

OPPORTUNITIES AND LIMITING PROSPECTS OF HOMESTAYS IN MAJOR TOURISM DESTINATIONS OF MADHYA PRADESH, INDIA

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ABSTRACT

The concept of staying in people's homes as part of a vacation has caught on all throughout the country, propelling it to the forefront of tourism as a whole as a model for creativity and progression in the industry, and bringing in ever-increasing sums in recent years, the Indian Ministry of Tourism has been increasing the amount of investment it makes in the development of homestay destinations, which have a significant and long-term impact on the socioeconomic conditions of rural areas. The government anticipates that the expansion of the rural tourism sector, particularly tourism that involves staying in people's homes, will contribute to the improvement of the socioeconomic development of the communities in the areas that were impacted. Because homestay tourism is able to take advantage of the natural beauty of the area as well as the exquisite customs and cultures of the community as appealing strategies to draw tourists to their village, tourism activities.

Keywords: Homestays, Tourism, Madhya Pradesh, Destinations,

Introduction

Tourism operations in each location should be able to help the local community, particularly in terms of lowering poverty rates by creating work opportunities for individuals such as lodge owners, property management agents, and tourist guides, to name just a few examples of these types of workers. Tourism operations in a given location should be able to help the local community in terms of lowering poverty rates by creating work opportunities for individuals. Homestay vacations, which are fast becoming a key component of destination tourism, have recently seen a rise in popularity and are one reason why the reason for the current increase. Homestay tourism is a result of the shift in the focus of tourism from sightseeing to leisure vacations, and its forms of development are broadening, deepening, and inventing in order to meet the expectations of tourists for the consumption of leisure vacations. Homestay tourism is becoming increasingly popular as a result of this focus shift. The growth of new types of tourism, such as homestay, is necessary for the reorganization and improvement of the tourist industry, which in turn is dependent on the provision of additional aid for the expansion of tourism. Ecotourism, cultural tourism, shopping tourism, tourism based on fairs and festivals, cultural tourism, tourism based on art and history, tourism based on sports, and tourism based on nature are just a few examples of the different kinds of tourism that have been developed in India over the course of the country's history. A considerable number of these ideas linked to tourism have, at some point in the past, been combined and stated to be the international marketing strategy for a variety of products associated with tourism. As a result of the ongoing integration of homestays and tourism, the businesses that are connected to homestay tourism are continuously aggregating, and the chain of the homestay tourism industry is steadily expanding. This encourages the rapid growth of a region that is focused on the agglomeration of homestay tourism, which in turn encourages the rapid growth of homestay tourism-focused regions. The allure of homestay tourism is a prominent representation of the shift in tourism from traditional sightseeing to leisure vacations, which is essential to an understanding of the transition and upgrading of tourism. Additionally, the perception of homestay tourism is essential to an appreciation of the progression of tourism. There have only been a few of studies that have studied how domestic homestay development could benefit from the expansion of agglomerations of homestay tourists. This is due to the fact, that practical application always takes precedence over theoretical study. The planning of tourism and other vital components, as well as the design, building, innovation, development, and protection of natural attractions, may all benefit from research into the amount of public support for residential growth. As a direct result of this, the objective of this study is to establish the level of support for the expansion of homestay tourism from the perspective of the value that is seen by visitors. This is done in order to adapt to the changing situation of the development of homestay tourism and to promote quality development in tourist destinations, which is itself gaining theoretical and practical significance. This is

done in order to adapt to the changing situation of the development of homestay tourism. Homestays in rural areas provide guests with a glimpse into the day-to-day life of villagers and provide them the opportunity to engage with the local population in ways that are distinct from the interactions and settings that are often associated with tourism. Homestays in urban areas provide guests with a glimpse into the life of city dwellers and provide them with the opportunity to engage with city dwellers in ways that are Homestay visitors will have a fantastic time because they will get to participate in an experience that is truly unique to them, they will receive individualized attention, and they will have actual possibilities to engage in social discussion with their hosts.

