



Himachal Pradesh's Homestay Evolution

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Abstract

This study was conducted in Himachal Pradesh on secondary data analysis and examination of changes in home care. The study is based on the comprehensive literature analysis and is an effort to analyse the success of the Himachal government's "Homestay Scheme." Himachal Pradesh is endowed by enormous natural beauty, and has been paying attention in recent years to various tourism goods, including pilgrimage, excursions, sporting adventures, historical heritage, culture, food, festivals, etc. The effective branding of Himachal as "Unforgettable himachal" has provided the business with several benefits in terms of generating revenues, generating jobs, etc, and the tourist sector has always encouraged the community to take part and make full use of it.

Keywords: *Social development; Economic; development; Evolution; CBT*

1. Introduction

In the mid-nineteenth century, Himachal Pradesh was directly under British colonial administration. During British colonial control, the state was also the summer capital of India. As a result, the state's educational quality has risen to an extremely high level. For higher education, the state has several well-known educational institutions.

A few of the state's most prestigious universities are the Indian Institute of Technology Mandi, University of Himachal Pradesh (HPU) and National Technology Institute (NIT), National Technology Institute (NIT), NIT Hamirpur. In the 10th plan period, the UGC provided Himachal Pradesh, which represented an increase of nearly 70% compared to the previous plan, with Rs 45 million. Rs 45 million. For its teaching, research and expansion education of horticulture, forestry, and allies, as well as its worldwide renown, Dr Yashwant Singh Parmar has earned a unique distinction not only in the country, but across the Asian area.

The state administration is working round the clock to develop a variety of strategies to improve the education system in Himachal Pradesh. The state administration has planned to establish three major nursing institutions to further the development of the state's health-care system. In India, the state of Himachal Pradesh has one of the highest literacy rates. Hamirpur District is one of the most literate districts in the country, ranking third overall. Women's educational attainment is relatively high in the state, which is promising. There are several educational institutions in Himachal Pradesh that provide a wide range of degrees. Among the state's higher education institutions are two medical colleges, five universities, four dental colleges, & two engineering institutes. There are about 10,000 elementary schools, 1,000 intermediate schools, and over 1,300 secondary schools in Himachal Pradesh.

Punjabi, Tamil, Telugu, Sanskrit, & Urdu are selected as optional languages in schools, whilst Hindi & English are required languages in school. The state of Himachal Pradesh has achieved a historic first by making elementary education available to every kid in the state, in accordance with its constitutional responsibility to make early education obligatory. The administration of Himachal Pradesh is also highly interested in transforming the state into an educational centre. The Indian government announced in March 2008 that an Indian Institute of Technology (IIT) will be constructed in this state as part of the country's eleventh five-year plan. The Atal Bihari Vajpayee Government Engineering & Technology Institute, located in the Shimla district's Pragati Nagar, has also just opened its doors. This institution will provide engineering-related courses at all levels, including ITI, diploma, and degree programmes, all on one location.

It is very important to note that the homestay concept is not new to India. It is from the ancient times that the doors of the family were always open to the visitors. This was an era when no one had even heard about the concept of commercial accommodation and the guest was considered equivalent to God. While Himachal Pradesh has traditionally been recognised as a summer vacation destination, the state's department of tourism and civil aviation has made significant attempts to break the seasonality factor and produce varied tourism goods that would appeal to visitors at other times of the year. Himachal Pradesh is currently renowned as a destination for people of all ages and in all seasons. The department has placed a strong focus on the growth of activity-based tourism as well as the creation of new sub-attractions inside existing destinations. A suitable infrastructure is being created within the constraints of available resources to encourage tourism in the countryside and to undiscovered regions.

