

ROLE OF HOMESTAY IN RURAL TOURISM OF HIMACHAL PRADESH

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Abstract

Rural tourism is a phenomenal conception which leads to tourism development in the rural, remote and peripheral areas. Its basic goal is to result in livelihood opportunities in the rural areas and to broaden the socio-economic benefits to the local community. The present investigation is a piece of the Ph.D. proposition, which describes the rural tourism in India, especially the state Himachal Pradesh. The study puts a light on the tourism policy in the state. And, can act as an instrument of economic change in the rural areas in Himachal Pradesh It also examines the current literature on rural tourism and also underlines the role which the concept can play in the non-urban areas, which has the potential for tourism.

Keywords:

Rural Tourism, India, Himachal Pradesh, Rural Development.

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1. Introduction

Rural tourism is an up and coming specialty in tourism. It is an elective type of tourism which has created all through the world to help the rural economies through the development of Tourism. It is viewed as an incredible power of financial change all through the world by invigorating openings for work, speculation openings and working of foundation at the rural dimension. In India, 74% of the populace lives in its 7 million towns and rural tourism can go about as an impetus for improvement in the rural economy. It can profit them financially just as forgiving an advancing background to the voyagers. It is a sort of tourism specialty which shows the rural society as far as its way of life, craftsmanship and art, culture, conventions, traditions, legends, cooking styles, legacy and so forth. Present at rural areas to the sightseers. Furthermore, encourages the interface among voyagers and neighborhood people for a commonly improving Background. It gives a valid ordeal to the guests where they can feel and even take an interest rustically of life

The different viewpoints identified with rural tourism are the local improvement, business age, foundation advancement, work age, the rebuilding of culture, natural protection and advancement of agreement and Comprehension. In India, the Tenth Multi-Year Plan (2002-2007) referenced rural tourism out of the blue with a target to give a bona fide unique experience to the voyagers and advantage the neighborhood network as far as work and pay. The Service of Tourism in the relationship with Joined Countries Improvement Program (UNDP) additionally, completed an endogenous venture in 2003 to advance manageable occupation in rural territories with the association of neighborhood network and rural tourism. The Eleventh Multi Year (2007-2012) accentuated on rural tourism. Under which, the towns were chosen based on their tourism potential and framework created through combination board of trustees headed by Area Gatherer. The Twelfth Multi-Year Plan (2012-2017) further offered significance to rural tourism through Rural Tourism Group Approach which included Participatory Rural Examination (PRA), Point by point Venture Report (DPR) and creating tourism in the bunch of towns with the viewpoint of tourism. Till January 2012, 183 rural destinations have been perceived with their USP's and 52 locales authorized as Rural Tourism destinations. Likewise, the Indian rural tourism has won numerous honors in the Universal field since the dispatch of the plan in the Tenth Multi-Year Plan The town Hodka In Kutch region of Gujarat has won Legacy

classification grant from PATA in 2010 and town Naggar in Kullu region of Himachal Pradesh has won PATA grant in 2008 for showing ladies strengthening taking care of business.

Rural Tourism in Himachal Pradesh

Rural tourism has got incredible prospects in Himachal Pradesh However the state is famous all through the globe for normal magnificence and is a built-up traveler goal for all reasons and all seasons. The state is unreasonably known for its way of life, traditions, conventions, merriments, old stories, craftsmanship and specialty, antiquated history and shows the one of a kind rural mix of culture. The genuine culture of Himachal Pradesh stays in the towns, regardless of whether it is Naggar renowned for craftsmanship & Craft, Garli-Paragpur for legacy or Baroh for Gurukul culture. In any case, still, there are numerous rural destinations in Himachal which have extraordinary dormant tourism potential.

So as to enlarge tourism in the rural territories in Himachal Pradesh, Home stay plot was propelled in 2008, with the goal that sightseers could encounter tourism in the rural regions. Yet, in the evident soul, the plan of rural tourism i.e. “Har Gaon Ki Kahani” was propelled in 2010 by Legislature of Himachal Pradesh. Accordingly, one town in each area was chosen and intriguing stories, fables, and accounts identified with these wide open spaces were utilized to lure sightseers. This plan attempted to create towns of chronicled noteworthiness by giving fundamental conveniences 8: a look at the rural life in the mountain state (KMPG, 2012). The absolute expense of Rs 20243.92 crore was announced for this reason. According to the plan Shamsher in Kullu, Salasi in Bilaspur, Bela in Hamirpur, Sangrah in Sirmour, Baggi in Mandi, Saho in Chamba, Nerti in Kangra, Udaipur in Lahaul&Spiti, Brua in Kinnaur, Baniya Devi in Solan, Hewan in Shimla and Nari in Una have been chosen.

