

Entrepreneurial Roles of Home-stay Tourism in Gabhar-valley Banke, Nepal

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Abstract

This study investigates as an example of model sustainable tourism and rural entrepreneurship in western Nepal, Gabhar Valley Homestay program at Ward No. 1 in Baijanath Rural Municipality (Banke District). A place of many ethnic groups, Khas, Tharu and Dalit, a mixture of Khas Mishimi culture that is Not exactly pure Khas but Khas blended with influences from other Tibetan-speaking peoples Tibet, Nepal, Bhutan or Sikkim, Kham refers to part of Tibet and Amdo. is colorful and pleasant enough for development. Currently 27 families are operating homestays. The study shows how tourism, by surging into such hospitality activities as b&b-style homestays, cultural events (both traditional song festivals that stay close to their roots and home-tourism in the region whether as part of your travels or a separate trip altogether), sustainable wooden crafts and agriculture for local consumption, sustains people's lives in a way that census data trustworthily detects. The survey results revealed that 63.77% of people who filled in the questionnaire were stayers - 30% and up for providers. 30% of the people earn between NPR 50,000 and NPR 100,000 a year from tourism. Nearly half are dependent on farming for their livelihood. This does not mean, however, that there are no problems in need of finding solutions, like poor digital access and infrastructure.

Key words : Community-based, entrepreneurial, homestay, sustainable, tourism

Introduction

With this fresh start, homestay tourism has grown right from its core, leaving no doubt as to its popularity. More tourists are willing than ever before! At such a place they can see at first hand traditional culture, customs and unsurpassed natural beauty. With homestays visitors really enter into local life--and may find themselves taking part in a wedding until the wee hours (Khizar 2023). Homestay tourism is just the ticket for rural Nepal. It helps raise peasants' living standards and preserve their traditions: an all-around good thing (Kadayat & Upadhyay 2024). This not only raises the local economy but also forces community members to be self-reliant and to display entrepreneurial spirit. (Suyanto et al 2024)

The Gahbahar Valley Community Homestay was a significant boon to the local economy, particularly in getting women involved in tourism. This is the first community homestay of its kind in the district, consisting of 23 houses that allow people from various Tharu and Khas (Brahmin, Mugal Chhetri, Dalit) cultures to stay. Visitors can really taste the kitchen secrets and rustic fare (Development of Kathmandu, 2020). This program hasn't simply improved the economy; it has also brought people together and sought to encourage those who work hard and innovate by themselves. More effort must be made to understand precisely how homestay tourism helps people escape poverty when they start a business, with a focus likely on communities in poor rural areas (Khatri, 2023). The Gabhar Valley project offers a good example of how homestays can help communities while preserving cultural heritage and natural resources. It demonstrates what they can do to drive rural development in Nepal (Oli et al., 2024).

Tourism is vital to the country of Nepal. These visitors come from all over the world to take in our magnificent landscapes and enjoy Nepal's rich cultural heritage (OliWoli, 2024). Community tourism, especially through the use of homestays, has been growing steadily in popularity over the past ten years. As a more sustainable and empowering alternative to the old style of tourism which endowed tourists with a bird's-eye view rather than inside look at cultures. These homestays give you a much deeper appreciation of local culture than does over night in a hotel; they are also significant cash earners for rural people(Woli, 2002). Out as example of how rural entrepreneurship can breathe vitality into the economy Homestays have become a new economic lifeline for Gabhar Valley. People from Nepal and other places come to visit the place because it is still a paradise, replete with natural scenery and lively village customs (Sedai, 2006). Homestay hosts here are both entrepreneurs and cultural pioneers. They treat their guests with tremendous warmth and let them experience genuine culture. And that's a growing additional income source (Saremi et al., 2024)

With the rise of homestay tourism, Nepal tends to be making rural areas more attractive and encouraging local people get cultural experiences while at the same time making a little extra money on the side that is ploughed into the startup of new businesses.

Homestays like Gabhar Valley Homestay have been successful, particularly as regards giving women more authority and prompting them to learn to stand alone. By comparison, very little is known about how these programs breed and foster entrepreneurship or act as grafted in soil. Even well-run homestays are still beset by such problems as bad roads or lack of them, which render them hard to get to, no Internet access (or limited access), ineffective advertising and tourists coming in spurts. A balance has not been struck as yet between the growth of tourism and protection for the environment.

This study starts from the Gabhar Valley as a research site, using in-depth questionnaires on experiential factors of local entrepreneurship among all villagers. It also encompasses casual observation and the practice heaping on more important than talk, providing a comprehensive overview to assist in understanding and guiding decision-making for rural homestays.

