

SUSTAINABLE TOURISM DEVELOPMENT : POTENTIAL OF HOME STAY BUSINESS IN UTTARAKHAND

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Abstract: *Tourism has emerged as one of the most important industry of the future. The Multiplier effects of tourism in terms of employment generation, income generation, development of tourism infrastructure and also conservation of priceless heritage, cultural deposits and development of potential tourism places are significant. Uttarakhand remains as one of the greatest attractions for tourists and state has tremendous potential for future tourism development. Moreover, tourism as a socio-economic activity involves a variety of services and deals basically with human beings moving from one place to another for different motivation to fulfill varied objectives. There are a number of eco-tourism destinations including national parks and wildlife sanctuaries in the state of Uttarakhand which attract nature lovers. Against this backdrop, present paper purports to examine the scope of home stay tourism in The state of Uttarakhand.*

INTRODUCTION

The State of Uttarakhand comprises of 13 districts that are grouped into two regions (Kumaon and Garhwal) and has a total geographical area of 53,484 sq. km. The State has a population of 101.17 million (Census of India, 2011) of which the rural population constitutes about 70 percent of the total. Uttarakhand is the 20th most populous state of the country. The economy of the State primarily depends on agriculture and tourism. About 70 percent of the population is engaged in agriculture. Out of the total reported area, only 14% is under cultivation. More than 55 percent of the cultivated land in the State is rain-fed. The landholdings are small and scattered. The average land holding is around 0.7 ha (divided into small holdings) in the hills and 1.8 ha in the plains. The State has been one of the fastest growing economies in India. Uttarakhand is prone to natural disasters. The state lies in high seismic zone besides flash flood, forest fire, landslides and cloudburst are very frequent. The climate change has also increased the vulnerability of natural disasters as glaciers are melting significantly. The outburst of glacial lakes has also increased the impact of flash flood. The cloudburst and heavy rains during the monsoon increased the severity of landslides and flooding.

Uttarakhand has a rich and vibrant cultural heritage. It is also rich in natural and biodiversity. 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. The state has won the best performing state award for tourism in 2004, besides two more national awards. It has already registered its presence on the world tourist map. Three types of tourism are practiced in the entire state i.e., religious tourism, natural

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tourism, and adventurer tourism. Religious tourism is centuries old practice. Along with this natural tourism is also practiced from the very beginning. Recently tourism has been introduced in the area in the name of adventurer tourism, which includes river rafting, trekking, mountaineering, and skiing. The trend of adventurer tourism is growing fast in the wake of the increasing adventure attitude of the tourists. The entire state of Uttaranchal is made up of the Himalayan Mountain System, thus there are the areas of skiing, trekking, river rafting, and mountaineering. Skiing is developing as a winter's game and the teams are comprised by domestic and international level

