

Phikkal Rural Municipality
Sindhuli , Bagmati Province

Tourism
Feasibility Study Report



Submitted By :
Tourism Research & Training Institute Pvt.Ltd.
Suryabinayek -03, Bhaktapur

Jestha , 2082

Contents

1. Introduction.....	3
2. General Overview	3
3. Major Tourist Attractions.....	3
3.1 Natural Attractions.....	3
3.2 Cultural / Religious Sites & Trekking Trails.....	4
3.3 Trekking Trails :	4
3.4 Agro-Tourism Resources.....	4
4. Existing Tourism Infrastructure	4
4.1. Accommodation Facilities	4
4.2. Services & Hospitality	4
4.3. Accessibility	5
5. SWOT Analysis	5
Strengths.....	5
6. Challenges Identified	5
7. Recommendations and Suggestions.....	6
7.1	6
Infrastructure Development	6
7.2	6
Capacity Building.....	6
7.3	6
Product and Experience Development.....	6
7.4	6
Promotion and Marketing.....	6
Design and distribute tourism brochures, video documentaries, and digital maps.	6
Launch a “Discover Fikkal” campaign on social media.	6
7.5	6
Future Projects.....	6
8.Action Plans (0-3 months, within 1 years & 1-5 years).....	7
9. Proposed Outcome	9
10. Conclusion	10

1. Introduction

Phikkal Rural Municipality, situated in the Sindhuli District of Bagmati Province, is a geographically diverse and culturally rich region of Nepal with immense tourism potential. Despite its natural, religious, and agricultural richness, Phikkal remains underdeveloped as a tourist destination. This report is based on a tourism feasibility study conducted by a four-member of TRTI team through on-site inspection, community observation, and interaction with local stakeholders across all six wards—Khangsang, Solpathana, Kholagaun, Ratnawati, Pokhari, and Mahadevdanda.

2. General Overview

- **Province:** Bagmati
- **District:** Sindhuli
- **Area:** 186.06 sq. km
- **Population (2021 Census):** 15,910
- **Geography:** Hilly terrain with views of snow-capped mountains and southern Terai plains
- **Wards:** 6 (Khangsang, Solpathana, Kholagaun, Ratnawati, Pokhari, Mahadevdanda)

Phikkal offers panoramic views of Mt. Everest and Gaurishanker in the north and the Terai lowlands in the south. The climate, rich biodiversity, traditional lifestyles, and potential for agricultural and eco-tourism offer strong prospects for sustainable tourism development.

3. Major Tourist Attractions

3.1 Natural Attractions

- **Himalayas and Terai plains View.** Phikkal Offers 360-degree panoramic views of the Himalayas and Terai plains. Recently Build Nine Storied View Tower has made Phikkal An ideal site for sunrise viewing and photography.
- **Sunkoshi River View (Northeast Fikkal):** Ideal for developing river tourism activities including desert/beach safari, fishing, river rafting, and boating.
- **Cloudscape & Landscape Views:** Frequent cloud-hugging fog and lush greenery enhance its photogenic charm and serenity.
- **Spectacular Sunset Views (Kartik to Poush):** From mid-autumn to early winter, Fikkal offers breathtaking sunset views, with the golden hues reflecting off the hills and distant peaks.
- **Clear View of Nepal's Eight Tallest Mountains:** During the crisp, clear days of Kartik to Poush, visitors can witness a rare and uninterrupted view of all eight of Nepal's highest mountains from select vantage points in Fikkal

3.2 Cultural / Religious Sites & Trekking Trails

- **Mahakali Temple:** Estimated to be over 1,000 years old, this site is spiritually significant with historical importance.
- **Caves:** Cave nearby mahakali temple named **bagdwar** , cave named **Dui number gufa** , at Ghopte Odar and cave named **Hathi Bahan gufa** at Hathey Dhunga adds to the mystique of the site.
- **Champeshwor Mahadev and Shiva Mandir:** Local temples that offer spiritual and cultural experiences.
- **Cultural Diversity:** Ethnic communities, languages, and traditional practices (e.g., *Maruni dance*, local instruments, laharey bhaka , naumati baja etc present vibrant cultural immersion opportunities.

3.3 Trekking Trails:

Chanaute deurali Phikkal padmarga (1480m) , Hattidhunga mahakali fikkal padmarga (960m) , Bhedikhor Phikkal padamarga (1km) and lakedanda Phikkal padmarga (1400m) trekking trails attracts trekking and adventure lovers .

3.4 Agro-Tourism Resources

- **Crop Diversity:** Millet, kiwi, fapar and potatoes dominate the local economy—especially in Chanaute and Damar.
- **Fruit Varieties:** Kimbu (Mulberry), Yaiselu (Wild Raspberry), and Dante Okhar (Walnut) are naturally abundant and suitable for organic product development. **Animal Husbandry:** Phikkal produces over 40,000 goats annually, showcasing potential for meat-based agri-tourism and dairy products. ghare mauri
- **Organic Farming Practices:** Strong appeal to health-conscious and eco-aware tourists.
- **Others :** plantation of Satuwa a unique tree demanded mostly in china and other Asian countries

4. Existing Tourism Infrastructure

4.1. Accommodation Facilities

- **2 Hotels:** Each with a limited number of rooms, basic facilities such as attached bathrooms but no air conditioning.
- **9 Homestays:** Operating in ward no 3, but currently underperforming due to lack of training, basic amenities, and insufficient promotion.

