

REVIEW ARTICLE

POTENTIALITY OF COMMUNITY-BASED TOURISM HOMESTAY FOR SUSTAINABLE LIVELIHOOD IN NEPAL: A REVIEW

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ABSTRACT

The encouragement of rural tourism supports the rural economy. A novel approach to tourist growth in Nepal is homestays, which offer an extraordinary chance to experience, share, and perceive the various rural lifestyles, customs, and cultures. The ability of the homestay program to alleviate concerns about poverty is a source of satisfaction for travelers worldwide. However, other people, particularly those who focus more on income poverty, claim that homestay tourism can aid in reducing poverty. Homestay tourism, regarded as one of the critical economic drivers, aids the empowerment of local communities by conserving their magnificent culture. The income of impoverished rural people can also get viewed as a result of the good indirect influence and induced homestay tourism.

A novel approach to tourist growth in Nepal is home-stays, which offer a wonderful chance to experience, share, and perceive the various rural lifestyles, customs, and cultures. Through the encouragement of rural tourism, it supports the rural economy. The ability of the home stay program to alleviate concerns of poverty is a source of satisfaction for travelers worldwide. However, other people, particularly those who focus more on income poverty, claim that homestay tourism can aid in reducing poverty. Homestay tourism, which is regarded as one of the key economic drivers, aids the empowerment of local communities by conserving their magnificent culture. The income of rural impoverished people can also be viewed as a result of the indirect good influence and induced of home stay tourism.

KEYWORDS

Community-Homestay, Development, Livelihood, Women, Social Entrepreneurship, Tourism

1. INTRODUCTION

Homestays allow travelers to spend the night in private houses or dwellings with their hosts and get meals in exchange for a set charge (Bhatt, 2012). Community-based homestays (CBHs) are homestays run by local communities. They evenly distribute visitors among members to offer tourists distinctive, reasonably priced, and authentic places to stay and provide a direct source of income for the community's residents (Anand et al., 2012). In order to ensure the success of homestays in the region, CBHs also collect money and disperse earnings. Also, they perform essential management tasks such as instruction, setting standards for lodging, food, and services, obtaining certification, and offering guest services like cultural outings, nature hikes, interacting with locals, and hosting welcome and farewell events (Jamaludin et al., 2012).

More than 500 homestays exist in Nepal, handled by the local communities; however, a few got managed by private businesses (Onlinekhabar, 2021). A minimum of 597 rooms and 1006 beds are available to visitors in 79 private homestays, 245 officially registered communities, and other places in 13 different districts, according to the National Tourism Statistics (2019).

Over time, the number of homestays in Nepal increased. Homestays have developed unique characteristics and feature specific to their geographic areas, ethnicity/caste, and the available local resources. Homestay

accommodations offer a variety of services to their visitors, including animal viewing, jungle safaris, mountaintop tours, tea garden excursions, sunrise views, horseback riding, cultural dance performances, boat tours, and cultural tours. Homestays have become increasingly popular with visitors because they offer genuine organic cuisine, specialized travel experiences at reasonable prices, and a cozy setting.

2. METHODOLOGY

In order to prepare this review article, we gathered all the relevant research articles and reports to our topics from different journal, working papers, books, publications and dissertations on the community-based homestay in Nepal. We collected data related to various topics like livelihood capitals, woman participation and opportunities of homestay for sustainable livelihood in Nepal along with some government policies from different sources. We visited different websites to collect further information. Information collected from all around, as well as many people's experiences, were analyzed and presented.

3. RESULTS AND DISCUSSION

3.1 Community based Tourism Homestay in Nepal

Through grassroots development, local engagement, empowerment, and capacity building, community-based tourism, also known as alternative

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tourism, aims to counteract mass tourism in developing countries and support rural communities in the global South (Dangi and Jamal, 2016). It aims to achieve economically, socio-culturally, and environmentally sustainable development while increasing the community's capacity to accommodate tourism by lowering costs. Also, to enhance the benefits of tourism, the community-based tourism approach has long been promoted as a crucial component of sustainable tourism development (Kunjuraman and Hussin, 2017).

3.2 Scope of Tourism Homestay in Nepal

Tourists get clued up about local customs, knowledge, and culture through the homestay program, where locals teach visitors about local customs, knowledge, and culture through the homestay program. Religion, vivid customs, weaving, games, musical instruments, attire, architecture, collecting fruit in the orchard, and engaging in farming are all part of the culture. The same goes for knowledge of traditional herbal remedies and other indigenous resource management practices, as well as local history and folklore. The homestay program aims to help participants better understand one another's traditions, cultures, and ways of thinking by getting involved in and experiencing locals' daily lives. It provides a chance to educate visitors about the target locations' socioeconomic and cultural problems.