The primary goal of the tourism department was to popularize the local assets available in the villages and to provide an opportunity to the tourist to experience the social and cultural aspect of the destination along with the natural beauty. The government also wanted to promote fairs, festivals, dance, music, food, and lifestyle of the locals under this scheme. The villagers welcomed the scheme with open arms, and it was a huge success. It became quite popular with the foreigners who generally want to experience the authentic side of rural India. This experiential feeling was possible only by staying with the hosts in their own homes without any fancy frills and fancies usually found in modern accommodations. A few concerns were also raised by the implementation of the

scheme by the hotel industry. The Hoteliers Association opposed the scheme because the scheme could have affected the business of hotels in the due course of time. Their main concern was that the tourists would prefer homestay accommodation over hotel accommodation as the tariff was low in homestays and almost the same comfort was available along with decent room and food in a homestay. Most importantly, home-cooked food and a friendly environment where a guest will be able to interact with the host and other guests was something that a hotel cannot offer. The environment provided by hotels was mostly artificial and aloof in nature. The other challenge that was faced was that the locals needed to be educated so that they would be able to understand the benefits of homestay programme and show interest toward it. This was done with the help of volunteers and self-help groups. Tourists also needed to be educated so that they can act responsibly and pay respect towards the fragile nature and culture of the area. The target was achieved with the help of various volunteers so that the maximum benefits of tourism were achieved without compromising on the carrying capacity of the region (Gangotia, 2013). As of now, the homestay scheme in Himachal Pradesh is a huge success and is very popular amongst the tourists.

Home Stay facilities provide tourists with standardised world-class services, and the state government has introduced Home Stay facilities based on the Ministry of Tourism, Government of India's "Incredible India Bed and Breakfast scheme" to supplement the availability of accommodation in rural tourist destinations. Basic concept is to provide a safe, affordable, and clean environment for both foreign and domestic tourists. This offers international tourists a chance for Himachali families to learn about Himachali traditions and customs and to discover genuine Himachali and Indian food. The Home Stay Units (H.P.) should be appropriately publicised once authorised by the Department of Tourism. Additionally, a database of all such certified businesses will be created to allow both domestic and international tourists to reside in a homelike setting while also taking benefit of the programme. Additionally, attempts will be made to offer short-term training in the hotel industry for people who express an interest in receiving such training.

In developing countries, mountainous and remote rural areas typical of the subsistence economies, Tourism development is hampered by high levels of poverty & fragile natural environments. Given that mountain people in Asia are too dependent on farming and pastoral care and vulnerable to climate change & other catastrophes (Vedwan, 2006), a diversification of livelihoods to include non-farming is essential (Rasul & Kollmair, 2010). Tourism is a choice, although mountain towns' levels of engagement in tourism may be influenced by environmental, economic, and sociopolitical variables. Due to policymakers' failure to comprehend the geological and sociological distinctiveness of mountainous regions, as well as their reluctance to include local populations, efforts to develop sustainable tourist goods are frequently futile (Nepal & Chipeniuk, 2005). Tourism growth in the Himalayas is a conundrum for planners, who must strike a balance between "developmental" and "environmental" concerns. Case studies in the Himalayas have revealed that (mass) tourism, which was first hailed as a source of economic and infrastructure development, has had severe repercussions for the region's environment and culture. As a response to the uncontrolled tourism development problem that exists in developing nations like India, rural tourism and homestays have recently gained appeal among visitors as well as host communities. The poor income of host countries, generally derived from rural agricultural economies, can be supplemented with homestays, which are more favourable to the indigenous economies than the building of large hotels managed by external parties (Dahles, 2000; Liu, 2006).

According to the United Nations Development Program, Home Stays are the key component of the tourism product offered by most rural tourism operations in India (2008). According to MoT India/UNDP (2008). Homestays are being aggressively promoted by policymakers to alleviate the growing shortage of visitor accommodations and to stimulate the rural economy. However, as this article illustrates with a case study from India's Himalayan area, developing appropriate lodging options to encourage sustainable tourism has unique obstacles. Private organisations based in metropolitan areas, rather than local communities, oversee conventional commercial tourism, which is widely practised in the Himalayan region. There are clear issues associated with the negative repercussions of tourism, resource ownership & resource utilisation because of this. The unplanned and indiscreet expansionism that has plagued many mountain locations, such as the recent hotel constructions in Manali, are examples of this issue.

