

Virtual Bhutan
A Bhutan Tours and Travels VR Initiative

Theory of Change (TOC)

IF we create a virtual reality platform by designing and curating Bhutan experiences to address the pandemic travel restrictions. **THEN** we will be able to partner with community based groups and others partners to create livelihood opportunities and relieve economic hardships. **THEN** we bring Bhutan to the our clients and audiences who may not be able to travel due to financial and health/physical hardships. **THEN** we are adding value and choices for experiencing Bhutan for tourism, learning, spiritual and other meaningful experiences virtually.

MEL: Monitoring Evaluation and Learning

Monitoring		Process Evaluation	Impaction Evaluation
Activity	Output	Outcomes	Impact
Creating VR Experiences	<ul style="list-style-type: none"> - No. of VR experiences created - No. of partnerships established - No. of tyoes of VR experiences 	Meaningful and relevant VR experiences created that has mutual benefit to the community based local partners while meeting the aspirations of our clients global and local	VR for meaningful experiences for tourism, learning, research and spirituality that balances people, planet and prosperity while leveraging technology
Create Website Platform	<ul style="list-style-type: none"> - Website designed and VR experiences hosted 	Robust website and variety of different VR experiences	
Marketing	<ul style="list-style-type: none"> - No. marketing content created - No. of speaking engagement on different platforms - No. of B2B or B2C connections established 	Virtual Bhutan brand recognized and established with regular engagements from partners and clients	

Logical Framework

Project Objective (goal)				Project Impact	
To create VR experiences and platform to bring to Bhutan in partnership with community groups and partners				VR for meaningful experiences for tourism, learning, research and spirituality that balances people, planet and prosperity while leveraging technology	
Project Structure	Baseline	Unit of Measure	Target	Risks	Assumptions
Outcome 1: Meaningful and relevant VR experiences created that has mutual benefit to the community based local partners while meeting the aspirations of our clients global and local					
Output 1.1: No. of VR experiences created					
Activity 1.1.1: Relevant tech and equipments procured	Survey what is available in the local market	Number	To secure the right equipments and tech required	Lack of local and easy availability in the local market and has to be procured from abroad	The pandemic restrictions delaying equipments and tech required
Activity 1.1.2 Right talent recruited and trained	Talent scoping in videography and digital marketing	Number	To hire and onboard at least 2 team members	Retention esp. dependent on demand and continued work	We will be able to secure enough funding and demand to keep cash flow
Activity 1.1.3 Filming of experiences on sites	Start with	Number	Filmed, curated 3 VR experiences	Pandemic travel restrictions coupled with capturing the right kind of experiences	Partners will be onboard with the filming and clients will enjoy the experiences
Output 1.2: No. of partnerships established					

Activity 1.2.1: Establish variety of collaborations with different partners	Early adopters by local and community groups and organizations and other institutional/business organizations	Number	To have secured at least 2 local/community groups/organizations and 1 international partner (business or otherwise)	Partners are actually aligned in values and willing to come on board and stay esp. given the pioneering nature of this initiative	Partners will be excited to be part of this pioneering initiative.
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Output 1.3: No. of Types of VR experiences

Activity 1.3.1: Designing and curating different types of VR experiences starting with tourism followed by Educational and Spirituality	None	Number	Tourism VR experiences first followed by Education and Spiritual VR experiences	People will be willing to buy and experience VR	The types of VR experiences will be what the market/clients want
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Outcome 2: Robust website and variety of different VR experiences

Output 2.1: Website designed and VR experiences hosted

Activity 2.1.1: Interactive and dynamic website with VR experiences	No website	Number	Website created with 3 experiences hosted	The website attracts traffic and clients and partners	Our website will get in front of the right audience
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Outcome 3: Virtual Bhutan brand recognized and established with regular engagements from partners and clients

Output 3.1: No. marketing content created					
Activity 3.1.1 Creating different content for digital marketing and paid promotion	None	Number	Three digital marketing content created with robust paid marketing on Instagram and Facebook	The paid marketing will translate into customers and monetize	Marketing content will reach the right audience
Output 3.2: No. of speaking engagement on different platforms					
Activity 3.2.1 Get as many speaking engagement virtually or in person on different platforms	Professional network	Number	Engage with at least 3 different speaking or publicity engagements	The engagements will be the right kind that will add value	The audiences will be interested enough to collaborate or come board as clients
Output 3.3: No. of B2B or B2C connections established					
Activity: 3.3.1 Network and establish connection with other travel or related companies and communities	Bhutan Tours and Travels current partners and clients	Number	Establish at least 1 B2B or B2C connection that monetizes or adds value for future expansion	The experiences and platform created will be the right fit	Potential clients and partners will actually collaborate or pay to consume such experiences

Bhutan Tours and Travels: Virtual Bhutan - a VR Experience

THEORY OF CHANGE CANVAS

THE PROBLEM	KEY AUDIENCES	ENTRY POINTS TO AUDIENCES	STEPS NEEDED TO BRING CHANGE	Measurable Effects	Wider Benefits	Long Term Goal	
Pandemic inflicted hardships and restrictions on tourism and travels	Global: tourism, education/learning, spirituality	Virtual Bhutan website	Technology: filming equipments to sophisticated VR technology and digital platforms	Skills gained	Improvement in skills and employability of talent	Sustainable Tourism that balances planet, people and prosperity while leveraging technology	
improve livelihoods of community based groups dependent on tourism	Local: tourism, education/learning	Leveraging on partners including Bhutan Tours and Travels	Local talent in Bhutan well versed in use of the tech and related skills	Employment generated			
Bring Bhutan to people if people cannot come to Bhutan either due to pandemic, financial and other inhibitions	Community Partners: community based groups like the River Guides of Panbang ad others who will be part of creating the various VR experiences	Engaging with VR community and platforms and other tourism and lifestyle innovations	Content, design and curation of different VR experiences	Number of innovative and varied VR experiences created/curated	Options for tourism, education and learning in addition to physical visit/ presence. Potentially add to high impact, low volume of Bhutan's tourism philosophy		
			Onboarding local stakeholders and partners	Number of partners onboarded with aspiration towards increased livelihood	Create cross pollination and collaboration and breaking silos of actors and sectors for sustainable growth		
			Marketing	Number of experiences demand and client purchase	Sustainability and scale		
Key Assumptions	Key Assumptions	Key Assumptions	Key Assumptions	Key Assumptions	Key Assumptions		Stakholders
VR will address and add value	People will want and pay. Partners will collaborate	Website and partners network will bring in the right audiences	Resources for getting the tech and training. People will be interested to get skilled	Resources for getting the tech and training. People will be interested to get skilled	All earlier steps will be realized and it will scale and grow		Long term: tourism industry: actors and policymakers. Currently: Bhutan Ecological Society, River Guides of Panbang, Bhutan Tours and Travels.