



## A Community Response to Tourism Focusing on the Home Stay Program in Goriganga Valley Munsyari , Pithoragarh Uttarakhand , India

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In most mountainous regions of the world, people have limited possibilities for generating income. Agriculture forestry, animal husbandry Home stay back bone of local economics, The Himalayan Mountain in all its length adnbreath has been a famous destination as well as international tourist. Its snowy peaks, glaciers, passes, alpine grasslands, its wilderness, might river and many there unsurpassed natural constructs have been inspiring the adventure and explorers. The tourism industry in India has grown enormously and is becoming a major source of economic growth in India. Is paper focuses on studying the possibilities of home- stay programs and the willingness of the residents in Uttarakhand on such programs. Considering the tourism perspective of India, home-stay programs are rather unusual. Only Ladakh Autonomous Region in Jammu and Kashmir are the two examples. is research is a combination of qualitative and quantitative approaches through household survey, an average treatment, community economic development analysis, observations, interpretative analysis, and ethnographic understanding of Johar valley, Munsyari Pithoragarh District, Uttarakhand. E results show that the tourism industry has not brought economic benefits for the households involved in the industry; however, this could be owing to the community not being involved in tourism development. In addition, most of the villagers considered that the home-stay program could create opportunities for jobs and improve the income of the local community. In the mountain tourism industry, tourist guides, dhabawals are the main successful tourism operations. In the study area, we found private entrepreneurship, but the home-stay program has not yet been developed. is research paper expects to assist making decisions to initiate an extensive home-stay program under the “Endogenous Tourism” program with some re-evaluations of not only the previously mentioned village of Uttarakhand, but also other remote locations in India, considering the colorful and cultural-rituals of rural living in India.

**Keywords:** Rural Economic Development, Community Base Tourism, Tourist Guides, Dhaba Walas, Home-Stay, Johar Valley.



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## 1. INTRODUCTION

For Hindu believers, especially in Haridwar and Rishikesh, Dev Bhoomi or the “*Land of God*” is a synonym for Uttarakhand. Interest in religious tourism is high among Hindu believers. The Himalayan Mountain in all its length and breadth has been a famous destination for local as well as international tourist. Its mighty snowy peaks, glaciers, passes, alpine grasslands, its wilderness, mighty rivers and so many other unsurpassed natural constructs have been inspiring the adventurers and explorers. Pilgrimages and mountaineering are century old practices. Trekking, skiing, river rafting and many other forms of mass tourism are now common.

This very day, the resources of the Himalaya are being exploited. They are being destroyed in many different ways, and at an unsustainable rate, much beyond which they could be naturally regenerated (Pathak, 2017). Driving force of economic growth in Uttarakhand is largely dependent on tourism. Home-stay programs have not been widely considered as a way of expanding the tourism industry in Uttarakhand or India as a whole. In the state of Uttarakhand, Sarmoli Village in the Johar Valley has setup the only home-stay initiative.

In the broader context of the Indian subcontinent, Ladakh in Jammu and Kashmir provide other examples of home-stay programs. Sarmoli village, in Munsiyari District, Uttarakhand. In the mountain tourism industry home-stay, tourist guides and dhaba walas are the main stakeholders and backbone for the successful tourism operations. They are more essential in the Greater and Higher Himalayan terrain. However, these tourism professionals have been highly disregarded, who in fact need much attention not only for their welfare with a humanitarian perspective but also for the growth of tourism in newly emerging tourism landscapes.