In the Himalayan regions of Uttarakhand (Coghlan, Bhalla, Bhattacharya, 2016), Sikkim (Anand, Singh, & Chandan 2012), and Jammu and Kashmir's Ladakh area, however, homestays have developed as a viable accommodation alternative (Chandan, Anand & Singh, 2012). The homestays have also helped the local inhabitants in those places to generate livelihoods and extra revenue. Their success is evaluated by growing tourism visits and community development, which depend on two key factors: firstly, local people's participation in implementing community-based decision-making projects and, secondly, leadership of the local NGO, which leads these initiatives. On the other hand, such good initiatives are of little scope and require assessment to demonstrate their success over a longer period. The Department of Tribal Affairs/UN Development Program (2008) recommends that Indian officials "reach parts of local cultures more carefully with a feeling of openness

and impartiality to address risk, comfort levels and the readiness of communities to adopt this strategy." When it comes to culture, Lama and Sattar (2002) point out that certain mountain communities have boundaries on dining with individuals of different religious or ethnic origins, as well as on permitting people from other religious or ethnic backgrounds to remain in their homes for extended periods of time.

In certain mountain communities, for example, persons of other religious or ethnic backgrounds are not permitted to reside inside the boundaries of the community. While homestays are beneficial to communities, their approval by the community is frequently laden with difficulties, and it is critical to understand the factors that influence participation in homestays. Because of this, the objective of this research is to determine the reasons why a rural community does not engage in the homestay programme. To achieve these objectives, the primary objectives of this study are to: a) determine how much knowledge members of the host community have about host families and the HP Homestay scheme; and b) identify any obstacles that members of the community face in the process of establishing a homestay enterprise. To investigate community non-participation in (homestay) tourism, we rely on the literature on homestays, which comes under the umbrella of commercial home businesses and serves as a vehicle for investigation. Commercial home businesses, which include homestays, are being targeted: "types of accommodation in which tourists or guests pay to stay in private homes, where interaction takes place with a host and/or family who is usually living on the premises, and with whom public space is, to some extent, shared." Community-based tourism (CBT) is defined as tourism in which people (typically rural, impoverished, and economically marginalised) assist visitors visiting their areas by providing overnight accommodations such as homestays. In the purpose of this work, we define community non-participation as long-term inhabitants of the study site who do not participate in operating homestays.

There has been tremendous growth in rural tourism study in India & around the world in the last decade or two, and there is a plethora of appropriate literature on the idea of rural tourism & related routes to explore in both nations currently.

Table 1: Trends identified from research papers on rural tourism

Word	Count	Weighted percentage	Papers covering the word
Tourism	10,417	2.96	Aall, Qian et al. & Suneel et al.
Dark	1,980	0.56	Dar & Reshi and Bittner, Fonseca et al.
Rural	1,804	0.51	Kiran, & Bhatia, Bilali et al. and Berjan et al.
Development	1,659	0.47	Bhatia & Kiran, Bilali et al. Reddy & Shilpa and Mann
India	1,411	0.40	Bhatia & Kiran and Chavan and Bhola
Community	1,283	0.36	Imran & Nguyen & Hamzah et al.
Local	967	0.27	Na Songkhla, Somboonsuke & Verma et al.

Source: Author's compilation from several published literature.

2. Benefits Related to Home Stay

A Home Stay allows you to see a part of India that can only be seen by living with a family. After the successful execution of the 'Har Ghar Kuch Kehta Hai' (every home talk something) initiative, under which the department produced a list of historical structures for tourism, the Himachal Pradesh government has come up with another plan named 'Har Gaon Ki Kahani' (the storey of every village). The tourism department has invited locals to come up with popular stories about their villages as part of the 'Har Gaon Ki Kahani' initiative, which aims to attract tourists to rural regions while also boosting tourism. The tourism department has invited locals to come up with popular stories about their villages as part of the 'Har Gaon Ki Kahani' initiative, which aims to attract tourists to rural regions while also boosting tourism. As Shimla, Kangra, Kullu, and other Himachal Pradesh cities are famed for their folktales & local legends, the initiative is intended to provide job possibilities for local youngsters.

