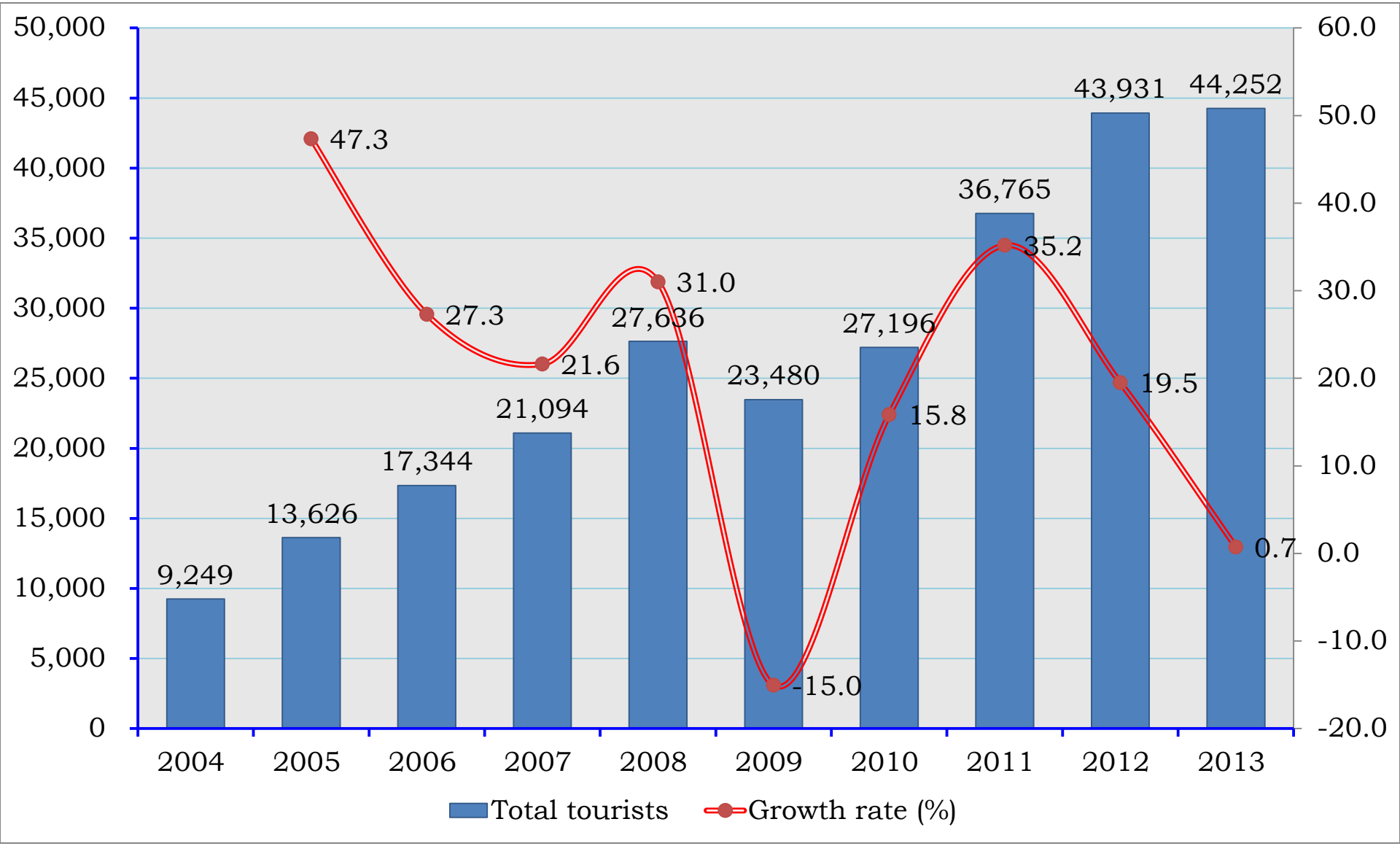
A journey is not a journey if you know where you are going. Mystery is the cause of a journey.

Explore Beyond Tourism
Celebrate Happiness.
K. Ura

Karma Ura 9.3.2024

Annual international tourists arrival, 2004-2013



Data source: Annual Report 2013, Bhutan Tourism Monitor, TCB

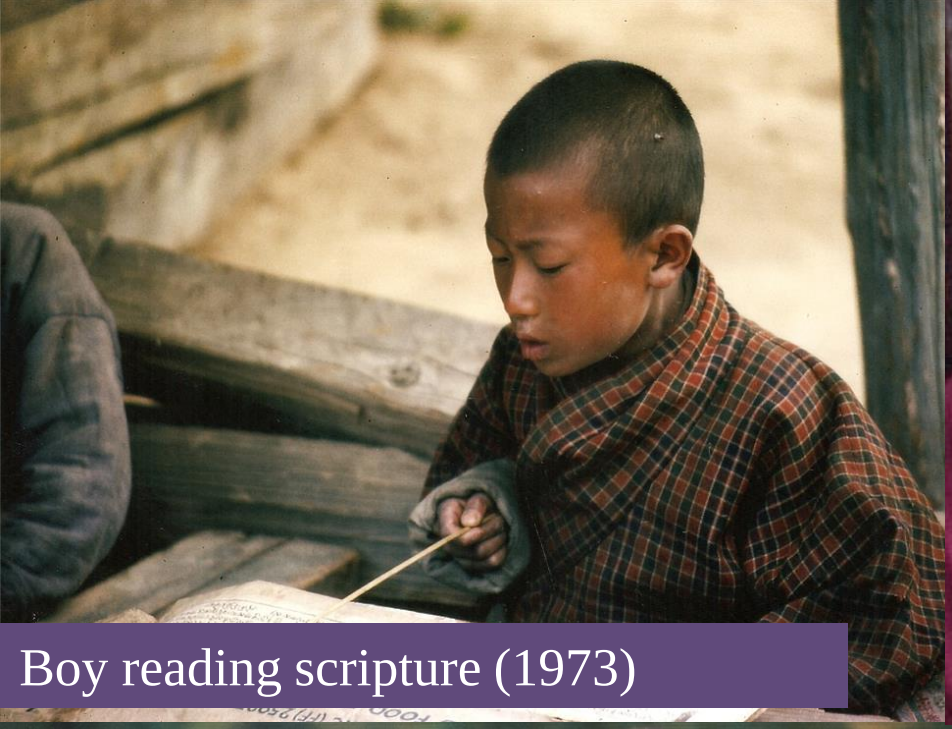
9 Domains of GNH

Measured in the GNH Index & GNH Screening Tools.

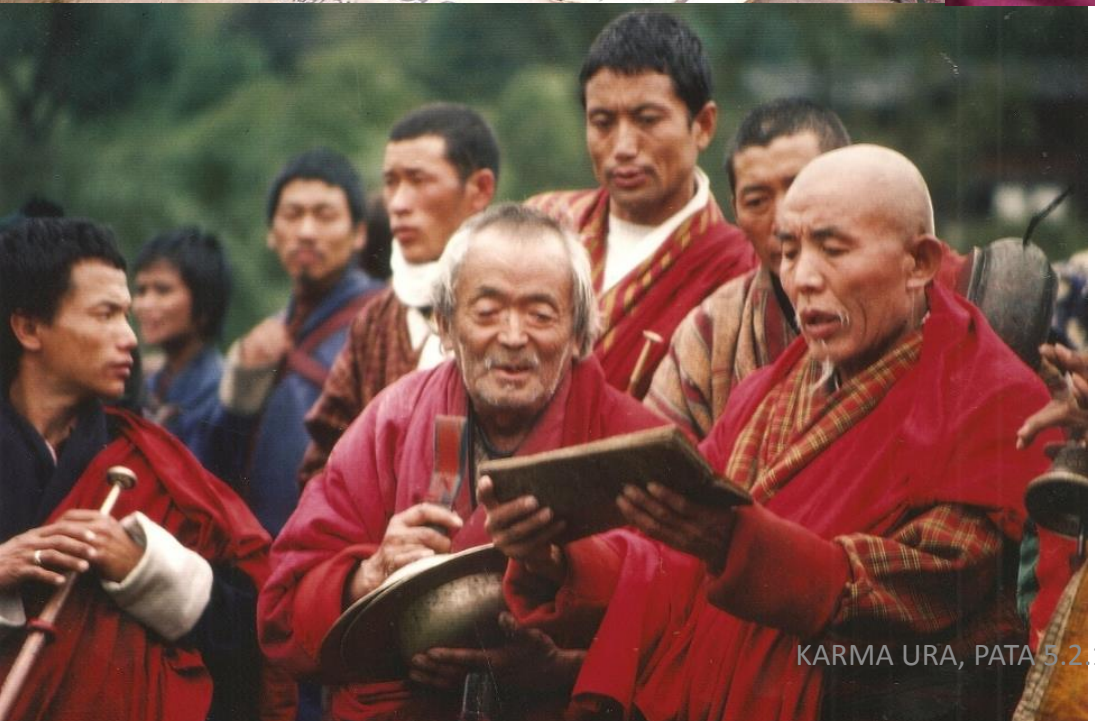
Education
• Literacy
• Educational Level
• Knowledge
• Values
Living Standards
• Assets
• Housing
• Household per capita income
Health
• Mental health
• Self reported health
• Healthy days
• Disability
33 GNH Indicators
Psychological Wellbeing
• Life satisfaction
• Positive emotions
• Negative emotions
• Spirituality
Ecological Diversity and Resilience
• Ecological Issues
• Responsibility towards environment
• Wildlife damage (Rural)
• Urbanization issues
Community Vitality
• Donations (time & money)
• Community relationship
• Family
• Safety
Good Governance
• Gov't performance
• Fundamental rights
• Services
• Political Participation
Cultural Diversity and Resilience
• Native Language
• Cultural Participation
• Artisan Skills
• Conduct
Time Use
• Work
• Sleep

