

Influence of Homestays in the Economy of Uttarakhand Case Study of Kumaon Region Homestays

Prateek Bisht^{1*}, Anand Kumar², Kamal Upreti³

^{1*}Assistant Professor, Amrapali University, Uttarakhand, Email Id- prateekbisht02@gmail.com,
Contact Number - +919997773625

²Assistant Professor, Pal College of technology, Uttarakhand, Email id - chefanand001@gmail.com,
Contact Number - +91 81262 32625

³Assistant Professor, Amrapali University, Uttarakhand, Email Id- Upretik308@gmail.com,
Contact Number - +918979026909, Orchid Id – 0009-0001-7079-6265

ABSTRACT

One of the most significant industries for the future has emerged: tourism. The multiplier benefits of tourism are substantial when it comes to creating jobs, generating revenue, building tourism infrastructure, conserving irreplaceable cultural assets, and developing new tourist destinations. Uttarakhand is still one of the top tourist destinations, and the state has enormous potential for growth in tourism in the future. Additionally, tourism is a socio-economic activity that deals mostly with people traveling for various reasons in order to achieve a variety of goals. It encompasses a wide range of services. The state of Uttarakhand has several ecotourism destinations that draw in environment enthusiasts, such as national parks and animal sanctuaries. Despite being a relatively new concept, home-stay tourism is gaining popularity and piquing the curiosity of academics and facilitators alike. Although the practice of letting visitors stay in someone's home is commonly referred to as "Airbnb," it is frequently discovered that home owners must do significant "re-dos" and "restructurings" to their properties in order to make them appropriate for tourists. The benefits, drawbacks, opportunities, and risks of increasing homestays will all be considered in this study. The growth of homestays was hindered by a number of factors, including shifting tourist expectations on cleanliness, unstable economies, and local governments' reliance on outside funding. The community need funding in addition to the ability to accommodate visitors. In light of this, the current article's goal is to look at how widespread homestay tourism and how its effect the economy is in the Kumaon region of the Indian State of Uttarakhand. Since they give visitors a genuine, immersive experience and stimulate economic growth in the areas they are visiting, homestays have become a major factor in the expansion of the tourism industry. This study investigates how homestays affect Uttarakhand's economy, concentrating on the Kumaon area. We investigate how homestays propel economic growth, encourage community empowerment, and improve the region's overall tourism experience using a case study methodology. We examine the financial benefits, difficulties, and potential connected with homestay tourism in Uttarakhand using both qualitative and quantitative data gathered from guesthouse owners, visitors, and local stakeholders. Our research addresses concerns including environmental sustainability, cultural preservation, and legal frameworks while highlighting the revolutionary effect of homestays on rural livelihoods, revenue creation, and infrastructure development. This study intends to educate policymakers, tourism stakeholders, and local communities about the possible advantages and difficulties of promoting homestay tourism as a sustainable approach to destination development in Uttarakhand's Kumaon region by providing insights into the intricate dynamics of homestay tourism.

KEYWORDS – Homestay, Tourism, Hospitality, Economic Factor.

