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# Ghale Gaon: A Study in Contribution of Promoting Rural Tourism Development of Nepal

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**ABSTRACT:** The Ghale Gaon, a village situated in a ridge of mountain, the ridge of the mountain is approximately 2100 Meter height from the sea level in Lamjung district of Kwalasothar rural Municipality. Ghale Gaon is approximately 205km North West of Kathmandu and 125 km north East of Pokhara the scenic village of the district. Home stay started since 2001, this was declared one of the best villages for home stay tourism development in SAARC Region of the country. The village has been developing as smart village with adding up infrastructure and another facilities. The iconic tower of the village provides in open and clear day gives a feeling of sitting on the lap of gigantic Himalayas of Annapurna and Lamjung Himal also. Among the visitor 90 percent are satisfied and liked the village, they have also suggested improving the living condition also and feeling water shortage to some extent. The villagers have some extra income and some of them are completely depending on the tourism to earn cash also. The experience of the village to conduct home stay tourism and infrastructure development and finding the tourist attraction areas would be beneficial to all for trickling down the income of the country in the rural area also. The government also needs to support in preparing infrastructure also.

**KEY WORDS:** Rural Tourism, Ghale Gaon, Contribution, Scenic views.

## I. INTRODUCTION

Ghale Gaon lies in between 28.23°North latitude and 84.29°E longitude in Lamjung district of Nepal. 'The scenic village situated on the foot hills of Mountains like Annapurna and Lamjung Himal at around 2100 meters above sea level' (Khatewada, 2019). Primarily the inhabitant of the village are Ghale, the village is named after the name of the tribe as Ghale Gaon (village). Originally the Ghale were regarded as a branch of the Gurung tribe, later on some said these are separate than Gurung – it was a bit discussion on the issue, need a scientific study also. Asper Bimal Gurung, Ghale and Gurungs are different tribes and ethnic groups. Ghales have language different from Gurungs though both languages fall under Sino-Tibetan or proto- Mongolic family group. Ghales celebrate Lhosar (lunar New Year) on a different day (Magh 1) while Pouch 15 (Dec 30) is Gurungs' Tamu Lhosar and Ghale is a caste well known with their own language and culture different from the Tamus or Gurungs of Nepal' (Gurung, 2021). The population of Ghale found '0.173 in comparison to National Population. (Jaya Poudel and et.al., 2013) The village is small with the 'population of 111 households' (Aryal, 2018) comprising Gerung's, Ghales and some Chettri and Biswokarma, previously this village was under Uttarkanya VDC, now it is in Kwalasothar Rural Municipality. The Ghale Population all over Nepal found '22,881' (Dahal, 2014) and these are scattered in Lamjung, Gorkha and Tanahu.

**1.1 Background Information on rural tourism:** Ghale Gaon was established in 2001 as home stay tourism activities in scenic village of Lamjung. The majority inhabitants are Ghale, once in the history Ghale were the ruler of the area, in some literature these are regarded as

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### 1.1.1 Characteristic of rural tourism.

The rural tourism Should be 'located in rural areas, functionally rural, built upon the rural world's special features; small-scale enterprises, open space, contact with nature and the natural world, heritage, traditional societies, and traditional practices; rural in scale – both in terms of building and settlements – and therefore, small scale, traditional in character, growing slowly and organically, and connected with local families, sustainable – in the sense that its development should help sustain the special rural character of an area, and in the sense that its development should be sustainability in its use of resources. It should be representing the complex pattern of the rural environment, economy, and history' (Tourismnotes, 2021)

### 1.2 Objective of the Study.

Rural tourism is a way of sustainable development of the villages of Nepal and the growing tourism has to be supportive in poverty alleviation and increase the livelihood of the rural people. The objectives of the study are as follow.

Identifying the areas of tourist attraction of the village.

- i. Identifying the households involved in the tourism sector.
- ii. Finding out the hospitality of the people of Ghale is it enough to sustain the tourism.
- iii. What are the cuisine that are unique in the village
- iv. How many tourists visited within the three years of duration and what could be the gross income.
- v. Finding the ways on how the practice could be replicate in the other areas of Nepal.

### 1.3 Methodology:

This is basically collection of primary data on the basis of set objectives, qualitative analysis and quantitative both will be mixed method will be applied to analyze the view of the people. KII and interviews will be conducted to make it more effective among the people and the guest also. Observation would be applied on the living condition of the people and the comfort of the guest. Secondary data will also be used on the Ghale Gaon published and recorded by the village. Observation and interaction with the people and note taking on the issue of Interest for the case study.