Thimphu 1975

Thimphu now



Boy reading scripture (1973)



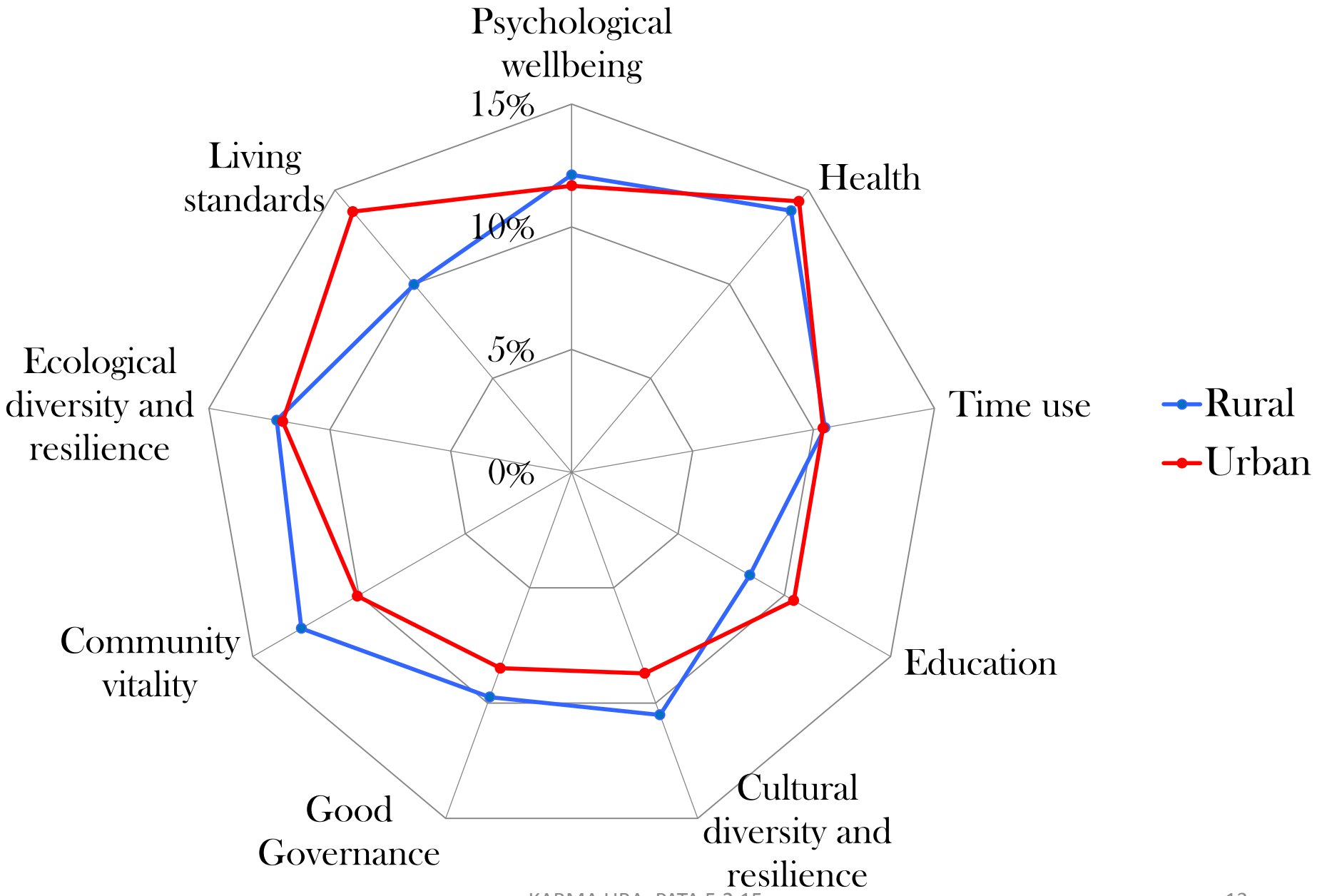
Nuns

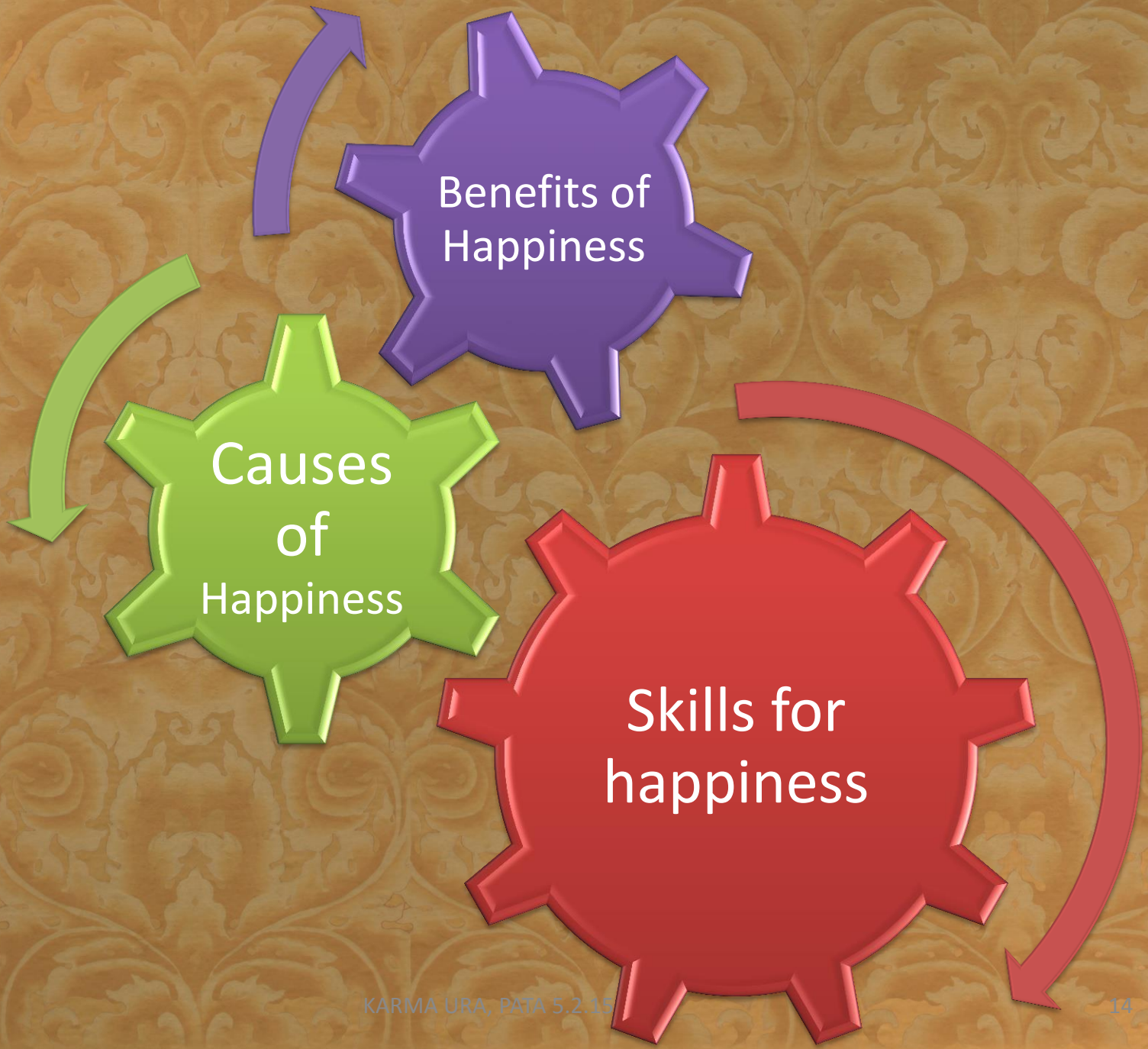
Lay monks (1985)

Experience of anger. 5% of adult Bhutanese experience anger than once a week

- **Results of GNH index for 2010,**
- 10.4% of people were ‘unhappy’;
- 47.8% are ‘narrowly happy’,
- 32.6% are ‘extensively happy’; and
- 8.3% are ‘deeply happy’.

