as cultural shows or wellness activities. The relatively low ranking of trained manpower (locals 6.7%, tourists 6.7%) may mask an underlying service quality issue, as skill development often correlates with tourist satisfaction (Goodwin, 2000). Addressing infrastructure gaps—particularly road connectivity, reliable telecommunications, and accommodation—emerges as a prerequisite for tourism growth.

**Impact of Eco-Tourism**

**Table 5**

*Impact of Eco-Tourism in Upper Humla*

| Positive Impact | No. | % | Negative Impact | No. | % |
|---|---|---|---|---|---|
| Employment opportunity | 16 | 21.3 | Effect on socio-culture | 21 | 28.0 |
| Income growth | 14 | 18.7 | Environmental problem | 16 | 21.3 |
| Business | 12 | 16.0 | Misuse of common property | 4 | 5.3 |
| Increasing hotels/lodges | 9 | 12.0 | Loss of moral value | 9 | 12.0 |
| Chances to learn tourist culture | 8 | 10.7 | Shortage of local production | 12 | 16.0 |
| Awareness/improving traditional norms | 6 | 8.0 | Uncontrolled growth of houses | 6 | 8.0 |
| Structural development | 10 | 13.3 | Taboos in trekking & tours | 7 | 9.4 |
| **Total** | 75 | 100 | **Total** | 75 | 100 |

*Source: Field Survey, 2025*

On the positive side, respondents emphasized employment opportunities (21.3%) and income growth (18.7%) as the main benefits of eco-tourism. However, the leading negative impact identified was socio-cultural disruption (28%), followed by environmental problems (21.3%). This mirrors global debates on eco-tourism where benefits such as job creation coexist with risks of cultural commodification and ecological degradation (Cater, 1994). Sustainable tourism strategies must therefore include cultural preservation and environmental safeguards alongside economic development.

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**Suggestions for Eco-Tourism Development**

**Table 6**

*Suggestions for Eco-Tourism Development in Upper Humla*

| Suggestions | No. | % |
|---|---|---|
| Awareness about tourism | 16 | 21.3 |
| Infrastructural & super-structural development | 20 | 26.6 |
| Local tourism policy, plan, and program | 11 | 14.7 |
| Human resources development | 9 | 12.0 |
| Development of trekking routes & campsites | 6 | 8.0 |
| Tourism link with neighboring districts | 5 | 6.7 |
| Publicity and promotion | 8 | 10.7 |
| **Total** | 75 | 100 |

*Source: Field Survey, 2025*

The dominant recommendation from respondents was infrastructure and superstructure development (26.6%), highlighting roads, accommodations, and utilities as essential. Tourism awareness campaigns (21.3%) and local policy frameworks (14.7%) were also prioritized. These suggestions align with best practices in mountain eco-tourism, where infrastructure serves as the foundation for both accessibility and quality of visitor experiences (WTO, 2002). Linking Humla's tourism network to neighboring districts could further diversify visitor flows and extend average stays.

**Tourist Arrival Pattern Over Time**

**Table 7**

*Tourist Arrivals in Humla by Fiscal Year (2071/72–2077/78)*

| Fiscal Year | No. of Tourists | Percentage |
|---|---|---|
| 2071/72 | 377 | 11.9 |
| 2072/73 | 351 | 11.1 |
| 2073/74 | 412 | 13.0 |
| 2074/75 | 323 | 10.2 |
| 2075/76 | 805 | 25.4 |
| 2076/77 | 624 | 19.7 |
| 2077/78 | 284 | 8.7 |
| **Total** | **3,176** | **100** |

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*Source: Field Survey, 2023*

Tourist arrivals peaked in **2075/76** (25.4%) but declined sharply thereafter, particularly in 2077/78 (8.7%). The initial growth coincided with relative political stability and improved connectivity, while subsequent declines reflect instability and global disruptions. Such fluctuations illustrate the vulnerability of remote tourism markets to external shocks, reinforcing the need for resilient tourism planning.

## Findings

The integrated analysis of quantitative and qualitative data yields the following key findings:

1. Natural and Cultural Assets: Upper Humla possesses high-value eco-tourism resources, including iconic peaks, sacred sites, unique biodiversity, and living cultural traditions.
2. Divergent Priorities: Locals emphasize cultural heritage while tourists prioritize trekking and natural scenery, suggesting potential for combined tourism products.
3. Infrastructure Gaps: Transportation, communication, and accommodation are the primary constraints to tourism growth.
4. Socio-Economic Benefits and Risks: Eco-tourism offers employment and income opportunities but also poses risks to cultural integrity and environmental sustainability.
5. Strategic Needs: Respondents strongly advocate infrastructure development, policy formulation, human resource training, and cross-regional tourism linkages.
6. Market Volatility: Tourist arrivals are subject to significant fluctuation, underscoring the need for diversification and stability in tourism offerings.