The Concept of Homestay Tourism

The Beautiful India Bed & Breakfast / Homestay Program, which Through the program, tourists from within and outside of India are given the opportunity to visit India and spend time with an Indian family, where they can experience authentic Indian hospitality, learn about Indian culture and cuisine, and do so in an environment that is safe and offers affordable accommodations. In order to encourage the growth of these kinds of businesses and to make the process of gaining clearance easier, this Ministry has performed an evaluation of the program and lowered the criteria. Via its network of domestic offices, the Ministry of Tourism has been holding sensitization seminars around the country on the marketing of home stays and Amazing India Bed & Breakfast Establishments. This is a process that repeats itself indefinitely. On December 10th, 2018, the requirements for categorization and reclassification of Amazing India Bed and Breakfast Establishments and Incredible India Homestay Establishments were modified. A form of alternative tourism that involves vacationers living with a host family in their home and being completely incorporated into the day-to-day activities of both the family and the community in which they are visiting (ASEAN, Home stay). According to one meaning of the phrase "homestay," this refers to "a condition in which a family lends their home to abroad students for either a portion of or the entirety of their stay in the nation." Resorts, apartments, guest houses, bed & breakfast / homestay establishments, tented accommodation, online travel aggregators, stand-alone air catering units, convention centers, and standalone restaurants have all received approval from the Ministry of Tourism thanks to the ministry's voluntary programs.

Literature Review

As of right now, there has not been a great deal of in-depth research carried out on the topic of the development of homestay model programs. Mountain tourism, ecotourism, community-based ecotourism, and rural livelihood projects are all connected themes that have been written about by a number of authors. These topics have also been discussed in the context of mountain tourism. An inquiry of homestays as a method of generating a livelihood in rural and distant economies can use this collection of knowledge as a basis, particularly when combined with case studies of homestay models that have already been created. The next chapter will present a summary of tourism in India, the subsequent expansion of mountain and ecotourism, and homestays as a method of making a livelihood. This will be followed by a discussion of how homestays have become increasingly popular.

Nag (2013) amarkantaka and Ujjain are two of the holy places that have been visited by pilgrims throughout the history of the state of Madhya Pradesh. In the present day, the state of Madhya Pradesh is home to as many as seven significant religious centers that continue to receive visitors throughout the year. In addition, fairs are frequently hosted at these locations. There are about two hundred different fairs and festivals held here each year, with just fifty of them being considered the important ones. As a result, people have continued to move around from one location to another due to religious tourism. Individuals living in today's society are no longer content with only viewing or visiting holy locations; instead, they demand a range of conveniences while they are there. Hence, a place of art or a location of historical significance has recently begun to draw people in the same manner. The year 1961 marked the beginning of Madhya Pradesh's efforts to cultivate a thriving tourist industry. At first, three offices—the state tourist office in Bhopal, as well as regional offices in Indore and Gwalior—were made available to the public. These offices were connected to the Directorate of information and publicity in some capacity. In 1963, the state government took control of the tourism office that had previously been administered by the federal government. In 1968, a distinct Directorate of Tourism was set up to oversee the industry. The Directorate of Tourism has established a single office in each of the cities of Indore, Bhopal, Jabalpur, and Gwalior in order to provide tourists with the information they want. Before the tourist directorate was established, the work that needed to be done was handled by a sub-section of the Department of Industry and Commerce. During the third phase of the five-year plan, there was discussion of allocating twenty lakhs of rupees to a tourist initiative. At Khajuraho, Mandu, and Chitrakoot, there have been several suggestions made about the provision of transportation and hotel amenities. During the time period of the 4th Five-year plan, a vacation home was finished in Pachmarhi, improvements were made to rest homes in Kanha National Park, boating facilities were finished in Bhopal, and many other works related to tourism were finished. During the

time covered by the state's fourth five-year plan, just twenty lakhs of rupees were allotted for the state's different tourism-related initiatives. It was agreed that the department's organization was to be reinforced, and it was also decided that areas of tourist attraction ought to be promoted more. Due to a lack of resources and personnel, the organization was unable to carry out the proposed tourist projects. In addition, the establishment of information centers did not come to fruition. If these things had happened, the organization would have been in a better position to attract both domestic and international visitors by utilizing its full range of capabilities. With this in mind, throughout the time covered by the 4th Five Year Plan, a greater focus was placed on the organization and growth of the tourist department as well as on tourism publicity. Bhopal, Mandu, Bheraghat, and Gwalior, in addition to the caverns of Bagh, all had their transportation systems upgraded as a priority. At the planning stage, it was decided that, prior to beginning work on the proposed tourism projects, a list should be compiled of the number of tourists who arrive at each center, and priority should be given to the location with the highest number of visitors. In addition to this interim development plan, a strategy should be established for the primary tourist centers. Such locations that already have a widespread reputation are attracting an increasing number of visitors from tourists. The uncontrolled proliferation of markets, hotels, and other amenities in Khajuraho in the lack of systematic planning is also criticized by the visitors that visit the city since these developments are detracting from the natural beauty of the environment. Plans for Kanha and Khajuraho's development were drafted, while work on the drafting of development strategies for Sanchi, Bheraghat, and Mandu was begun. Work on the expansion of tourist centers inside the state was carried through into the fifth plan period (th.). At internationally renowned locations like as Khajuraho, Kanha, Sanchi, and Mandu, the initial stages of development work were initiated during the 4th Five Year Plan era. In light of the growing population, the fundamental requirements were prioritized throughout the time covered by the fifty-first five-year plan. Meanwhile, other projects were also launched, which contributed to a rise in the amount of entertainment options for tourists. The Madhya Pradesh state tourism development company was created in June of 1978 by the state government of Madhya Pradesh in order to improve and extend the amenities that are located at areas that are of interest to visitors. October 1978 marked the beginning of the corporation's business operations. Plans have been drawn up for significant tourist destinations like as Khajuraho, Mandu, Gwalior, Kanha, and Bandhavgarh, and Pachmarhi is one of these locations.