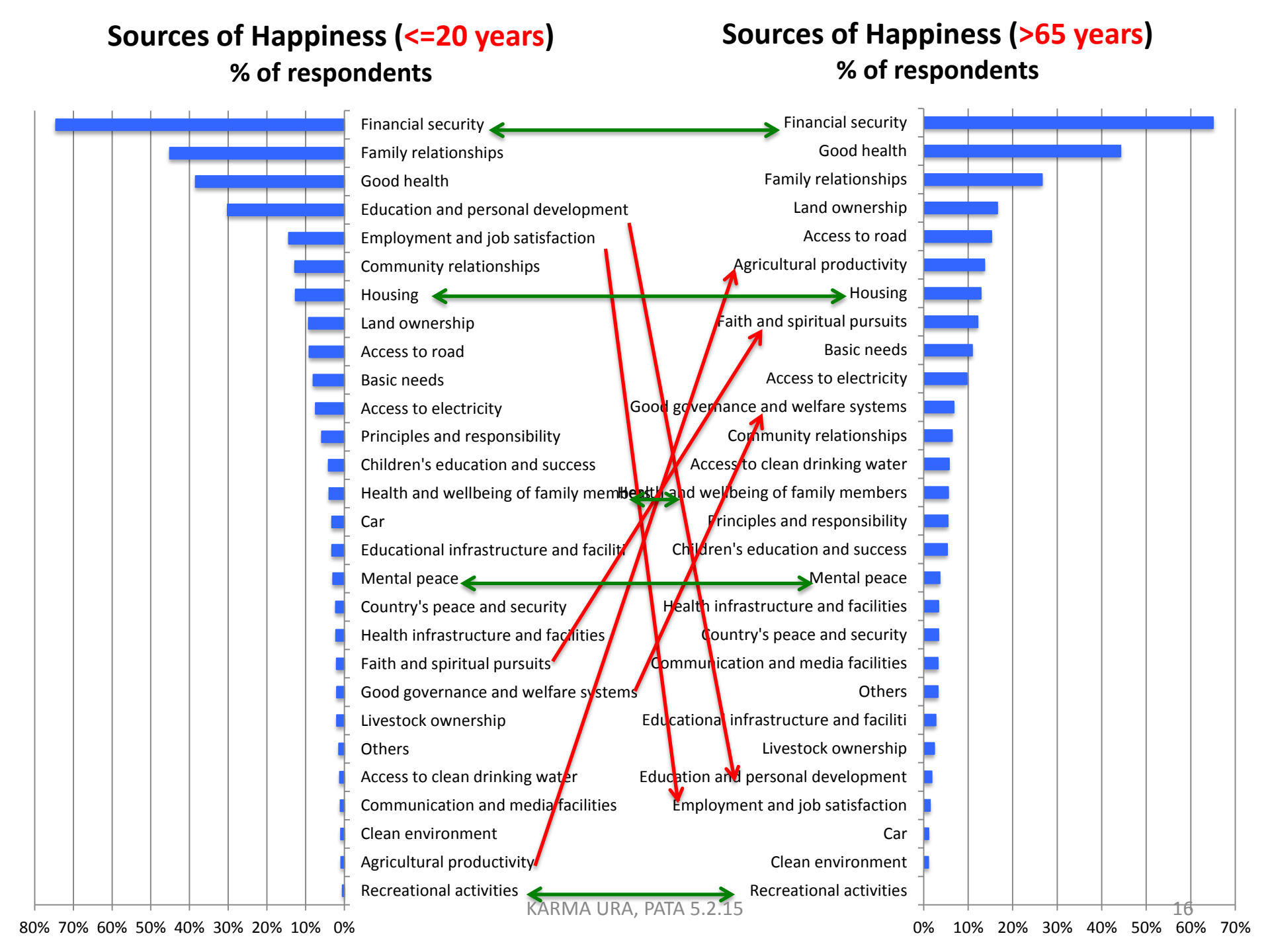
Contribution of domains to happiness by area of residence




Benefits of Happiness
Causes of Happiness
Skills for happiness

1. **Have sufficient household income**
2. **Have sufficient household equipment and own land**
3. ***Cultivate high positive emotions and low negative emotions,***
4. **Have good physical and mental health.**
5. ***Practise meditation.***
6. **Do not over work yourself,**
7. **Socialize regularly with your family,**
8. **Be trustworthy and able to trust fellow citizens,**
9. **Have an age before or after the "mid-life crisis".**

Regression results: Some variables that are significant and positively related to SWB in Bhutan


Sources of Happiness (<=20 years)
% of respondents
Financial security
Family relationships
Good health
Education and personal development
Employment and job satisfaction
Community relationships
Housing
Land ownership
Access to road
Basic needs
Access to electricity
Principles and responsibility
Children's education and success
Health and wellbeing of family members
Car
Educational infrastructure and faciliti
Mental peace
Country's peace and security
Health infrastructure and facilities
Faith and spiritual pursuits
Good governance and welfare systems
Livestock ownership
Others
Access to clean drinking water
Communication and media facilities
Clean environment
Agricultural productivity
Recreational activities
80% 70% 60% 50% 40% 30% 20% 10% 0%
Sources of Happiness (>65 years)
% of respondents
Financial security
Good health
Family relationships
Land ownership
Access to road
Agricultural productivity
Housing
Faith and spiritual pursuits
Basic needs
Access to electricity
Good governance and welfare systems
Community relationships
Access to clean drinking water
Health and wellbeing of family members
Principles and responsibility
Children's education and success
Mental peace
Health infrastructure and facilities
Country's peace and security
Communication and media facilities
Others
Educational infrastructure and faciliti
Livestock ownership
Education and personal development
Employment and job satisfaction
Car
Clean environment
Recreational activities
0% 10% 20% 30% 40% 50% 60% 70%

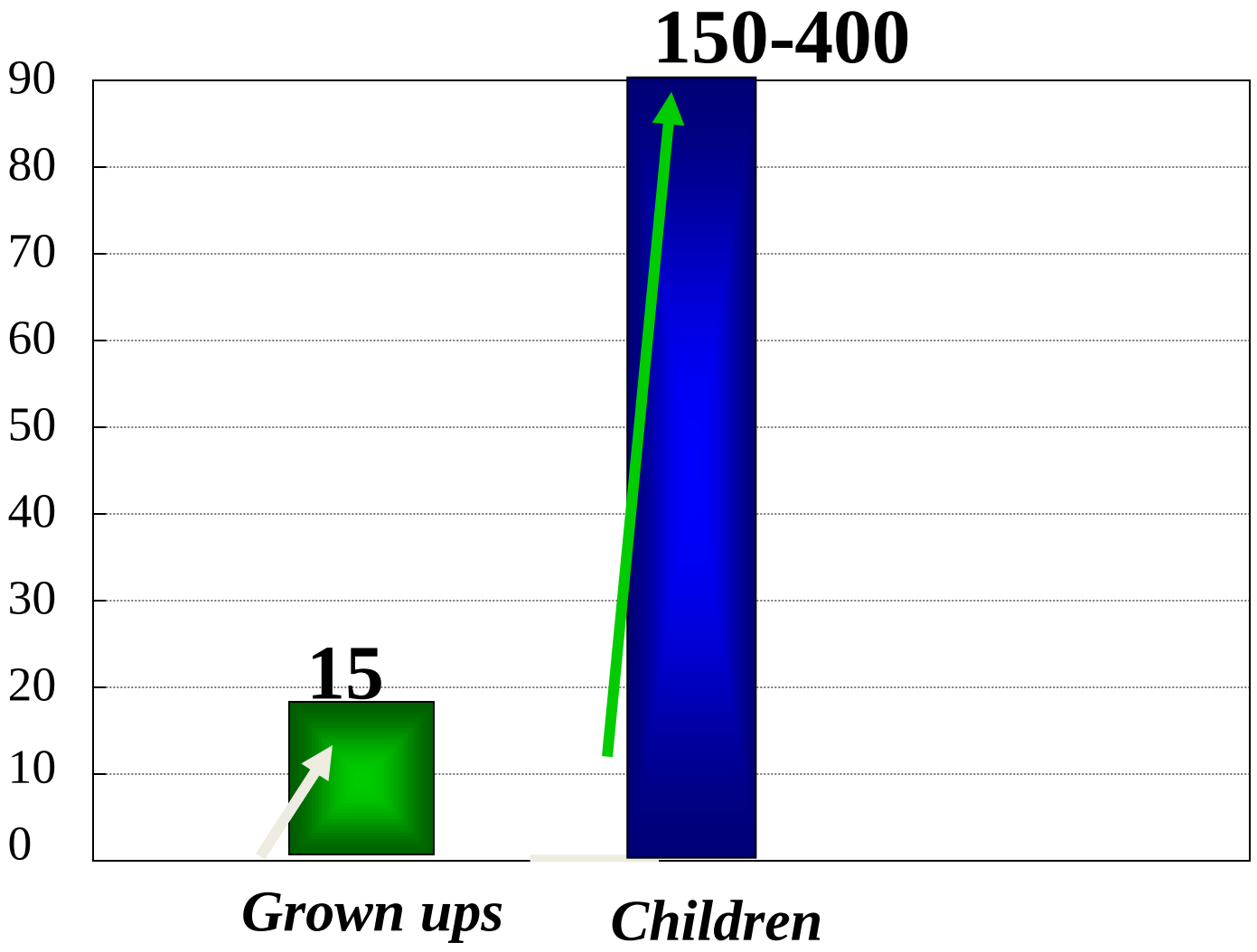
Skills for Happiness

DOMAIN	HAPPINESS SKILLS
Health	Dietary choices
	Exercise
	Sociability
	Mindfulness
	Discipline
	Resilience
	Gratitude
	Forgiveness
	Optimism
	Affection
Environment	Nature appreciation
	Personal environmental behaviors
	Inter-species empathy
	Patience
Living Standards	Frugality
	Altruism/generosity
	Compassion
	Empathy
	Gratitude
	Delayed gratification

Rural women work for 8 hours and 43 minutes (524 minutes) a day, the longest of all. But doing and being together is more convivial than doing alone.

SOCIAL TIME: 34 % of Bhutanese socialize every day, socializing with members of family for an average of 63 minutes and another 89 minutes with friends and neighbors and relatives.