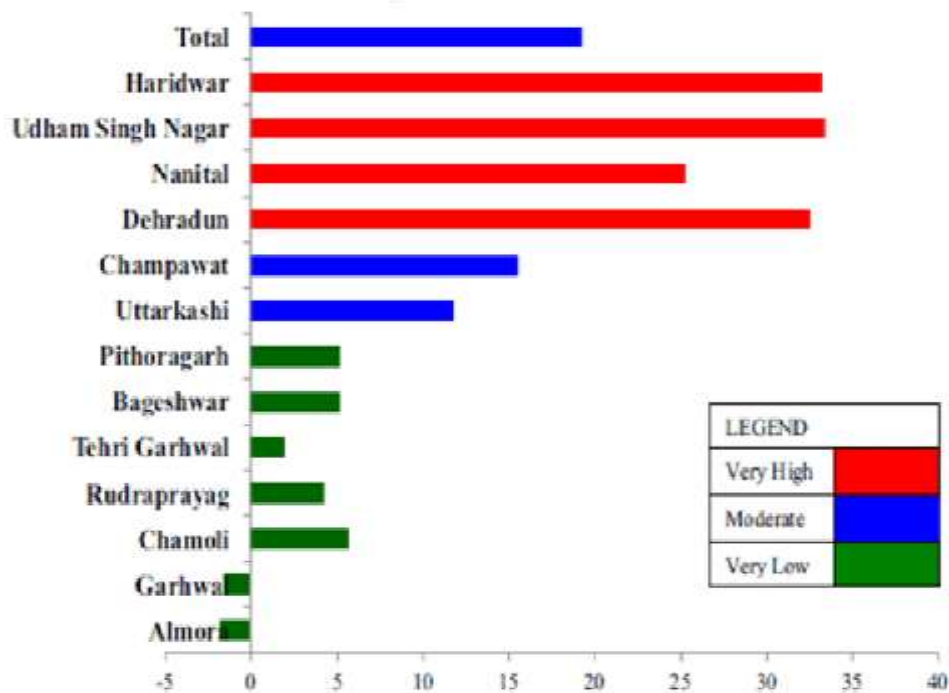
INTRODUCTION

As per the report of The Technical Group by the National Commission, the population of Uttarakhand is projected to be 11,676,000 or 11.7 million or 1.17 crores as of July 1, 2023. Uttarakhand is the 19th most populous state in India. The size of the population of Uttarakhand is equivalent to Madagascar, the 82th most populous country in the world. In 2023, the sex ratio of the total population in Uttarakhand is 105.166 males per 100 females.

There are 5,985,000 or 6.0 million or 60 lakhs males and 5,691,000 or 5.7 million or 57 lakhs females in Uttarakhand. Uttarakhand has 294,000 or 294 k more males than females.

Uttarakhand accounts for 0.84 percent of the India population. Population growth rate for 2023 is projected at 1.03 % with addition of 119 k more people. According to the Census of India 2011, the population of the state of Uttarakhand was 1.01 cr, increasing from 85 lakhs in 2001. There were 5,137,773 males and 4,948,519 females, with a sex ratio of 103.824 males per 100 females. The percentage decadal growth during 2001-2011 was 18.81%, 1.6 % less than 1991-2001 period. Population of Uttarakhand had increased by 1.6 million during the decade 2001-2011.

Population of Uttarakhand, which at the turn of the twentieth century, was around 4.18 million increased by approx 5.9 times in a period of 122 years to reach 11.7 million at 2023. The average landholding size in the hills is around 0.7 ha (split into tiny holdings), whereas, in the plains, it is about 1.8 ha. As one of India’s most prosperous states, its economy has been expanding at a dizzying rate. In addition, the State is located in an area vulnerable to cloudbursts, landslides, forest fires, flash floods, and earthquakes. Another way that climate change has increased human susceptibility to natural disasters is through the melting of glaciers. The melting of glacial lakes has increased the impact of flash floods. The monsoon's intense rainfall and cloudbursts increased the severity of landslides and floods.



Here is a quick synopsis of Uttarakhand's tourist history and how it relates to the current discussion:

Travel for Pilgrimage: Uttarakhand is well-known for its holy places, which include the Panch Kedar (Kedarnath, Tungnath, Rudranath, Madhyamaheshwar, and Kalpeshwar) and Char Dham (Gangotri, Yamunotri, Kedarnath, and Badrinath) pilgrimage circuits. For decades, pilgrimage tourism has been a major contributor to the region's tourism economy, drawing millions of followers each year.

Adventure Tourism: Uttarakhand has become a centre for adventure tourism activities including trekking, mountaineering, river rafting, and paragliding because of its untainted rivers, tall hills, and harsh terrain. For those seeking heart-pounding activities in the shadow of the Himalayas, there are plenty of options in the Garhwal and Kumaon regions.

Nature tourism: Uttarakhand is a well-liked travel destination for those who enjoy the outdoors and wildlife because of its verdant woods, abundant wildlife, and picturesque scenery. Visitors who like wildlife safaris, birdwatching, and nature walks flock to national parks and wildlife sanctuaries including Jim Corbett National Park, Rajaji National Park, and Nanda Devi Biosphere Reserve.

Cultural tourism: Uttarakhand's rich cultural legacy, which includes customs, celebrations, folk music, and dance styles, provides visitors with a distinctive cultural experience. Culture enthusiasts interested in learning more about the state's historical roots have been lured to the region by its rich cultural tapestry, which is typified by Garhwali and Kumaoni customs.