It is feasible to divorce pilgrimages for establishing tourism in Uttarakhand . Some element of tourism is always present in pilgrimages and it is on increase. So it is appropriate to deal in Religious Tourism. The Uttaranchal Himalayas is known as the abode of Gods and Goddesses. Nestled in the lap of the Central Himalayan Range, this land is a heaven of the earth and known as '*Devbhumi*'. The four *Dhams*: *Badrinath*, *Kedarnath*, *Yamunotri*, and *Gangotari* the *Panch Badris*, *Panch Kedars*, and *Panch Prayags* made up of fabric of pilgrimage in the state. Nestling in the lofty peaks are the four most holy pilgrimages of India. For centuries, saints and pilgrims, in their search for the divine, have walked these mystical vales known in ancient Hindu scriptures as '*Kedarkhand*'. The four *dhams* receive their source of water from the four pious rivers as *Yamunotri* from *Yamuna*, *Gangotari* from *Bhagirathi*, *Kedarnath* from *Mandakini* and *Badrinath* from the *Vishnu Ganga* (Bhardwaj, 1973). On account of natural locales the entire Uttaranchal Himalayas is characterized by magnificent picturesque landscape where the heartbeats leave to functions and the spiritual hungeriness get the new momentum. The breath taking spots between *Gwaldom Kausani*, *Raniketh*, *Berinag* and like many others have the splendor and heart touching view. The view of *Trishul*, *Nanda Devi*, and *Chaukhamba* from the different places of the Uttaranchal gives a new breath and new height for the mankind (Bagri, 1988). Uttarakhand has a rich and vibrant cultural heritage. There are innumerable local fairs and festivals like *Jhanda Mela* (Dehradun), *Surkanda Devi Mela* (Tehri), *Magh Mela* (Uttarkashi), *Nanda Devi Mela* (Nainital), *Chaiti Mela* (Udham Singh Nagar), *Purnagiri Mela* (Champawat), *Piran Kaliyar Mela* (Haridwar), *Jolijivi Mela* (Pithoragarh), *Uttarayani Mela* (Bageshwar), *Bikhoti Mela* (Karanprayag), *Raj Jat*, *Srinagar Mela*, *Gaucher Mela* and *Baisakhi Mela* in different part of Chamoli district which are indicative of the immense potential for cultural tourism in Uttaranchal (Adhikari, 1990). Uttarakhand is a paradise for adventure spots. The sheer variety ranging from mountaineering (*Bhagirathi*, *Choukhamba*, *Nanda Devi*, *Kamet*, *Pindari*, *Sahastratal*, *Milam*, *Kafni*, *Khatling*, *Gaumukh*), trekking, skiing (*Auli*, *Dayara Bugyal*, *Munsyari Mundali*, *Bedani Bugyal*), skating, water sports (in all the lakes and rivers in Uttaranchal) to aero sports like hang gliding, para gliding (Pithoragarh, *Jolly Grant*, Pauri) make Uttaranchal one of the most attractive destination for adventure sports not only in India but the world over. Institute of Mountaineering is located in Uttarkashi, which is among the three big institutes of India. In the River Ganga, many points are set up for river rafting and they are attracting the tourists at a large scale. Along with the world-famous Corbett National Parks, Uttaranchal has several other breath taking destinations for wildlife tourism. These include the Rajaji National Park, Govind Pashu Vihar, Asan Barrage,

Chilla, and Saptarishi Ashram, the last four being a delight for bird watchers (Negi, 1991). State has a rare diversity of fauna and flora. This makes it an ideal area for developing eco-tourism, projects activities like jungle safaris, trekking on mountain and forest trails nature walks, catch and release angling for Mahaseer and other fish species. All these activities have to be conducted in a manner that promotes awareness of environment and helps maintain the fragile ecological balance. The clean, fresh and invigorating environment makes Uttaranchal a preferred destination to relax unwind. From the modern facilities at Massoorie and Nainital to the untouched, pristine beauty of its snow-clad peaks, river and forests, Uttaranchal provides all that a tourist could possibly seek for amusement and leisure. It could be preferred.

Culture is the keynote on society's set-up, on the one hand and on the other, society makes up its existence through cultural front. The geographical location of the Uttaranchal state exhibits unique characteristics, in terms of climatic variations and cultural differentiations at the same time, in spite of, the great holy shrines of *Badrinath* and *Kedarnath*. Climatically favourable Lesser Himalayan cities of Mussoorie, Nainital, Almora, Ranikhet and other so many hills and valley towns, this state could not charm the tourists towards itself for a long time, due to its isolation from the main treks of these pilgrimages. As a result of this, relatively slow cultural transformation in terms of cultural waves of variable sanctity rather than the other parts of India and the world visualized, though the huge pilgrimages stand for incoming of the large pilgrims flow. This state is bestowed with various sanctity and sages within and between of a course of time. The whole state is divided into different cultural groups on the basis of micro-drainage basins. On the other hand, geographical divisions like water parting divide the cultural groups on the basis at micro level. Although, the holy snow-clad mountain peaks of *Chaukhamba*, *Nanda Devi*, *Kamet*, *Dunagiri*, *Purnagiri*, *Shivling* and *Trishul*, a native place of lord Shiva, huge glaciers of the world interest, lie in this state and the influence of these peaks maintain a *Shiv* community of the people, yet, the outer influence from the Indian sub-continent and abroad as well, could not take place. *Roopkund* and *Bedini Bugyal*, on the root of *Trishul*, *Madhmaheshwar*, *Tungnath*, *Rudranath*, *Jageshwar*, *Binsar*, *Baijnath*, *four dhams*, *Panch Badri*, *Panch Kedar*, *Panch Prayag* and so many other places of tourist and pilgrims' interest have become great resorts both the terms of pilgrimages and tourism, mainly after traversing of road up to the inaccessible places (Gupta, 2002). Cultural fabrics of the state have woven by the *Shaivism* and on the other hand *Shaivism* in the course of time prevailed dominantly all over the state. Though, the region is influenced by the combined pattern of *Shaivism* and *Vaishnavism*, yet, the temples of lord Shiva are greatly out numbers those dedicated to *Vishnu*. A sacrifice customs is present for the purpose of worship of the *Shakti* in which they sacrifice goats and the buffalos (*Bagies*) locally known as *Atwar*, as offering to the Goddesses '*Durga*' and '*Gaura*' are worshiped as a form of *Shakti*. Practice of sacrifice is gradually becoming less popular (Sati and Kumar, 2004).