## II. LITERATURE REVIEW

Originally, the Ghale Gaon was famous as home stay village but with time span it is known as destination of rural tourism of Nepal. If we look at the definition of Home stay as 'Home stay provides an opportunity to stay with a local family for a fee. It's an affordable accommodation alternative, ideal for independent leisure travelers of all ages, interns, gap year students, students living abroad and anyone seeking a real and genuine travel experience. It allows them to experience the local community and culture of the place they're visiting' (Homestay, 2021).

'Rural tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) and along a wider territory' (UNWTO, 2021). The rural communities have the benefit for extra income from the tourism and sell their products also in the value-added forms. 'Alula frame work to develop rural tourism for inclusive community development through tourism. 4 pillars to all sectors of the government, these pillars are empower (people), safe-guard (planet), collaborate (partnership) and, prosper (prosperity)' (UNWTO & G20, 2020). These four pillars are as the part of action for sustainable tourism development.

Rural tourism has an advantage to add supplementary income to the family who adapted it and for the others since they will find the market nearby home for their products such as supply of poultry, goats, vegetables and local beverages that is found popular during the visits.<sup>2</sup>

## III. MAJOR ATTRACTION OF GHALE GAON ( GAUN- VILLAGE).

During the visit, the visit notes and others experience also combined to explain the attraction of the Ghale Gaun- many websites has written Gaun, it could be written as Gaon. In this explanation both the syllable spelling are used to explain the Ghale village

<sup>2</sup> This information was discovered by me, during the visit of Ghale Gaon.

### 3.1. Trekking lovers for a day.

**Khudi to Ghale Gaon:** The route to Ghale Gaon gives it unique experience from Khudi to Ghale Gaon. The climbing part takes immediately after got down from the vehicle from Khudi. There is short walk along the Khudi River, along the bank there is a beautiful river basin and found a small village and a hydropower plant, The duration to walk depends person to person since the trekking is uphill. The fast walker uphill need to spend around 3 hours and slow walker may take 6 hours to Ghale Gaon. An estimated to 'trek from Khudi to Ghale Gaon (1,540 m) 5 hours' (natureloverstrek.com., 2021)

**Beshisahar to Ghale Gaon:** The road is memorable and the tarred up to 2/3<sup>rd</sup>. The road above the Beshisahar is serpentine bend, when it reaches higher up from Beshisahar, beautiful scene of mountains and Beshisahr a small town on the bank of Marshyangdi river valley attracts the tourist a while moving up hill in serpentine bends.

**Pokhara to Ghalegaon:** Pokhara to Thunsikot- Pasgaon – Bhujung and Ghanpokhara and Ghale Gaon, the approach to Ghalegaun-Ghanpokhara is a wonderful experience; the mists of the early mornings, the beautiful Khudi and Midim rivers; beautiful rhododendrons; chirping sound of the birds simply takes one to the faraway place and completely with the nature. The trekking route passes through the dense forests, villages and awesome waterfalls. (Trekkingteam, 2021) this is under the Gurung heritage trail, passes through the dense forest with the sound of birds and streams, Pasgaon is a beautiful village with welcomed by Gurung culture, Pasgaon to Bhujung one of the best home stay village and well known to Gurung culture and hospitality, from Bhujung to Ghan Pokhara the place of Ghale king and Ghale Gaon. This route is beautiful, an attraction to trek in low altitude with nature and beauty with Gurung hospitality.

**Hospitality in Ghale Gaon:** There is a small office of Annapurna Conservation Area, nearby the office, there is a place of welcoming to the guest. The visitors particularly who are travelling in group should be informed earlier, this will give them a chance to prepare well in advance, the welcoming process is interesting with Tika, garlands, and Panche baja for the big groups. Then they will be escorted to the place where they are assigned for the Khaja.

**Khaja:** There they 'offered steaming cup of tea, Makai Bhatmas, ( the popular combo of pop-corns and soybean, and Gundruk (fermented lettuce) pickle' (Bhattarai, 2021 re.). This was a tradition but some time they offer Selroti, Achar and tea also, it differs some time home to home as well. The beauty of service in Gurung culture observed and it attracts the people. They have the Thali of bronze and put things around to serve.