Historical Tourism: With a plethora of historical sites and heritage monuments to offer, Uttarakhand is a great place to learn about its colourful past. The landscape is dotted with old temples, forts, and archaeological monuments that offer a window into the past and the region's architectural and historical heritage. In line with international trends, Uttarakhand's tourist industry has evolved to include experiential and sustainable tourism techniques. In light of this, the rise of homestay tourism in the Kumaon area represents a divergence from traditional

tourism paradigms by providing guests with a genuine, locally based experience, supporting the local economy, and promoting cross-cultural interactions. With its focus on cultural immersion, community involvement, and sustainable development, homestay tourism offers a viable way to enhance Uttarakhand's tourism offerings and strengthen rural communities in the Kumaun area.

OBJECTIVE OF STUDY

- To analyse the economic impact of homestay in Uttarakhand state specially in Kumaun region.
- To analyse the problems and prospects face by homestay owners
- To emphasize the major opportunities available for homestay tourism in India.

OVERVIEW OF HOMESTAYS IN UTTARAKHAND (KUMAUN REGION)

In Uttarakhand, homestays are growing in popularity, and this development could benefit both the state's economy and the lives of women living in the state's hill towns. Homestay tourism in Uttarakhand is dispersed throughout the state, although it is particularly strong in the region around Jim Corbett's hamlet and the Ramganga (Kyari), Dhikule (Agore), Sharmoli (Sharmoli), and Binsar (Bhakrakot). Visitors from abroad and locals alike frequently stay at Sharmoli's homestays. In Uttarakhand, there are 335 homestays spread over both rural and urban areas. **Thirty-three** of these are situated under the Uttarakhand Tourism Development Board's Kumaun Administrative division. The Kumaun area has more space for growth due of its beautiful landscape and unique hill culture.



Source Credit - Conde Nest Traveller

Unlike other types of tourism, home stays provide guests an intimate look into the customs and way of life of their hosts, including their meals and lodging.

Community people who have a stake in protecting the environment are directly benefited by home stays. The Ladakh and Sarmoli home-stay programs are two of India's currently running, highly successful mountain home-stay initiatives. These two inspiring homestay success stories were created by concentrating on initiatives in isolated, rural mountainous areas that were primarily supported economically by the expanding CBT sector. These initiatives preserved the constructed, natural, and cultural environments while essentializing the local population for their own economic benefit. Programs for

home stays are one way to promote locally based tourism. Travelers looking for an authentic experience will find Uttarakhand, which is a top destination due to its rich tapestry of culture, tradition, and natural beauty, all tucked in the breath-taking Himalayas. The Kumaun region of this lovely state is particularly notable for its tranquil landscapes, charming villages, and kind people. A growing industry in the area, homestays have become a well-liked option for travellers who want to fully experience local culture. In the Kumaun region of Uttarakhand, homestays usually entail visitors staying in the homes of local people to gain first-hand knowledge of the customs, food, and everyday life of the area. These lodging options provide a wide variety of experiences for guests, ranging from basic village homes to beautifully restored historic estates. Homestays offer a distinctive window into the customs and way of life of the area, whether they are situated in historic villages or among terraced fields with views of snow-capped peaks. The emphasis on environmentally friendly travel and community involvement is one of the things that sets homestays in Kumaun apart. Many homestay operators are locals who have turned their houses into lodging for visitors, so they are directly benefiting from the money generated by tourism. This helps to maintain traditional structures and ways of life in addition to giving rural households an extra source of income.

In addition, Kumaun homestays frequently give visitors the chance to engage in a variety of activities including farming, preparing regional cuisine, or learning how to make handicrafts, which promotes significant cross-cultural interactions. Furthermore, the kindness and attentiveness shown by hosts create a cozy ambiance that strengthens ties between visitors and the neighbourhood. In terms of the economy, homestays play a major role in the livelihoods of rural Kumaun locals by creating jobs, revenue, and chances for entrepreneurship. Additionally, they are essential in spreading tourism-related income outside of well-known tourist destinations, supporting equitable and inclusive development throughout the region.

