

Primary Focus

BTDC is a non-governmental organization established in 1997 with the active participation of the local community with a view to develop and promote sustainable tourism activities in Bhaktapur.

BTDC aims to contribute to the overall tourism development in Bhaktapur by promoting this cultural capital city as a major tourist destination. **BTDC** is committed towards *“Development through Healthy and Sustainable Tourism”*.

Background

Bhaktapur, *literally the city of the devotees*, is one of the historical, architectural and monumental sites in the valley and has been one of the major tourist attractions from the beginning. This city has been the most frequented tourist centre for the visitors from around the world.

There are many monuments in and around the city having cultural, religious and architectural significance. The major tourist attractions are the **Durbar Square**, the **Taumadhi Square** and the **Dattatraya Square** which are enlisted by the *UNESCO* on the *World Heritage Site*. Beside these, **Changunarayan**, the oldest temple in Nepal, is another world heritage site of the city. **Nagarkot**, the hill station, is also a famous tourist destination for nature lover from where crystal clear view of sun rise and sun set can be viewed.



Realizing the maximum potentials of tourism development in Bhaktapur with the availability of Religious, cultural and Architectural monuments, live festivals & medieval life styles, and natural attractions, the **Bhaktapur Tourism Development Committee (BTDC)** was established a view to widen the tourism prospects, increase tourism benefit to local community in Bhaktapur by working together with all the relevant stakeholders.

Vision

“**BTDC** envisions developing and promoting sustainable tourism activities with community participation in Bhaktapur being a resourceful, self-

sustained and prestigious organization nationally and internationally recognized.

Mission

BTDC has mission to ensure the benefits of the tourism industry to the grass root level of the community by bringing them into the tourism mainstream and enhancing their capacity and making their economic activities based on tourism. **BTDC** believes that working together with all tourism stakeholders, government authorities and other like-minded organizations and local community will achieve sustainability in tourism.

Objectives

BTDC’s main objectives are

- To identify the problems of tourism development through workshops, seminars and survey works.
- To draw their attention of local government and local community towards the possible side-effects of tourism industry in order to minimize its adverse effects.
- To enhance public awareness for the importance of conservation of cultural, religious and architectural resources.
- To assist for the conservation and development of historical & cultural sites and to preserve the traditional skills and technologies.
- To work in close relationship with the like-minded national & international organizations.
- To organize various trainings for women, youths and community to enhance their capacity.
- To develop and promote rural tourism, ecotourism, agri-tourism and cultural tourism activities with community participation and to cultural tourism in Bhaktapur.
- To work actively for the sustainability of the overall tourism development.
- To enhance capacity of women community to mainstream them in tourism activities.
- To contribute to the local Economic Development through promotion sustainable tourism activities.
- To bring local community to the tourism mainstream with proper intervention program.

BTDC strives towards healthy and sustainable tourism development and its activities are associated to the four main working areas:

Product Development

Product development is one of the four pillars of Tourism Development in Bhaktapur, aimed to increase the tourism benefits for the community. In order to attract more tourists and increase their length of stay and providing benefit to local community, **BTDC** has been organizes annual events like “Bhaktapur Night” for promoting night tourism, the “Gai Jatra Food Carnival” to promote festivals and has been engaged in cultural, eco and agro-tourism product development. Similarly, **BTDC** has been working towards developing community home stays and short trekking trails along in 16 village Development Committees. **BTDC** is conducting training packages on Indigenous Arts and Skills for foreigners.

Product Promotion

BTDC has been operating a Tourist Information Center in order to disseminate the information about Bhaktapur to the visitors in an efficient way. **BTDC** publishes tourism information brochures, leaflets and Bhaktapur Guide Book to promote new tourism products through various events and activities. It also updates the information about the tourist products through its website.

Service Quality Enhancement

BTDC has been advocating for the enhancement of services in hotels & restaurants. For improved service quality, **BTDC** has been organizing Hospitality Management Training cooking, waiter /waitress etc training also for the local community.

Sustainability

BTDC conducts various interaction programs and awareness campaigns to utilize the local resources properly for the sustainable tourism development. It also regularly carries out monitoring and evaluation activities to minimize the adverse effect of tourism.

BTDC celebrates World Tourism Day, Women's day, Children's day and World conservation day.

BTDC has been carrying these activities in association with the following government, non-government and local community organizations

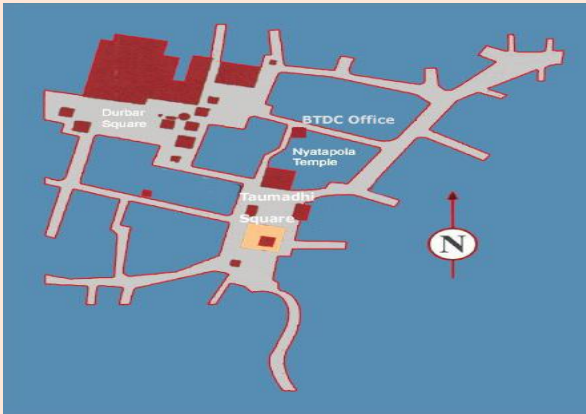
- District Development Committee
- Municipalities
- Nepal Tourism Board
- German Development Service (ded)
- Village Development Committees
- Local Organizations
- Local Cultural Groups
- Women Groups
- Schools and Colleges

Organizational Structure

BTDC consists of a General Body of all valid members, an **Executive Committee** of eleven elected members, headed by the President.

Furthermore, the **Advisory Board** consists of various important personalities and eight **Sub-Committees** focusing on different activities.

The **BTDC-Office** with seven staff members is headed by the Chief Executive Officer. A volunteer, provided by German Development Service (DED), is working in BTDC.



BTDC Annual Activities

- Bhaktapur Night (Promotion of local cultural Groups)

- Gai -Jatra Food Carnival
- Dattatraya Festival
- Tourist Trail Development
- Annual Essay Competition
- Annual Art Exhibition
- Community Home stay Development Program
- World Tourism Day
- Hospitality Management Training/
- Local Guide Training
- Handicraft Training
- Knitting and Sewing Training
- Survey Workshop and Seminars
- Development of Tourism Products/Events



Multi-Stakeholders Round Table Conference



Training

Local Festival

“Development through Healthy and Sustainable Tourism”



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