

"An Assessment for Measuring Potentiality of Homestay In Sikkim"

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ABSTRACT: The study aims to assess potentiality, conceptualization and guide line of Homestay in Sikkim. This paper will be based on secondary data including Sikkim government (Tourism department) private agencies working in home stay sector. On the basis of secondary data some graphical representation is prepared. It is found that home stay has highly impacted due to challenges and strategic interventions and difficult to set up unique guideline for all over India. This paper will

I. INTRODUCTION

A decade ago, home stay in India were a niche in local travellers, but now it has gained a massive popularity among the travellers. Since the hospitality industry is one the most important sector and, home stay plays a vital role as an alternative accommodation for all. Indian home stays offer a unique experience to the visitors, because of the various cultural backgrounds present in the various states and regions. However, Home stay visitors has opportunity to observe that, how others live, think and interact with locales cultural and hospitality (food, drink, entertainment and many more).

Travelling has always been to seek new experiences. The new form of technologies and urbanization has changed the lifestyle of people tremendously. A large chunk of population is moving to metropolitans and urban areas for better job opportunities and also good living standards provided. The urban lifestyle provides very little opportunity to relax in serene environments. This urges the people to take holidays and move to quiet and serene areas. The discretionary income, discretionary time, status and prestige, reduced family sizes are some of the factors which has added to the growth of tourism.

New forms of tourism like cultural tourism, eco-tourism, nature-based tourism, agro

contribute to the knowledge of homestay police makers and will act as a guideline, and this would further pave way for focusing research on reducing the negative impact on home stay. There is fewer literature available on this topic but this study will, fill the gap of home stay in Sikkim and entire B & B Product across the India.

Key words: Home stay, Cuisine, Sikkim, Community, Culture, Livening spaces, Guest, potential. tourism, village/ rural tourism, volunteer tourism suggest the growing demand of tourism where it brings a tourist close to natural environment and host community.

CONCEPT OF HOMESTAYS

Home stay alludes to a visit to somebody's domestic in a remote nation which permits guests to lease a room from a nearby family in arrange to memorize neighborhood culture, lifestyle, or language. It may be a living course of action advertised by a have or have family that includes remaining in their outfitted house. The visitor of a domestic remain would be remaining in home-like settlement with shared living spaces Facilities, and civilities. Utilities and dinners are ordinarily included and the length of remain may be day by day, week by week, month to month, or boundless unless indicated something else by the have waterways Rivers, Separated from convenience Domestic Remain offer a run of exercises which allow visitors the one of a kind opportunity to involvement the particular culture of the zone.

Activities will differ from home to home and depending on the location. For instance, activities at a home stay in Thailand can range from giving morning alms to monks, learning how to weave silk or cotton cloth, participating in agricultural activities, to going on nature tours,

learn a skill practiced by local villagers, such as making local handicrafts or cooking Thai food. In Japan one can learn doll-making art.

In India numerous Homestays in Kerala offer backwater travels in houseboats and trips down the contract canals in canoes. In Rajasthan a few Homestays organize safaris by jeep or horseback into the farmland, to visit tribal towns and spot natural life.

In manor and slope stations, has can take visitors trekking and orchestrate guided strolls through zest gardens and timberlands. Depending on the family, numerous has will offer to require visitor's circular the sights of their town or town, sharing nearby bits of knowledge and an encounter distant expelled from the normal visitor walk.

Domestic remains aren't fair a base from which to spend many days investigating the neighborhood zone, they are an occasion goal in themselves. (Frederick, 2003[1]) too characterized the homestay as remain by a sightseer or a going by remote understudy who is facilitated by a neighborhood family. Homestay can happen in any goal around the world; inhabitants of homestay nations empower homestays in arrange to create their tourism industry. Moreover, homestays as a concept, brings individuals from changed foundations beneath a single roof, very truly, and offers a perfect stage for long enduring fellowships.

HOMESTAYS IN INDIA

India, since time immemorial has been in the priority list of all the globe trotters. India spans a geographical region that stretches from mighty mountain ranges in the north to the Indian Ocean in the south, from deserts in the west to deltas in the east. In India, many cultural, social, religious and regional strands come together to make a truly unique tapestry. Each state is unique in its cultural and natural formation. India has been known for its hospitality.