Laughs per Day



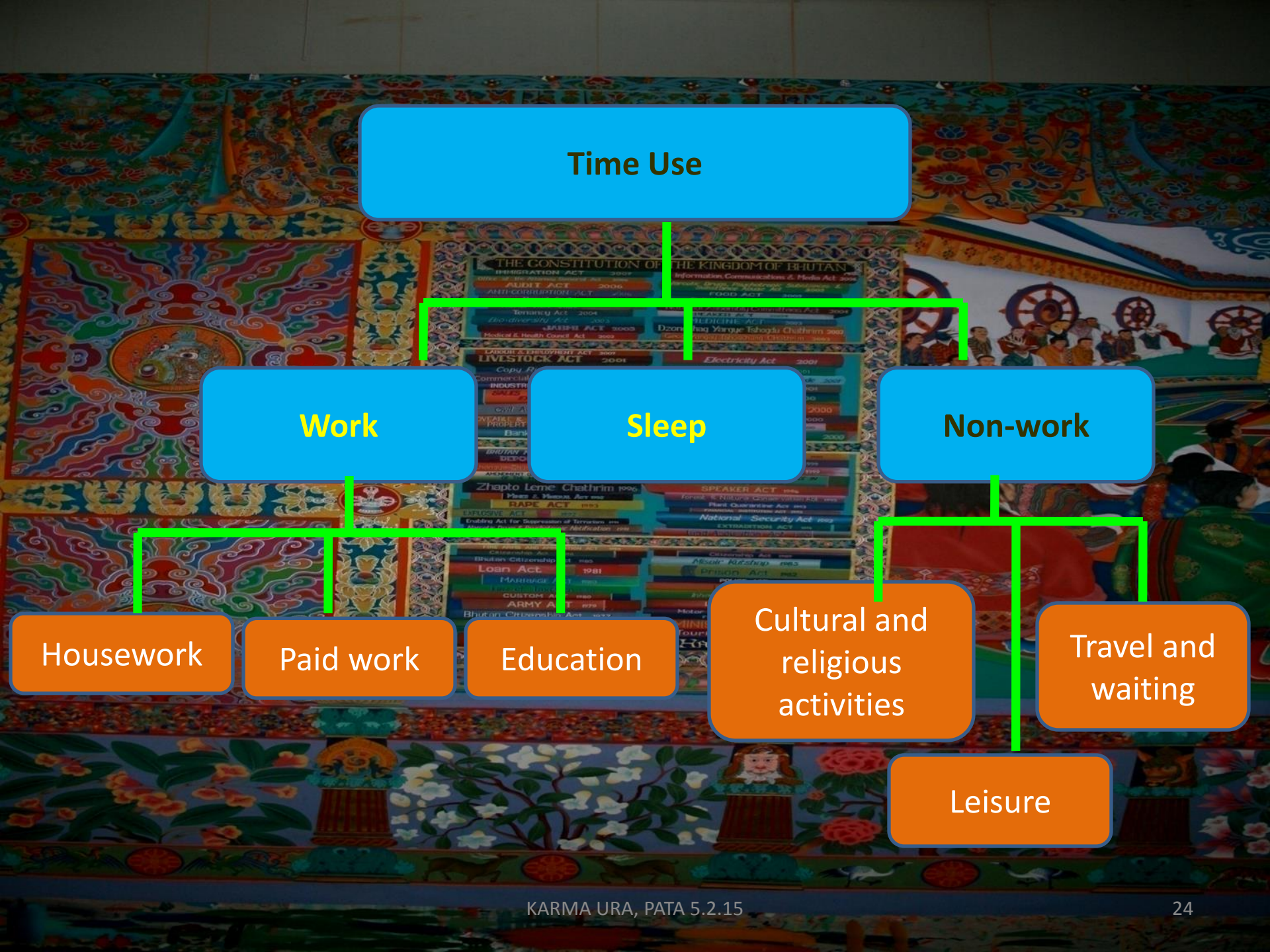
Fake Graph, Smith 2004 ;43 (2), Imaginary Journal

"When you laugh, suddenly laughter is there, you are not. You come back when the laughter is gone" (Osho 1980).

It is an experience of timelessness, a little nirvana.

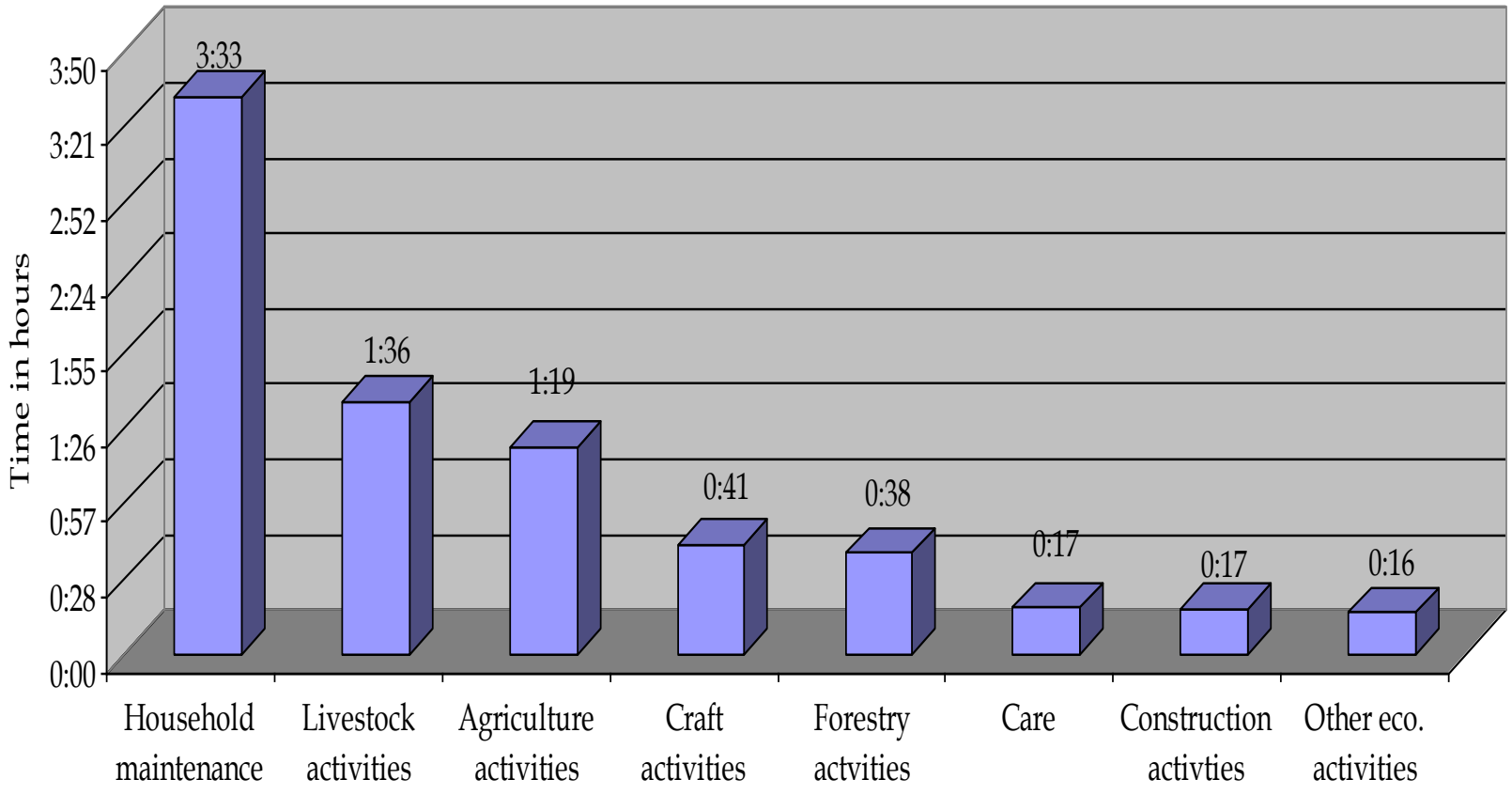
"A psychological shift" (Morreall 1998)

30/01/2015

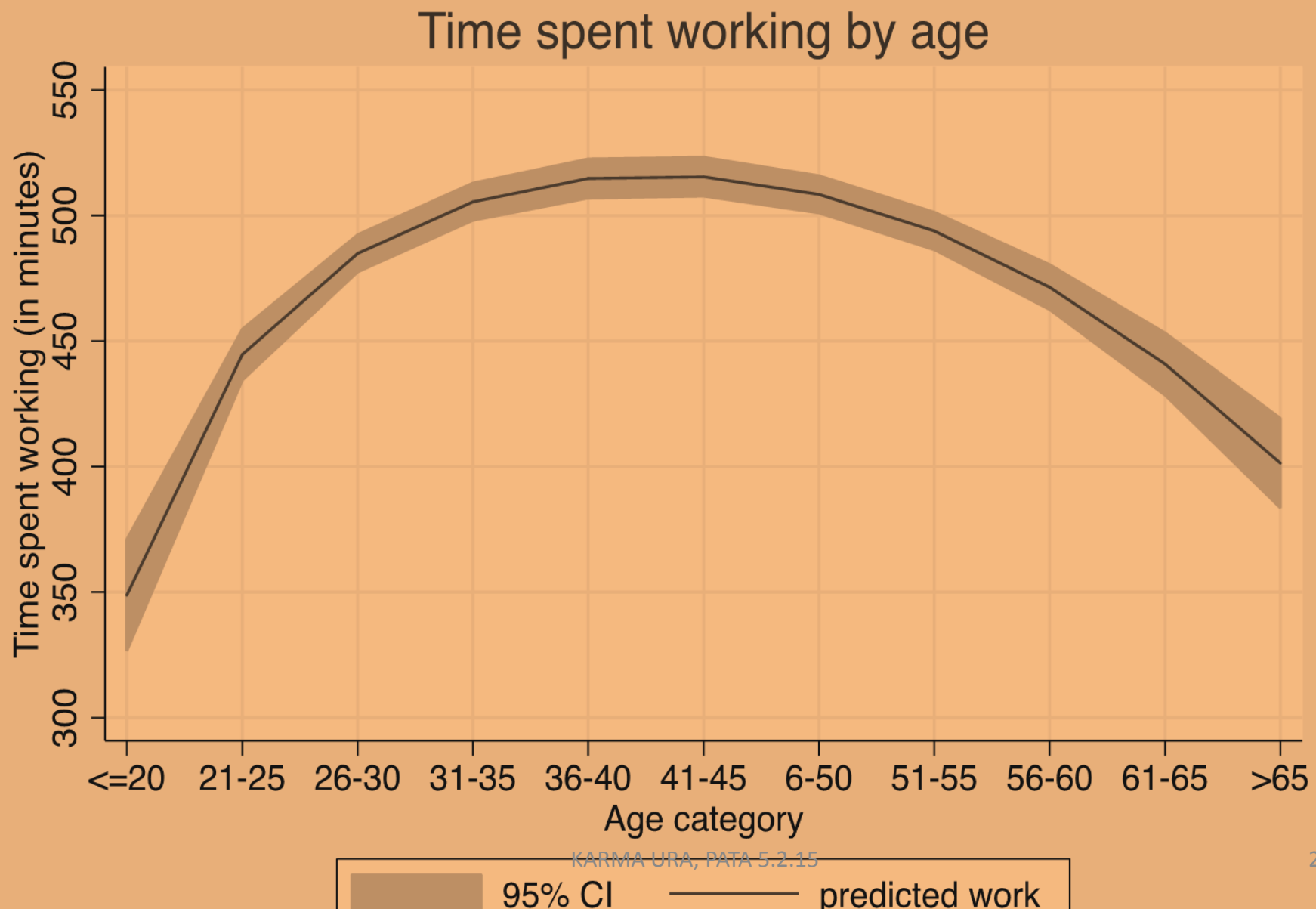

Time Use
Work
Sleep
Non-work
Housework
Paid work
Education
Cultural and religious activities
Leisure
Travel and waiting