4.2. Services & Hospitality

- Hotels have experimented with providing goods foods and organic local fish dishes, which is a good initiative.
- Homestays lack structured guest engagement activities (e.g., welcoming rituals, cultural performances, organic meals).

- Hygiene and food safety practices need considerable improvement.

4.3. Accessibility

- Gravel and Muddy roads and inadequate blacktop road connectivity, especially in Wards 1, 2, and 3, limits tourist movement.
- Absence of proper signage, parking areas, trekking trails, and tourist maps.
- No dedicated tourist information center or municipal tourism office.

5. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Diverse landscapes and climates	Poor road infrastructure	Development of eco-lodges, trails, and river tourism	Environmental degradation due to unmanaged tourism
Unique blend of agri, cultural, and natural tourism	Untrained workforce in tourism services	Millet biscuit and kiwi wine processing industries	Outmigration of youth without local engagement
Spiritual sites and panoramic viewpoints	Lack of waste management and cleanliness	Creation of signature tourism events and festivals	Cultural erosion without responsible tourism
High-value organic products	Limited branding and promotional outreach		Limited scope due to other destinations,
Rich biodiversity	No initiation to hold travelers to and from khotang Halesi		Distance from major cities etc.

6. Challenges Identified

- Lack of clean, well-equipped resorts and standard hotels
- No structured tourism marketing or branding
- Inadequate training for homestay/hotel operators
- Poor sanitation, waste management, and public infrastructure
- Absence of basic tourism activities such as hiking trails, park areas, and recreation centers
- No easy/convenient road access to key tourism areas like Chanaute (Ward 3), the basecamp to Phikkal Hill

7. Recommendations and Suggestions

7.1	Infrastructure Development	<ul style="list-style-type: none"> • Blacktop road construction to Wards 1–3 must be prioritized. • Develop the surroundings of the Nine-Storied View Tower as a flagship viewpoint with rest areas, information panels, and small cafés. • Bring Chanaute deurali Phikkal padmarga (1480m) in complete form , • Beautify municipal surroundings (especially Khangsang) with sidewalks, street landscaping, Greenery, and clean-up drives. • Establish a Tourist Information Center and rest stops in each ward.
7.2	Capacity Building	<ul style="list-style-type: none"> • Conduct Hospitality and Homestay Management Training with a focus on: <ul style="list-style-type: none"> ○ Hygiene and food safety ○ Local recipe preparation ○ Guest etiquette, welcome rituals, and cultural engagement • Offer Language and Basic English Communication Training for frontline workers. • Encourage Responsible Tourism Education in schools and youth clubs. • Organize Photography and videography training to High school's youths aged 15-18
7.3	Product and Experience Development	<ul style="list-style-type: none"> • Launch unique local experiences: <ul style="list-style-type: none"> ○ <i>Millet & Kiwi Farm Tours</i> ○ <i>Sunrise Breakfast at View Tower</i> ○ <i>Homestay Cultural Night (music/dance performances)</i> ○ <i>River Beach Camping & Safari</i> • Promote value-added processing of millet, kiwi, and local herbs (e.g., biscuits, wine, jam). • Develop eco-friendly trekking and hiking trails, including nature walks and birdwatching.
7.4	Promotion and Marketing	<ul style="list-style-type: none"> • Design and distribute tourism brochures, video documentaries, and digital maps. • Launch a “Discover Fikkal” campaign on social media. • Partner with Nepal Tourism Board (NTB) and travel influencers to showcase hidden gems.
7.5	Future Projects	<ul style="list-style-type: none"> • Develop and initiate "Protect PhikkalCamapin" to preserve its natural beauty and biodiversity aligned with Sustainable tourism principles • Establish a Beach Resort near the Sunkoshi river.

		<ul style="list-style-type: none"> • Install Suspension Bridge, Zipline, Paragliding Point, and Natural Swimming Pool as adventure tourism attractions. • Open a Millet, Kiwi and Potato based Organic Product Factory to empower local women/youth entrepreneurs • Introduce Eco Parks and Community Gardens for relaxation and education. • Develop Hiking and trekking trail connected to Mahabharat and The greater Himalayan Trail • Develop 5-10 years Tourism Master Plan for enhancing sustainable Development .
--	--	--