Indian tourism has taken a jump with the concept of homestays getting to be the modern mantra within the neighborliness situation. This interesting way of genuinely encountering the beat of the put is quick catching up with not as it were sightseers but too has. The Indian proverb 'Athithi Devo Bhavah' or 'Guest is God' is genuinely lived up to by homestays in India where the visitor is invited with enchant to the domestic.

Indians consider it a huge honor to have guest in their home, and go out of their way to please them. The visitors staying in homestays get to experience true Indian hospitality. A tourist's visit to India can be made memorable with the Homestay Units offered to them. The state tourism departments in India have introduced the concept of homestays. Kerala, Karnataka, Himachal Pradesh, New Delhi, NCR, Goa, Uttarakhand, Sikkim, Rajasthan and Gujarat are the states to have introduced the concept of homestays.

GUIDELINES FOR APPROVAL AND REGISTRATION OF HOMESTAY IN INDIA

The State Tourism Departments in India follow more or less same guidelines for homestays in their respective States. The guidelines are as follows:

1. Homestay Venture should be considered as it were in case the proprietor of homestay office dwells within the put of homestay facility.
2. The Number of rooms given by the proprietor of Domestic Remain office ought to be least one room and ought to not surpass five rooms.
3. The room settlement of least standard sizes with joined latrine office, sensibly outfitted and prepared for letting out to the tourists/guests as endorsed beneath the conspire. For case beneath Domestic Remain Plot of Himachal Pradesh Government, the standard estimate for twofold and single bed room settlement is 120 Enrollment and classification is obligatory to profit the office beneath this project.
4. A Police Clearance certificate from Neighborhood Station House Officer should to be submitted at the side the application.
5. Since the put of domestic remain units stands as a portion of family and comes inside rural, ranch, normal and cultural range the position of domestic remain places proceeds because it is. The house proprietors of domestic remain Venture might not estrange the arrive other than the reason for which it is being utilized at present.
6. At slightest one of the family individuals ought to be able to communicate in English.
7. The houses in ranges of tourism significance will get priority.
8. Homestay units must guarantee the area, offices, encompassing environment, cleanliness, cleanliness, security, building plans and security of the visitor.
9. Any proprietor/owner of a private house located in an appropriate area of the State (rural area in case of Himachal Pradesh) has to apply in the prescribed proforma provided by

the Department of Tourism, of respective States for approval/registration of the Homestay unit.

10. The determination of the home-stays from among the candidates will be done by a committee named by Government for the reason, based on the taking after criteria;
 - Location of the house
 - Quality of house and encompassing zones in terms of offices & cleanliness for advertising to tourists.
 - Access
 - Educational and proficient foundation of the candidate and family members.
 - Tourist fascination of the area

The committee for classification of Domestic remains units constituted by Government for the reason will visit the unit and in the event that found palatable with the offices suggest to Division of Tourism for the classification of the unit. The classification will be issued by Office of Tourism of particular States.

TENETS OF HOMESTAY

The homestays are accommodations provide firsthand experience to the tourists. Following principles are used in developing the homestays so that the overall experience of the guest is satisfactory and also the host community is benefited.



Figure 1: Tenets of Homestay

Challenges and Strategic Interventions for Line of Homestay

The most important part of homestays is local hospitality with the accommodation, amenities and supplies provided. It varies from place to place throughout the globe because of the cultural and physical uniqueness.



THE IMPORTANT PRODUCTS OFFERED BY HOMESTAYS HAVE BEEN DISCUSSED IN GENERAL

Accommodation: The homestays are within the houses of the local people. The houses are built on the regional/local engineering of the region. All over India there are numerous diverse sorts of homes, their different structural styles are normal of the area they are found within, the history of their proprietors and extend of social and devout conventions. There are the Havelis of Northern India and the Theravadas houses in Kerala, the planters’ houses on tea and zest ranches and the

colonial bungalows. The homestay and the rooms have furniture of neighborhood flavor. The homestays may hold cowsheds, goat house, herb cultivate, kitchen cultivate, nectar comb etc. as attractions. Rooms are single, twofold and twin. The rooms have attached private lavatories with each room at the side all toiletries.