Eating and drinking takes 4.2 years in life;
87 minutes a day
Cooking 117 minutes a day, no rural urban difference
Predominantly women

Time distribution of housewives



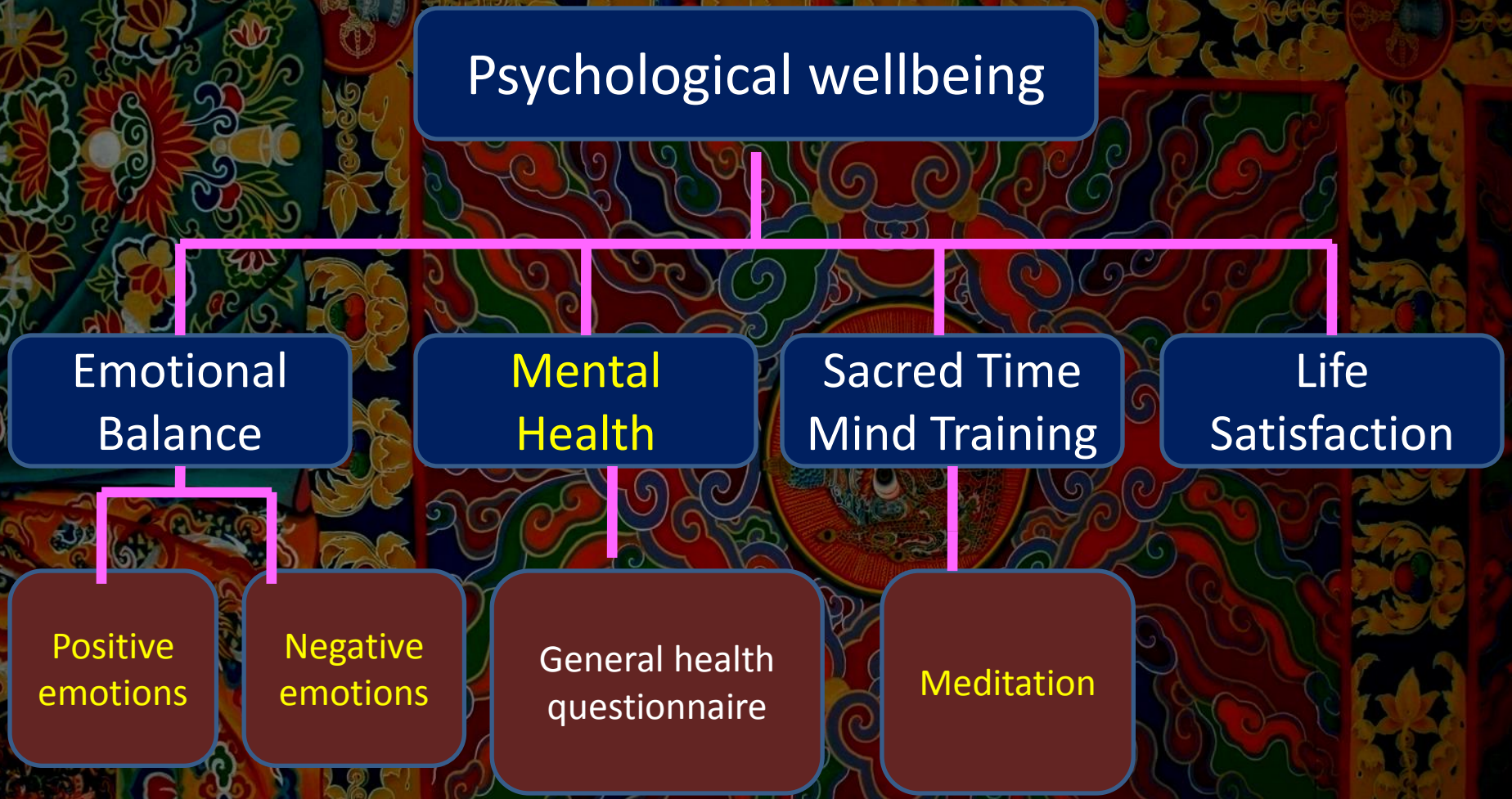
between 46 to 50, peaking at 518 minutes a day



Time Use Question

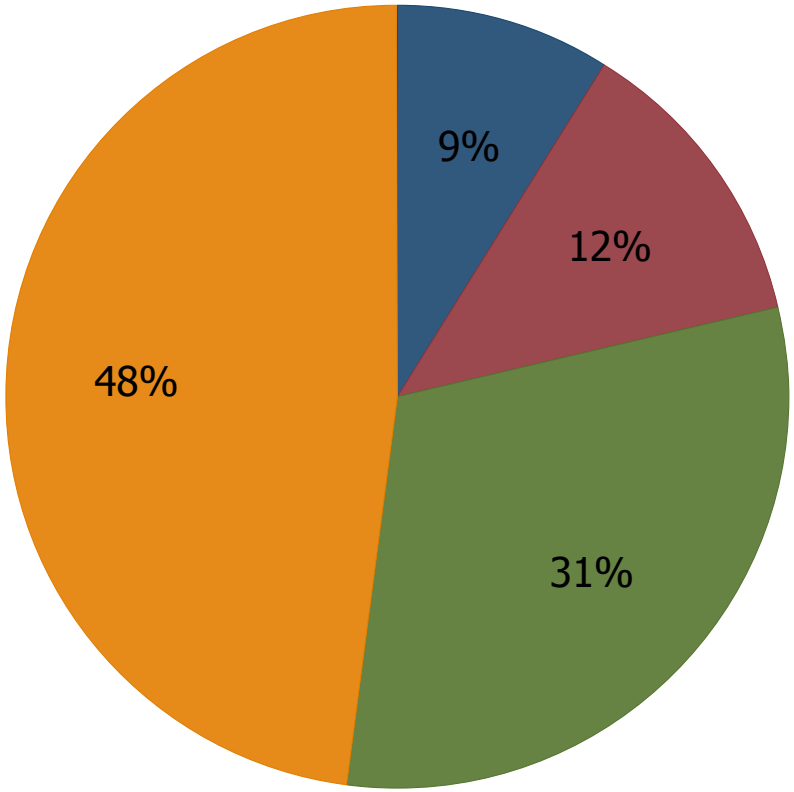
- Time stress threatens our health (fatigue, accidents, and other diseases); threatens our family life (marriage and family break ups); it weakens our communities (no time to interact with neighbors)

Activity	Urban		Urban Mean	Rural		Rural Mean	Mean	St. Dev.	Sample
	M	F		M	F				
Cooking	67	114	103	74	117	101	102	57	5045
Care of children, old, sick and disabled	75	90	87	88	73	77	81	97	1764
Total work	**425**	**449**	**439**	**474**	**531**	**501**	**484**	**200**	**6999**
Socialising with family members	54	56	55	68	61	65	63	50	2563
Socialising with relatives, friends and neighbours	89	100	96	89	82	86	89	80	2296
Reciting prayers/mantras/counting beads	77	67	72	100	79	91	87	123	2894
Offering water/food/ incense /butter lamp	15	13	14	17	14	15	15	13	2427
Watching television and movies	170	177	174	152	154	153	165	116	2829
Washing/dressing/undressing/changing/grooming/using restroom	37	32	34	34	30	32	33	23	7043
Eating and drinking	81	75	78	93	87	90	87	41	7109
Travelling/commuting to/from work	73	56	64	95	66	82	77	88	5738
Total non-work	**549**	**498**	**519**	**469**	**389**	**432**	**456**	**211**	**7114**


Psychological wellbeing
Emotional Balance
Mental Health
Sacred Time Mind Training
Life Satisfaction
Positive emotions
Negative emotions
General health questionnaire
Meditation

