

## Knowledge Sharing Session on Great Himalaya Trails

### Context

The Great Himalaya Trails (GHT) is a network of trekking trails across the foothills of the Himalayas in Nepal. These trails enable visitors to experience Nepal's mountains and landscapes whilst promoting sustainable practices. The trails exist from Humla and Darchula in the West of Nepal to Kanchenjunga in the East, and through popular trekking areas of Everest and Annapurna, to the more secluded treks in Dolpa and Makalu Barun. The GHT brand represents more than 50 trekking itineraries ranging from a four-day hike to a more grueling 152 day trek.

As a brand, GHT offers improved quality, safety and sustainability for Nepal's tourism offerings, thereby providing visitors with tourism products that meet safety standards, and also contribute sustainable local income generation. GHT is based on a comprehensive guideline for sustainable trail products, these include processes and systems for trail infrastructure and means in which to benefit to local communities. Trails products are accessed and designed through effective information management (trail signage), safety, quality standards, environmental sustainability and fair working conditions. The same applies for trekking services (accommodations and food outlets) along the trekking trail. The GHT certification and standards are developed on the principle that better standards in trails and enterprises will lead to products that are more marketable and more sustainable environmentally, socially and economically.



## **Knowledge sharing session on GHT brand awareness**

To sustain the implementation of the brand further, a knowledge sharing session was held at the Annapurna Conservation Area office on the 7th of March 2018, in Pokhara. Participants in the session included members from leading tourism management associations responsible for tourism development in province 4 of Nepal.

The session touched upon the following topics:

1. GHT brand story;
2. GHT brand overview: trail and enterprise standards;
3. Sharing the lodge designs that need to be developed in the region to tap into higher paying clients;
4. How the GHT portal can create market linkages for tour operators willing to differentiate their service standards and offerings.

A presentation on a trail audit was conducted by an ACAP Tourism Officer and NTB Tourism Officer. The presentation highlighted the current condition of the Annapurna Basecamp Trail and outlined the need for safety infrastructure along the trail. Annapurna Conservation Area will work on the required infrastructure as identified in the trail audit and will continue to replicate trail standards on other trekking trails in the Annapurna Conservation Area.

The knowledge sharing session highlighted the need to integrate trail and enterprise standards tourism development plans of the provinces.