# Conclusion and Recommendations

## Conclusion

This study set out to explore the prospects of eco-tourism in Upper Humla, focusing on the Namkha Rural Municipality and adjoining areas. Drawing upon primary data from 75 local residents and 15 tourists, as well as secondary data from relevant literature and official records, the research has highlighted both the rich potential and the significant constraints associated with eco-tourism development in this remote Himalayan region. The evidence indicates that Upper Humla is endowed with exceptional natural and cultural assets: snow-capped mountain ranges such as Saipal and Panchmukhi Himal, sacred lakes including Selima, medicinal plant diversity of global significance, and unique cultural heritage represented in monasteries, temples, festivals, and traditional lifestyles. These attributes provide a robust foundation for developing a diversified eco-tourism portfolio that could encompass adventure trekking, pilgrimage tourism, cultural immersion, and nature-based wellness tourism.

However, the findings also underscore critical barriers to tourism growth. The foremost challenges include inadequate transportation and communication infrastructure, limited accommodation facilities, insufficient tourism promotion, and the absence of coordinated local policy frameworks. These gaps not only restrict access to potential visitors but also limit the quality and sustainability of tourism experiences. The study also reveals a divergence in the priorities of local

residents and visiting tourists. While locals place greater emphasis on cultural heritage as the main attraction, tourists are more drawn to trekking and natural beauty. This divergence suggests that integrated tourism products combining both elements could maximize visitor satisfaction and local benefits. The socio-economic impacts of tourism, as perceived by respondents, include positive contributions such as employment generation, income growth, and local business stimulation, but also potential negative consequences, including cultural dilution, environmental degradation, and pressure on local resources. These findings align with broader eco-tourism literature that emphasizes the dual-edged nature of tourism development in sensitive environments (Cater, 1994; Shrestha & Walinga, 2003).

Overall, the research concludes that eco-tourism in Upper Humla has substantial potential to contribute to rural development, poverty alleviation, and cultural preservation, but only if pursued through a carefully planned, community-based, and environmentally responsible approach. Without strategic interventions to address current infrastructural, policy, and promotional deficiencies, this potential is unlikely to be fully realized.

## Recommendations

Based on the findings, the following recommendations are proposed to guide policy-makers, development agencies, local authorities, and community stakeholders in developing eco-tourism in Upper Humla.

### *Policy and Governance*

1. **Formulate a Local Eco-Tourism Policy:** Establish a comprehensive tourism development policy at the municipal and district levels that reflects the region's cultural and environmental sensitivities.
2. **Create a Humla Tourism Development Board (HTDB):** This body should coordinate planning, infrastructure development, marketing, and stakeholder engagement.
3. **Integrate Regional Tourism Networks:** Link Upper Humla's tourism circuits with neighboring districts such as Mugu, Dolpa, Bajura, and Jumla to expand market reach and diversify offerings.

### *Infrastructure and Accessibility*

4. **Improve Transportation Infrastructure:** Prioritize the completion and maintenance of motorable roads to connect Simikot with key tourism sites and neighboring regions.
5. **Upgrade Air Connectivity:** Extend and modernize Simikot Airport to ensure year-round operations and improve reliability of flights from Nepalgunj and other hubs.
6. **Enhance Communication Networks:** Expand telecommunications and internet coverage to improve both visitor experience and tourism business operations.

### *Facilities and Services*

7. **Develop Accommodation Facilities:** Encourage the construction and upgrading of eco-friendly lodges, homestays, and camping sites using local materials and sustainable designs.

8. **Improve Recreational and Support Services:** Establish cultural performance venues, visitor centers, trekking route maps, signage, and basic amenities such as toilets and waste disposal facilities.
9. **Develop Thematic Tourism Products:** Introduce niche tourism packages such as medicinal plant-based wellness retreats, combined cultural and trekking tours, and river-based adventure activities.

***Human Resource Development***

10. **Training for Local Service Providers:** Offer skill development programs in hospitality, guiding, foreign languages, and sustainable tourism management for local residents.
11. **Promote Community-Based Tourism Enterprises:** Support cooperatives and micro-enterprises to ensure local ownership and benefit-sharing.

***Marketing and Promotion***

12. **Strengthen Promotional Campaigns:** Develop and disseminate professional marketing materials—brochures, videos, websites—targeted at domestic and international markets.
13. **Leverage Digital Platforms:** Use social media and travel portals to highlight Upper Humla's unique attractions and authentic cultural experiences.
14. **Organize Cultural and Adventure Festivals:** Host annual events to showcase local heritage, arts, and eco-tourism activities.

***Sustainability and Conservation***

15. **Establish Environmental Safeguards:** Implement carrying capacity assessments for trekking routes and tourist sites, with measures to prevent overuse.
16. **Preserve Cultural Heritage:** Document and protect traditional knowledge, rituals, and architectural sites to safeguard authenticity.
17. **Promote Renewable Energy Solutions:** Encourage the adoption of solar power, micro-hydro, and other renewable technologies for tourism facilities.

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