Al-Ababneh (2019) the purpose of the study is to identify the transition from cultural to creative cultural tourism as a new model for satisfying the desire that visitors have for experiences that are creative. For this reason, conventional cultural tourism has to rebrand itself as creative tourism in order to appeal to creative tourists who are looking for more immersive and participatory experiences. The shifts that have taken place in the creation of cultural tourists' goods, the skilled tourist activities, and new consumption patterns have all contributed to the emergence of this novel trend in creative cultural tourism. In addition, innovative cultural tourism has the potential to offer solutions to the issues that conventional cultural tourists face.

Bhatia (2013) it is important to point out that going on vacation is currently one of the most common ways that people pass their time. In today's world, people who want to get away from the monotony of their regular life sometimes go to faraway, exotic locations in other nations. Visitors are generally drawn there either because of the enticing leisure, sports, and adventure activities that are accessible at the place or because of the beautiful natural landscape of the region. Both of these factors are important. Yet, each site has a unique set of intrinsic advantages and disadvantages that, depending on how they are weighted in relation to one another, can either improve or diminish the location's capacity to attract visitors from other nations. Along the same lines, the external world also presents a great number of opportunities and dangers that might materialize.

Banerjee (2014) it has been reported that the primary challenges that are preventing the sector from obtaining a high economic value are a dearth of qualified persons, a shortage of tourist training institutions, a shortage of adequately trained trainers, and working conditions for the employees. Concerns have also been raised regarding the policies that can assist workers in creating a more positive working environment for themselves. In this study, an evaluation of the work done by the HRD team in the tourism sector, with particular focus on Jet Airlines India Ltd., is attempted. This, in turn, can improve their talents and drive them to perform their task in a more effective manner.

Kumbhar (2015) travel and tourism are both essential components of human existence. The idea of tourism encompasses a circumstance in which a person travels for a limited amount of time from one region or nation to another region or country in a different country. The travel and tourism business are becoming increasingly significant in today's world. The Taj Mahal, along with several other forts and natural attractions, are just a few examples of India's rich historical legacy. From the year 2000, India's tourist business has been providing the country with a lot of benefits. The number of visitors from other countries that came to India, which resulted in

the country earning more money in foreign currency. The expansion and success of the Indian tourist sector have been the primary focuses of this section. We have also performed an investigation into the chain of events that led to the growth of the Indian tourist sector and the Indian economy as a whole. The National Tourism Policy 2002 and what its ramifications mean for the industry are both significant here.

Kaur, Sharma (2018) due to its contributions to the nation's gross domestic product (GDP), balance of payments, and employment levels, the significance of tourism to economic growth has received widespread recognition. Throughout the past few years, the tourism sector in India has been expanding at a rapid speed, and it possesses a wide potential for the generation of employment opportunities as well as the earning of a substantial quantity of foreign currency. So, it is very necessary to do research into the expansion and development of the tourist business in India. In order to accomplish this goal, statistics were gathered from secondary sources such as the Bureau of Immigration, the Ministry of Tourism for the Government of India, and the Global Travel and Tourism Council. In order to do an analysis on the data that was gathered, the Compound Annual Growth Rate (CAGR) was computed. According to the findings, the tourism industry in India is the most important contributor to the country's gross domestic product, with a contribution of US\$34.008 billion in 2011 and accounting for 7.4 percent of the entire workforce. 2011 was a record year for tourism in India, with over 740 million domestic tourists and over 5 million yearly visitors from outside countries. Also, it has been urged that both the national and state governments of India should make efforts to improve the country's tourist industry.