3. Community Participation & Homestays

Homestays are a multidisciplinary study issue, and the literature reflects both the range of viewpoints and the quality of research. The article mostly uses academic studies, although it does include postgraduate dissertations and NGO project development reports on mountain research & geography, ecology, development, poverty reduction, sustainability, gender & entrepreneurship on occasion due to the value they provide. Many governments in developing countries are aggressively promoting homestays as a source of additional income and employment, as well as assisting in the distribution of tourist advantages to rural regions. The benefits of homestays may, however, be unavailable to host communities, and particular portions of the community may receive benefits that are not available to other sectors of the community. Divergent viewpoints between rural communities and development planners frequently result in the failure of tourism development strategies. As a result, community involvement in tourist growth becomes a theoretical notion rather than a practical reality. Several researchers, including, have shown that the centralised structure of planning has resulted in an overly bureaucratic role in decision-making as well as a lack of participation by the community. Scholars stressed the necessity of community participation in the successful tourist development and emphasised the need to identify six constraints on community participation. According to Stone, Community engagement requires the conception of development to encourage intended beneficiaries to take on their own hands, by organising their own resources, to determine their own needs and to decide how to meet these needs, in accordance with Tosun (2000) Community participation. The three basic typologies of community engagement are summarised. In all these typologies, non-participation by the community is on one end of the spectrum, while involvement is on the other, with different levels of engagement in between. Tosun's greatest level of involvement, referred to as "spontaneous participation," correlates to Arnstein's "degrees of citizen power," and Pretty's "self-mobilization" and "interactive" participation. It is a non-centralized bottom-up strategy that reflects maximal community control, power, and awareness. Tosun's typology, on the other hand, includes "coercive involvement," which corresponds to Arnstein's non-participation and Pretty's "passive" and "manipulative" participation. Coercive participation refers to a centralised top-down method, which is typically found in underdeveloped nations where maximal authority is externalised and where the participants are largely unaware of planned decision-making and have little responsibility. Although the preceding typologies focused on distinct levels of community involvement, the variables of participation (mean) in the various levels of participation (end) were incorporated into the common framework in Hung, Sirakaya-Turk & Ingram (2011) & Kayat (2012). CBT is a tourism project that engages community members with the goal of enhancing the community's livelihood. CBT, as stated by, must be viewed as an active endeavour to develop tourism in a way that is more suited to the rural community. The community's engagement in CBT comprises a variety of methods, such as in the areas of visitors and demand, community and location, atmosphere fortification, and tourism destination, all of which may assist non-urban regions expand and participate in the national tourism industry. As is well known, one of Malaysia's active CBT projects is the HP, which is also being investigated.

4. Literature review

In recent years, the tourist sector has undergone significant development and transformation. It has grown to become one of the world's most important industries, and it continues to expand at a rapid rate. In today's competitive environment, destination managers must work hard to create and build a tourist attraction. According to the experts, the type of environment a location provides has an impact on motivation and loyalty (Agarwal & Chakraborty, 2019). The happiness and economic well-being of the local people have a direct impact on the mood of a place. The influence of social media in the formation of this climate is equally significant. It excites and activates users, assisting them in the development of knowledge (Lakshmi, Nanda, Jindal, & Mehra, 2018)

A study on the contributions of homestay development becomes much more important in an area which is natural in characteristic and is very fragile and vulnerable to destruction. It is well accepted now that the support of local community is very important in any of the protected areas (Meimand et al., 2017). It has been suggested that by creating local incentives and benefits for the local villagers, tourism can instill the feeling of local guardianship in them and they can become caretakers of the nature along with getting benefits from it. Local communities generate income directly and indirectly through homestay programme, which also empowers them by providing local employment, poverty alleviation, attracting tourists and enriching the experience of tourist by showcasing natural and cultural heritage of the destination (Agyeiwaah, 2013; González-Rodríguez, Martínez-Torres, & Toral, 2016; Mohd Nor & Kayat, 2010; Pakshir & Nair, 2011; Razzaq et al., 2011; Sita & Nor, 2015; Yusof, Ibrahim, Muda, & Wan Mohd Amin, 2012).

Tosun (2000) According to the researchers, Participation of the community in the tourist development process might be taken into consideration throughout the decision-making process or when calculating the advantages of the tourism development. He emphasised the operational, institutional, and cultural hurdles that prohibit communities from fully engaging in decision-making about tourist development. In addition to regional power structures and centralization of authority, elite domination, lack of knowledge, and a lack of tourist competency have all been identified as potential impediments. He believes that these limitations reflect existing social, cultural,

and economic institutions in developing nations, making community involvement impossible in the absence of reforms to their socioeconomic and political structures. Cultural limitations, inadequate capital, tourism as a concept that may be foreign to the community, & centralised political systems that lead to an overreliance on the government for initiative & decision-making were all cited as obstacles to community participation.