LITERATURE REVIEW:

A Home-Stay, by its combined words (home stay) is staying in some one's home as a paying guest for short time period. But such guests are provided accommodation and services by individual family and community too. Therefore, the Home-Stay Regulation has accepted it as run (managed) by an individual or community (Timlasana, 2012). The „Home Stay" seeks to draw tourists away from posh and crowded urban areas to the rural locality full of splendid natural surroundings, by providing them with clean, comfortable and budget-friendly accommodation and food. Thus, homestay offers the traveler a unique local experience and possibilities of interaction with the host family. It offers the chance to experience new and untapped places which has enabled the government to popularize new tourist destinations, and provide alternative source of income to the rural folks (Gangotia, 2013). In home stay tourism 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 (Devkota, 2010). Cultural-heritage and its geographical structure makes India one of the famous destinations for home stay tourism. In home stay tourism, both the environment and culture are commoditized; market value is created with the demand of visitors. This provides financial reward to the local indigenous community for conservation of the environment and their culture (Laurie et al, 2005). Under this approach tourism is considered to be a component of development, giving emphasis to explore ways of expanding positive impacts and reducing negative impacts (Ashley, 2000). Home stay tourism is a major player when it comes to the reduction of rural poverty. It integrates all activities of tourism such as trekking, cultural tourism, agro-tourism, health tourism, and ecotourism (Devkota, 2010). It is a good source of earning foreign currency. It reduces the gap in the balance of payment, provides increased tax revenue, gives rise to economic development of the nation, and increases the employment opportunities. It may also provide new markets for local people to sell their products, such as agricultural products, livestock and others (Budhathoki, 2013). Growth in tourism motivates people to pursue higher education and to obtain new jobs, and it thus also increases the literacy rate. It provides opportunities for new generations to redefine and reclaim their cultural and ethnic identity. The villagers and other concerns were given trainings in hospitality and basic guiding skills to the local residents to provide them the opportunity to learn about hygiene, tourism and conservation techniques. The development of tourism at a particular place has positively influenced the livelihood of people of that place but on the other hand it has also had some negative impacts on the lifestyle of the local people, making them lose their own traditional culture and heritage (Pandey et al., 1995). Tourism is blamed for deforestation and degradation of the environment. This results in loss of benefits to the local community and loss of healthy environment, the loss incurred from such activities is high compared to the economic gains made from the tourism (Banskota & Sharma-1995). The increased flow of tourists may also heighten the problem of traffic and parking in city areas, increases urbanization in places where there is more flow of tourism increasing noise and environmental pollution (Gurung et.al 1996). According to Wipada (2007), Home stay is defined as one type of lodging that tourists

