



## **HOME STAYS AS A SOCIAL ENTERPRENUER PERSPECTIVE FOR SUSTAINABLE TOURISM IN KARNATAKA (INDIA) – A STUDY**

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### **ABSTRACT:**

*Tourism is the fastest growing industry of India. Being labor intensive, it has great potentials for creating job opportunities and innovations in industry. This form of tourism is based on three aspects namely service, facility and attraction. In this paper an attempt has been made to project India a country which has strong position only in attraction whereas it is improving in facility and services. Sustainable tourism takes place if home grown resources and natural settings are effectively served to the tourism as well as also preserved. Promotion of tourism thus is highly dependent upon the active participation of the private sector and communities where the role of government becomes that of a facilitator. An attempt has been made to analyze the applicability of sustainable hospitality management systems as a means of fostering wellbeing for under-privileged sections of indigenous societies. The study is based primarily on secondary data sources such as previous studies, journals, books, reports, magazines, and several online data sources. The study aimed to determine opportunities and challenges of home stay tourism in India.*

**Keywords:** Home-stay, prosperity, sustainability, facilitation, opportunities

### **THE CONCEPT SOCIAL ENTERPRENEUR:**

**Social entrepreneurs** are individuals with innovative solutions to society's most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change. In other words, they are the people who undertake risks to serve the society without any profit motive. Social entrepreneurship is the use of entrepreneurial activities for the societies well being rather than earning profit.



### **THE HOME STAYS: A social entrepreneurship concept:**

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, home stays offer 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. 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. 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.

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.

Tourism must always preserve culture and promote it so as to use local resources and manpower to promote the economy of a place. Hence, there is need to focus on sustainable development of tourism. Home stay tourism will serve as a momentous tool to the development of rural areas in every sphere including the economic, cultural, social and environmental spheres.

### **OBJECTIVES OF THE STUDY:**

- To study home stay tourism in Karnataka (India).
- To emphasize the major opportunities available for home stay tourism in Karnataka (India).



- To identify the challenges faced in the development of home stay tourism in Karnataka (India).
- To offer valuable recommendations so as to make the home stay tourism more viable.

### **Home Stays in Karnataka:**

A network of home stays will be developed across the state and branded as 'Atithi'. The home stays will be minimally regulated and will be treated as a non-commercial venture. One could compare it with the "Bed & Breakfast" you see in the western countries.

Karnataka is 9th largest state in India in terms of population as per as latest Government statistics. "As the result of high population unemployment rate is also very high. Tourism sector is one which gives large scale employment opportunity and reduce the problem of unemployment some extent. Karnataka is fast growing economy, although there are number of people are illiterate, they do not get job opportunities. But tourism industry provides employment opportunities not only educated but also uneducated or illiterates. In Karnataka state many people do not get basic needs because of the problem of poverty. Poverty is due to lack of source to earn income. But tourism industry it gives opportunity to earn income both educated or skilled and unskilled labours, as the result poverty rate declines. Karnataka has very good number of tourist spots. It has number of tourism sites or locations, both national and manmade as artificial. It attracts a greater number of people across the world.

There are number of tourist destination not yet developed. When govt. gives support or incentives definitely that spots will develop and automatically social and economic infrastructure facilities will expand. Tourism industry has chain linkage, with all other sectors like bank and insurances, trade, transportation, communication, education etc., Therefore, overall economic development will take place. Karnataka has good coastal and airline as well as international airport and sea port; it attracts a greater number of foreign tourists and helps to Karnataka state to earn more foreign exchange, cultural exchange. Recently Karnataka state government invited foreign investors, MNCs to invest in this tourism sector. As the result of foreign investment



tourist people may get good and qualitative services and economy will develop. In Karnataka there are number of unexplored tourist spots were explored since 2005.

Karnataka has seen tremendous growth in tourist arrivals which have grown by more than 300 people from a mere 24million 10 years ago to 85million today. **Home stays** are mushrooming up in various parts of Karnataka like Sakleshpur, Mangalore, Mysore, Chickmagalur,Coorg, Thirthalli especially in Kodagu district and numbers of tourist spots were explored. Home stays are very important means to earn income and to generate employment in rural areas. Home stay is a form of tourism that allows the visitor to rent a room from local family to better learn and live. Home stays can occur in any destination of worldwide; some countries do more to encourage home stays than other as means of developing their tourism industry. Hosting a home stays allows the local family to earn some additional needed income. Home stay has linkage effect. It generates large scale employment opportunities in different ways. The advent of home stays boosts up tourism in Kodagu. One of the recent developments in tourism of Kodagu is mushrooming up of home stays, which provides royal treatment to the guests. Food habits, hospitality of people of Kodagu are the main reasons for flourishing tourism in Kodagu district.

Karnataka- Himachal Pradesh, Tamilnadu, Maharashtra, ranks top five states with maximum share 85% of home stays. Of them 13% are located in Coorg followed by Kochi with 9%. Home stays are becoming an important form of Indian hospitality industry solving budget accommodation problem (accommodation under Rs.2000 per night). Kerala and Karnataka are leaders in home stays and both have specific home stay policy. Karnataka has highest concentration of home stays with **Coorg as India's home stay capital** nearly 548 home stays are found in Karnataka. These home stays are built in form of brick house, eco-tent, mud house surrounded by bamboo, banana and coffee plantation encouraging organic cultivation and also reuse of organic waste or converting them into natural fertilizers.