As a result, the strategy ultimately advocates for preserving the destination's culture, which is one of the critical drivers of the local economy. The homestay industry is closely related to ecotourism and forest tourist business activities, both in producing and protecting forests and conserving forest regions. Ecotourism managers typically select homestay accommodations. Through this homestay program, the neighborhood will actively participate in protecting the forest's resources. In numerous conservation regions, studies found a beneficial association between homestay development and efforts for the conservation of forest resources (KC, 2021). Intending to assist locals by promoting tourism in these areas and giving visitors chances to participate in local activities, community-based rural tourism has evolved in Nepal. Some rural communities that rely on agriculture practice tourism as a secondary source of income. In this exercise, the villages on the outskirts or periphery of the already popular urban tourist sites of Kathmandu, Pokhara, and Chitwan are in the lead.

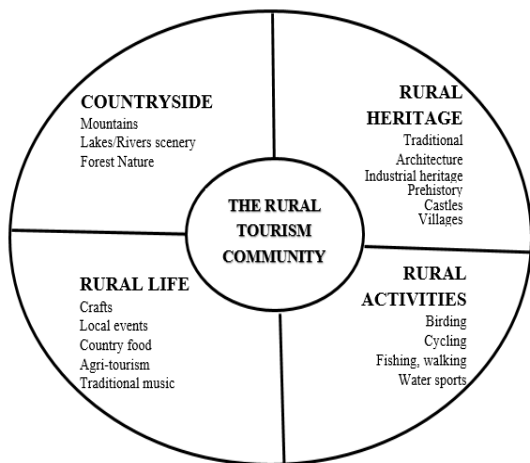


Figure 1: The Rural Tourism Concept (Ayazlar and Ayazlar, 2016)

3.3 Homestays and Sustainable Community Development

A study on the quality of life in rural areas got frequently used to evaluate sustainable development (Kazana and Kazaklis, 2009). The amount to which individuals or groups within the society perceive satisfaction or discontent with this level in various life domains gets referred to as "quality of life," also known as "well-being of life," and it refers to the extent to which human needs get addressed. Among the life, domains are health, education, family, leisure, financial status, environment, social relations, security, and place of living (Marans, 2003).

The most outstanding models for community-based development initiatives, like homestays, are participatory and involve community members in all aspects of the program. As cooperative projects, the community develops and runs homestays as a practical mechanism for economic, social, and environmental development (Nepal, 2003). By giving tourists' experiences more meaning, community-based tourism, like homestays, helps preserve natural, cultural, and socioeconomic resources.

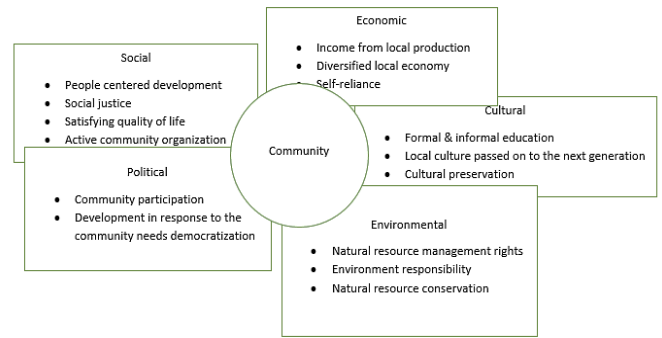


Figure 2: Five aspects of Community development Adapted from (Suansari, 2004)

Homestays give equal consideration to revitalizing tourism products and optimizing local resources. Rural areas and underprivileged populations greatly benefit from community-based social entrepreneurship, which is inherent in small units of societies (Scheyvens, 2000). By eliminating poverty and enhancing the destination's image, homestays, a type of social entrepreneurship, can be a step towards sustainable development.

3.4 Community based Tourism Homestays and Sustainable Livelihood

The term "livelihood" refers to the methods, pursuits, and possessions used by a person or household to support themselves (Ellis, 1999). A livelihood includes various living arrangements in addition to income and jobs (Chambers and Conway, 1992). Who popularized the term "sustainable livelihood" conclude that "The skills, resources (including financial and social resources), and activities necessary for a livelihood are called a livelihood (Chambers and Conway, 1992). Additionally, this approach is sustainable since it can handle and recover from stresses and shocks, preserve or improve its competence and assets, and avoid depleting the natural resource base".

The sustainable livelihood framework (Scoones, 1998) demonstrates how gaining access to resources for a living can lead to sustainable livelihoods. Various institutional and organizational factors that affect sustainable livelihood outcomes are at the framework's heart. Various livelihood options get pursued by combining the resources (capitals). Natural capital, human capital, economic capital, physical capital, and social capital are all forms of livelihood capital that are interdependent and corresponding.

S. N	Livelihood Capitals	Elements
1	Natural Capital	The natural resource stocks (such as soil, water, and air) and environmental services (such as the hydrological cycle and pollution sinks) that support resource flows and other services necessary for subsistence are also referred to as natural resource stocks.
2	Human Capital	The ability to successfully pursue various livelihood options depends on one's abilities, knowledge, work ethic, physical health, and general physical fitness.
3	Financial Capital	The necessary financial capital base (currency, credit/debt, savings, and other economic assets) for pursuing any livelihood strategies.
4	Physical Capital	The essential tools and equipment required to support livelihoods, as well as modifications to the physical environment that assist people satisfy their fundamental requirements and be more productive, such as roads, etc.
5	Social Capital	The networks, social connections, affiliations, and associations that people use to their advantage when pursuing livelihood choices that demand cooperation or coordination.