Objectives of the study

This paper sets the following objectives:

1. To highlight the issues underlying the stimulation of tourism in MP.
2. To Identify and plan infrastructure and development needs of the existing tourist destinations and the tourist circuits.

Research methodology

This research looks at the numerous initiatives taken by the government of Madhya Pradesh up to this point in order to advance the state's tourist industry. This study's purview encompasses a number of the state government of Madhya Pradesh's programs as well as its own efforts geared at the expansion of the tourist industry. The study focuses on a number of different measures taken by the government of Madhya Pradesh for the growth of the tourist sector. The research only utilized secondary sources of data. This information comes from a variety of resources, including websites run by various governments, publications, and other websites. The data pertains to the number of visitors, the number of tourists that arrive in India and globally, the impact analysis of the Covid-19 epidemic on international tourism, foreign exchange profits, and the availability of infrastructure in India. It is beneficial to have an understanding of India's position on a global scale. In the end, the focus of this study is on the necessities of further measures and the prospective involvement of the government in the expansion of the homestay industry in Madhya Pradesh.

Madhya Pradesh Home Stay Establishment (Registration and Regulation) Scheme, 2010

As a result of this program, the owner of a home will have the opportunity to rent out rooms in any portion of his property to visitors from both inside the country and from outside the country. The Madhya Pradesh Tourism Board will allow you to register your home stay establishment. The Homestay Establishment (Registration and Regulation) Scheme was first introduced in 2010 and was last updated in 2018: The program is designed to provide tourists with pleasant home stay facilities as a supplement to the existing accommodations. This will allow tourists to experience the world-famous Indian hospitality, as well as Indian food, customs, and traditions, while staying with Indian families. The proprietor of the homestay lives on the same property and dedicates a section of it to use as a lodging establishment.

Registration Process

Name Category	Application Fee (GST Additional @18%)
Home Stay	Silver Category - 1000/ Gold Category - 2000/ Diamond Category – 3000

Table-1: Rate Categorization of Homestays

Homestay is one of the execution tactics that exemplifies the Indian government's tourism development strategy. Here are a few examples:

- Promoting Foreign Currency Exchange
- Promoting social and economic development on an equal footing .
- Building international relationship
- Molding image of India at International level
- Encouraging all ethnic groups to participate in this field
- Promoting Community development
- Increasing the integration of urban and rural areas and cultural exchange .



Figure-1: Standardization of homestay services

OPPORTUNITIES FOR HOMESTAYS

Economic Opportunities of Homestay	Social Opportunities of Homestay
Providing rural areas with economic and employment options, with the ultimate goal of decreasing poverty.	A wonderful venue for intercultural exchanges (guest host interactions)
Promoting tourism investment from both domestic and international sources	Reducing tensions between different races and nationalities
Micro-enterprise development in tourism and its numerous linked industries.	Retention of youths through participation in local opportunities
Direct economic benefits shopping for mementos, eating at restaurants, and staying in hotels all count towards this category.	Locals gain confidence by learning new languages and abilities.
Handicrafts and artisan works are examples of indigenous skills that should be preserved	As modernization advances in, make native's tech aware, "smart," and self-sufficient.
Environmental Opportunities of Homestay	Tourism related Opportunities

As training would be provided, it would be extremely beneficial in lowering common sanitation-related disorders.	Tourists get the opportunity to see natural and cultural variety
Persuading the residents to keep the premises, kitchens, and restrooms, among other things, neat and clean	Increased capacity of the destination's accommodation supply
Environmental conservation is becoming more popular in the host areas.	By advertising the location all year, the problem of seasonality is eliminated.
Obtaining cash for the preservation of the natural environment.	By include important stakeholders on a consistent basis, you may raise awareness about tourism among domestic as well as foreign passengers.