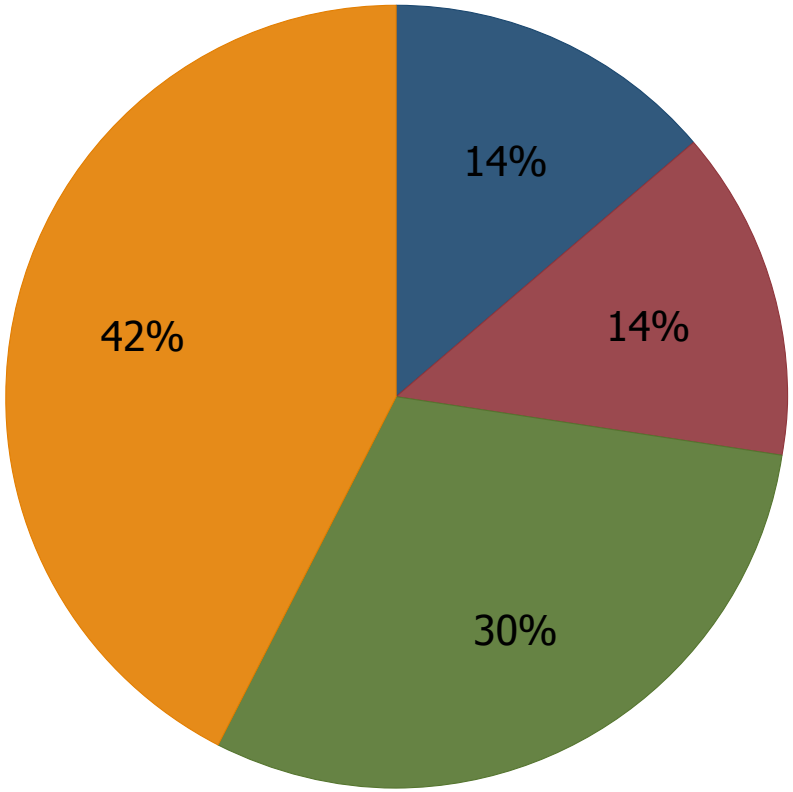
Stress level during last year

Male



Stress level during last year

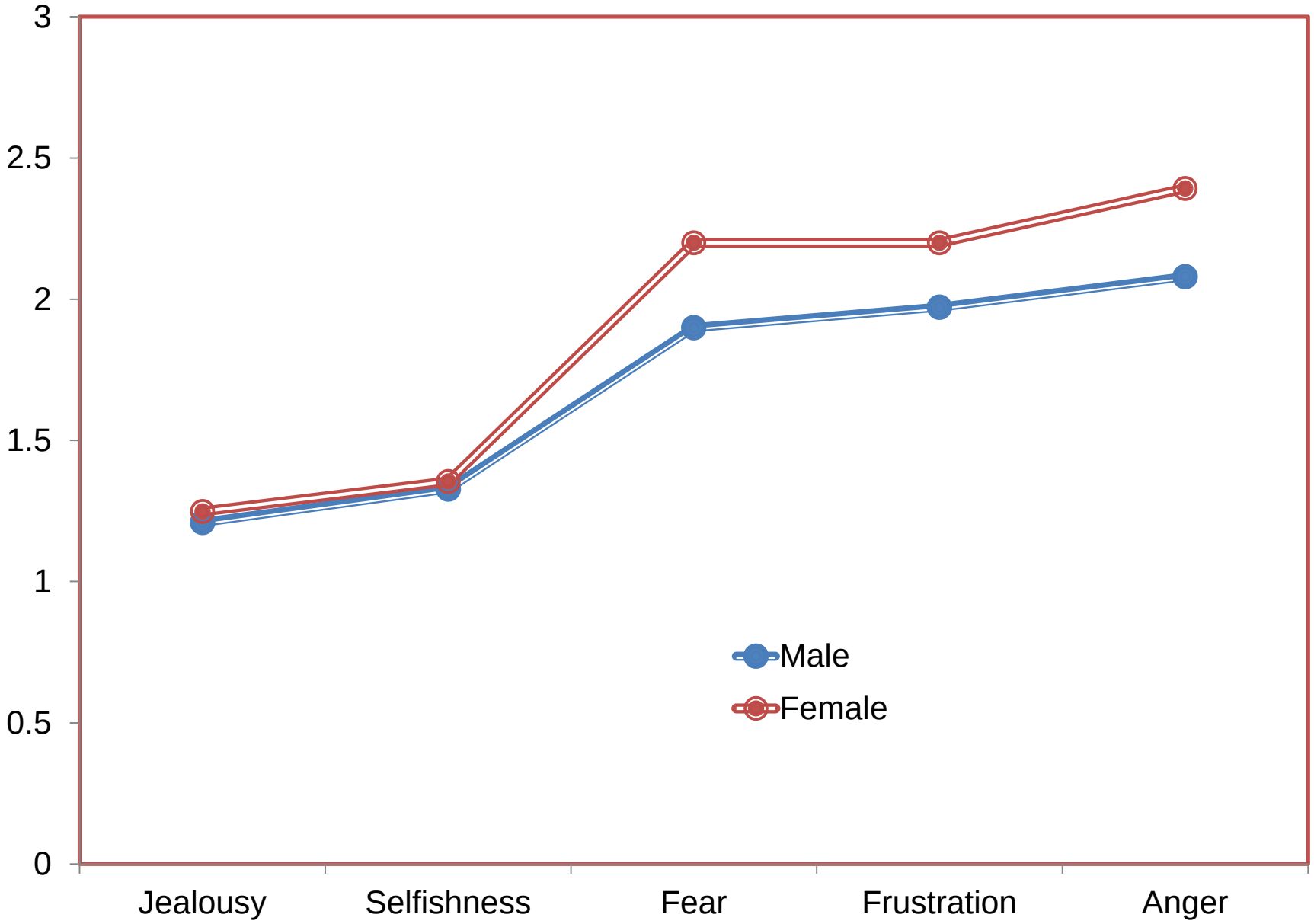
Female

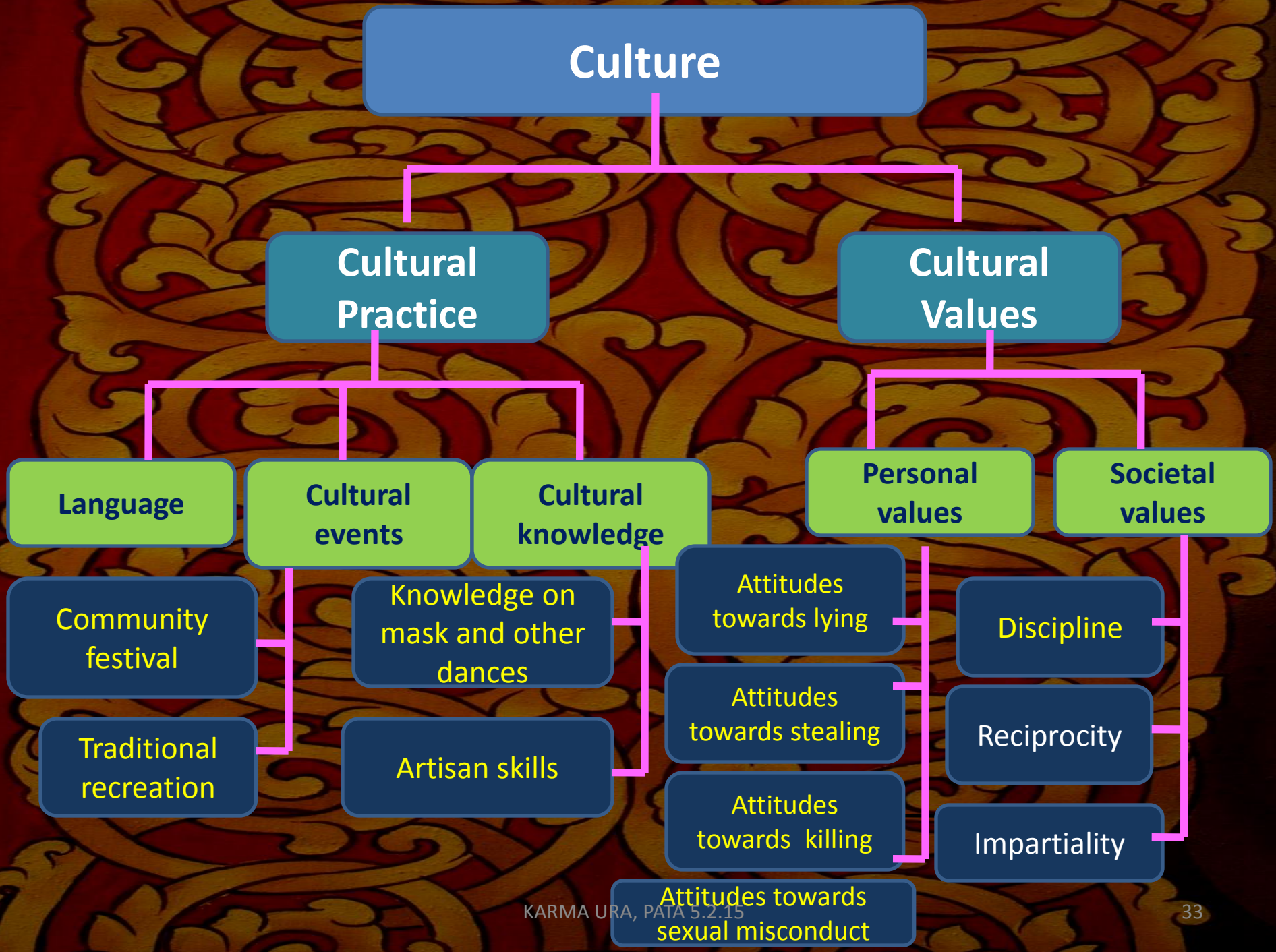


Very stressful
Moderately stressful
Somewhat stressful
Not at all stressful

Graphs by Sex of the respondent

Feelings of negative emotions by gender




Culture
Cultural Practice
Cultural Values
Language
Cultural events
Cultural knowledge
Personal values
Societal values
Community festival
Traditional recreation
Knowledge on mask and other dances
Artisan skills
Attitudes towards lying
Attitudes towards stealing
Attitudes towards killing
Attitudes towards sexual misconduct
Discipline
Reciprocity
Impartiality

Contribution of tourism earning to GDP & domestic revenue

- 5,603 species of vascular plants
- 369 species orchids & 46 Rhodos
- Over 90 species of mushrooms (Matsutake)

History

Chronicled History begins in 8th century

Karma Ura 9.3.2014

What we need is not a leader to lead the masses – we need leadership of the self.