HOMESTAY CHART FROM 2016-2024

DISTRICT	2016	2020	2024
NAINITAL	92	150	837
ALMORA	144	160	456
BAGESHWAR	28	80	180
CHAMPAWAT	5	6	150
PITHORAGARH	15	160	747
UDAM SINGH NAGAR	4	3	11
TOTAL	288	559	2381

Source: Uttarakhand Tourism

Homestays were determined to be one of the most popular community-based initiatives that could aid in lowering the prevalence of rural poverty in a study on the growth of community-based ecotourism (CBET) activities in the Mekong region of Asia (Leksakundilok, 2004). Actually, CBET is a modified form of CBT. The implementation of home-stay programs is facilitated by their low start-up costs, ability to offer affordable lodging to tourists, ability to operate in remote areas, direct economic impact on the local community, and ability to share the region's cultural and natural heritage with visitors. Below are some Homestays which is having rich culture of hospitality and location The owners have built the property with love and attention to detail and its shows. Most of the homestays are located at the cosy base to soak in Uttarakhand Beauty, go on jungle treks and sit back and gaze at the stars. Start your day with breakfast straight from the farms, spend the rest of it exploring the nearby villages, and come back to a bonfire, some music and delicious Kumauni food. Retire in a Kumauni house with slate roofs and thick stone walls that will keep you snug in the cold. Some of the beautiful homestay I visited for the data collection are as: One Partridge Hill, Nainital Sukoon Homestay, Almora Chestnut House, Jilling Terraces, NainitalHimalaica, Nainital, The Retreat, Bhimtal





Source Credit - Conde Nest Traveller

Homestay is the best way to experience the famed Himalayan hospitality of Uttarakhand. A Homestay is staying in someone's home as a paying guest for short time period where the guests are provided with budget friendly accommodation and services by individual family and the local community. People from Uttarakhand are simple and warm and follow the ancient Vedic tradition of 'Atithi Devo Bhava' or 'Guests are God' and they welcome their guests with open arms and offer personalized care and services.

When you choose Homestay in Uttarakhand, you also:

- i. Help boosting the rural economy
- ii. Sustain ecology by minimizing migration
- iii. Help in conserving local culture and tradition

Trend Evaluation:

From 2016 to 2018, there was a consistent increase in the number of homestays in the Kumaon region, which can be attributed to the growing desire of the locals to host tourists and visitors who are looking for genuine experiences.

2019–2020: As Uttarakhand tourism gained traction, the growth rate accelerated, with visitors choosing homestays over standard hotels in search of a more immersive cultural experience.

2021–2024: Despite the COVID-19 pandemic's difficulties, homestays grew in popularity as guests looked for more

secure, remote lodging away from busy tourist destinations. The growth of this industry was further fuelled during this time by government initiatives and assistance programs that promoted the development of homestays and rural tourism.

Challenges and Opportunities:

Infrastructure Development: To promote the expansion of homestays and improve the traveller experience overall, it is crucial to ensure that there is enough infrastructure, including road connectivity, electricity, and sanitary amenities.

Marketing and Promotion: To increase awareness of homestay choices in the Kumaon region and draw more tourists from both domestic and foreign sources, effective marketing tactics and promotional campaigns are required.

Regulatory Framework: Creating precise regulations and standards for homestay operations can assist guarantee sustainability, quality, and safety while also giving homestay owners a helping hand.

The rise in homestays in Uttarakhand's Kumaon area is indicative of a larger movement in favour of eco-friendly, locally focused travel. Through genuine experiences, livelihood assistance, and cultural exchange, homestays play a vital role in bolstering the region's economy and fostering tourism development, all the while safeguarding its distinct legacy and ecology. To fully realize the potential of homestay tourism in Kumaon, continued cooperation from local communities, tourist stakeholders, and government agencies is necessary.