Objective of the Study

The objective of the research article is to explore Gabhar valley Homestay as a model of entrepreneurial roles within Nepal's homestay tourism of the study area.

Literature Review

According to Dong (2020), in Nepal, when you visit rural places with homestay tourism might not be a bad idea either for making cultural traditions take root or alternatively keeping them alive at all! A homestay is quite different from any other hotel. Here, guests live with ordinary families. They can join in all their activities and get to know what life is like in that region (Dada et al., 2024).

This special form of tourism is environmentally friendly. The money generated is spent locally (Gurung & Scholz, 2008).

To hit a potential that Nepal has, the Government of Nepal is adopting these measures. (Kafle, 2023) For example, lately the Nepal Tourism Board has started advocacy of rural homestays among locals by providing them with training and funding. As a result, beneficial homestay are everywhere, such as the famous Gabhar Valley Homestay Phosesa(2020).

Nepal's beautiful landscapes and rich cultural diversity make it a great place for community-based tourism to grow, especially through homestays (Sapkota, 2019). A community is a group of people who live in the same area and have similar interests, tastes, or other traits. This helps them to feel connected, it gives them a feeling of common identity (Pathak, 2023). Traveling stays are an opportunity for foreigners to get genuinely close with the local culture and daily life. They also create employment opportunities and increase income for rural areas (Jamal & Dredge, 2014). Built on this model is Banke District's

Gabhar Valley. Homestay tourism has to be a combination of business sense, cultural preservation and eco-tourism, but for this very reason it is a great successful story. Gabhar Valley is a wonderful example (Acharya & Halpenny, 2010).

Most Nepali homestays are small businesses run by local families. They provide a way for guests to experience the culture of each region (Hoque et al., 2022). Some of these projects get help from government programs and nongovernmental organizations in order to improve the rural service sector, reduce poverty and so on (Woli, 2023). These homestays have been founded on the principles of sustainable tourism, meaning they aim to stay as free from industrial mass tourism as possible; give power back to their own communities (help them preserve local customs and so on) or have local people helping with management; and maintain cultures for future generations good--knowledge of how traditional culture works in practice is kept up amongst later students (Phelan et al., 2020).

The Gabhar valley Homestay is a great example of how people in rural Nepal are starting their own businesses. Local people have come up A token offering of several hundred kilos run between October 2026 and September 2028 allowed Agriculture Development Unit (ADU) to conduct trials. On account of the quality, pedigree improved output increased from 20-300 kilos per hectare in 1978 to 60-800 1986. Learning valuable lessons from these experiments, new participants were in a highly profitable position by the time peanut was tasted by grateful villagers on spring (!) (Wani et al., 2025). This keeps such practices alive and allows them common (and people's) sights to appreciate (Jamilah et al., 2025).

It shows women, in particular, more options to gain power. A good number of people have become financially independent and leveled up their standing in the community through managing homestays and taking leadership roles. (Yaja et al., 2023) The environmental aspect is also part of the homestay mission. To this end, operators have managed waste systems using solar power and thus have reduced the load on local ecology (Lagun, 2023). They also work with travel agents and tour companies to market the homestay to more people. There is also an online and cyber presence. It has helped the community in many ways, not just by getting people a place to stay. (Gautam, 2024) It provides a reliable income source for the families who run the homestays and people in other local tourism-related service sectors. This has helped to boost the local economy, bring people together, and give them new pride in their culture and history.

That must be counted as another success or realization of its dream to come true. People running the Gabhar Valley home end now are a great help cranking up the region's economy. There is money to be made by receiving guests and providing essential services, plus job opportunities for people living nearby.

The result of these homestays goes far beyond that of a single family. Entrepreneurs work with local NGOs and government agencies to do development. The desire of village people to create development ultimately brought environmental pollution to the area. Local government took hold this time and supported the villagers in their efforts not to rely on outsiders. By working together in this way, they can help the community become more secure, interconnected and also wealthier.

Operating home-stay venues at the foot of Gabhar Valley is also part of the local tourism industry, but problems are insurmountable. A lot of people do not know how to make money, can't market their service well or have poor infrastructure. Also, the fact that different seasons attract tourists to Nepal makes it hard for this sort of business to succeed all year round (Khadka, 2025). To get round these problems and ensure that home-stays enjoy sustained success in future, government, non-governmental organizations and the business sector must join forces together (Singh et al. 2021).