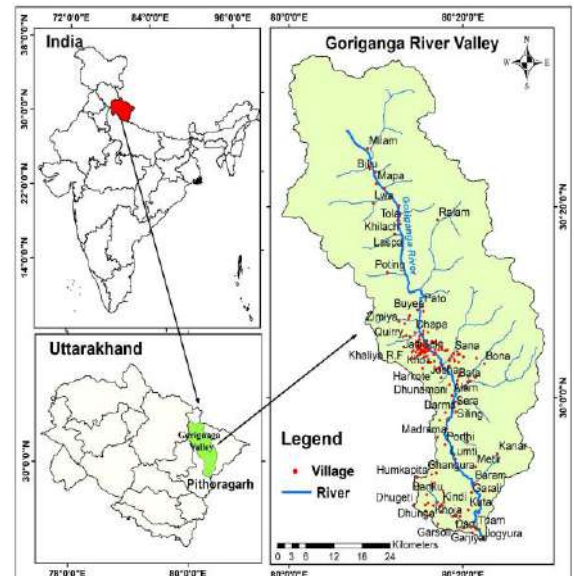


Fig-1: Location Map of study area

## 2. STUDY AREA

The research area is characterized by distinct altitudinal zones with a varied topography extending right from deep warm valleys of lesser Himalaya to the snow-clad mountain peaks of Trisuli (7073m), Haridwar (6400), Nanda Devi (E) (7434), Nandakot (6861m), and Panchachuli (6904). Socio-culturally, the area lying upstream from Munsiyari beyond the Greater Himalaya is known as Malla Johar. The area south of Munsiyari is Talla Johar, and the lower valley from Madkot to Jauljibi is known as Goriphat. The area is bounded in the north by the Tibetan plateau. The Trans-Himalayan passes across the Indo-Tibetan border are Unta Dhura (5620m), Kungri-bhingri (5563m), and Jayantia (5432m). The eastern adjoining Dharachula bloc. The Nanda Devi mass lies in the North-west. Nanda kot-Haridwar ridge marks the boundary with district Chamoli of Garhwal. The southern boundary is marked by Kalsin Danda, whose southern flank drains into Ramganga.

### 3. RESEARCH METHOD

For this research work. Qualitative and quantitative methods have been first in the selected study area. Homestay, dhabas tourist guide tourist sites have been studied. Rural economy in this study. Tourism on community base ,quarter how these things are playing their role in the rural economy and give new energy and direction to tourism in view of all these things of johar valley . homesty villages and tourist guide in dhaba has been studied. In this study.by making a questionnaire. Through interview, the data has been.johar valley in this research homestay location in 09 villages have been studied. Total home stay 30,dhabawale 18 , tourist guide 30 , survey .Tour agency 02 Nanda devi tour and travellers and cosmos tour and agency .Arc Gis 10.8.2.

### 4. RESEARCH RESULT

#### 4.1 Community response to tourism in Sarmoli village-

Johar valley is one of the major tourist destinations in the world. The principles of CBT\_ (Goodwin, 2006; Kontogeorgopoulos, 2005; Manyara and Jones, 2007; Mitchell and Muckosy, 2008; Rozemeijer, 2001; Tosun, 2000) can empower a community and preserve its social, cultural, and natural resources. Home-stay programs are one strategy to develop community-based tourism. Similar tourism activities in Sarmoli village, 2 km away from Munsiyari. Mallika viridi in 2004. "Himalayan Ark" home stay program launched. This organization is an automated organization by women. Of Sarmoli village. Local women say that along with livelihood in this program. To solve social and Environmental problems. This organization has brought a sea of change in the village. Home stay construction. Construction of homestay to introduce tourists to modern and traditional way and based on traditional activities. Tourists in homestay under the customer is not considered a guest. During this stay, the tourists are fully served with local cuisine. Maduva Bread. Jo Bread, cannabis chutney butt shop countryside lentils Rajma. In tumbor shop, joli. Non-vegetarian. Gima Arji, Provide in happiness etc. During this trip with villagers to know tourist place activities. Farms, barns, kitchens and spinning give their participation in weaving. And work experience. Himalayan Ark Homestay programs set the

standard elsewhere among community-run programs. This program is entirely run by 95% of total income goes to the villager. 2% Natural resources like forests, lakes, river and 3% is spent on Mountaineering, Bird guide, adn tracking training work.



**Fig-2: In sarmoli village Himalayan Ark .mallika viridi discussing tourism activities with women members.**

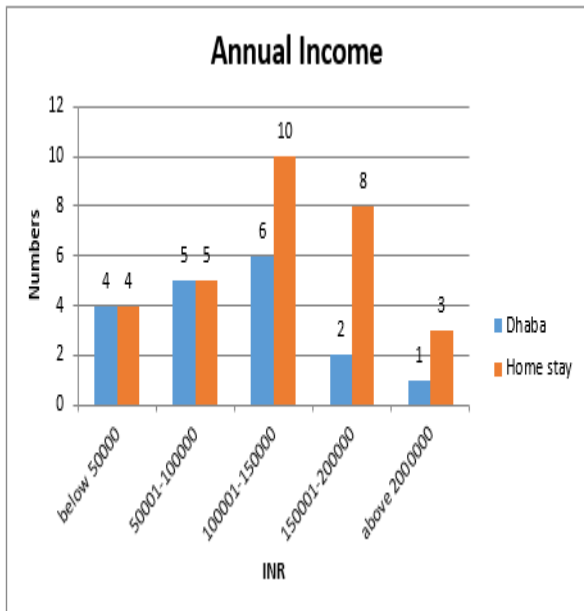
In October 2018, in Johar valley During the survey total homestay is Sarmoli 15, shankh dhura 03, Martoli 01, Milam 02, Tola 01, Burphu 02, Patu 02, Khartoli 04. In the beginning sir radish to homestay when did it start, after 2016 homestay have also developed in patu and khartoli. At sarmoli homestay 86% foreign (north American, European and Russian) and 14% Indian (west Bengal, Kerala, Gujrati) tourists come survey in October 2018.