The 89.97 percent of the complete populace of the state lives in the towns (Evaluation of India, 2011). Likewise, the economy of the state is to a great extent subject to cultivating, agriculture, backwoods, and hydropower. The state has a tremendous market for its specialty and handiwork. Countless areas in the state still stay undiscovered and have enormous potential. This unmistakably underlines the way that the state has extraordinary prospects for rural tourism and absolutely more advantages could be passed on to the rural people. The position of the state is

13, regarding visiting vacationers and rural tourism further offers incredible breadth to improve this figure through maintainable advancement.

In Himachal Pradesh, the tourism division contributes about 7.2% to the state Gross domestic product, which is genuinely essential. Inferable from the rich normal and social assets, the state has colossal potential and extension for further development in Tourism. In the year 2016-17, 5,273.01 lakh under state spending plan has been designated to tourism in Himachal Pradesh. The administration is additionally giving high need to the tourism business and sponsorship up foundation improvement in the state to encourage tourism advancement. This involves an improvement in open utility administrations, transportation, correspondence, airplane terminals, and other open pleasantries.

As indicated by the financial study of Himachal Pradesh (2015. 16), there are 2,416 enlisted lodgings with a bed limit of 67,097. Likewise, there are 662 Homestays in the state having 1,838 rooms (Financial Overview of Himachal Pradesh, 2015-16). The ADB has additionally subsidized 20 undertakings to the tune of US\$ 95.16 million. Under it, tourism ventures have likewise been endorsed in the rural regions, for example, four groups, in particular, Dhameta, Kangra-Pragpur, Naina-Devi, and Shimla to create tourism-related abilities in the neighborhood network (Monetary Overview of Himachal Pradesh, 2015-16). Because of all these positive improvements, there has been an incredible increment in the stream of visitors in Himachal Pradesh.

Major Rural Destination

Villages of Paragpur and Garli- the First Heritage Village of India

Some kilometers west of Shimla, you will come across two villages- Paragpur and Garli. The road leading to these places in the Kangra valley is an adventure of its own, with its dips and turns. The two villages are 4 km apart from each other. The village Paragpur has had the distinction of being labeled as a 'Heritage Village' by the authorities. You get a good feel of village life with mud houses with sloping roofs. Life goes on oblivious for the locals who carry on with their daily activities. Paragpur is one of its kinds and has made its presence felt in the tourist circuits.

Rukhala- where the Apple Seeds Bloom:

Rukhala is another destination in Himachal Pradesh which will give you a taste of scenic beauty, traditional life and the warmth of the village folk. It is known for its gardens and endless apple orchards. This place forms a retreat for weary city dwellers looking for some peace and solitude. The villagers celebrate the onset of each season with special events and customs. The sight of trees laden with apples is a heartwarming sight for visitors who turn up in December and January. The trees are simply drooping with the weight of the fruit onto the ground.

Naggar Tourism- Where even small is beautiful Naggar has had the distinction of being the capital of the Kullu state for over 1400 years. This ancient village offers fabulous views of snow capped peaks, waterfalls, rustic mud roads while retaining its old fashioned charm. This erstwhile capital is at a height of 5,775 ft.

The Magic of Lahaul and Spiti

Lahaul and Spiti are two hamlets which lie close to the Tibet border. The forests, snow peaks, glaciers and valleys of these places are a must visit for the tourist hungry for some good scenery. A visit to this place can give the urban dweller an idea of how their village counter parts live. Lahaul and Spiti have a number of monasteries lining the mountains considerable populations in these parts are Buddhists. Lahaul means ‘South Country’ as it lies south of Ladakh. To the north of Lahaul, is the beautiful Kullu valley and the one of the highest passes in India- the Rohtang Pass.