Table-2: Opportunities in Homestays

Challenges of homestay

- The legal requirements, including but not limited to registration of homestays, booking of homestays, and other legislation, are not as strict as they should be.
- There is a scarcity of skilled human resources such as tour guides, company owners, and individuals who specialize in hospitality since there are not enough educational and training institutes. This shortage has led to an increase in unemployment.
- Because the region's infrastructure is lacking in key areas such as good roads, transportation, power, healthcare facilities, communication facilities, and other residential facilities, it is difficult to build and promote better services to people who are currently staying in homestays as well as people who are considering staying in homestays. This is true for both the people who are currently staying in homestays as well as people who are considering staying in homestays.
- Moreover, the marketing and promotion of homestay tourism across the country suffers from a severe lack of resources. There is not a single company or organization in the country that is well-suited for marketing and expanding their network.
- There is also a significant obstacle in the shape of inappropriate resource management in the region, which stands in the way of expanding the homestay industry's potential to remain financially viable in the long term.
- Due to the absence of peace, stability, and security in the country, tourists from other countries are discouraged from travelling to India.
- There is a lack of coordination among the many participants in the tourism industry, including the government, actors in the tourism industry, intermediates in the tourism industry, and other non-government groups active in homestay tourism.
- The general population of the community has a lower awareness of how important it is to preserve natural and cultural resources. The lack of ecotourism best practices in India is one of the most serious difficulties facing the country, and it is also one of the most significant barriers to expansion for homestays in the country.

Recommendations

- Homestays are something that need to be planned for and increased in order to accommodate the local population. This may be accomplished by growing the number of available spots. As a result of this, the local residents of the area that has been chosen for homestay tourism should be offered technical assistance in the form of both the design and development of homestays. This is because homestay tourism is a relatively new form of tourism.
- In order for the locals working at the homestay tourist site to provide excellent service to guests, training in areas such as leadership, hospitality, and the production of food and beverages should be made available to them.
- The residents of the community should be eligible for loan subsidies and other financial incentives in order to modernize the facilities that are already available to them. These facilities should include things such as beds, rooms, toilets, faucets, and so on.
- It is essential that the tourist destination that is comprised of home stays be connected to other tourism stakeholders in the nation, and that owners of tourism businesses market it as well.
- Establishing a community tourism fund at homestay tourism destinations enables financial investments to be made in the development of new facilities and the expansion of existing ones.
- When it comes to providing support and other services, the government should make a distinction between homestay tourist businesses that are managed by communities and those that are run privately,

and treat them in accordance with that distinction.

- The establishment of a database for homestay tourism is essential since it will facilitate the research, decision-making, and booking processes for visitors, which are all aspects of the homestay industry.
- The government should offer its workers a "Leave Travel Concession" in the form of paid time off to travel in order to encourage them to participate in homestay tourism and other activities of a similar nature.
- In almost all of the communities that host homestay tourism, it might be challenging to fairly distribute the profits among the many members of the community.
- As a result of this, every single member of the community has to be engaged in the process of determining how the benefits will be distributed if there is going to be any consideration given to creating homestay tourism in the region.

The Strategy and Implementation

- The number of available jobs should be increased, and efforts should be made to attract more locals to fill those positions.
- Training opportunities should be made available to local inhabitants so that they may obtain experience working in the tourist business.
- Offer members of the community opportunity to engage in the commercial sector. For instance, members of the community may work as food vendors, manufacturers of handicrafts, or tour guides.
- Establish community income funds. These money can be collected in a variety of ways, including contributions, profit distributions, admission fees, and dividends, to mention just a few. This plan may be realized by strong collaboration among citizens, corporations, and authorities in the area in question. The fund is collected and used for the process of sustainable development.
- The primary objective of these projects is to lessen the impact that unintended side effects of tourism have on the local community. Because this will contribute to an increase in the living conditions of the locals, any problem that emerges will be resolved in a constructive manner, and the people will also benefit from the construction of infrastructure and the provision of facilities.

Conclusion

In order for the government to effectively promote the growth of the homestay tourism agglomeration region, it is necessary for the government to define very specific development goals for the homestay tourism industry as well as exact rules and regulations. This is an essential component for the growth of tourism based on homestays. In the process of developing homestay tourism, we should not only have the policy guidance of government departments and reasonable planning, but we should also give benefit to the role of the main body of the market and consider tourist demands. This is because the role of the main body of the market is an important factor in the development of homestay tourism. In order for the policy's function to be performed to its greatest potential, we should carry this out without being either overly anxious to gain quick advantages or overly self-reliant. In response to an increase in demand for alternative types of tourism among international tourists and an increasing domestic middle class, many villages in India have begun homestay initiatives to reduce the challenges associated with traditional tourism. This is done in an effort to meet the demand for alternative types of tourism that is being driven by both of these demographic shifts. In light of the fact that there is currently a growing middle class in India, this is a response to that fact. The findings of this study shed light on the relevance of homestays in the hospitality business in the state of Madhya Pradesh.

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