Lama and Sattar (2002) Homestays have been increasingly popular as a viable housing alternative that has assisted people in earning a livelihood and supplementing their income. The success of these community-based initiatives can be attributed to two main factors: first, local people's engagement and participation throughout the decision-making process, and second, the leadership in leading such efforts and providing financial assistance to the Local Non-Governmental Organization (NGO). On the other hand, such helpful conduct has a finite lifespan and must be assessed over time. As a result, the MoT India/UNDP (2008) encourages Indian policymakers to "address issues of positioning vis-à-vis local cultures with greater caution, as the risks, degrees of comfort, and desire of communities to accept this choice must be assessed with a sense of openness and impartiality.," As it is necessary to study with openness and objective the danger, degree of comfort and readiness of comunidades to take up this alternative." Some mountain community's forbid food with or let individuals from different religions or ethnics to stay at home, for example, which might limit the ability of a household to participate.

A wide range of accolades have been awarded for the Ladakh Himalayan home stay programme as one of the most effective instances of community participation in the tourist industry. In collaboration with local communities and with UNESCO financing, the Himalayan Homestays in Ladakh created by Snow Leopard Conservancy contributed in addition to household incomes and contributed to the maintenance of threatened wildlife and rising the local town ownership of the initiative.

According to Singh (1989) The rural communities have exceeded their borders as the number of tourists has risen over time, taxing its properties. To handle the flows, facilities and infrastructure in the valley were also extended to the detriment of the vulnerable ecosystem to meet short targets. Manali tourism is synonymous with the Solang Valley or Rohtang Pass, where snow is now the major draw. Yearly, thousands of tourist's flocks to all these locations, transforming them to become chaotic tourism hubs where commercial considerations trump environmental issues. Those valleys have expanded in popularity over the last two centuries, not just because of natural factors, but also as a function of three processes: improved transportation, the building of visitor cottages, and an integrated advertising and awareness infrastructure, in addition to ambitious pro-tourism strategies.

Charles (2001) The impact of tourism development on drug trafficking was thoroughly explored, with particular emphasis on Himachal Pradesh, particularly Manali. He stated that tourism, by its very nature, becomes a significant source of revenue for the local population. He goes on to say that the local people are suffering because of a lack of managerial abilities. To make money, they may either lease their property to foreigners or construct their own hotels on it. People's exposure to the comforts that money can purchase has prompted them to engage in practices that are illegal under the law. The sale of narcotics to tourists has proven to be a successful business for a few locals, who have taken advantage of the opportunity. It was also stated by him that local resident in distant locations have begun to produce Cannabis, which is purchased by intermediaries and distributed to sellers in certain pockets.

Wangchuk (2007) in his paper described the Himalayan Homestay Programme in detail with the process, the area of operation and the benefits it brings to the host communities by giving them income, jobs and sense of pride, benefit to the visitors through authentic Himalayan homestay experience. The program helped in the conservation of snow leopard and other rare Himalayan animals and environment. This business was only viable when conservation was linked directly to the livelihoods of communities in Ladakh. He discussed the various challenges and problems faced by the people and presented ideas and means of addressing these challenges. Six out of ten tourists voted against the other types of organized walks, tentative and guest houses in favour of Homestay. The local food and dry compost toilets were equally high in interest. He reached the conclusion that the action plan was successful thanks to the participation and partnerships among private entrepreneurs, local authorities, and the NGOs. Ngah, Preston and Asman (2010) studied the Homestay program and its contribution to development of rural communities in Malaysia. They found that the number of homeowners in Malaysia has risen due to Homestays' ability to give extra revenues and jobs. Increased interest and respect for cultural heritage, lifestyles and environmental concerns were linked to the fact that the recent worldwide social and cultural developments ensued.