Table 1: Tourist Arrival (in Lakhs) in Himachal Pradesh

S. No	Year	Indian	Foreigners	Total
1	2008	93.73	3.77	97.50
2	2009	110.37	4.01	114.38
3	2010	128.12	4.54	132.66
4	2011	146.05	4.84	150.89
5	2012	156.46	5.00	161.46
6	2013	147.16	4.14	151.30

7	2014	159.25	3.90	163.15
8	2015	171.25	4.06	175.31
9	2016	179.98	4.52	184.50
10	2017	191.31	4.70	196.01

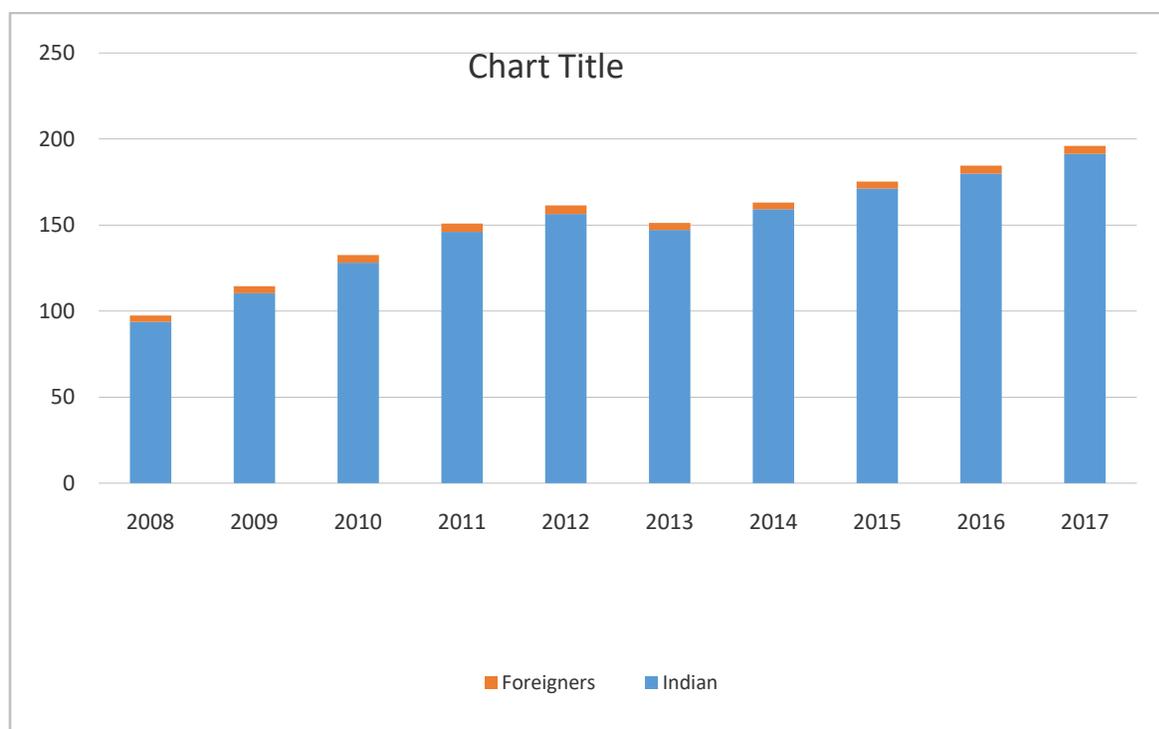
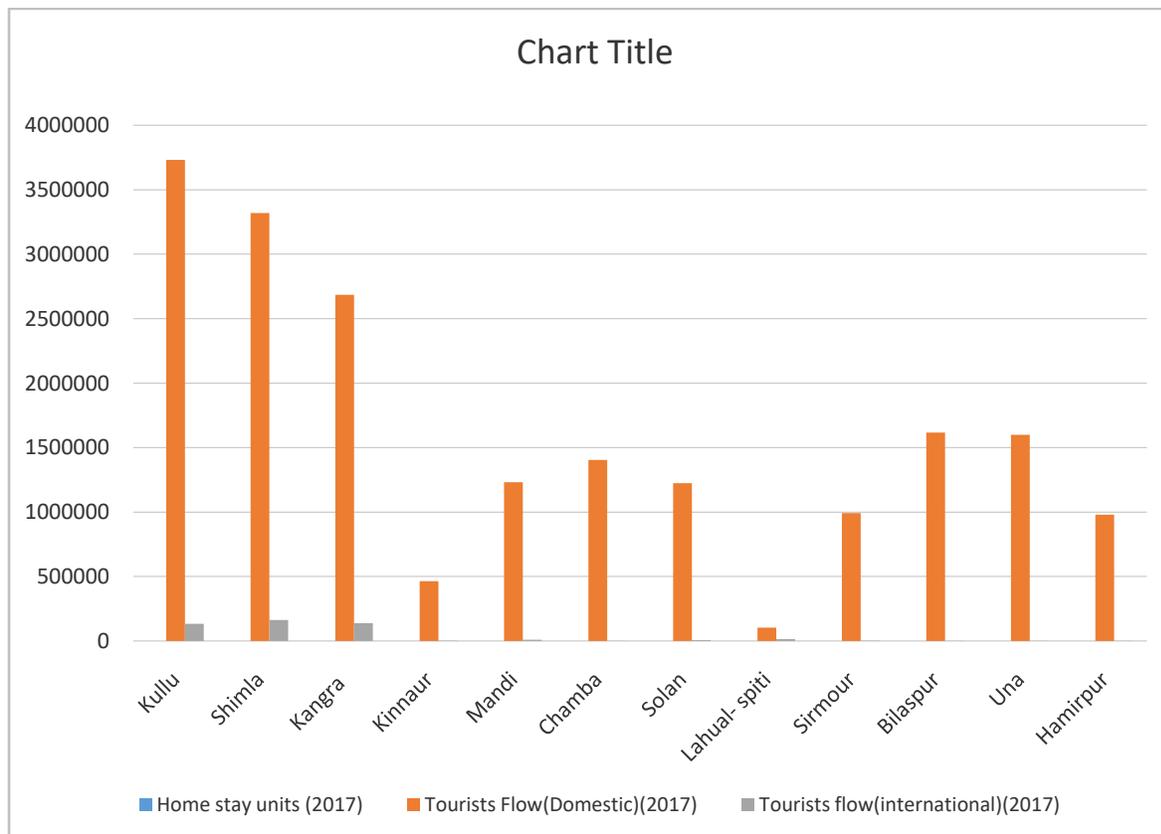