<b>10 notable home stays</b>		
<b>Home-stays name</b>	<b>destination</b>	<b>State</b>



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Kudajadri drizzle home-stay	wayanad	Kerala
The spectrum	Chikmangalur	Karnataka
Nature craft home-stay	Chikmangalur	Karnataka
Misty woods	Coorg	Karnataka
Alpen glow	Coorg	Karnataka
Honey valley estate	Coorg	Karnataka
Bethel home-stay	Coorg	Karnataka
Serene home-stay	Coorg	Karnataka
Sangway holiday	dandeli	Karnataka

**Opportunities for home stays:**

- **Social Opportunities of Home stay:**

An ideal platform for cross-cultural exchanges (guest host interactions). Reducing conflicts among different races and nationalities. Retention of youth by involving them in local opportunities. Learning new languages, skills and builds confidence among locals. Make locals tech savvy and smart and independent as modernization gradually creeps through.

- **Economic Opportunities of Home stay:**

Transforming economic and employment opportunities to rural areas and thus alleviating poverty. Encouraging local and foreign investment in tourism. Encouraging micro entrepreneurship in tourism and its many other related sectors. Direct economic benefits consumption of food, accommodation and purchase of souvenirs. Conservation of indigenous skills such as handicrafts and artisan work.

- **Environmental Opportunities of Home stay:**

Would be very helpful in reducing common sanitation related diseases since training would be conducted. Persuading the locals to keep the premises, kitchens and toilets etc. neat & clean. Increasing awareness on environmental conservation among host areas. Assembling funds for conservation of physical environment.



- **Infrastructural Opportunities:**

Increasing accessibility to villages by linking them with easily accessible roads. Increasing the number of education & training centers for capacity building. Increasing safety & security of locals as well tourists at the destinations in question. Improving healthcare & public utilities at the remote destinations.

- **Tourism related Opportunities:** Tourists get a chance to witness natural & cultural diversity. Increase in accommodation supply capability of the destination. Removing the problem of seasonality by promoting the destination all year round. Increase tourism awareness amongst local and foreign tourists by the constant intervention by key role players.

**CHALLENGES OF HOME STAY:**

- a) **Lack of skilled human-resources** such as guides, entrepreneurs, hospitality professionals and this is due to lack of availability of education and training institutes.
- b) **Poor infrastructural facilities-** such as good roads, transpirations, electricity, healthcare, communication and other residential facilities and without these facilities it is difficult to establish and promote better service to existing as well as potential Home stay visitors.
- c) **There is lack of proper legal-** regulations for example registration of Home stay, booking of Home stay and other relevant policies.
- d) **Marketing and promotion of-** Home stay tourism is also lacking in the country.
- e) **There is poor coordination-** among different tourism participants such as government, tourism players, tourism intermediaries and other non-government bodies associated with Home stay tourism.
- f) **Poor maintenance of peace -**security and chaos situations which demotivate foreign tourists to visit India.



- g) **Less awareness regarding**-conservation of natural as well as cultural resources among locals. Lack of ecotourism practices is also a major challenge in successful development of Home stay in India.
- h) **Improper management of**- resources at the destination is also a big challenge in extension of Home stay viability.

### **RECOMMENDATIONS:**

Govt of Karnataka as per the current tourism policy has necessitated upgrading home stays in Karnataka and subsidies and loan facilities to be extended for the new ones.

- a) **There is a need of:** preparation of home stay planning and development for the local people. Hence, the local people of the proposed home stays tourism destination should be technically assisted to prepare home stays planning and development.
- b) **The locals of the home stay:** tourism destination should be given training on leadership, hospitality along with food and beverage (by using local menu) so that the tourists can get quality service.
- c) **Loan subsidy and other:** fiscal incentives should be provided to the local people for upgrading their existing facilities i.e. bed, rooms, bathrooms, tap, cleanliness etc.
- d) **Home stay tourism operation:** practice in both community and privately, should be differentiated and treated accordingly by the government during aiding and other facilities.
- e) **Establish community:** tourism fund in the Home stay tourism destinations so as to invest in capacity building and infrastructure. Moreover, there is need for upgrading the database of home stays so that the tourist can choose and book them.

### **CONCLUSION:**

Though the state Karnataka has lots of potentials for developing home stay concepts and taking up community-based tourism activities which can benefit economically the locals but comparatively with states like Kerala, Tamilnadu in the south and many north Indian states like Himachal Pradesh, is to compete with them. Home-Stay is a micro tourism entrepreneurship. It is





a new concept adopted in India. However, lot of enthusiastic groups (communities) and individuals are eager to run this business sans much idea and knowledge. Diverting international tourists to the rural destinations of India can and should be one of the tourism policies of the Indian government. It is advantageous to create a rural tourism environment and facilitate both the communities as well as private sectors to carry out the business to the benefit of all stakeholders.

The Indian tourism market specially Karnataka is huge and it has limitless offerings and products. The concerned stakeholders have to exploit and reap the benefits. However, most of the products have yet to be explored. Government lacks a concerted vision, plan, policy, strategy and program and this is a crucial aspect that must be addressed. It has to do a lot of homework because it can be an instrument of poverty mitigation a very valuable strategy. in a win-win scenario There are nonetheless innumerable temporary challenges which can be resolved with appropriate strategies and careful plan.

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