share with the homeowner with the intention to learn culture and lifestyle from the homeowner who is willing to transmit and share their culture. The homeowner is the one who prepares lodging and food for the tourists with reasonable pay. Lynch, McIntosh and Tucker (2009), give a broader definition of Home stay by referring to it as commercial homes whereby visitors or guests pay to stay in private homes where interaction take place with a host or family. It is a very unique characteristic as this concept promotes interaction between host families and tourists and acting as a development tool to raise awareness on the cultural exchange and respect for the host's culture (Jamilah and Hamzah, 2007). Existing Literature to date, on the development of home stay models has been limited. However, literature on mountain tourism, the growth of ecotourism in India and abroad, and community based tourism combine to give a basis for looking at the home stay as a livelihood strategy in rural and remote economies. As people across the globe look for unique travel experiences that combine natural beauty with cultural and architectural appreciation, remote locations are increasingly sought as destinations. There are also other negative impacts of tourism in society such as increase in crime, increase in the sex trade among women, increase in consumption of alcohol, negative impacts on the lifestyles of local people, exploitation of local resources, impacts on religion and practices of local people. All these provide grounds for a negative attitude towards tourism. Staying in some simply delightful home stays, lodges, resorts and bungalows provides a delicate mix of experiences. In the state of Uttarkhand the major home stays were in the Nanda Devi Valley and Valley of Flower housed famous home stay sites (Macek, 2012).

OBJECTIVES AND METHODS:

Present paper purports to examine the scope of hoe stay tourism in Uttarakhand. Besides, it attempts to examine the emerging potential of tourism development in the state. The paper is based on secondary data and pertinent literature compiled from published and documented sources including websites. Time series data analysis has been ensured in order to highlight the growth and tourism development in state.

TOURIST FLOW:

Tourists flow in Char Dham Yatra during 2010-2012 is shown in Table 1. Tourism is backbone of state economy. During the period of 2000 to 2018, tourists increased by 230.94 percent in the state. During 2018, 3.68 crores tourists visited the tourist destinations of state. The major tourists destinations of state are Haridwar (58.55 Percent), Massoorie (7.79 Percent) , Dehradun (6.74 Percent, , Tehri (5.75 Percent). The Char Dhams viz. Kedarnath, Badrinathm, Gangotri and Yamunotri accounted for about 7 percent of the tourists visited the state. The share of Char Dhams in tourists visit has declined from 11.61 percent in 2000 to 7.11 percent in 2018. During 2012, 2.84 crores tourists visited the state and out of them, 99.5 per cent were domestic tourists. The share of foreign tourists in total tourists was recorded meager (042 Percent) . The Char Dhams are located in eco sensitive zone however; there has been tourists flow in these zones due to wider promotion of Char Dham Yatra. Now, the Yatra has become

so pleasure that pilgrims are being more attracted to Char Dhams. During 2012, 5.73 lakh pilgrims visited Kedar Nath while 9.36 lakh tourists Badri Nath during 2011.

Table: 1

Tourist Flow in Char Dhams in Uttarakhand

| Year | Badrinath | Kedarnath | Gangotri | Yamunotri | Uttarakhand |
|------|-----------|-----------|----------|-----------|-------------|
| 2000 | 695332 | 300000 | 208407 | 88672 | 11135580 |
| 2001 | 430065 | 193628 | 131499 | 54074 | 10603485 |
| 2002 | 448597 | 169217 | 118374 | 54023 | 11707992 |
| 2003 | 580943 | 234497 | 139934 | 78050 | 12993092 |
| 2004 | 500579 | 276406 | 160839 | 102331 | 13904806 |
| 2005 | 566224 | 382973 | 223061 | 169046 | 16373509 |
| 2006 | 695242 | 487003 | 263807 | 216883 | 19454717 |
| 2007 | 768107 | 557423 | 329385 | 287870 | 22260400 |
| 2008 | 1075583 | 470048 | 326366 | 327611 | 23176593 |
| 2009 | 798204 | 403636 | 380157 | 322242 | 23272457 |
| 2010 | 921526 | 400511 | 310561 | 309634 | 31108593 |
| 2011 | 936172 | 570601 | 485137 | 448945 | 26808440 |
| 2012 | 1046619 | 573052 | 435552 | 413615 | 28470210 |
| 2013 | 476430 | 333774 | 210239 | 253110 | 21131606 |
| 2014 | 159575 | 40946 | 51694 | 38294 | 22630045 |
| 2015 | 366455 | 154435 | 160192 | 122926 | 29406246 |
| 2016 | 654355 | 309764 | 285459 | 155129 | 31776581 |
| 2017 | 920468 | 471235 | 408738 | 392208 | 34723199 |
| 2018 | 1048051 | 731991 | 447838 | 394445 | 36852204 |