Figure 1: Tourist Arrival (in Lakhs) in Himachal Pradesh

Table 2: Tourist Arrival Flow (Domestic and, international) (In 2017 Lakhs) and Homestay in Himachal Pradesh

S.No	Districts	Home stay units (2017)	Tourists Flow (Domestic) (2017)	Tourists flow (international) (2017)	Total
1	Kullu	303	37,32,044	133,057	3,865,101

2	Shimla	273	33,18,829	162,168	3,480,997
3	Kangra	156	2,684,948	138,291	2,823,289
4	Kinnaur	47	463,471	2,609	466,080
5	Mandi	87	1,231,968	10,072	1,242,040
6	Chamba	73	1,403,600	828	1,404,428
7	Solan	84	1,225,105	6,454	1,231,559
8	Lahual- spiti	127	104,664	14,285	118,949
9	Sirmour	25	992,352	2,522	994,874
10	Bilaspur	14	1,616,925	446	1,61,6971
11	Una	9	1,598,393	218	1,598,611
12	Hamirpur	2	980,611	2	980,613
	Total	1220	19,352,910	471,002	198235129



**Figure 2: Tourist Arrival Flow (Domestic and, international)
(In 2017 Lakhs) and Home stay in Himachal Pradesh**

**Table 3: Tourist Arrival Flow (Domestic and, international)
(In 2017 Lakhs July to Dec) in Himachal Pradesh**

Year 2017 Last six month	Tourists Flow (Domestic) (2017)	Tourists Flow (international) (2017)
July.	1550578	47098
Aug.	1614940	49346
Sep.	2015711	45610
Oct.	1988229	43357
Nov.	1126049	30935
Dec.	1011577	19460
Total	9317084	235806