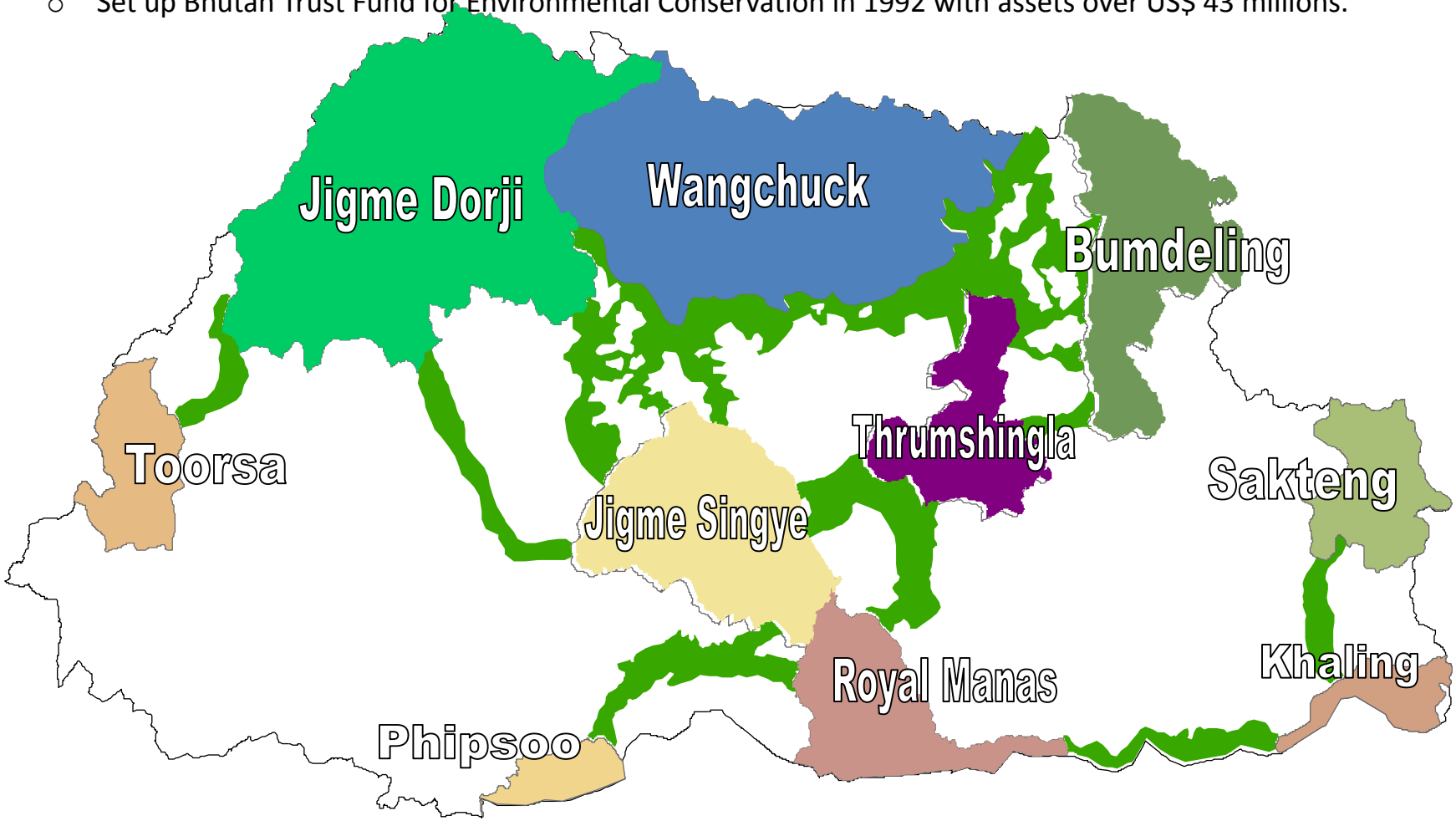
HM The King of Bhut

Bhutanese woman (1975)

Bhutanese woman (2010)

Over 300 species of medicinal and aromatic plants (including 105 sp. of endemic (BAP 2009)

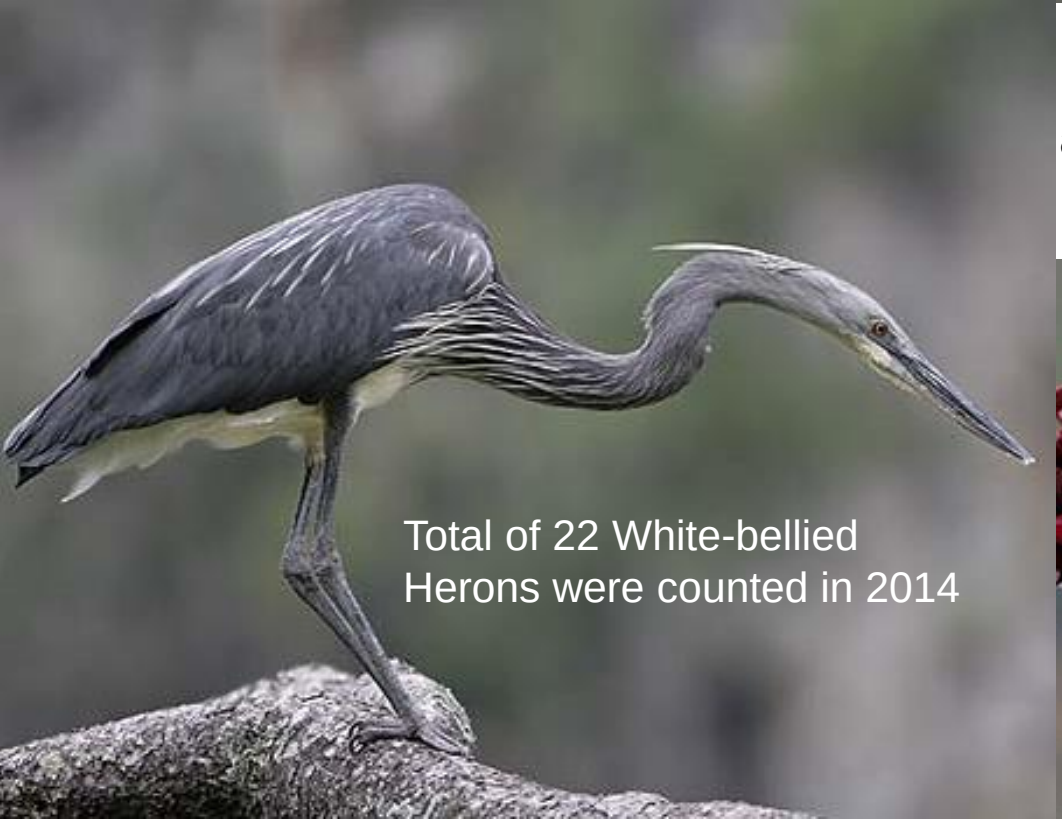
- Buddhist ethics which respect all life forms
- Strong Political will
- Sound Environmental Legislation
  - Set up Bhutan Trust Fund for Environmental Conservation in 1992 with assets over US$ 43 millions.



Conservation: Policy to Action

550 (63 juveniles) cranes were recorded in Bhutan in 2014

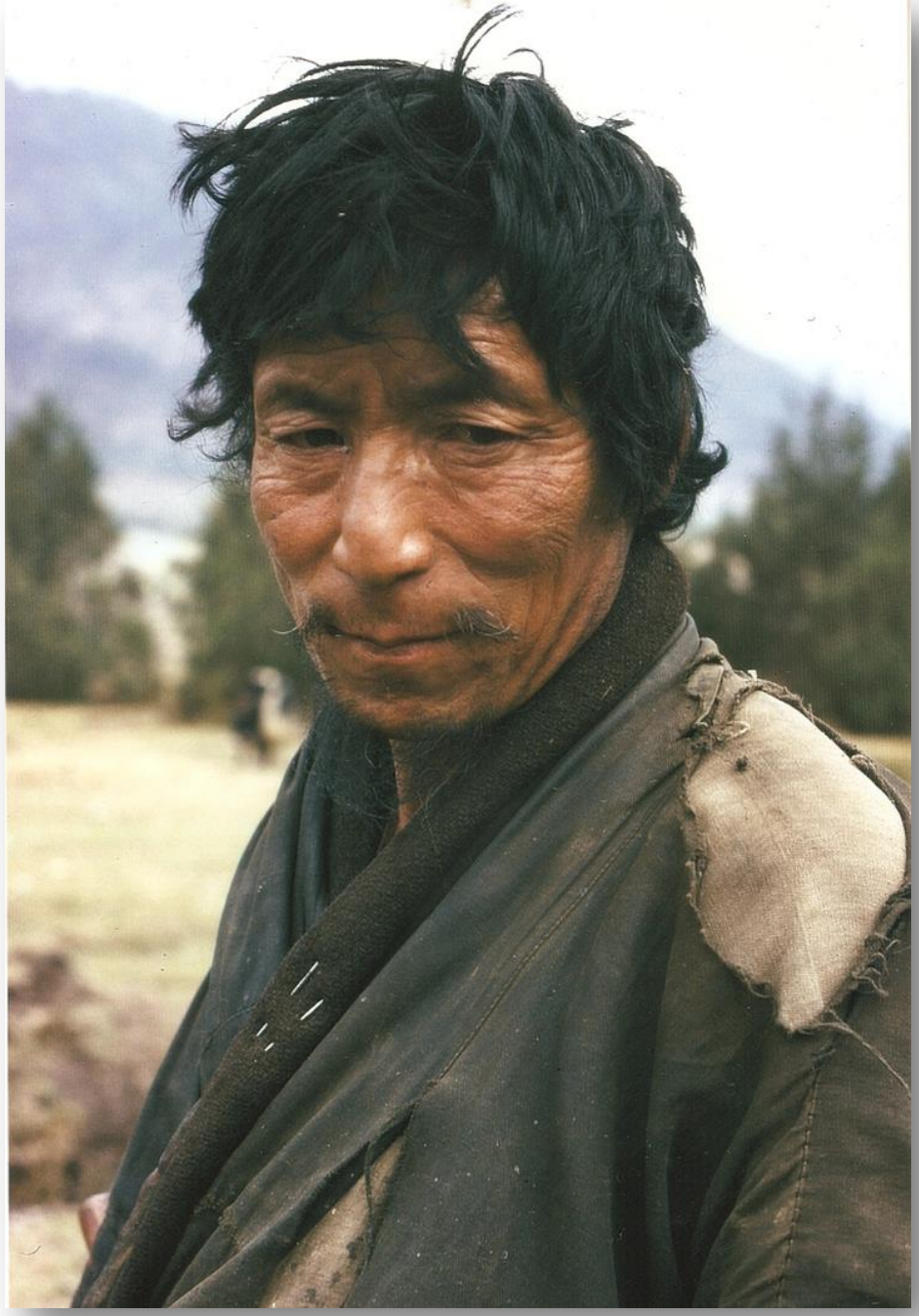
Bhutan is home to 680 bird species and 22 are globally threatened species (*online sources*)