Source: Department of Tourism, Government of Uttarakhand

Tourist arrivals in Badri Nath and Kedar Nath Shrines are shown in Table 2 There has been an increase of 2.62 times in tourist arrivals in Kedar Nath during 1990 to 2016 while tourist arrivals in Badri Nath increased by 1.72 times during the corresponding period. During 2000 to 2016, tourists flow in Kedar Nath has increased by 43.72 per cent while it decreased by 17.24 per cent in Badri Nath during the corresponding period. It is expected that during 2017, about 1 million pilgrims will visit Badri Nath as well as the same number of pilgrims to Kedar Nath. During 2018, tourists flow in Kedarnath has declined while it has increased in Badrinath.

Table: 2
Tourists Arrival in Badri Nath and Kedar Nath Shrines
(In Lakh)

| Year | Badri Nath | Kedar Nath |
|------|------------|------------|
| 2000 | 7.35 | 2.15 |
| 2001 | 4.23 | 1.20 |
| 2002 | 4.48 | 1.60 |
| 2003 | 5.81 | 2.80 |
| 2004 | 4.94 | 2.74 |
| 2005 | 5.66 | 3.90 |
| 2006 | 7.41 | 4.85 |
| 2007 | 9.01 | 5.58 |
| 2008 | 9.11 | 5.70 |
| 2009 | 9.17 | 4.04 |
| 2010 | 9.22 | 4.00 |
| 2011 | 9.81 | 5.70 |
| 2012 | 9.86 | 5.48 |
| 2013 | 4.98 | 3.12 |
| 2014 | 1.80 | 0.41 |
| 2015 | 3.59 | 1.54 |
| 2016 | 6.25 | 3.10 |
| 2017 | 10.0 | 10.0 |
| 2018 | 10.48 | 7.32 |

Source: Department of Tourism, Government of Uttarakhand.

ALTERNATIVE ACCOMMODATION:

Hotel accommodation by district during 2005 is shown in Table 1. Uttarakhand has vast scope for tourism development. There has been immense potential for tourism in the hill districts of the state. Tourism infrastructure has been massively developed in the hill districts which has also disturbed the natural environment, ecosystem and landscaping. In view of the tourists flow in Char Dhams, a number of hotels and accommodation units were setup even in the eco sensitive zones. With the influx of tourists, the tourism infrastructures such as hotels, lodge, dharashala, shops, dhabas, mobile phone tower, roads etc are also Mushrooming. According to the state tourism department, in 2006 there were 2312 recognized accommodation units (excluding Dharmashala) 27899 rooms and 185373 beds and 802 Dharmashala in major tourist destination. But the actual figure was far more than that. Presently more than five thousand hotels and resorts have been constructed on Garhwal division. The accommodation facilities are not enough yet. The hotels, lodges, Dharmashala, shops and restaurants are being constructed very close

to river channel even with in active flood plains, to access roads that are mainly along the rivers. Construction of different buildings on deforested unstable slope causes landslide and road blockage.

Table: 3

Hotel Accommodation By District

| District | Number Of Establishments | Number Of Rooms | Number Of Beds | Rooms Per Establishment | Beds Per Establishment | Av. No. Of Beds Per Room |
|---------------|--------------------------|-----------------|----------------|-------------------------|------------------------|--------------------------|
| Dehradun | 317 | 6150 | 15283 | 19.4 | 48.2 | 2.5 |
| Haridwar | 22 | 4294 | 9120 | 19.3 | 41.1 | 2.1 |
| Tehri Garhwal | 79 | 706 | 7747 | 8.9 | 98.1 | 11.0 |
| Pauri Garhwal | 131 | 3849 | 16206 | 29.4 | 123.7 | 4.2 |
| Uttarkashi | 132 | 1594 | 3496 | 12.1 | 26.5 | 2.2 |
| Rudraprayag | 155 | 1434 | 4584 | 9.3 | 29.6 | 3.2 |
| Chamoli | 240 | 2527 | 9087 | 10.5 | 37.9 | 3.6 |
| U S Nagar | 47 | 753 | 1464 | 16.0 | 31.1 | 1.9 |
| Nainital | 126 | 2320 | 6094 | 18.4 | 48.4 | 2.6 |
| Champawat | 26 | 257 | 638 | 9.9 | 24.5 | 2.5 |
| Almora | 76 | 815 | 2139 | 10.7 | 28.1 | 2.6 |
| Bageshwar | 27 | 399 | 1057 | 14.8 | 39.1 | 2.6 |
| Pithoragarh | 70 | 679 | 1444 | 9.7 | 20.6 | 2.1 |
| Total | 1648 | 25777 | 78359 | 15.6 | 47.5 | 3.0 |

