



## **BHUTAN TRAVELOG EDITION 2 SYNOPSIS**

Until recently, Bhutan has been relatively unknown. In many minds, it is a mystical secluded place. Bhutan is gaining popularity as a travel destination, owing to the credits of international media features and Bhutan's skilful management of the COVID-19 pandemic.

Over the past fifty years, Bhutan has gradually emerged from centuries-long self-isolation to meet modernisation demands. It has been careful with its choices and decisions on the road of development and progression. While Bhutan has opened its doors to the world, a 'High value, Low volume' tourism policy still guides the country to ensure that its unique culture, identity and natural environment will continue to be protected from external influence.

Bhutan Travelog aims to provide readers with insights into the country's history, values, customs, as well as travel tips and recommendations. This book also includes 8 exclusive first-hand stories from diverse travellers who have been to Bhutan to provide a glimpse into this idyllic country.

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## ABOUT THE AUTHORS

### Ashley Chen

Ashley is an avid traveller who enjoys learning about the different creeds and cultures. Aside from her passion for writing and photography, she is a curious wanderer with a philosophical streak, constantly seeking to discover more about herself and the world around her.

She contributes to the Bhutanese society by sharing her expertise in the nonprofit sphere and serves as an international consultant to the Gyalyum Charitable Trust in Bhutan. She is also the editor of Daily Bhutan, an independent news outlet that brings the latest news, educational features and inspiring stories from Bhutan to a global audience.

### Joni Herison

Joni has been involved in Bhutan's tourism industry for more than a decade. It all started with his first trip to the Kingdom when he was introduced to the concept of "travelling right" in Bhutan – the importance of traveling on a private tour with a local guide so visitors can benefit from a deeper appreciation of the cultural, historical, and natural aspects of Bhutan.

This philosophy not only shaped his personal approach to travel but also influenced Joni to start Druk Asia, one of the pioneering Bhutan tour operators outside of Bhutan. As

Managing Director of Druk Asia, Joni has played a pivotal role in connecting Bhutan with travellers from all over the world and is a cherished friend of the kingdom.

He has a deep love for the kingdom and has built an excellent rapport with the Bhutanese community. Joni has visited Bhutan 40 times since 2008. Each of his visits to the kingdom rejuvenated his spirits and spurred him to continue promoting Bhutan as a travel destination.

A bibliophile with a cheerful disposition, Joni can always be found with a cup of coffee and a book at hand. Indonesian by birth and Bhutanese by heart, Joni has put down roots in Singapore with his lovely wife, Eileen, and three adorable children.

## **ABOUT DRUK ASIA**

Established in 2009, Druk Asia stands as a trailblazing tour operator with a profound passion for Bhutan. Over the past decade, we have thrived as a tight-knit team of 20 dedicated tour guides who share a deep affection for this enchanting land and a common mission: ensuring our customers' utmost satisfaction.

Beyond conventional sightseeing, we offer a variety of special tours that infuse excitement into your Bhutan experience. Explore the world of guided-sketching tours, find inner peace through meditation tours, capture unforgettable memories with pre-wedding photoshoot tours, or sharpen your photography skills on our specialized photography tours. For corporate entities and social clubs, we also offer MICE services, ensuring memorable events against Bhutan's breathtaking backdrop.

Since 2012, we have proudly served as the official General Sales Agent for Royal Bhutan Airlines (Drukair). This enduring partnership symbolises our commitment to making Bhutan accessible to travelers from across the globe, sharing in the wonder and magic of this remarkable kingdom.