Cuisines/Foods: Meals form very integral part of stay in homestays. The local cuisine/food is served to the guests. At times delicious organic vegetables and fruits is picked fresh and cooked straight from the garden and forest. The cooked food is served to guest with the host and family.

Amenities and Supplies: Apart from the accommodation, there are other features which are required for a comfortable stay to guest. This comes in the form of amenities and supplies like laundry service, television in rooms, reception (lobby) parking, wake-up call, mineral water, heating in rooms (as per the weather conditions), baby-sitting, Wi-Fi service, iron and iron board (on guest request) complimentary newspaper and many more.

Local Activities and Recreations: Each area specializes in different activities because of the geographical location as well as the socio-cultural milieu of each place is distinct. The activities might also differ from day and night. Homestays give a real feeling of local culture and also gets an opportunity to learn about all sorts of local customs and traditions.

Some of the local activities enjoyed are as follows:

- Lifestyle exploration through village walk
- Visiting ethnic groups
- Helping to milk the cow and churning, grinding corns, husking anticipating in the daily or seasonal chores with family.
- Cultural shows
- Tradition massage

Sight Seeing: The homestays are located in the natural surroundings, places of historical and cultural importance. Thus the scope of sight seeing is immense. The family members of home stays or locals can prove good guides and provide good company.

- Village tour
- Camping, Boating, Campfire, Fishing,
- Walks and hikes to caves, lakes and waterfalls
- Visit to tea gardens/spices plantations/rubber plantations
- Elephant safari
- Plantation Visits

II. METHODOLOGY

The present study is based on the secondary data. The study has been done by collecting data from the government agencies, Tourism Department of Sikkim (source <http://www.sikkim.gov.in/> accessed on 10 November 2010) [2] A.D tourism department, Government of Sikkim (06/08/2019) and OYO website retrieved on (04/08/2019). Based on this secondary data tabular and simple diagrammatic

(pie) presentation is prepared so that people can easily identify different types of accommodation available in Sikkim, and as focused area of this paper is assessment of home stay, so availability of home stay district wise also simple depicted.

CASE STUDY ON SIKKIM.

Sikkim is a little hilly State within the Eastern Himalayan locale expanding around 114 km from North to South and 64 km. From East to West, having add up to geological is 7096 sq.km. The state has four locale specifically East, West, North and South, Nine sub-division and eight towns. Sikkim is the 22nd state of India, spread underneath Mt. Kanchendzonga (8598 mt.), the third most elevated mountain within the world. The State is presented with plenteous normal assets. Sikkim is different in culture and conventions. Three important communities living in Sikkim are the Lepchas, Bhutias and Nepales. It is one of the foremost quiet states within the nation. There's a solid sense of community living with unmistakable commitment within the individuals to serve the society.

SIKKIM HIMALAYAN HOMESTAY

The Sikkim Himalayan Domestic remain is the UNESCO extend for the advancement of Social Tourism and Ecotourism within the Hilly locale of Central and South Asia. It is supported by the Norwegian Government

with the back of the Territory of Andorra. The Extend points to advance participation between neighborhood communities, national and universal NGOs and visit organizations in arrange to involve local populations full within the work openings and salary producing exercises that tourism brings.

The objective of Sikkim Himalayan Domestic remains is to advance community based tourism whereas making a difference nearby communities' advantage completely from the financial openings of low-impact tourism. Too the characteristic environment and social legacy of these can be secured for future eras and tourism can create to meet desires of neighborhood communities.

Ecotourism and Conservation Society of Sikkim (ECOSS) could be a NGO working to achieve a mission of maintainability and preservation within the state of Sikkim.

Table 1: Hotel and other accommodation establishments in Sikkim

Sr.No.	Districts	Hotels & Lodges	Homestay	Guest House	OYO	Star Category Hotels		Grand Total Hotels & other Accommodation establishments in Sikkim State
						Star	Category	
1	North	140	55	02	09	5*Deluxe	1	2371
2	East	627	520	01	65	5*	4	
3	South	90	326	03	07	4*	4	
4	West	210	281	03	06	3*	8	
4	West	210	281	03	06	2*	9	
Total		1067	1182	09	87	26		

Source: Mr. Nirmal Ciatury A.D tourism dept. Govt. of Sikkim (06/08/2019) and OYO website retrieved on (04/08/2019), and compiled by research scholar.

