



# Home stay in Uttarakhand: A stepping stone towards new horizon in tourism industry

Dr Neelam Parihar<sup>1</sup>, Dr Usha Pandey<sup>2</sup>

Lecturer Accounts, J.S.B.G.I.H.M College Almora,

Asst. Professor Commerce, M.B.P.G College Haldwani

## ABSTRACT

In today's era the emerging concept of home stay tourism and hospitality is gaining popularity as it helps in boosting the economy, sustain ecology by minimizing migration and conserving local culture and traditions. Home stay is the best way to experience the famed Himalayan hospitality of Uttarakhand by staying in someone's home as a paying guest where the guest's are provided with budget friendly as well as luxurious accommodation and services by individual family and the local community. The Himalayan state of Uttarakhand is blessed with geographical, cultural and environmental diversity and a peaceful environment has positioned it as one of the most visited states in North India. Tourism in this region has a wide scope in which home stay plays an important role and has a great potential in itself. The purpose of this paper is to analyze the concept, potential and their future in Uttarakhand.

**Key words: Home stay, Tourism, Potential, Future, Uttarakhand.**

## INTRODUCTION

In Uttarakhand, tourism is already a major driver of economic growth and livelihood promotion. Untouched nature in its entire splendor is what Uttarakhand offers visitors. The state has been blessed with gorgeous natural beauty. The fact that almost 45.43% of its geographical area has a dense forest cover, make it all the more remarkable. The economy of the state has been mainly conquered by the service sector including tourism which contributes a major part to the total GSDP. The number of tourist visiting Uttarakhand has consistently increased from 22 million in 2014 to 39 million in 2019, and registered a CAGR of 11.97%. Tourism as a service sector is a key contributor to the growth story of Uttarakhand. Economic growth, employment creation, unification of various societies, strengthens the local economy, income and foreign exchange, infrastructural development, conservation of natural environment, cultural assets and traditions are some of the important economic benefits provided by the tourism sector. Tourism in Uttarakhand has a wide scope in which home stay is playing major role in mounting tourism in

Uttarakhand. Home stay is an emerging concept in tourism and hospitality industry which is also considered to be the best alternative to hotel accommodation. A home stay is very similar to a hotel but with the grace of home like ambience in which guest stay in a family home or nearby. In home stay the host become more than just a provider of lodging, they are keen to assist and support you while you are there and visitors get a chance to spend time with the family, observing their customs, values and culture, which gives them the opportunity to feel the taste of rural life. Home stay has changed the old and established scenario of hospitality trade in the state and can be a tool for the sustainable development of local community. Home stay in Uttarakhand has a unique opportunity to establish a sustainable form of tourism by using home grown resources, existing structure, natural settings and the rest. Home stay is the best way to experience the famed Himalayan hospitality of Uttarakhand. Home stay is a form of hospitality and lodging where by visitor's share a residence with a local of the area to which they are travelling. The length of the stay can vary from one night to over a year.

Uttarakhand's helping and scrupulous people are as diverse as its many natural features. Several indigenous tribes calmly co-exist, each keeping alive its own distinct culture. People from Uttarakhand are simple and warm and follow the ancient Vedic tradition of 'Athithi Devo Bhava' or Guest are God' and they welcome their guest with open arms and offer personalized care and services and expand a sense of responsibility towards our guest. There are many registered home stays available in this heavenly state of India where one explore rural locality, full of splendid natural surroundings, enjoy local culture and cuisine, and explore hidden spots with the help of native people. The options and services are many as diverse. Choose from living in ancient historic havelis, heritage building, plantation bungalows, village huts, contemporary residences, and remote rural cottages. The home stay seeks to draw tourist away from posh and crowded urban areas to the rural vicinity full of splendid natural surroundings, by providing them with clean, comfortable and budget friendly accommodation and food. It offers the chance to experience new and untapped places which has enabled the government to popularize new tourist destinations and provide alternate source of income to the rural folks. There is a need to look into this emerging form of tourism from different perspective of various stake holders' like tourist, local community, and policy makers. There are various constraints which can be resolved by active participation and engagement of communities. Tourists are increasingly being influenced by online and social media platform. Greater emphasis needs to be placed on social media and other online portals for popularizing home stays as a tourist product.

## OBJECTIVES

The present study aims at fulfilling the following objectives:

1. To study the concept of home- stay tourism in Uttarakhand.
2. To find out the status and potential of home-stay tourism in Uttarakhand.
3. To examine the future scenario of home-stay tourism in Uttarakhand.

## RESEARCH METHODOLOGY

Uttarakhand state is selected for the present study. In the present study descriptive research design is used because the study aims to describe the “Home stay in Uttarakhand: A stepping stone towards new horizon in tourism industry”. The present research paper is based on secondary data collected from published research paper, thesis, articles, journals, newspapers and websites.