**Dinner:** This is a special dish of Ghale Gaun, I felt it, with Dhedo, and you have a choice. Makai Ko Dhedo – It is porridge of maize, but this is exactly not porridge also, in between, in some part of Nepal it is said Makaiko Bhat ( Rice of Maize), in between porridge and maizerice. You will enjoy how they cook, it is wonderful. You have an opportunity to sit around the Agha (Fire place in between of House ). Dhedo, Gundruk KO Achar, Dal, Gravy meat of chicken or mutton, which is available at the time also- mostly from local chicken, and green vegetable. The test is unique, since I have never tested such type of food. To drink they have locally distilled alcohol, it is distilled from the millet, which test wonderful and good also. If anyone to drink such alcohol, they will serve with roasted meat, Achar of Gundruk also. (Gundruk is Fermented Radish).

#### There are other thrilling attractions of the Village.

**Settlement:** This was very old village of Nepal, the community has been living together in about 2100 meters high ridge of a small mountain and they produce a little bit of food grains, vegetable in the village. The footsteps of the village are paved by the stone and piled fire wood in front of the house and neat and clean area.

**Tea garden:** The community has managed to plant the tea in the community land; it is their supplementary income also. They pluck the tea in right time and sell it as green tea to the guest also. The guest allowed visiting their tea garden, now it is expanding also.

**View tower :** This tower gives a unique experience since the people will view the green fields along the down hills and the snowcapped mountains 'These places command a super breathtaking view of majestic western Himalayas including Machhapuchhare(6693m) Annapurna (8091m), Annapurna II (7939m) Annapurna IV (7525m), Lamjung Himal, Boudha Himal(6974m), Himalchuli (6747m) and some other peaks. (Acrosshimalaya, 2021). As per the local people the best season to experience the scene of Himalayas is September to February during this season the Himalayas are open.

**SUNSET AND SUNRISE**

Both the scene is breathtaking, the sun approaching making the snowcapped mountains made as if gold and slowly converting towards the polished silver. The view gives the watcher a heavenly ecstasy.

**Local Handicrafts:** The beauty of the handcraft is unique since they skilled person being trained from the apprenticeship mode of skill training. The source of raw material is locally produced such as wool from ships, bamboo, timber and others. They have beautiful skill to prepare Radhi and Pakhi from the wool produced from their sheep, now a day they made it to sell as souvenirs for the guest of Ghale Gaon. Traditionally these were made to use themselves, Ghum they were even to protect from cold and rain also while grazing sheep in Bhedi Goth (Atradition taking the sheep in the grazing field – the place where sheep kept known as Bhedi Goth)

**Use of Traditional technology:** The traditional grain pounding and grinding culture is alive, they are using DHIKI for Pounding (it is made of liver technology) and JANTO (grindingitem made of stone- One part is fixed a bit raised place and another part is making moving, if we analyzed in modern technology two wheels are used in axle. These two technologies weretradition of Nepal.

**IV. VIEWS OF THE GUEST**

Every guest has their experience, other guests were also equally enjoying the hospitality of Ghael Gaon. I was overwhelmed with the view and settlement as the researchers, we had prepared some question before the visit and taken with me, these questions were distributedwho were willing to help me for filling the forms, the forms were diligently filled in a early morning after viewing the sunrise. Among others 20 people accepted to fill the forms and the answers are analyzed as below.

	Guest Gender	Age	1.Do you like the village	2. Are you satisfied with the visit?	3. What have you discovered the most interesting part of the village?	4. What is the attraction of the village?	5. Do you visit again ?	6. With whom are you visiting now?	7. Village is developing as smart village, what should be in smart village?	8. What difficult ies the village is experien ce?
N	20	20	20	20	20	20	20	20	20	20
	0	0	0	0	0	0	0	0	0	0
Mean	1.35	2.85	1.10	1.20	2.40	2.50	1.55	1.85	5.30	2.90
Std. Deviation	0.489	1.785	0.308	0.410	1.273	1.277	0.686	0.813	0.773	1.832
Variance	0.239	3.187	0.095	0.168	1.621	1.632	0.471	0.661	0.537	3.358
Skewness	0.681	0.435	2.888	1.624	0.163	0.084	0.887	0.296	-0.279	0.391

Source: Primary data

Mean value of all the questions indicated the village is in positive direction to attract thepeople.