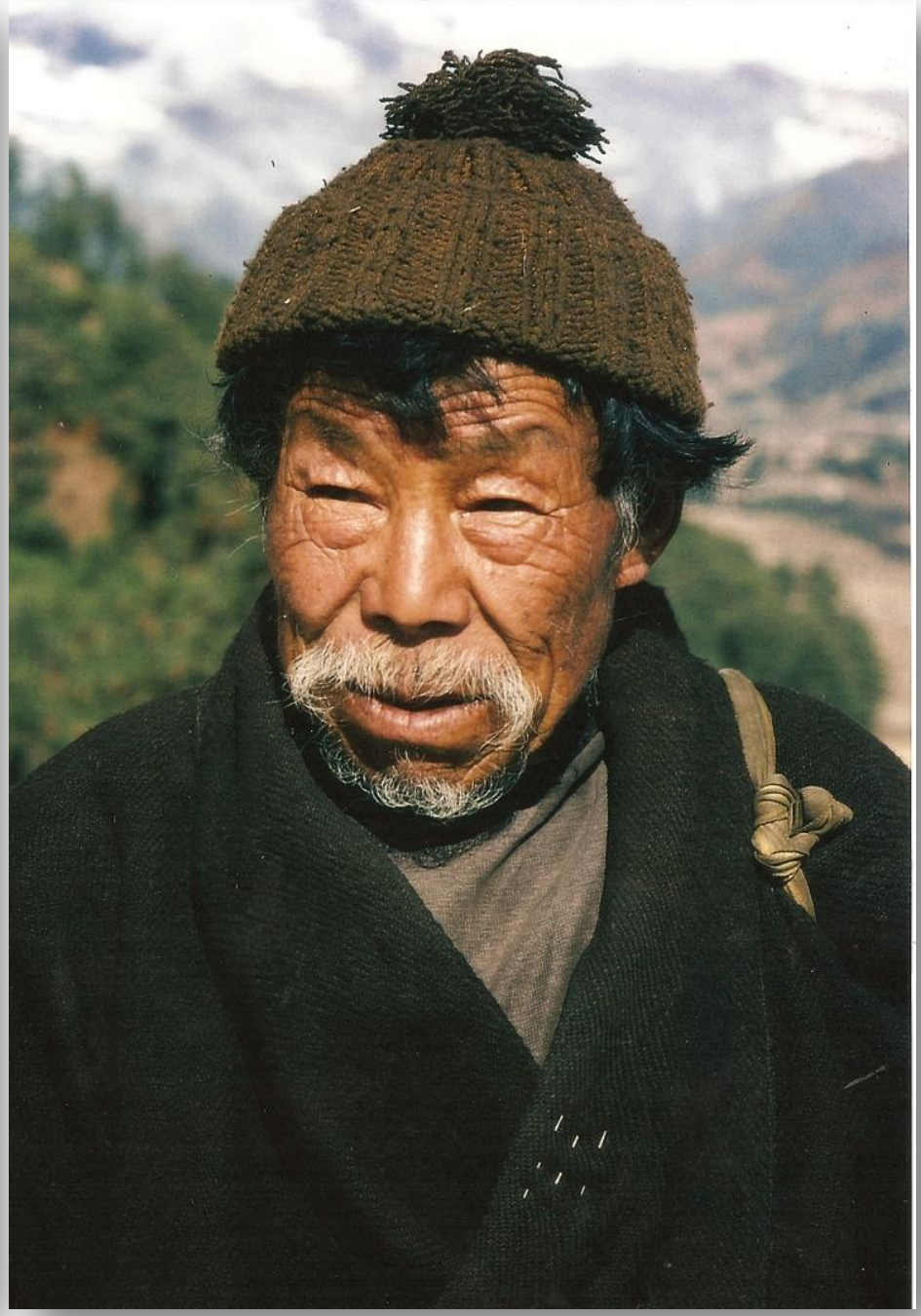
Total of 22 White-bellied Herons were counted in 2014

- Close to 200 species
- 27 species globally threatened (1CE, 11E, 15V)
- 115-130 nos of tigers recorded upto 4,210m

Golden Langur *(Presbytis geii*)

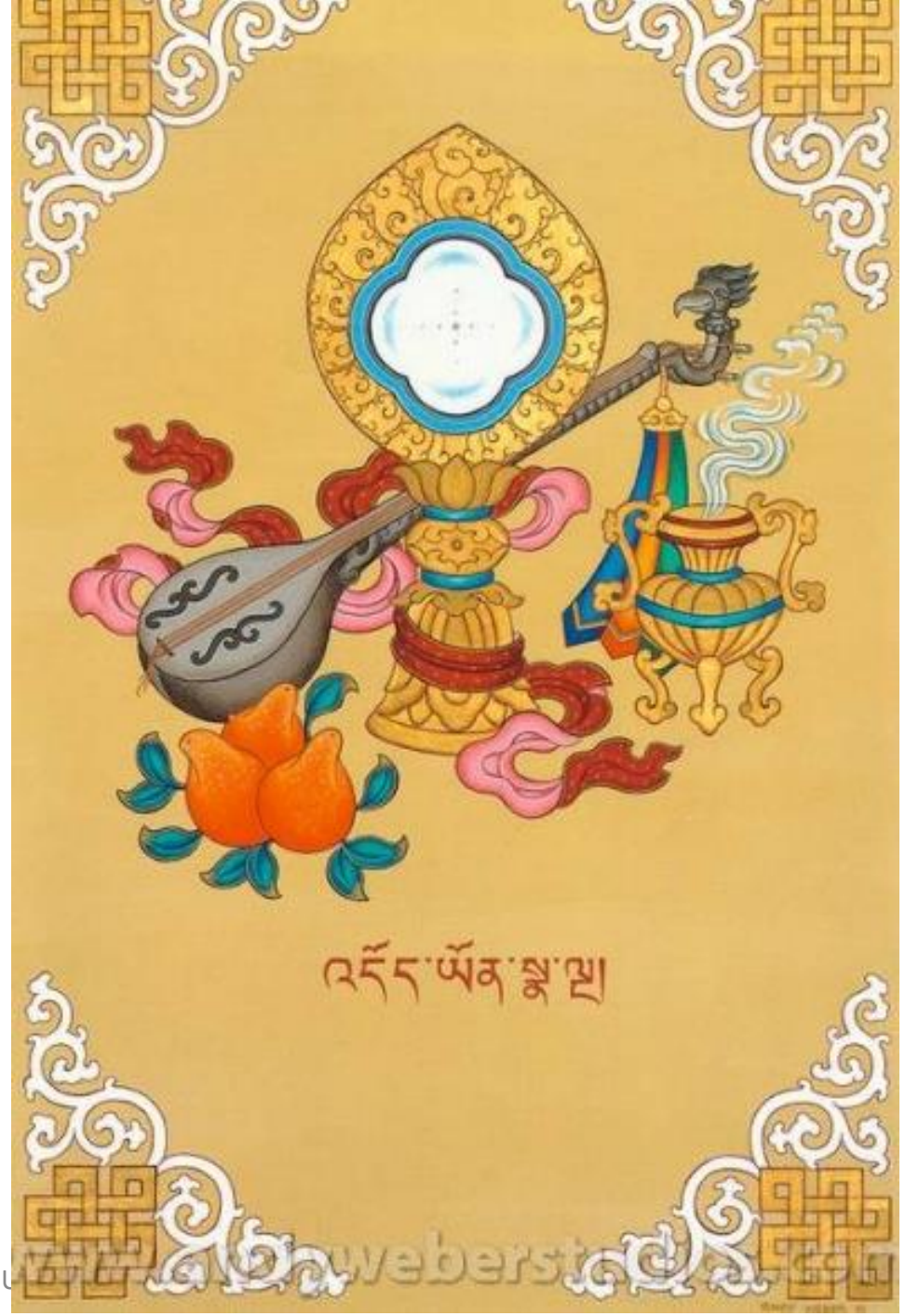


1975



1987

30/01/2015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