METHODOLOGY

This study integrates both qualitative and quantitative methodologies. The primary responsibilities throughout the pre-fieldwork research phase were data recognition, data collection from archival sources, and questionnaire preparation. We created a semi-structured questionnaire so that we could interview people in-depth. Key themes, such as the area's general characteristics, nearby historical monuments, tourism engagement, and the respondents' sentiments about the industry, guided the development of the interview questions. The open-ended questions enabled researchers to gather more detailed information and deeper insights. The pre-field work was completed in a month, and the field survey took place over a two-week period. During the field work period 80 Households were surveyed to estimate the influence of the tourism sector on household income. To examine the impact of Homestay tourism in Kumaon region we used a quantitative survey, as well as in-depth interview with 30 individual residents and the owner of the respective homestays. Upon having interview with the local we get to know lots of other interesting things about the culture of Uttarakhand. Kumaon culture has various kinds of food. The different types of food and their names were provided by a resident of Pantnagar and student of Patnagar University, Suraj Panday and her lovely family. Home-stay program could become a top attraction for tourists just for the Kumaon food. Unfortunately, they didn't provide any photographs, but they did write down a detailed list, which included Bal Mithai ("Chocolate" Mithai), Bhatt Ka Joula, Muli ka echua, Gathi, Gaderi Ki Sabji, Gauhat ki Daal, Lason Ka Lur, Ras Bhat, Jholi Bhat, Bathue ka Paratha, Madwe Ki Roti, Bhatt Ki Churkani, Bari Bhat, Bhang Ki Chatnee, Kaapa Bhaat, Churkani, Dhai ka Jaula, Papad Ki Sabji, Peenalu Ki Sabji, Allu Gutuk, Chanda Devi aur Saladi ka Raita, and Pinalu Gutuk. During the Field survey, the Holly Festival began. It lasted for thirteen days and all of the women took part.



OPINION OF PRIVATE SECTOR TOURISM ENTREPRENEURS OR OWNER OF THE HOMESTAY

As they are happy with the positive response, they are getting for the homestay which shows that the community is very helpful. But on the other hand, the resort and the visitors who frequent it are viewed negatively by the locals. As per them they are making mess around the area as well as they don't care about the environment. During the questioning, the resort manager admitted to the unwholesome connection and the unruly conduct of the tourists, particularly about the handling of rubbish. The hotel management claimed to have properly handled their garbage, but during our fieldwork, we found the reverse to be true. The photo below shows an example of how tourists behave, specifically how they litter the environment.



The views of private sector tourist entrepreneurs are summarized as follows:

- 1) The value of building strong ties with the neighbourhood was underlined.
- 2) Purchasing vegetables from small-scale farmers was one of their goals in building positive relationships with the local community.
- 3) Both the institution and visitors should be in charge of waste management.

In the Kumaun region of Uttarakhand, private sector homestay operators and tourist entrepreneurs frequently have differing perspectives about different facets of their enterprises and the tourism sector overall. These are some viewpoints that they may have in common: **Possibilities for Development:** The Kumaun region's tourism industry has enormous growth potential, according to several homestay operators and private sector businesses. They acknowledge that the area's exceptional experiences, rich cultural legacy, and scenic beauty are priceless resources that can draw in more tourists.

Empowerment of the Community: Those who run homestays frequently show a great deal of satisfaction in their ability to support the local economy. They value the chance to promote indigenous items, highlight regional customs, and open up job chances for other locals.

Infrastructure Challenges: Private sector entrepreneurs and homestay operators often express concerns about the region's poor infrastructure, which includes access to roads, electricity, and water supplies, despite the area's attraction. These shortcomings not only lower the standard of the travel experience but also impede the expansion and operation of businesses.

Need for Marketing Support: A lot of homestay operators believe they don't have the resources or knowledge needed to market their company successfully. To raise their profile and draw in more visitors, they frequently push for government or business backing in the form of training programs, joint marketing campaigns, or marketing help.

Sustainability Concerns: More and more hosts of homestays are placing a high value on sustainability and ethical travel methods. They understand how important it is to lessen their environmental impact, give back to the community, and protect the area's natural and cultural history for coming generations.

Collaboration and Networking: A lot of homestay operators and entrepreneurs in the private sector stress the value of networking and collaboration in the tourism sector. Through forums, networking events, and industry groups, they cherish the chance to discuss best practices, tackle shared difficulties, and exchange ideas.

In general, Kumaon region homestay operators and private sector tourist entrepreneurs are vital to the region's tourism industry and economic growth. Their varied viewpoints and experiences add to the current conversation on community empowerment, sustainable tourism, and the future of tourism in Uttarakhand's Kumaon region.

Interview with residents

Upon doing the interview with the local residents they are overwhelmed about the homestay programs specially in the region of Nanital and Almora because these two places are the key spot for homestay. The flow of tourist for homestay in these places is much more than other district in Kumaon region. Individuals were asked for the opinions out of 30 respondents 90% are strongly agreed with the statements. This shows the positive result of the homestay but after interviewing few findings is found:



Locals' views on homestays and the growth of the tourism industry in Uttarakhand's Kumaon region might differ greatly based on personal experiences, viewpoints, and socioeconomic status. The following are some typical viewpoints that residents may voice:

Economic Opportunities: A lot of people in the area think that tourism, and homestays in particular, are a great way to get work and make money. They value the extra money they get from entertaining visitors in their homes and taking part in tourism-related activities like giving tours, preparing meals, or selling regional products.