## LITERATURE REVIEW

- Jaswant Jayara (2017), Present a research paper on "**Home Stay Tourism in Uttarakhand- Opportunities & Challenges**" and found that Home Stay tourism has emerged as a community based concept with different themes in both developed and developing countries. The Home Stay can be a tool for the sustainable development of local community. It is a new concept adopted in Uttarakhand. Numbers of entrepreneurs are eager now to incorporate in this business. It is a form of tourism that generates less environmental and socio-cultural impact as compare to mass tourism. Hence there is a need to plan well to extract the expected benefits. The Government needs to do lots of homework and make an effective plan and policy for the development of Home Stay in Uttarakhand. However Home-Stay tourism in Uttarakhand, is facing different challenges due to the, misconception of Home Stay, lack of entrepreneurship skills, poor community participation, lack of training, unbalanced demography, unwanted political involvement and lack of co-ordination among stakeholders.
- Md Massod Imran (2018), Present a research paper on "**A Community Response to Tourism, Focusing on the Home Stay Program in K Village in Nainital, Uttarakhand India.**" He studied that K Village has not developed any form of community-based tourism. Because the region focuses mainly on agricultural production, the average income of households that have recently become involved in the tourism industry is no higher than that of families who are not involved. This may reflect the fact that the community is not involved in tourism development.
- Dr. Anupama Srivastava and Sanjay Singh (2019), present a research paper on "**Sustainable Tourism Development: Potential of Home Stay Business in Uttarakhand**" and found that Home Stay is a new and emerging accommodation sector in India. Home Stays are generally located in the rural areas. So the impact of tourism which was till now limited to only commercialized tourist areas will soon reach the villages. Undoubtedly, home stay tourism would bring economic development and employment growth in rural areas. However it is so closely connected with local people of visited destination, the impact of local culture and environment would be very high.

## ANALYSIS AND INTERPRETATION

Home stays are a growing phenomenon across the globe. The popularity of home stays has increased in the post- covid era when social distancing, cleanliness, hygiene and privacy have become the top priorities for travelers. Hotels have several touch points and larger footfalls compared to home stays, which has made the latter the preferred getaway accommodation in the current scenario. Tourism, specially the home stay programmes, is a very important part of service sector in Uttarakhand. The response to these programmes has been encouraging due to sustainable tourism initiatives by the government. Home stay is a form of tourism that provides a sustainable platform for cultural exchange, generates more employment and livelihood opportunities in their own village or town, an opportunity to learn new languages and skills, economic development and many more. Additionally, the informal environment, flexibility, and value for money provided by a home stay, especially when travelling in a large group are other factors that have been driving the growth of this segment. The concept of home stay has already been flourishing in Uttarakhand. Home stay tourism offers feel of homeliness which is not found in other forms of accommodation. It has emerged as an emerging concept and can be a tool for sustainable development of local community, entrepreneurial abilities and economy. Numbers of entrepreneur are eager now to incorporate in this business. There are many tourist spots located in the rural areas of Uttarakhand which are abundant with natural beauty and cultural heritage which enhance the future potential of home stays, but due to the absence of proper lodgings and food facilities, tourists are deprived from exploring such beautiful places. The government has over the years provided several incentives such as subsidies and relaxation in licensing rules etc for home stays as it helps in promoting eco-tourism, rural tourism, and improved the socio-economic conditions of the region by creating alternate income for the local communities. **Deen Dayal Upadhyay Home Stay scheme** has started on 20-06-2020 by the Government of Uttarakhand for the well being of the local people along with providing unprecedented experience to the domestic and foreign tourist visiting Uttarakhand. Under this scheme, for hill areas government provides capital subsidy of 33% or 10 Lakh, whichever is minimum and for first five years of loan payment, interest subsidy is 50% of the interest or 1.50 lakh per year, whichever is minimum and for plain district, 25% of the cost or maximum 7.50 lakh basic subsidy and maximum interest subsidy benefit of 1 lakh per year for five years. Now any person can improve their financial condition by using their home as a resting place for tourist. Under this scheme, the Home Stay policy is applicable for residents of Uttarakhand only, people living in hill areas and in plain areas can convert their houses to Home Stay. Home Stay needs to compulsorily provide food to the tourist and 1 to 6 rooms can be arranged for tourists.

Table No. : 01

**District Wise Home Stay in Uttarakhand in July 2023**

Sr. No.	Name of District	Number of Home Stay
1.	Almora	445
2.	Bageshwar	167
3.	Chamoli	605
4.	Champawat	146
5.	Dehradun	693
6.	Haridwar	65
7.	Nainital	808
8.	Pauri Garhwal	236
9.	Pithoragarh	708
10.	Rudraprayag	263
11.	Tehri Garhwal	329
12.	Udham Singh Nagar	11
13.	Uttarakashi	675
<b>Total</b>		<b>5,151</b>

Source: uttarakhandtourism.gov.in

According to Table No. 01, there are 5,151 Home Stay in Uttarakhand. Nainital district have most Home Stay compare on other district. Nainital district have 808 Home Stay, Dehradun have 693 Home stay and Uttarakashi have 675 Home stay. Udham Singh Nagar has lowest Home Stay. In Udham Singh nagar, only 11 Home stay available there.