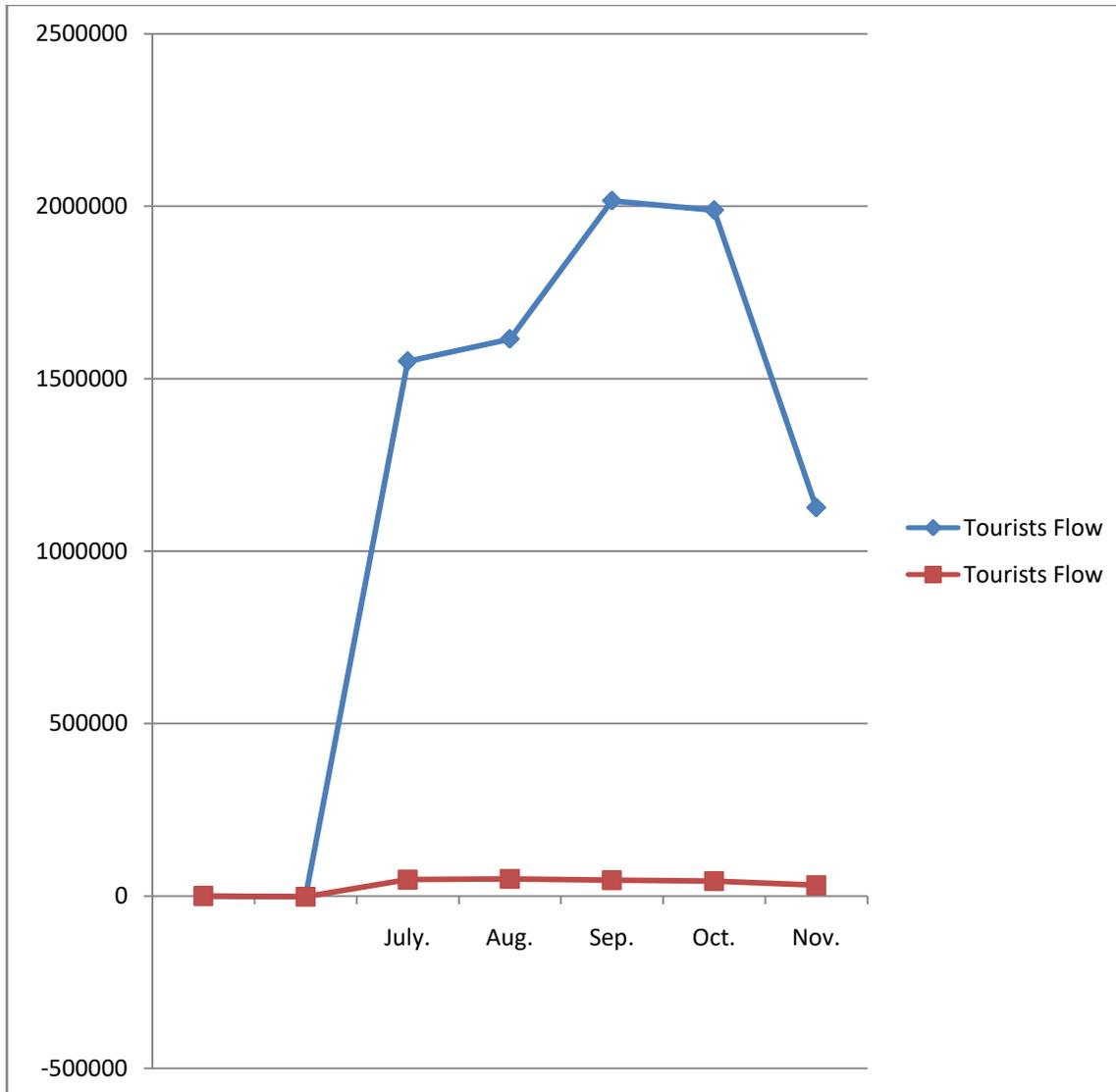


Figure 3: Tourist Arrival Flow (Domestic and, international) (In 2017 Lakhs July to Dec) in Himachal Pradesh

Table 4: Tourist Arrival Flow (Domestic and, international) (In 2018 Lakhs Jan to July) in Himachal Pradesh

Year 2018 Six month	Tourists Flow (Domestic) (2018)	Tourists Flow (international) (2018)
Jan.	1040984	23030