Types of accomodation availablefor tourist in Sikkim and District wise distribution of home stay available in Sikkim are shown figure number 1&2.

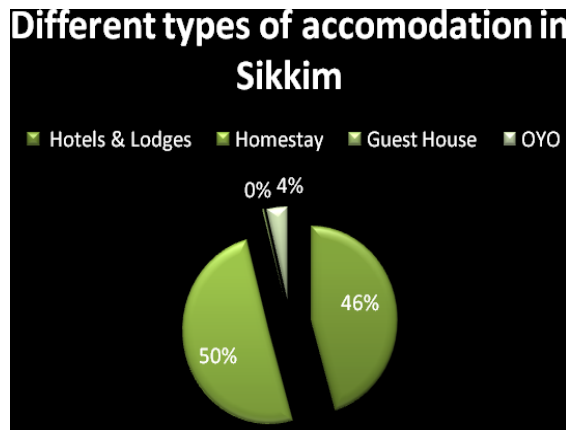


Figure2: Types of accommodation available for tourist in Sikkim

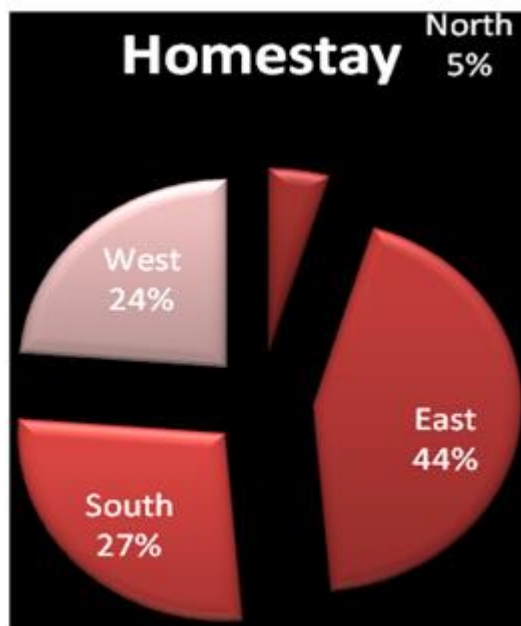


Figure 3: District wise distribution of home stay available in Sikkim

POTENTIAL OF HOMESTAYS AS BED & BERAKFAST PRODUCT IN SIKKIM

The women are exceptionally affectionate of overwhelming jeweler made of unadulterated gold. The gems things utilized by the Bhutia ladies are known as Yencho (hoop), Khao (jewelry), Phiru (pearl adornment), Diu (gold bangle), and Joko (ring). The communities got support to begin Homestays with little money related help from SDF. The person venture was too made by the communities and tourism division of bolstered each part of the community to alter their houses with essential comforts. The individuals of the community were given a comprehensive preparing on neighborliness, visitor taking care of and planning conventional cuisines.

Marketing and promotion of the Homestays at is taken care by Department of Tourism, Government of Sikkim. Also there is tie with Mahindra Homestays for marketing and promotion. They work with a third party operating in Sikkim to affiliate these homes. All bookings made through Mahindra Homestays for Kewzing is channeled through the third party. Mahindra Homestays as an organization also keeps a close check on the home stays' standards, including comfort, cleanliness, safety and originality. All the host families of the home stays have had direct interaction with the Mahindra Homestays representatives before they are recommended. There are regular and mystery audits to ensure the quality of home stays in addition to providing training to the home stay owners. This venture with Mahindra Homestays' helps these home stays in earning an additional income across the community and also promotes rural tourism helping the locals in preserving their local arts and crafts besides leaving minimum carbon footprints.

CHALLENGES AND STRATEGIC INTERVENTIONS FOR HOMESTAY

Communities and UNESCO to assist communities accomplish the objectives of Sikkim Himalayan Homestays. To create the homestay goals, ECOSS has worked closely with the villagers of the distinctive goals in building their aptitudes and capacities for the economical tourism activity. Each town encompasses a tourism administration committee, which neglects the operations and administration of the tourism exercises. These country tourism goals serve as show destinations for presentation visits. Bunches are encouraged for learning the town tourism elements and operation modalities. Beneath the volunteer and internship Program of ECOSS, national and abroad candidates work in homestays

to create the aptitudes and capacities of the nearby communities UNESCO has chosen nine places for Sikkim Himalayan Homestay extend. They are:

1. Dzongu Homestays
2. Kewzing Homestays
3. Yuksom Homestays
4. Pastanga Homestays
5. Hee-Bermiok Homestays
6. Lachen Homestays
7. Assangthang Model Village
8. Kabi Homestays
9. Seven Hills Resort.