**Gender analysis of the visitors:**

Who visits could be the curiosity of the prospective visitors to Ghale Gaon this question andanswers give them a glimpse of gender, Gender Analysis of the visitors

		Frequency	Percent	Valid Percent
Valid	Male	13	65.0	65.0
	Female	7	35.0	35.0
	Total	20	100.0	100.0

Source: primary data

If we look at the percent of the respondents, We found 65 percent male and 35 percent female, it indicates the female also travelling to enjoy the village setups, most of them are urban and semi urban areas of Nepal, known as domestic tourist, unfortunately the day of my arrival foreign tourists were not visible. As per the records the foreign tourists also visit to Ghale Gaon since this was declared one of the best home stay managed village in the SAARC region.

**Age of the visitor**

		Frequency	Percent	Valid Percent
Valid	15-20	7	35.0	35.0
	21-25	3	15.0	15.0
	26-30	2	10.0	10.0
	31-40	4	20.0	20.0
	40-50	2	10.0	10.0
	51-60	2	10.0	10.0
	Total	20	100.0	100.0

Source: Primary data

During the time of visit, highest numbers of the visitor were from the age group of 15-20, these were the students of the college. Then after the age group of 31-40, these were from the organization. Some others were associated with these groups.

**1. Do you like the village?**

		Frequency	Percent
Valid	Yes	18	90.0
	No	2	10.0
	Total	20	100.0

Source: Primary data.

Among the visitors’ 90 Percent of the visitors liked the village. Only 10 percent did not like it.

**2. Are you satisfied with the visit?**

		Frequency	Percent	Valid Percent
Valid	yes	16	80.0	80.0
	To Some extent	4	20.0	20.0
	Total	20	100.0	100.0

Source: primary data:

Among the visitor’s 80 percent fully satisfied another 20 percent also satisfied but they have some reservation on their satisfaction.

**3. What have you discovered the most interesting part of the village?**

		Frequency	Percent	Valid Percent
Valid	Welcoming to the guest	7	35.0	35.0
	Food preparation and serving	4	20.0	20.0
	Local dishes	3	15.0	15.0
	Khaja with locally brewed /distilled alcohol	6	30.0	30.0
	Total	20	100.0	100.0

Source: primary data.

Among the visitor's 30 percent liked the welcoming to the guests, 20 percent liked food preparation 30 percent liked Khaja with locally brewed alcohol and 15 percent liked the local dishes.

**4. What is the attraction of the village?**

		Frequency	Percent	Valid Percent
Valid	Views of the Himalayas	6	30.0	30.0
	Beauty of the village	5	25.0	25.0
	Hospitality of the village	2	10.0	10.0
	Scene of around the village	7	35.0	35.0
	Total	20	100.0	100.0

Source: Primary data

Among the attraction of the village, 30 percent said views of the Himalayas, 35 percent scene around the village- from the tower the greeneries of the Marshyangdi corridor and views around Ghanpokhara and Maling, Ghandruk, Bhujung is clearly visible on the lap of Majestic Himalayas.

**5. Do you visit again?**

		Frequency	Percent	Valid Percent
Valid	Yes	11	55.0	55.0
	I have to think	7	35.0	35.0
	No	2	10.0	10.0
	Total	20	100.0	100.0

Source: Primary data

Among the visitor's 55 percent will visit again, 35 percent have to think, it indicates some reservation, may be other destinations to visit, 10 percent said no. It indicated that the village is getting popular to the visitors.

**6. With whom are you visiting now?**

		Frequency	Percent	Valid Percent
Valid	Friends	8	40.0	40.0
	Family	7	35.0	35.0

	Alone	5	25.0	25.0
	Total	20	100.0	100.0

Source: Primary data.