Source: Department of Tourism, Government of Uttarakhand.

Eco-sensitive zones such as Gangotri glacier, Yamunetri, Valley of Flowers, Kedar Dom, Hemkund Shaib, Nagtibba, Binsar, Chandrashila etc are famous to pilgrims and trackers. These areas are now being over exposed. Ecological balance and durability of the glaciers are being threatened due to emulsion of green house gases from vehicles, cooking stoves, generators etc. Moreover, the catchment areas are being polluted by tourists with huge amount of plastics and other non degradable elements that are enough responsible for landslides and flashflood.

Home stay is the best way to experience the famed Himalayan hospitality of Uttarakhand. A Home stay 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. 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. So come and savour the quintessential cultural immersion with Home stays in Uttarakhand. The options and services are many and diverse. Choose from living in ancient wooden 'Havelis', heritage buildings, village huts or contemporary residences. Take home some precious memories. Opt from the list of Home stays available in different districts and maximize your holiday experience.

There are many tourist spots located in the remote rural areas of Uttarakhand which are abundant with natural beauty and cultural heritage, but due to the absence of proper lodgings and food facilities, tourists are deprived from exploring such beautiful places. 'Deen Dayal Upadhyaya Griha Awaas Home stay regulations,' has been created to attract tourists to far-flung tourist destinations along with the popular ones, enhance accommodation facilities at local level, generate employment for native people and provide an additional source of income to house owners. The main objective behind starting the Deen Dayal Upadhyaya Griha Awas regulations is to provide clean and affordable home stay facilities to national and international tourists. The facility will also offer travelers a unique opportunity to explore state's culture and savour the delightful delicacies of the state's cuisine.

During 2019, there were 1022 registered home stays in the state. Out of them slightly more than 1/4th home stays were located in urban areas while remaining home stays were situated in rural areas of the state. There were 3833 rooms with the capacity of 7895 bed in these home stays. Out of total registered home stays in the state, Dehradun, Nainital, Pithoragarh and Chamoli accounted for lion's share. Out of total home stays, 41.78 home stays were categorized as Bronze and 37.96 percent home stays were Silver category. Thus, about 21 percent home stays were categorized as Gold.

Table: 3
District Wise Home Stay in Uttarakhand in 2019

| District | Urban Areas | | | Rural Areas | | |
|-------------|------------------------|-------------|-------------|------------------------|-------------|-------------|
| | No of Registered Units | No of Rooms | No. of Beds | No of Registered Units | No of Rooms | No. of Beds |
| Nainital | 39 | 136 | 260 | 110 | 366 | 708 |
| Uttarakhand | 6 | 22 | 44 | 54 | 216 | 432 |
| Bageshwar | 1 | 5 | 10 | 28 | 103 | 180 |
| Tehri | 2 | 8 | 16 | 103 | 461 | 1055 |
| Pauri | 0 | 0 | 0 | 21 | 69 | 138 |
| Dehradun | 182 | 924 | 1924 | 29 | 127 | 254 |
| Haridwar | 12 | 59 | 118 | 1 | 3 | 6 |
| Rudraprayag | 3 | 10 | 20 | 54 | 148 | 294 |
| U S Nagar | 2 | 10 | 20 | 0 | 0 | 0 |
| Almora | 3 | 10 | 18 | 100 | 356 | 716 |
| Pithoragarh | 0 | 0 | 0 | 141 | 371 | 773 |
| Chamoli | 15 | 65 | 140 | 111 | 350 | 741 |
| Champawat | 2 | 4 | 8 | 3 | 10 | 20 |
| Total | 267 | 1253 | 2578 | 755 | 2580 | 5317 |

Source: Department of Tourism, Government of Uttarakhand.

