

Section 2: Objectives, Success Indicators & Target

Objective	Weight	Action	Success Indicator	Unit	Weight	Excellent [100%]	Very Good [90%]	Good [80%]	Fair [70%]	Poor [60%]
Visitor Experience of Bhutan as exclusive destination enhanced	48	Develop regulatory frameworks	Tourism Levy Rules & Regulations developed and submitted to the Tourism Council for endorsement	Date	2	June 2021	-	-	-	After June 2021
			Timeline by which Tourism Policy is implemented	Date	3	April 2021	May 2021	June 1st week 2021	June 2nd week 2021	June 3rd week 2021
			Proposal for amendment of Tourism Levy Act 2020 submitted	Date	2	April 2021	May 2021	June 1st week 2021	June 2nd week 2021	June 3rd week, 2021
		Enhance professionalism of tourism sector employees	Strategy developed to professionalize tourist guides	Date	2	April 2021	May 2021	June 1st week 2021	June 2nd week 2021	June 3rd week, 2021
			Types of re-skilling and upskilling programs for tourism sector employees organized	Number	5	4	3	2	1	0
		Diversify products & attractions	Strategy for wellness and adventure tourism developed	Date	1	June 2021	-	-	-	After June 2021
			MICE strategy developed	Date	1	June 2021	-	-	-	After June 2021
			Number of road side amenities constructed	Number	2	4	3	2	1	0
		Build resilient Tourism Sector through promotion of domestic tourism	Unlock Happiness Campaign activities initiated	Number	2	3	2	1	-	-

Visitor Experience of Bhutan as exclusive destination enhanced	48	Build resilient Tourism Sector through promotion of domestic tourism	Timeline by which Nationwide development of Druk Neykor is completed	Date	2	June 2021	-	-	-	After June 2021
			Guideline for domestic tourism implemented	Date	5	January 2021	February 2021	March 2021	April 2021	May 2021
		Enhance tourism survey and research	Survey on Post COVID-19 travel behavior carried out	Date	2	June 2021	-	-	-	After June 2021
			Study on Tourism Economic Census Of Bhutan (TECOB) and COVID-19 impact completed	Date	2	June 2021	-	-	-	After June 2021
			Experimental Tourism Satellite Account developed	Date	2	February 2021	March 2021	April 2021	May 2021	June 2021
			Carrying capacity of tourist sites and destinations studied	Date	2	June 2021	-	-	-	After June 2021
		Leverage technology and innovation	e-tourism services & digital payment enhanced and recommended	Percent	7	100	90	80	70	60
		Enhance accessibility and connectivity	Timeline by which tourist information center is instituted and implemented in Samdrup Jongkhar, Paro , Thimphu and Gelephu	Date	2	June 2021	-	-	-	After June 2021
		Ensure effective, efficient and transparent public service delivery	Delivery of key public services in compliance to the SDS	Percent	2	> 75%	> 70%	> 65%	> 60%	> 55 %
Contribution of tourism to the national economy and rural livelihoods increased	44	Gainful employment created for Tourism sector impacted by COVID-19	Tourism sector employees gainfully engaged in the Tourism Economic Contingency Plan	Number	25	1700	1600	1500	1400	1300
		Re-open tourism post COVID-19	Timeline by which regulatory mandate of budget hotels is taken by Tourism Council of Bhutan	Date	5	June 2021	-	-	-	After June 2021

Contribution of tourism to the national economy and rural livelihoods increased	44	Re-open tourism post COVID-19	Tourism re-opened through 21 days quarantine mode	Date	7	March 2021	-	-	-	After March 2021
			Proposal submitted on re-opening tourism to exclusive, high-end entry without quarantine	Date	2	October 2020	November 2020	December 2020	January 2021	February 2021
		Promote Brand Bhutan	Strategies initiated to promote Bhutan as an exclusive travel destination	Number	5	5	4	3	2	1
Regional and seasonal spread of tourism strengthened	8	Geographical spread and all season tourism ensured	Timeline by which Master plan for Rinchengang model village is developed	Date	2	April 2021	May 2021	June 2nd week 2021	June 4th week 2021	After June 2021
			Timeline by which cultural and religious elements of Destination Haa is promoted	Date	2	June 2021	-	-	-	After June 2021
			Timeline by which infrastructure development for heritage palace tour in Trongsa is completed	Date	2	June 2021	-	-	-	After June 2021
			Timeline by which infrastructure of Lotus Valley Trek in Pemagatshel is developed	Date	2	April 2021	May 2021	June 2nd week 2021	June 4th week 2021	After June 2021
Transparent, accountable & integrity consciousness and culture strengthened	2	Enhance integrity systems by implementing OIP	Integrity score improved	Percent	2	70% and above	60-69	50-59	40-49	39 and below