8. Action Plans

8.1 Immediate Actions (0–3 Months)	<ol style="list-style-type: none"> 1. Conduct Tourism orientation and mobilization workshops in all 6 wards. 2. Form Sustainable Tourism clubs in all secondary schools 3. Install Welcome banners , tourism signage, maps, Phikkal destinations listing Board , and direction boards . 4. Launch 26 weeks cleanliness and beautification drives including greenery development in key locations with involvement of RM representatives , Health office , schools , police station , hotels , entrepreneurs and locals youth clubs. 5. Create a Tourism cell within RM office to coordinate tourism initiatives. 6. Prepare Palika tourism song and a promotional jingle 7. Arrange Krishi Ambulance 8. Prepare 2-3 minutes promo videos (major destinations of Phikkal RM) for social media and other Medias.
8.2. Short-Term Plans (Within 1 Year) Fiscal year 2082/83	<ol style="list-style-type: none"> 1. Conduct homestay and hotel training on hygiene, local cuisine, and hospitality standards 2. Finalize ladder /pavement works at Chanaute deurali Phikkal padmarga (1480m) to bring it into complete form 3. Develop 2–3 fixed tourism packages (e.g. view tower breakfast, Mahakali cultural tour) 4. Introduce basic tourist facilities (toilets, water points, rest areas/shelter point)

	<ol style="list-style-type: none"> 5. Launch separate website and active social media platforms for PhikkalTourism promotion and development. 6. Prepare Fikkal's Documentary from touristic point of view 7. Organize Phikkal Photo Contest & Photo Exhibition 8. Host the first Annual PhikkalTourism Festival to celebrate local culture and products 9. Begin black-topping priority road segments, especially to Chanaute 10. Begin millet biscuit and kiwi wine pilot production and packaging under PhikkalOrganic brand 11. Have a feasibility study of plantation of Satuwa in some hectars of land of community forest 12. Launch "Visit PhikkalNow" awareness campaign via social media and local radio stations 13. Begin Phikkal Raithane Haat Bazar to showcase and market Phikkal agri products.
8.3. Long-Term Plans (Within 5 Years)	<ol style="list-style-type: none"> 1. Develop 5-10 years Tourism Master Plan for enhancing sustainable Development 2. Develop hiking and trekking trails, eco-lodges, and adventure tourism activities (e.g. zipline, suspension bridge, bungee jumping, Recreation center , Parks etc) 3. Upgrade the trekking trail like Hattidhunga mahakali fikkal padmarga (960m) ,Bhedikhor Phikkal padamarga (1km) and lakedanda Phikkal padmarga (1400m) trekking trails attracts trekking and adventure lovers . 4. Construct a riverside resort near Sunkoshi with facilities for boating, fishing, and camping 5. Set up a Culture & Information Center in Khangsang with museum and local art displays 6. Satuwa Plantation in about 20-25 hectars of land at community forest 7. Upgrade all homestays to eco-certification standards in collaboration with National and international organizations in coordination with TRTI and GTTP 8. Establish millet/kiwi/potatoes agro processing micro-industries led by youth/women or marginalized group 9. Formalize guide training programs and form), PhikkalTourist Guide Association (FTGA PhikkalRafting Association (FRA) etc . 10. Partner with NTB, GTTP ,UNDP, UNESCO , WWF and other similar organizations 11. Launch responsible tourism education curricula /programs in schools.

9. Proposed Outcome

- A thriving tourist destination , weekend vacation spot
- Promotion of millet-based product processing (biscuits, alcohol, snacks)
- Empowerment of women/youth with micro-enterprises: cafes, souvenir shops, artisan work
- Build sustainable tourism value chains using local organic resources
- Link agro-tourism with homestay experiences (fruit-picking, goat farming tours)
- Create income-generating opportunities via cultural events and performing arts

10. Conclusion

Phikkal Rural Municipality holds extraordinary promise as an emerging tourism destination in Nepal. Its captivating blend of panoramic landscapes, deep-rooted spiritual heritage, rich agricultural bounty, and vibrant cultural diversity—including unique traditions such as Maruni dance, Magar customs, and traditional local instruments—sets the stage for immersive visitor experiences. Despite limited infrastructure and tourism readiness, Fikkal's untapped resources offer a fertile ground for sustainable and inclusive tourism development.

This report highlights not only the natural beauty and agro-ecological richness of Phikkal but also the community's potential to benefit economically, socially, and culturally from well-managed tourism. However, realizing this vision will require multi-stakeholder coordination, strategic infrastructure investment, capacity-building programs, and innovative marketing campaigns.

With focused planning and support from government bodies, local leadership, private sector partners, and institutions like TRTI, Phikkal can transform into a model destination that celebrates local identity while contributing meaningfully to Nepal's national tourism goals. The next five years will be a milestone in shaping Fikkal's tourism trajectory into a story of empowerment, preservation, and prosperity.

This is a preliminary study report by TRTI and its field team. It serves as a foundation for the forthcoming Phikkal 5-10 Year Tourism Master Plan. TRTI is committed to working with Phikkal local government to bring this vision to life.

Prepared by TRTI –Team

SN	Member			
	Mr.Kedar Bahadur Adhikari	Team Leader	Former Secretary – MOCTCA	
	Mr.Madan Kumar Baral	Member	Country director GTTP Nepal	
	Mr.Saroj Pd.Pyakurel	Member	Director –TRTI	
	Mr.Ganesh Pd.Paudel	Member	Incubation Head The British College	