Research Methodology

This research was conducted in the Gabhar-valley Homestay area, Ward No.1, Baijanath Rural Municipality, Banke District, western Nepal. It sits on the Terai plain. Here it has a tropical climate with hot summers and warm winters and monsoon rains during summer. According to the Municipal Profile (2074), there are people living here from many ethnic groups. The people the greatest numbers are Khas, among whom live 23 Mugali/Humli/Dolpali Chhetri families, one Brahmin family, one Dalit family and two Tharu families. The most common forms of enterprise are agriculture, foreign remittances, and ecotourism.

Educational and sociological levels are high and low here. Gabhar-valley Homestay is an attempt at community-based, sustainable tourism that serves local businesses and protects ethnic uniqueness. The attack focused on 27 families specifically chosen for their spadework in the farmstay program. A mixed-methods approach in 2025 combined questionnaires, interviews, and observation in the field to see how host families managed their hospitality, where they made community decisions with visitors, and how local villagers entered into this process.

Results and analysis

In this chapter, data collected are analyzed and interpreted. The findings follow. Cultural Groups Group significance - Description, individuals with a common view and behavior values that are recognised through their thinking and conduct. Among Tharu cultural groups, for example, a variety of cultural programs are staged to welcome guests at their homestay, illustrating intragroup diversity. Tharu are an aboriginal community mainly residing in Nepal's Terai and Inner Terai regions Utilization of Fees from Cultural Programs Community Homestay,

Gbhar Valley raises tourism consciousness, raises Tharu culture. A financial protocol has been formulated by them to distribute the income from cultural programs with 90 percent going to members and 10% devoted towards Tharu cultural development and popularization; provision facilities for visiting areas which are safe for the environment; species-protective projects on biological diversity/habitat development etc., and also initiatives aimed at controlling local pollution levels.

Table 1*Utilization of Fees by cultural Program*

Cultural Program	Amount in Rs.
Member of the cultural group	90%
Gabhar Valley Community Homestay	10%

Source: Gaver-valley Community Homestay Calendar, 2025

In Table 1, 90% of the gross revenue goes to cultural projects, while 10% is earmarked for social, wellbeing and training activities. As indicated by the figure above, Gbhar Valley Community Home-stay enables economic development and a better standard of living for local inhabitants. 90% of this money will go towards the cultural projects, and 10% supports humane efforts and environmental awareness programs.

Employment Status

Homestay tourism in Gbhar-valley Homestay Village and nearby areas has improved economic conditions and living standards, offering local jobs in various roles.

Table 2*Employees in Homestay*

Employees	Number	Percent
Family member including owners for homestay management	125	63.77
Tourist Guide	5	2.55
Driver and jungle safari	3	1.53
Cultural programmer	35	17.86
Others	28	14.28
Total	196	100.00

Source: Field Survey, 2025

Table 2 shows that 63.77% of respondents qualify as family members or homestay managers (owners), 17.86% work in cultural programs, 14.28% are homestay-movers, and 2.55% work as tourist guides. With encouragement from the local government, it is easy to see where most jobs have gone.

Other Professions of Respondents except Homestay

Respondents were asked whether in addition to their vocations, they have another job. Tourist guides and safari drivers do not, but some other people have subsidiary income. Household members of guest houses and beauty parlors help out in their own professional capacity when there is spare time in this time of need. See below for details.

Table 3

Subsidiary Occupation

Employees	Number	Percentage
Agriculture and livestock	13	48.14
Private business	5	18.52
Wage labor	2	7.41
Private Service	3	11.11
Livestock (Poultry farming, fish farming, goat farming and so on)	4	14.81
Total	27	100.00

Source: Field Survey, 2025

The information in Table 3 indicates that among households offering homestay services, 48.14% obtain secondary jobs in agriculture and livestock, 18.52% go into private business for themselves, 14.81% own small pieces of livestock. Beyond this, 11.11% turn to private services off campus. 7.41% are in wage labour off season. Homestay tourism however, is often in remote areas. It promotes the local heritage as well as providing cheap accommodation. On the other hand, it displays local cultural aspects and traditions.

Income for Homestay Tourism in the Survey Area

Young men in Shalou First Level Homestay Village receive relatively substantial earnings from employment in tourism as opposed to their fellow villagers involved in other work.

Table 4

Total Income of Homestay Tourism of Study Area

Income Per Month (Rs.)	Number	Percentage
8000 –10000	1	3.70
10000 –15000	3	11.11
15000 –20000	4	14.81
20000 –30000	5	18.52

30,000 –50,000	6	22.22
50,000 –1,00,000	8	29.63
Total	27	100

Source: Field Survey, 2025

Table 4 shows that 29.63 percent of respondents make between Rs50,000 and Rs100,000, 22.22 percent make between Rs30,000 and Rs50,000, 18.52 percent make between Rs20,000 and Rs30,000, and 14.81 percent, 11.11 percent, and 3.70 percent make between Rs15,000 and Rs20,000, Rs10,000 and Rs15,000, and Rs8000 and Rs10,000. Those who work in homestay tourism like guides, cooks, and drivers, normally make less money versus those who own tea stalls, medical shops guest houses and homestays.