There has remarkable growth in the registered home stays in the state during last three years. Home stays grew by 3.58 times during 2017 to 2019. The growth was recored significantly high in Chamoli, Pithoragarh, Nainital , Uttar kasha and Rudraprayag (Table 4).

Table:4
Growth of Home Stay in Uttarakhand

| District | 2017 | 2018 | 2019 |
|-------------|------|------|------|
| Nainital | 40 | 52 | 149 |
| Uttarakhand | 19 | 19 | 60 |
| Bageshwar | 14 | 14 | 29 |
| Tehri | 65 | 79 | 105 |
| Pauri | 2 | 4 | 21 |
| Dehradun | 62 | 79 | 211 |
| Haridwar | 5 | 5 | 13 |
| Rudraprayag | 1 | 1 | 57 |
| U S Nagar | 2 | 2 | 2 |
| Almora | 65 | 69 | 103 |
| Pithoragarh | 6 | 6 | 141 |
| Chamoli | 2 | 2 | 126 |
| Champawat | 2 | 3 | 5 |
| Total | 285 | 335 | 1022 |

Source: Department of Tourism, Government of Uttarakhand.

A home-stay program is based on rural lifestyles and livelihoods. In other words, being rural and remote, practicing subsistence agriculture, exhibiting a cultural heritage, promoting community economic development and the Himalayan landscape are advantages for communities that participate in home-stay programs. Ladakha and Sarmoli in Uttarakhand are examples of Indian communities where home-stay programs have been successful and earned money from tourism. In the beginning, Sarmoli struggled to install a modern sanitation and bathroom system e home-stay program will be the main feature of the village's community-based tourism program. It will regenerate the local economy and help to preserve the natural and cultural heritage. It will also give tourists a chance to experience local culture (Imran and Nguyen ,2018). Home stay programme, has become the iconic rural tourism product highlighting India cultural and traditional ways of life. The concept of Home stay is whereby a tourist stays together with the host family and interacts with the local community for a reasonable charge. Due to the potential of home stay in providing additional income and employment within the community, more participants have become motivated and encouraged to run the Home stay programme. In home stay tourism, both the environment and culture are commoditized; market value is created with the demand of visitors. This provides financial reward to the local indigenous community for conservation of the environment and their culture. Under this approach tourism is considered to be a component of development, giving emphasis to explore ways of expanding positive impacts and reducing negative impacts. Home stay tourism is a major player when it comes to the reduction of rural poverty. It integrates all activities of tourism such as

trekking, cultural tourism, agro-tourism, health tourism, and ecotourism. It reduces the gap in the balance of payment, provides increased tax revenue, gives rise to economic development of the nation, and increases the employment opportunities. It may also provide new markets for local people to sell their products, such as agricultural products and livestock. Growth in tourism motivates people to pursue higher education and to obtain new jobs. Thus it also increases the literacy rate. It provides opportunities for new generations to redefine and reclaim their cultural and ethnic identity. The villagers and other concerns are given trainings in hospitality and basic guiding skills to the local residents to provide them the opportunity to learn about hygiene, tourism and conservation techniques

CONCLUSION:

Sustainable development of tourism has emerged as a core concept in tourism development. The newly created state of Uttarakhand is trying its best to promote tourism in order to boost their economy and earn foreign exchange earnings. However, the negative implications of tourism on environment and ecology are to be studied in order to ensure sustainable development of tourism in the new states. 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 on local culture and environment would be very high. Currently this sector is in its nascent stage, smaller in scale and disorganized however, it can lead to greater impacts in rural areas in the years to come. Hence there is need to understand the phenomenon to make home stays a sustainable accommodation option in the fragile Himalayan regions and check the degradation of environment and wrong non sustainable practices besides conserving local cultural heritage.

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