**Fig-3: Traditional homestay in sarmoli village in the second Floors.**

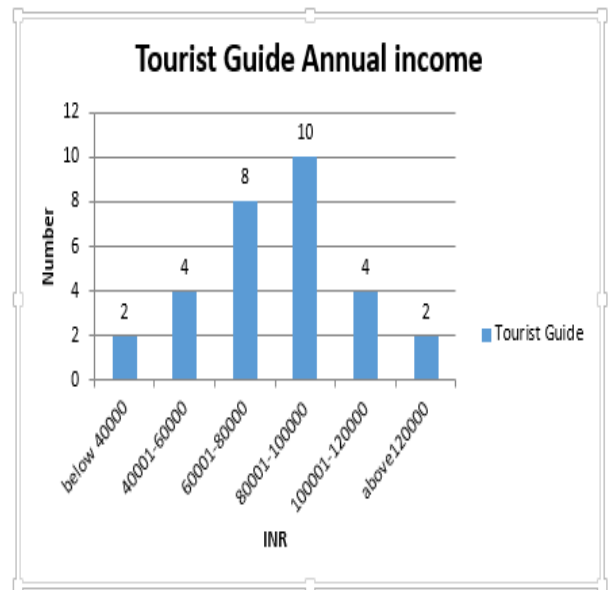
### 4.2 Development of rural Economy through tourism

Tourism in Johar valley is a major means of economic development for the people of a rural area. People of Johar valley associated with tourism tourist guide, Dhaba, with mule handicraft etc. people get livelihood from tourism activities. From munsiyari motor road to milam glacier there is a trekking route of 65 kms. From 18 dhabas. Located on this walkway. This dhaba by the local people 7 to 9 months in year. This is a small form of homestay which can also be thought of as a refreshment centre. On the trekking route total there are 18 Dhaba out of which 03 chilam dhar, lilam 03, babaldhar 04, syuni 01, bogdyar 03, Nahar devi 01, Mapang 01, Rilkote 01, burphu 02. Homestay and dhabas in Johar valley on the basis of tourism annual income has been studied in October 2018.



**Fig-4: Annual income INR shown Dhaba and home stay**

In the above table the annual income of people engaged in dhaba and homestay is shown in which the minimum annual income is below 50 thousand and the maximum has been kept above 2 lakhs (Fig. 4). Tourist guides associated with tourism activities in Johar valley in October 2018 studied out of which 30 people were interviewed who were originally residents of these Munsiyari, out of 06 sarmoli, Nayya basti 15, Bunga 04, Darkote 02, Dhaba 03. Person included (Fig.5). Annual income has been ascertained through interview of these tourist guides which is shown as follows.



**Fig-5: Annual income in INR**

To promote tourism activities here in Rural livelihood development local producers are also getting a boost. Himkuteer Sansthan was established on 29 February 2008 in sarmoli village in Munsiyari (Fig.6). This is also an organization run by women. Hand-crafted items by local women are made and collected in the snow cottage institute and tourists buy from there. Local women get employment from this livelihood and tourism is getting a boost.



**Fig-6: Himkuteer Sansthan Munsiyari**

### 5. CONCLUSION

The strategic importance of the study area, being located at the international border and its marginal conditions have always been a big hurdle in the evolution of tourism landscape in this area.

In 1990s this hurdle was partly overcome when the Indian government opened up this area for tourism allowing the tourists into the far and unexplored areas of the Goriganga valley. The other important dimension of this study is that the preference in terms of the different landscape features liked by the tourists have shown that while their main motive of visiting this area is the natural landscape they are also interested in experiencing the local culture and society. This study has generated some very satisfactory results in the abovementioned directions. For example, families engaged in touristic activities also want to continue the rearing of animals and agriculture. The income generated by tourism has encouraged the local people to live permanently in their homeland. They have shown a wholehearted willingness to stay in their villages and create a dynamic tourist landscape leaving behind the greed or the need to migrate outside to make a living.

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