Cost for Tourist

Local residents run homestays in their homes at low rates, profiting from offering local culture. High tourist seasons lead to increased staff and expenses, while off-seasons cause financial strain and hinder expansion. Table shows per-head nightly charges in bellows.

Table 5

Cost per Night at Homestay

Cost per Night	Number	Percentage
800	6	22.22
1500	8	29.63
2000	9	33.33
Others	4	14.82
Total	27	100.00

Source: Field Survey, 2025

Table 5, indicates that 33.33 percent of homestay owners charged Rs. 2,000 per night per room, while 29.63 percent charged Rs. 1500 and 22.22 percent charged Rs. 800, with 14.82 percent pricing based on services.

Table 6

List the Prices of Wooden Products in the Gabhar-valley Homestay

S.N.	Wooden Products	Per Piece Price (Rs.)
1	Chapping Board	500-2500
2	Dish/ Plate	300-1000
3	Wine glass	200-1000
4	Table	4000-10000
5	Decorative items in hotels/ restaurants/ homes	100-15000

6	Dokni (Okhal)	300-3000
7	Bed (Khatiya)	3000-7000
8	Belana	200-500
9	Theki	1000-5000
10	Maadal	1500-2500
11	Tray	200-1000

Sources: Field Survey, 2025

Table 6 displays various wood-made products being produced in Gabhar valley Community Homestay, all firmly based on local labor and forest resources. These goods are increasingly used by both domestic and foreign tourists. Local entrepreneurs actively engage in producing and using them, thus bringing in earnings from businesses created on their own. All these products fully express the cultural, aesthetic and hygienic life-views of the people. Such entrepreneurship has helped to establish Gabhar valley as a model venue for community-based enterprise development. Entrepreneurial Model of Community Homestay Homestay enterprises grow in Gabhar valley due to individual ambition plus financial necessity and the strong desire to protect one's cultural heritage. For some tourism was a means of earning a living while preserving their traditional life-style. Individual objectives, backed by communal support, were the incentives.

Government initiatives, non-governmental organisations and the success of neighbours who had gone before inspired and encouraged them. The harmonization of authentic culture and modern hostelry is what homestay in the Gabhar valley is all about. Handcrafted wooden plates, utensils and furnishings made with timber harvested from the local forest to help improve the tourist experience are all created by people from there. Using wood from the local forest, villagers fashion hand-made artifacts which enhance the experience of hospitality for tourists. These "green" items are of great value in attracting eco-tourists to visit our area, and indeed they actively assist local people in producing them.

Gabhar valley Homestay makes visitors privy to living in the traditional Tharu-villager way of life. In addition to Mugali cooking and raksi, they enjoy Tharu foodstuffs such as jaad, dhikuri, chatani and ghungi. The star turn includes cultural performances and storytelling, making it a perfect example of community-driven long-term tourism.

Environment Friendly and Sustainable model of Community Homestay

Is practiced as a principle of the Gabhar-valley Community Homestay and that harmonizes with the conservation objectives of the Gabhar-valley Park. It involves eco-tourism and sustainable leisure careers: A project by the International Lions Club, collaborative effort of local communities, non-governmental organizations and several government organizations. Planting trees and forming community forest user groups are significant projects in Gabhar-valley Park, for they can also serve to protect its surrounding forests. The local people also encourage families with private forests to grow more trees so as

both to protect biological diversity and earn cash from such tree products as mushrooms and medicinal herbs. The homestay not only teaches residents how to safeguard the environment and encourage sustainable living, but also brings lots of eco-tourists to this attraction by combining preservation with tourism.

Agro-biodiversity and Mixed Food Dishes Model of Tourism

Visit the Homestay in Gabhar Valley as a means of exploring agro-biodiversity-based tourism also offers a different possibility, that is, a chance to live among one of Nepal's most challenging climates and ecologically Amazon-like regions. However harsh the climate may become, local farmers there still find plenty to eat thanks partly to these early (breed) varieties, bred for both waterlogging and the aesthetic sensibilities of modern consumers--a characteristic lost today in most plant breeding efforts.