Cultural Preservation: For some residents, tourism is an important way to protect and promote their rich cultural history. They view homestays as venues for imparting traditional practices, ceremonies, and culinary arts to guests, so promoting mutual understanding and appreciation of different cultures.

Environmental Concerns: Some residents are worried about how tourism may affect the environment, specifically with regard to problems like waste management, deforestation, and water scarcity. They support eco-friendly tourist methods that reduce environmental harm and give preservation of natural resources top priority.

Infrastructure Development: A lot of people in the area stress the necessity of better infrastructure to sustain the expansion of tourism in the area.

They draw attention to issues including inadequate sanitary facilities, unstable electrical supplies, and poor road connectivity, which have an influence on both the quality of life for locals and tourists' travel experiences.

Cultural Sensitivity: In the face of growing tourism, some residents voice concerns about preserving the authenticity of their culture and way of life. They fear that as tourism develops and transforms their villages, traditional behaviours will become commercialized and they would lose their identity.

Community Involvement: Tourist programs that actively involve and assist the local community are valued by the locals. They value homestay operators who place a high value on using local labour, obtaining ingredients from neighbouring markets, and funding neighbourhood improvement initiatives.

Regulatory Oversight: Locals' perspectives on laws and policies pertaining to tourism are not uniform. While some people view regulatory monitoring as a necessary tool for protecting the environment, safety, and quality, others see it as a bureaucratic roadblock that stifles innovation and entrepreneurship.

Seasonality and Livelihoods: The seasonality of tourism has a significant effect on locals, as many depend on revenue from high visitor seasons to support themselves all year round. They can voice worries about the erratic nature of the demand for tourism and the necessity of finding alternate sources of income during off-peak times.

In general, the views held by residents in the Kumaon area about homestays and the growth of the tourism industry show how intricately social, cultural, economic, and environmental variables interact. Engaging with local people, listening to their concerns, and involving them in decision-making processes are vital for maintaining sustainable and inclusive tourism development in the region.

The goal of communities is to grow community-based tourism.

- The Uttarakhand government's tourist Department provides loans to community members so they can start small-scale tourist businesses.
- There is a lack of awareness regarding the loan program designed to promote home-stay tourism.
- Locals are looking for ways to profit from the travel and tourism sector.
- The Kumaon culture is extremely lively, with rituals, sacred festivals, a Nanda Devi Festival, Kumaon cuisine, and other attractions.

SUGGESTIONS AND FINDING

- The neighbourhood needs assistance in organizing and growing house stays. Therefore, in order to promote homestay planning and growth, it is crucial to offer technical help to the locals in the designated homestay tourist area.
- To ensure that visitors to a homestay tourism site get excellent treatment, residents there should be trained in areas such as leadership, hospitality, and food and beverage preparation (using a menu reflective of the area's cuisine).
- Travel agents should connect homestay locations with other tourism players in the nation.
- The government ought to incentivize public servants to engage in homestay tourism by offering them "Leave Travel Concessions."

- The assistance and other resources provided by the government for homestay tourism should be customized to meet the unique requirements of the sector, which include both public and private homestay operations.

DATA ANALYZIS AND RESULT

	AGREE	DISAGREE
Behaviour of local villagers toward the tourism Industry		
My quality of life has deteriorated because of tourism?	35%	65%
I believe tourism in my community causes pollution.	75%	25%
Tourism creates new markets for our local products.	73%	27%
Most tourists are respectful of the community.	61%	39%
Dealing with tourists has the potential to teach me a lot of things.	89%	11%
Behaviour of Homestay owners towards the community		
Do you believe that homestay tourism has impacted the life of the Kumaun region?	93%	7%
Have you observed any changes in the local economy of the Kumaun region as a result of homestay tourism?	88%	12%
Behaviour towards the Homestay and social & cultural issue		
Tourism benefits other industries in my community	86%	14%
Tourism brings in major revenue to the community.	92%	8%
In my opinion, there have been more benefits than drawbacks from the growth of tourism in my town.	76%	24%

Homestays' Economic Contributions:

The local economy benefited greatly from homestay operations, as evidenced by the analysis of the revenue they produced, which increased steadily over the course of the study.