Feb.	997620	20224
Mar.	1360780	32451
Apr.	1376081	45570
May.	1204571	37162
June.	1809270	45678
Total	7789306	204115

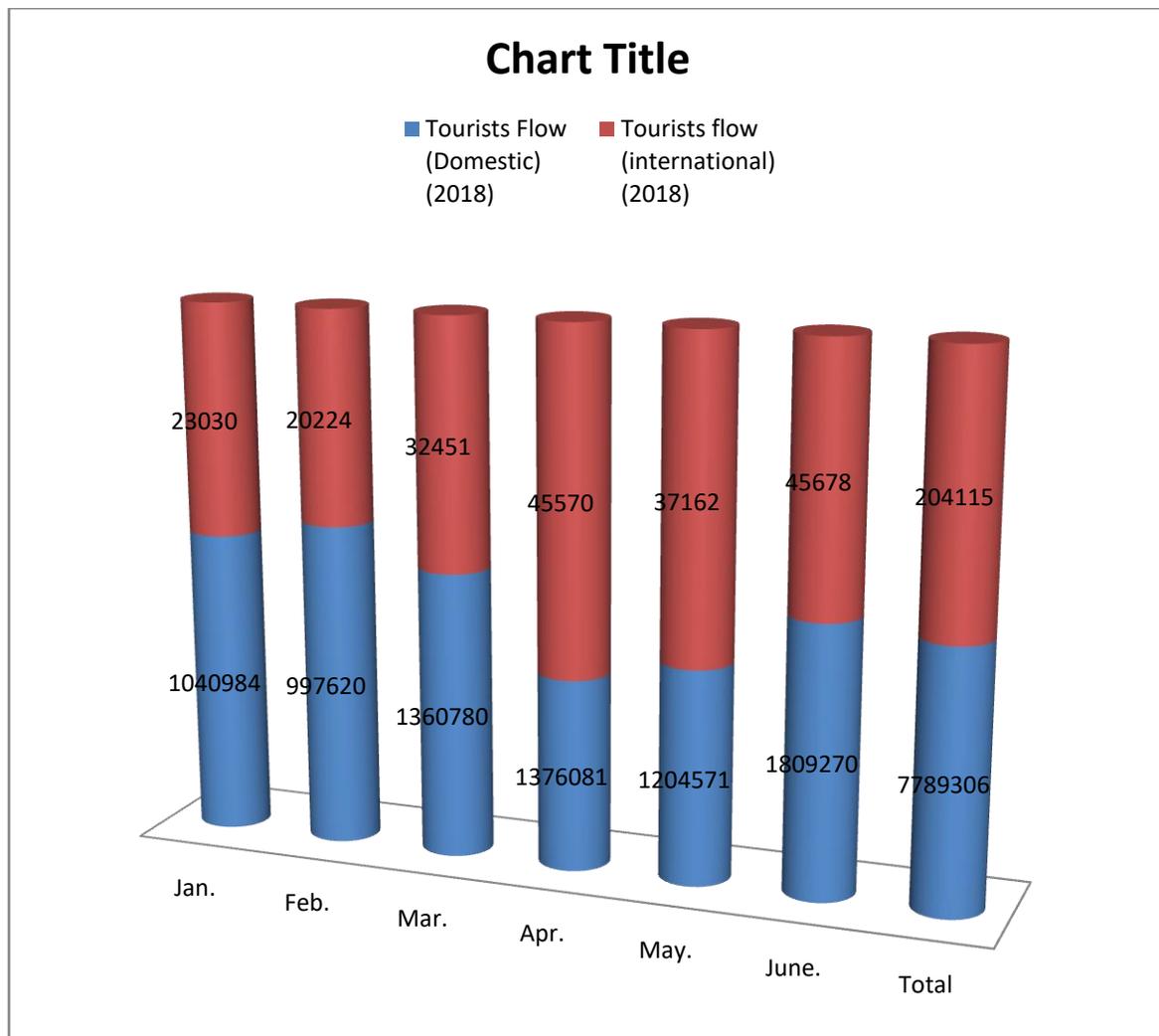
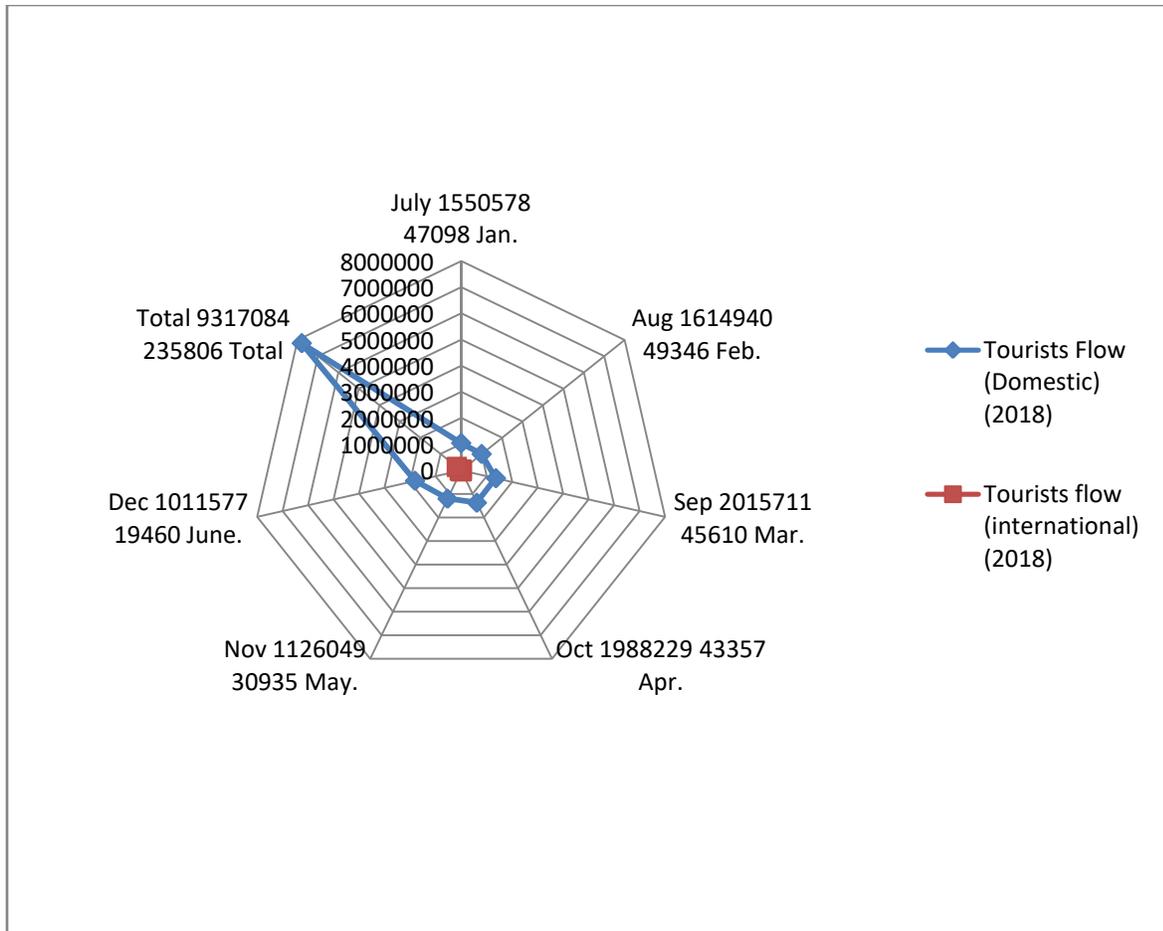