Using a mixed dish model in which dishes like Tharu, Mugali, and Chinese have their special place alongside such other world (worldwide) cuisines as Indian and American, you can also find the region's rich culinary tradition. Alongside the friendly hosts of Khas, Tharu, Dalit, Magar and Gurung, who appear to have plenty of time for storytelling and traditional farming methods friendly enough to strangers invited as if they were family, The homestay is a vivid model of eco-cultural tourism, where nature, tradition and community live together peacefully. The centralized, service-oriented approach to creating a worldview in which ecology conservation can inspire all-inclusive tourism comprises one hallmark of biodiversity-based travel.

Krishna Chaudhary: A Symbol of Dynamism in Entrepreneurship at Homestay Tourism

Krishna Chaudhary has long been a well-known rural entrepreneur in Gabhar Valley. Krishna was said to have turned rubbish wood into beautiful handmade pieces that have found a niche at home, in restaurants and homestays.

People call this "circular economy" and it makes people care more about the environment. Often the first thought that comes to people's mind when they think of making goods is people themselves, and its fine product is what people like most. Growing herbs and medicinal plants in the region, he can take care of modern health needs with ancient knowledge of nature. As for these natural products, let them also live on in the old ways of medicine that still pass to this day and are sought after by health-conscious globe-trotting travelers. His greatest thought has been to establish gene banks and zoos in the region, preserving them against extinction. Herewith not only are the original species of plants saved, but their on natural pollination, pest control and soil enrichment are provided. This furthers stable agriculture. His many projects show that in some ways he understands more about capitalism: by helping people and the environment, preserving national culture it also makes

money. And people say that the Gaba Valley Homestay under his leadership is an example of ecotourism, sustainability and stamina.

Discussion

."The model of rural innovation, cultural pride and concern for the environment that signals long-term development fills Gabhar Valley community homestay."

"This work, springing from the villagers' hopes for economic independence and the pride they feel in that which is their own, has become a model of sustainable tourism."

It was not just a matter of going it alone. Instead, through mutual effort and cooperation between local families, government agencies, NGOs and community leaders, they all shared the vision for breaking tradition turning opportunities into reality (Gen Juyan)

Moreover, perhaps the biggest benefit of staying in a homestay is that visitors can fully experience the Tharu culture--good cuisine, skillfully crafted wooden artwork, etc.

Locals use forest produce harvested in nature's way of doing things to make everyday articles such as cups and plates. This would bring together the accumulated knowledge (carried down from generations) with a modern awareness for nature conservation.

Such slight features help not only the question of biodiversity left in waitress's minds, but really do give someone an entirely unique and unforgettable experience.

Both part of the Gabhar valley's mission for conversing TP - Chepang has to be found elsewhere it be gets realized as well. Trees, forestry conservation and private green belts each illustrate how tourism might serve as a replenishing resource. The Environment is degraded on the other hand began with this report in 1948. "This is in line with regenerative tourism: tourists can help to rebuild rather than destroy what they visitatively. Another selling point is its diversity. Diners get to savor dishes which represent Khas, Tharus, Dalit people, Magars and Gurungs - a rich mixture that benefits social harmony while at the same time celebrating the ethnic diversity of Nepal. Traditional agricultural practices combined with local seed banks ensure food sovereignty and thus climate resilience - indeed, in both history as well as resurgence, the homestay is well grounded all feedback.swf. As the pivotal figure between, with Krishna Chaudhary as its focal point (a local leader whose I got EACH movie made or building things concrete). With such acts as using waste timber for woodwork, herbal wellness and promotion of biodiversity banks he has shown that small, community-based ideas can produce large results. Gabhar valley's story offers valuable insights for anyone involved in creating a tourism that serves people, culture and the planet.

Conclusion

The Homestay Program in Gabhar Valley shows that community-based tourism is sustainable and eco-friendly, as well. The Gabhar Valley home stay program has made big difference to local people's lives, while at the same time allowing those in the valley to maintain their traditions and wisdom. The result is that both methods have environmental value: producing few toxins, while at the same time increasing knowledge and skills about how to live more in harmony with the world. The program covers a wide range of activities, including living with a local family; performances of traditional culture; eco-tourism; arts and crafts; and organic farming. All these things help households to earn more money and also make the community stronger.

Despite its considerable achievements to date, the program still faces great problems, including insufficient infrastructure, lacking digital networks, under-management tools and not enough money. All parties including Governments, civil society and business need to work together to solve these problems. It is still crucial to ensure that local people are involved in planning and implementing projects. Given the right kind of support and a policy framework that includes all, the Gabhar Valley model presents an excellent pattern for sustainable rural tourism throughout Nepal.

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