When visitor expenditure for typical hotel stays and homestays was compared, it became clear that homestays accounted for a sizable share of the spending, supporting local businesses and livelihoods.

Creation of Employment:

An analysis of employment data revealed that the Kumaun region's homestay tourism contributed to the creation of new job opportunities, especially for locals. Employing in homestay establishments frequently offered consistent revenue streams and improved economic possibilities for rural areas, according to interviews with guesthouse owners and personnel.

Development of Infrastructure:

In specific parts of the Kumaun region, improvements in road connections, energy supply, and sanitary facilities were found in assessments of infrastructure development projects funded by homestay tourism.

On the other hand, issues including unequal infrastructure investment allocation and differences between well-known tourist locations and isolated communities were also noted.

Preservation of Culture and Empowerment of Communities:

Local stakeholders were surveyed and interviewed, and the results demonstrated the benefits of homestay tourism for community empowerment and cultural preservation.

Homestay experiences were viewed as a way for residents to highlight their customs, cultural history, and culinary traditions, which helped to build a feeling of pride and identification among the local population.

Opportunities and Difficulties:

Stakeholder perception analysis revealed a number of obstacles that homestay tourism in the Kumaun region must overcome, including legal restrictions, marketing restrictions, and worries about environmental sustainability. In spite of these obstacles, stakeholders were upbeat about the potential of homestay tourism to advance sustainable development, foster inclusive growth, and improve visitors' overall experiences in Uttarakhand's Kumaun region.

The data study shows that homestay tourism has a major impact on the Kumaun region of Uttarakhand's economy, helping to create jobs, generate income, improve infrastructure, preserve culture, and empower local communities. Despite certain obstacles, the findings indicate that homestay tourism has enormous potential as a long-term strategy for destination development and regional economic diversification.

CONCLUSION

The homestay program has a significant and diverse impact on the economy of Uttarakhand, especially in the Kumaun area. A thorough case study research makes it clear that homestays are essential for promoting sustainable development, stimulating economic growth, and strengthening local communities.

The tourism industry is a vital component of Uttarakhand's economy, and homestays play a major role in it. Many different types of travellers who are looking for a genuine cultural immersion and a connection to the natural world are drawn to homestays because of their individualized experience. This surge of tourists not only brings in money for the homestay operators, but also increases demand for regional products and services, helping small businesses and opening up job opportunities. Additionally, by utilizing native resources and traditional knowledge, homestays act as accelerators for rural development. In addition to protecting the area's cultural legacy, promoting the cuisine, handicrafts, and customs of the locals increases the region's allure to tourists. Furthermore, integrating sustainable practices minimizes the tourism industry's environmental impact while ensuring its long-term viability. Examples of these activities include eco-friendly construction and trash management.

Moreover, homestays strengthen socioeconomic resilience and encourage entrepreneurship in local communities. Homestay programs let people take advantage of their special skills and diversify their sources of income by offering training and opportunity for capacity growth. This promotes equitable growth and the reduction of poverty by lowering reliance on agriculture and reducing the negative effects of seasonality.

In conclusion, homestays have a largely good impact on Uttarakhand's economy, especially in the Kumaon area. Homestays support community empowerment, environmental sustainability, and economic diversification by utilizing the natural and cultural capital of the area. Consequently, in order to fully realize the potential of Uttarakhand's tourism industry and guarantee equitable development throughout the area, it is essential to create an atmosphere that is conducive to the growth of homestay ventures.

RESEARCH QUESTIONS

Behaviour of local villagers toward the tourism Industry

- 1) My quality of life has deteriorated because of tourism?
- 2) I believe tourism in my community causes pollution.
- 3) Tourism creates new markets for our local products.
- 4) Most tourists are respectful of the community.
- 5) Dealing with tourists has the potential to teach me a lot of things.

Behaviour of Homestay owners towards the community

- 1) Do you believe that homestay tourism has impacted the life of the Kumaon region?
- 2) Have you observed any changes in the local economy of the Kumaon region as a result of homestay tourism?

Behaviour towards the Homestay and social & cultural issue

- 1) Tourism benefits other industries in my community
- 2) Tourism brings in major revenue to the community.
- 3) In my opinion, there have been more benefits than drawbacks from the growth of tourism in my town.

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