The benefits flowing to local community from homestays are immense. It gives an additional income to the all community other than the regular income. The homes that are unable to directly serve as homestays are also given the opportunity to supplement their income by acting as guides for the guest and packing meals for travelers. The tourists mostly visit during October to December months. The tourists come either single or in pair. The duration of stay of guest in the homestay is one to two night.

The homestays offer one room to the tourists. It can be used as single or double room as per the requirement. The accommodation is simple, comfortable and near and clean, Wholesome neighborhood nourishment is served from the family kitchen.

The facilities provided to guests in homestays include:

- Guests are received in the village's monastery by the head Lama. The homestay family welcomes the tourists by garlanding and Tilak and Khada (scarf) is offered. In local hospitality welcome drink and traditional dance are also part of the warm welcome
- Authentic Sikkim's meal
- Homemade millet-based drinks
- Organic vegetables are grown and served
- Most families are multilingual and speak English, Hindi and other regional languages
- Bed room attached with bathroom including amenities and supplies. Guest room Impeccably maintained high quality of cleanliness
- 24 hours Hot and cold running water
- Homestay allows consumption of Non-Veg Meals and alcohol and many more.

III. RESULTS AND DISCUSSION

The home stay project has undoubtedly brought new life to Sikkim's. They realize that a tourist is coming to their home stay for the invaluable resources possessed by the community.

It gives the host community happiness and thus encourages the community to conserve its biodiversity and their culture and tradition. Home stays have empowered the local communities as new job opportunities are created. The females can contribute to the family income as they are the ones who maintain the home stays. Youth have the opportunity to act as guides to the tourists.

Home stay got place in the hearts of tourists. Tourists enjoy the warm welcome received by the locals. They enjoy the village life.

There are various challenges of running home stays in Sikkim. From the point of view of tourists the major problem faced by them is the hygienic conditions of the home stays especially toilets are not satisfactory. Language becomes a barrier when it comes to communicate with the family members and villagers. It becomes all the more difficult for non-English speaking tourists. Local cuisines are served in the home stays which at times is not preferred by the guests. Medical facilities are lacking and also there is no one in the family or village equipped to deal with any medical emergency. The communication network is good but lack of internet facility definitely makes the tourist unhappy.

The host community find that the tourists are coming from different cultural backgrounds so at times they fail to respect the local traditions and customs. They fear that in times to come people may get materialistic in their approach as they find that they are being benefitted by the tourists. They may be just perceived as object. The young population tries to copy the foreigners which may in times to come change the lifestyle of local community and hence it may be a threat the sustainability of culture. There is no sufficient formal training imparted to the family members of homestays. This affects their proper management of tourists.

Home stays have no doubt provided valuable and rich experience to the tourists as well as to the home stay owners. Tourists enjoy the natural and cultural resources in the company of family members and thus a unique stay experience. Home stay owners get to know a world outside their miniscule world through tourists and also get an additional income and recognition from the tourists. There are few problems which can be overcome. The Capacity Building Programmed can be organized for the family members of home stay which shall help them in developing soft skills and technical skills. Young population can be encouraged to learn foreign Challenges & Strategic Interventions for Tourism.

Languages which shall open their horizon to non-English speaking tourists as well. Exclusive marketing of homestays is required. The educational Programme for the tourists can help them have a better understanding of the host population and this might also result in increasing their stay.

Homestays in a way is a step towards empowering the community and thus utilizing their resources optimally and also taking care of their resources. The authenticity of the community can be sustained.

IV. CONCLUSION

In India all tourist spot have more or less homestay but types of homestay depends on geographical location, infrastructures of spot, and cultural and socio economic activities and natural environmental conditions surrounding home stay. So it is difficult to set up unique guideline for all homestay all over India. But potential of home stay as a tourism product can be measured for any particular tourist spot. Therefore measurement of potentiality of home stay is essential.

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