**Top 10 village Home Stay in Uttarakhand:**

1. The Den corbett Resort & Spa
2. Dwarahat Village Home Stay
3. Katyuri Kings Village Home Stay
4. Chalo Danda Forest Farm Home Stay
5. Zero Degree Home Stay
6. Village Home Stay
7. River Valley Home Stay
8. Buggy Stays/ Jungle Huts Home Stay
9. Aashritha "The Heritage Home Stay"



## 10. The Meadows Chopta Camp Stay

There are many registered Home Stays available in this heavenly state of India where one explore rural locality full of splendid natural surroundings, enjoy local culture and cuisine, explore hidden spots, all this with the help of native people. Home Stays are generally located in rural areas. The Home Stay program will be the main feature of the village's community based tourism program. The rural areas of Uttarakhand are not developed any form of community based tourism, because the region focuses mainly on agriculture production. The agriculture income of the state is not so high. Home Stays tourism helps rural people to increase their income, so the government needs to make attention in rural areas for Home Stays tourism. There are immense opportunities for tourism development in the state. The government has already taken up the development projects for promoting tourism in the state including home stays. However, the home stays segment is still at a nascent stage and is highly unorganized with a presence of very few branded hospitality player, especially in the luxury segment.

## CONCLUSIONS

Uttarakhand is a state in the northern part of India. It is often referred to as the "Devbhumi" due to its religious significance and numerous Hindu temples and pilgrimage sites found throughout the state. Uttarakhand has a rich and vibrant cultural heritage. It is also rich in natural and Biodiversity. There are many opportunities for tourism development in the state. Investment in tourism sector constitutes priority of state government to boost economic growth and development. Government of Uttarakhand and its communities are trying to promote home stay tourism in order to boost their economy, stop migration by creating local employment opportunities and earn foreign exchange earnings but digital based promotion like creating website that tell about home stays in an informative and engaging manner, search engine optimization, social media marketing, physical print marketing materials and many other forms of digitalization is must for the growth and development of home stay tourism and achieving success in them. Tourists are increasingly being influenced by online and social media platform. Greater emphasis needs to be placed on social media and other online portals for popularizing home stays as a tourist product. By utilizing these various digital based and physical promotion methods and channels, we can make home stays business popular among travelers and make it their preferred choice for stay. This ultimately will make home stay tourism more profitable and financially prosperous. Developing a good quality home stays can help in tapping the full potential of tourism in Uttarakhand in the future. Home stays can help the tourism sector of an economy at places where developing a hotel can be commercially unviable due to the high land and construction cost and the tedious approval process. Developing a luxury home stay at such locations will be a better value proposition due to lower overhead costs and higher profitability compared to a regular hotel and will also help in the holistic development and growth of the destination itself. So, the Government needs to make an effective plan and policy for the development of Home Stay tourism in Uttarakhand.

**Reference :**

1. Sustainable Tourism Development : Potential of Home Stay Business in Uttarakhand, Dr. Anupama Srivastav & Sanjay Singh, IJMRT. volume13. Number1. January-June 2019,51-63
2. euttaranchal.com
3. Home Stay Tourism in Uttarakhand : Opportunities and Challenges, Jaswant Singh Jayara, Journal of Advance Management Research, ISSN: 2393-9664,vol.05 Issue 05, December 2017, Impact Factor : 4598
4. Tourism Sector in Uttarakhand : A brief overview after the state formation, Dr. Bharti Jaiswal & Dr. Madhu Bisht. International Journal of Research in Economics and Social Sciences, vol. 7 issue7, July 2017, pp-277-295, ISSN(o): 2249-7382| Impact Factor: 6939
5. Tourism In Uttarakhand : an Introspection, Dhiraj pathak, Indu Tiwari, Shashi K Tiwari, International Conference on Recent Development in Engineering science, humanities and Management, 14 May 2017, ISBN: 978-93-86171-36-8
6. Uttarakhand Tourism Policy 2030
7. State Domestic Product of Uttarakhand, Directorate of Economics & Statistics, Department of planning, Government of Uttarakhand
8. Unvelling the Potential of Homestays in Uttarakhand : Exploring Sustainable Tourism and Socio-Cultural Impacts, Rajeev Semwal & Akhilesh Singh, International Journal For Innovative Research in Multidiciplinary Field, ISSN (o) : 2455-0620, Impact Factor : 7.581, vol -9, issue- 6, 20-06-2023
9. scholar.google.co.in
10. shodhgangotri.inflibnet.ac.in
11. researchgate.net
12. uttarakhandtourism.gov.in
13. [www.jagran.com](http://www.jagran.com)
14. <https://investuttarakhand.uk.gov.in>