(Campbell, 2008) Homestays are being aggressively promoted by policymakers to alleviate the growing shortage of visitor accommodations while also stimulating the rural economy. However, as this article illustrates with a case study from India's Himalayan area, developing appropriate lodging options to encourage sustainable tourism has unique obstacles. Private organisations based in metropolitan areas, rather than local communities, oversee conventional commercial tourism, which is widely practiced in the Himalayan region. As a result, difficulties connected with negative consequences of tourism, resource ownership, and resource usage are obvious. The

unplanned and indiscreet adventurism that has plagued many mountain locations, such as the recent hotel constructions in Manali, are examples of this issue. Homestays, on the other hand, have developed as a viable housing choice in the Himalayan states of Uttarakhand, Sikkim, and the Ladakh area of Jammu and Kashmir, as well as a means of producing employment and supplemental incomes for the local people. Their achievement is expressed in terms of increased tourist visitors and the growth of community and can be attributed to two main factors, firstly, the participation and involvement in the integration of the Community's initiatives among various individuals, and secondly, the leader of a particularly in non-organisation. Such positive efforts, on the other hand, are limited in scope and require evaluation over a longer period to determine their effectiveness. The Ministry of Tribal Affairs/United Nations Development Programme (2008) advises policymakers in India to "approach aspects of positioning vis-à-vis local cultures with greater caution" because "the risks, levels of comfort, and willingness of the societies to adopt this alternative must be examined with a sense of openness and objectivity." When it comes to culture, Lama and Sattar (2002) note that some mountain communities have restrictions on eating with or allowing people of other religious or ethnic backgrounds to stay in their homes. For example, some mountain communities do not allow people of different religions or ethnic backgrounds to stay in their homes.

According to the Department of Agriculture (2009), Farmworkers in Kangra, Himachal, face a variety of challenges, including a scarcity of rainfall, high fertilizer costs, excessive crops, livestock pests, low-quality crops, limited water resources, or land management issues. Enhanced housing and road building, and soil erosion of hilly areas farmlands, all seem to have a detrimental effect on soil erosion or water runoff, (Bhati and Zingel 1997).

Srivastava and Thakur (2014), Developing a strategic tourist development plan for the Seraj Valley in Himachal Pradesh is essential not just to assure long-term growth in a vulnerable environment, but also to ensure that local people can reap the benefits of tourism in their region. The report provides a brief overview of the negative influences affecting mountain people, tackles the issue of inadequate funding, and offers several potential avenues through which localities might be able to make money directly from tourists. It also addresses the need for government engagement and support for a livelihood plan, which should be considered as a separate category within the tourist industry. The economic impact of tourism, as well as the hazards that must be avoided, are considered.

5. Research methodology

In this study, based on secondary data research, the development of tourism in Himachal Pradesh over time is depicted, including changes in both the number of tourists and the number of hotels constructed. It is presented in a descriptive manner, with an attempt to address the genesis, difficulties, and evolution of most of the components, among other things. This investigation was carried out through the collecting of articles and other relevant data sources.

6. Conclusion

This paper describes and explains how Himachal Pradesh is rapidly growing and developing tourism. To comprehend the current situation, the historical precedents of this expansion, which others have documented. The specific recommendations for how to use this method to enable a more effective community homestay programme, as well as further explanations for why plans could fail or why rural communities might have different perspectives than planners.

Homestays are the most popular choice among travellers who want to stay in rural areas and appreciate the unique beauty of the local culture and food. Locals rely on home stays to supplement their income. This is the development tool in rural communities where there are no other possibilities. These units also aid in cultural preservation and environmental conservation.

Tourism has increased the valley's popularity on a national and worldwide scale, as well as helping to publicise the valley's natural and cultural qualities. It was shown that the majority of those who took part in tourism activities benefited tremendously from the sector. It was discovered that both those who participate in tourism activities and those who do not participate in tourism activities in the Valley favour tourism because it helps the populace in one way or another. The income earned by the homestay business was sufficient to cover everyday household expenses, as well as their children's health and education.

This article explores causes for the non-participation of the community in a homestay programme and has made a major contribution to existing research. The research listened to non-participating community members who participated in a home care system and provided rational, comprehensible explanations for not taking choices.

Although there is a body of literature on the growth and growth of rural tourism, it is largely concerned with the conception of the industry, its significance, and the substantial obstacles that have arisen in its expansion. A key conclusion that can be taken from the existing research is that rural tourism has several substantial benefits that have the potential to alleviate a number of problems facing the economy and the tourist sector as a whole. The

literature has identified certain issues with its development, but the remedy is readily available. However, several important findings are missing from the research. In formulating strategic strategies for the growth of rural tourism, there are several gaps in the literature.

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