Figure 4: Tourist Arrival Flow (Domestic and, international)(In 2018 Lakhs Jan to July) in Himachal Pradesh

**Table 5: Tourist Arrival Flow (Domestic and, international)
(in 2017 Lakhs July to Dec and 2018 Lakhs Jan to June) in Himachal Pradesh**

Year 2017 six month	Tourists Flow (Domestic) (2017)	Tourists Flow (international) (2017)	Year 2018 Six month	Tourists Flow (Domestic) (2018)	Tourists Flow (international) (2018)
July.	1550578	47098	Jan.	1040984	23030
Aug.	1614940	49346	Feb.	997620	20224
Sep.	2015711	45610	Mar.	1360780	32451
Oct.	1988229	43357	Apr.	1376081	45570
Nov.	1126049	30935	May.	1204571	37162
Dec.	1011577	19460	June.	1809270	45678
Total	9317084	235806	Total	7789306	204115



**Figure 5: Tourist Arrival Flow (Domestic and, international)
(In 2017 Lakhs July to Dec and 2018 Lakhs Jan to June) in Himachal Pradesh**

Rural Areas of Himachal Pradesh Tourism Development Corporation Limited:

The products of tourism must permeate down to the rural territories, for this the organization recommends that:

- ✓ Rural tourism towns are recognized and informed by the partnership.
- ✓ The precondition for announcing these as Rural Tourism Towns would be that they should transcendently have customary engineering and a MOD would be marked with the

Panchayat to look after it. The locals may alter their homes inside however they should keep up their customary external veneer.

- ✓ In such advised towns, there would be no extravagance expense or business rates for power up to 5 room estates.
- ✓ The legislature recommends that in this residence Himachal/nearby nourishment will be served.
- ✓ Linkage would be looked to advance nearby painstaking work and social troupes.
- ✓ The state has various old royal residences, fortifications, havelis, and other wonderful structures in rural zones, which if legitimately created, could end up imperative vacationer goals themselves. The legislature will empower the advancement of such locales for use as vacationer convenience and such new legacy inns situated in rural territories will be absolved from the extravagance charge for a time of five years. The administration would try to relate the Archeological Study of India and the private segment in the advancement of such locales.
- ✓ Shimla brings out recollections connected to the English Raj, the opportunity development and later time's occasions, for example, the "Shimla Assertion". A stupendous declaration of the seasons of the English Raj is structured like the Viceregal Hotel, which currently houses the Indian Foundation of Cutting edge Studies, the Mirth Theater, and in excess of a hundred other legacy structures. Tourism Partnership will attempt to protect these legacy structures including Holy places and Graves and elevate wistfulness tourism connected to the pioneer and opportunity battle time.
- ✓ Apple plantation is likewise a territory of center as in the locale of Shimla, Kinnaur, Kullu, and parts of Mandi area customary farmhouses could be changed over into residence wherein the sightseers could appreciate the normal beautiful magnificence from apple bloom to reaping of the organic product. Apple celebration celebrated yearly with the dynamic inclusion of the Cultivation Office and the Lodging Affiliation.

✓ Rural tourism is doing genuinely well in the state. What's more, it has got extraordinary potential attributable to the rich culture (customs, foods, merriments, legends, workmanship 8: specialty, legacy) and the characteristic excellence which still stays undiscovered. It is added, one of only a handful couple of exercises, which can fill in as a help to the financial, social and biological worries of the rural zones. In the present time of globalization, capitalization, urbanization, and money rebuilding the countries different areas are attempting to reclassify and erect their financial aspects. Tourism is a decent chance to give social monetary advantages to rural individuals separated from keeping up the Manageability of the spot. And yet, the negative effects of tourism (as far as financial, social and natural viewpoints) can likewise not be disregarded. What's more, these tourism requests explore, which encourages us to get it wonder comprehensively to counteract unjustifiable Good faith and unreasonable negativism among individuals.

Conclusion

The rural tourism centers around maintainability and to deve10p and rations the rural regions by creating tourism which has respect for the nearby network. It centers around its way of life; limiting negative effects (monetary, sociocultural and biological); upgrading nearby interest in plan making 8v: basic leadership process; keeping beware of guest conveying limits; utilizing specific showcasing system; empowering neighborhood organizations; keeping up nature of tourism item 6; improving consumer loyalty; supporting horticulture 8: rural economy and spotlights on long haul objectives (Path, 2005). The intensity of tourism can be utilized to pull rural areas in decay. Furthermore, to give business, pay, and capital streams to really help rural advancement.

Yet, rural tourism likewise has numerous difficulties related to it. The nature of tourism item, foundation, availability, gifted labor, the contribution and backing of nearby individuals, the enthusiasm of financial specialists also influence the rural goal. The difficulties may additionally end up complex attributable to political and institutional obstacles particularly in creating and less created countries (Holland, Dixey, and Burien, 2003).

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