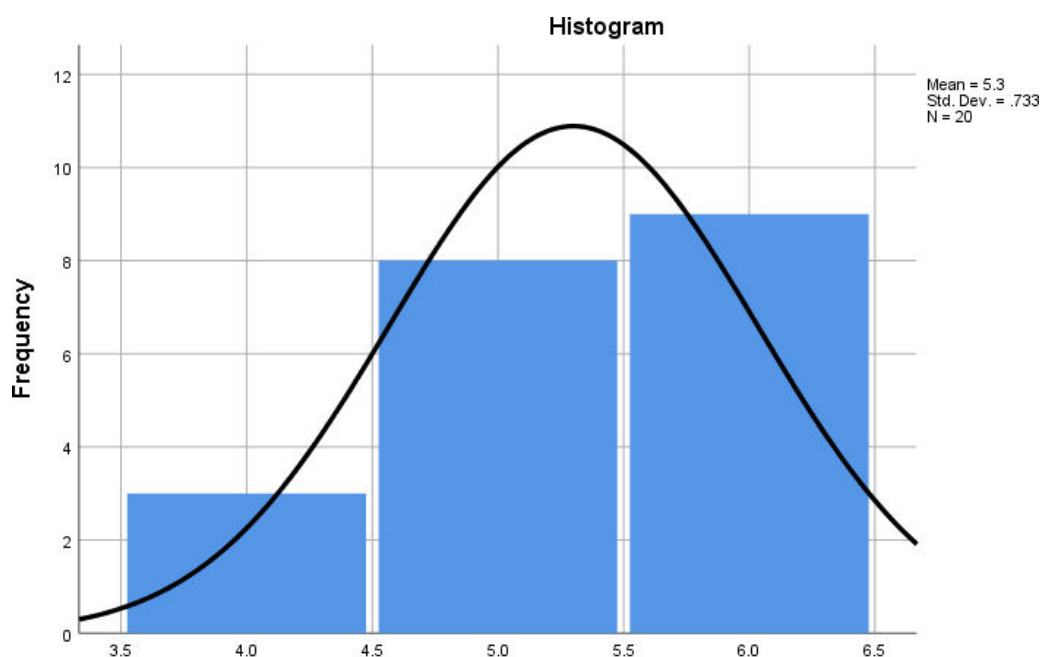
Among the visitor’s 40 percent with friends, 35 percent with family and 25 percent alone visited. It indicated that the family also enjoyed the visit.

**7. Village is developing as smart village, what should be in smart village?**

		Frequency	Percent	Valid Percent
Valid	Guest rooms should be made as luxury as possible and secured	3	15.0	15.0
	Eco friendly village	8	40.0	40.0
	All of the above	9	45.0	45.0
	Total	20	100.0	100.0

Source: Primary data

Among the visitor’s 40 percent said the village should be eco-friendly, 45 percent said all of the above, 15 percent said living condition should be improved as modern luxury. All of the above included as improved information technology in the village, use of technology in cooking, eco-friendly village and aesthetically pleasing.



7.Village is developing as smart vilalge, what should be in smart village?

**8. What difficulties the village has been experiencing?**

		Frequency	Percent	Valid Percent
Valid	Transportations	7	35.0	35.0
	Water	3	15.0	15.0
	Energy supply as required to use	2	10.0	10.0



Finance to invest	3	15.0	15.0
Creating activities to the guest	3	15.0	15.0
All of the above	2	10.0	10.0
Total	20	100.0	100.0

Source: Primary data.

The guest experienced water problem during the time of their visit was 35 percent. They also observed if the village has to make it really a tourism destination the investment is lacking, it could be a best village to visit in Nepal and many other villages will also learn on how to manage a home stay in the village.

## V. FINDINGS

Ghale Gaon is becoming a tourist destination, and the village is trying to give a traditional culture of Nepal, tourist visitors from Native is dominating few foreign tourists also visited to the village. Most of the visitors said they have suggested to improve in rooms should be made comfortable some as luxury since the native tourist are looks secured and comfortable living likewise the foreign tourists, Eco-friendly, and some were suggested creating activities to the guests so that they will enjoy the rural setting culture and way of life. All houses should have internet connections or it should be made centrally located wifi free village, rural setting with modern amenity.

## VI. RECOMMENDATIONS

- The village should improve its living conditions and develop activities to engage the tourists.
- Smart village need to prepare in different sectors, such as garbage collection and disposable, internet connections, no interrupted energy source.
- Easily accessible to attract soft tourists, when they reach to Beshisahar, there should be receiving counter and manage reliable transport.
- Welcoming to the guest should not be made expensive and cumbersome, when they co enter to the village simply, they should offer Tika and flower giving at hands and guide to the allocated houses.
- Modern kitchens at the houses need to be prepared since it is related to the health issue of the house owner.
- If someone wants to Trek, they should be suggested from Khudi and Beshisahr to Baglungpani route, these routes will be suitable and the condition of the route should be explained in Beshisahar.
- Cultural show needs to be made in centrally located areas and it should be made on demand and alternative days as regular and certain fees to enter in the cultural show should be introduced, so that artist will have certain income.

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