From a financial standpoint, it has got discovered that running a homestay improves access to economic activities which not only generates family income but can also promote other long-term livelihood options like

health care and education (Shukor et al., 2014; Lama, 2013). A crucial component of rural communities is cash income, such as that provided by visitors that stop by, as it aids in ensuring the food security of families (Ashley, 2000).

A stronger sense of community identity may result from increasing tourist interest in the local way of life (Ball, 2004). Homestays draw tourists to rural communities, which from a sociocultural standpoint, creates possibilities for cultural interaction and helps visitors become more aware of and appreciate local cultures and lives (Fauziah and Hamzah, 2012). Homestays have also got found to promote better communal trash management, which aids in preserving natural resources (Shukor et al., 2014).

3.5 Opportunity of Community Based Homestays

Both tourists and the host community benefit from the unique opportunities provided by homestays. Since genuine encounters are valuable to visitors, homestay tourism has much potential in the expanding tourism business. Although it gets well-recognized that homestay programs encourage sustainable tourism in rural regions, there needs to be more empirical research on this topic. Homestays allow visitors to explore local culture and the area's natural riches by lodging with host families.

The hosts and visitors have a strong sense of kinship; according to Asia, developing nations have a high prevalence of homestay studies (Bhalla et al., 2016). Although homestays are a tool for economic growth, their consequences go beyond just those on the economy. Homestays encourage community empowerment and economic prosperity by generating jobs (Karki et al., 2019). Homestays are considered an alternative tourism product for long-term neighborhood growth (Acharya & Halpenny, 2013). While the tourism sector generally needs to live up to its promise to maximize positive and reduce negative impacts due to the advent of mass tourism, homestays get generally seen in a good light.

3.6 Women Participation in Community Homestay

The effects of tourism or other forms of tourism and their potential to improve the lives of underprivileged communities have to get examined from a gender perspective. This perspective provides some valuable discussions on gender issues, such as the effects of tourism on village women, women's involvement in ethnic tourism, and mountain-based tourism (Swain, 1993, 1995). The role of women in a community's progress is rarely considered a potential path for development in Nepal, where patriarchy is maintained culturally. Nepal's rural and mountainous areas have a greater poverty prevalence due to accessibility issues, fragility, marginalization, and relatively low population densities, which is especially true for households headed by women.

Most indigenous ethnic women in the local communities are responsible for promoting homestay enterprises in rural Nepal. In many homestays in Nepal, women do all the duties, including organizing lodging, cooking, performing cultural performances, and offering directions for sightseeing, climbing, and trekking in their region. In local communities, women typically run the handcraft businesses, souvenir shops, and tea houses. In rural Nepal, women are now in charge of the tourism industry. From a sociological standpoint, rural tourism, particularly home-based tourist enterprises, is challenging the status quo of rural women's involvement in community development. It also signals the start of a paradigm change in Nepal's sociocultural outlook (ICIMOD, 2007).

4. RECOMMENDATION

Community tourism can encourage extensive cooperation between numerous public and private organizations, service providers, locals, and visitors (Jamal and Getz, 1995). The idea of homestays has been particularly beneficial for rural living in Nepal in terms of gaining notoriety. People get the opportunity to live in the neighborhood while working overseas and making use of the community's resources. In metropolitan locations, local product distribution and marketing costs get decrease.

Thus, it can be a very effective instrument in the fight against poverty in rural Nepal. The future of rural community tourism programs like homestays in Nepal may depend on factors including an excessive number of levels of government hierarchy, poorly defined agency tasks, the overlap of agency functions, and a lack of accountability (Tosun, 2000).

Additionally, a portion of their profits must get used to improve the homes' natural beauty, traditional architect-friendliness, and cultural appeal. A portion of homestay earnings should go toward developing business management and vocational training programs for the hospitality and homestay industries, focusing on women.

5. CONCLUSION

Community tourism includes hospitality practices, including providing tourists with meals and lodging in exchange for a set fee. The host and the guest have a mutual relationship. People get to know the host family better during their stay, and they learn about their customs, food, clothing, and neighborhood. In many rural parts of Nepal, homestay tourism is becoming more popular as a sustainable travel option for community development initiatives. In homestay programs, all local activities have to get incorporated as a crucial feature of rural tourism.

Rural communities or individual homeowners generally run homestay programs with the most basic amenities. Like a regular bed like the host's regular bed, local cuisine like the host usually eats, and superb traditional hospitality with varied cultural and natural wonders of a particular place. Visitors participating in a homestay program might experience local cultural activities, the host's traditional way of life, and local customs. Homestay enterprises offer numerous chances to encourage women's entrepreneurship and the development of the country's tourism industry. It will have a profound effect on the economy of the country.

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