

COMPLIANCE OF BASIC STANDARD OF HOME-STAY IN NEPAL

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ABSTRACT: *The concept of tourism is explained in Sanskrit literature also which denotes the meaning of tourism as: going out from house for pleasure and knowledge, going out of the country for economic gain and going out to places for religious purposes. Home-stay is the newly emerged concept of tourism which promotes the rural tourism. Home-stay is one source of income for rural people. The main objective of this paper is to analyse the compliance of basic standard of home-stay in Nepal. The study was conducted in Ghale-Gaun of Lamjung district, Amaltari of Nawalparasi district and Pathra of Tanahu district of Nepal. Purposively sampling technique was used to select the households. Total 102 home-stay entities were selected from the three districts. The study found good compliance of basic standards of home-stay in Nepal. Nawalparasi district has adopted all criteria of compliance than other two districts. The study calculated the total value and found the total compliance of standard of home-stay as prescribed by the Nepal government. The data shows that 86%, 100% and 89% home-stay of Lamjung, Nawalparasi and Tanahu districts respectively adopted the standard of home-stay prescribed by the Government of Nepal. There was need of commitment from home-stay operators as well as monitoring from the concerned authority to ensure the quality service of home-stay.*

KEYWORDS: Compliance, Home-stay standard, Nepal, Tourism

INTRODUCTION

Nepal is well-known as the main tourist destination in the international arena due to its natural beauty, unique cultures, incomparable heritage and innumerable tourist destinations. Even a small reform in culture and tourism sectors means that the country can earn foreign currency and generate employment and other opportunities contributing to economic growth. Nepal is the birth place of Lord Buddha, Vrikuti and Sita and has incomparable traditions, prosperous culture, unique customs and a rich heritage. Conservation and promotion of history of brevity and warriors and uniqueness of Nepali society in itself are issues of major importance (Thapa, 2012, p. 12). "Tourism" embraces the concept of "recreation" in that it is the practice of travelling for recreation, where recreation is defined as an activity in which individuals voluntarily engage for personal satisfaction or pleasure (Freitas, Access: 2015, p. 4). Tourism refers to the movement or journey of human beings from one place to another, whether it is within one's own country or other countries. It can be for pleasure, business, pilgrimage and other purposes. The evolution of tourism dates back to ancient times. In Sanskrit literature, there are three terms for tourism, derived from the root "anta", which means going or leaving home for some other places. The three terms are: *Paryant* -ko{Gt_ – It means going out for pleasure and knowledge. *Desant* -b]zfGt_ – It means going out of the country prominently for economic gain.

Tirthatan -तृथतान् – It means going out to places of religious merits.

The literal meaning of these three Sanskrit terms is that tourism denotes going out from house for pleasure and knowledge, going out of the country for economic gain and going out to places for religious purposes (Shrestha, 2012, p. 54). Tourism is one very reliable source of income. So it is promoted by the rural communities also. There are various rural places which are very beautiful and unique to be appropriate for tourist destination. Rural tourism is one to promote the local beauty. So concept of home-stay came in existence to attract the tourists at community level.

A paying guest at one's home for short period is a home-stay tourist. The service related to such tourist is called home-stay tourism. But such guests are provided accommodation and services by individual family as well as community too. Thus, the home-stay directive has accepted it as managed by an individual or community (Timalsina, 2012). The home-stay seeks to draw tourists away from posh and crowded urban areas to the rural locality full of splendid natural surroundings, by providing them with clean, comfortable and budget-friendly accommodation and food. Thus, home-stay offers the traveller a unique local experience and possibilities of interaction with the host family. It offers the chance to experience new and untapped places which has enabled the government to popularize new tourist destinations, and provide alternative source of income to the rural folks (Gangotia, 2013, p. 206). In home-stay tourism visitors get a chance to spend time with the family observing their customs, values and culture, which give them the opportunity to feel the taste of rural life (Devkota, 2010). Cultural-heritage and its geographical structure make Nepal one of the famous destinations for home-stay tourism. In home-stay tourism, both the environment and culture are commoditized; market value is created with the demand of visitors. This provides financial reward to the local indigenous community for conservation of the environment and their culture (Laurie & Radcliffe, 2005). It is a good source of earning foreign currency. It reduces the gap in the balance of payment, provides increased tax revenue, gives rise to economic development of the nation, and increases the employment opportunities. It may also provide new markets for local people to sell their products, such as agricultural products, livestock and others (Budhathoki, 2013). The important of home-stay is increasing in all over the tourist destination to promote the local tourism. All over the Association of South East Asian Nations (ASEAN) region, the home-stay programme is a form of alternative tourism in which tourists are given the opportunity to experience the way of life in a typical village with local community. The experiential nature of this form of tourism is becoming increasingly popular with foreign tourists. In contrast to mass tourism, the home-stay programme should preferably be low scale, low density, flexible and spontaneous. More importantly it should be owned and operated by the local communities so that the economic benefits go directly to them (ASEAN, 2011).

Nepal government has developed certain standard of management of home-stay which is mandatory to ensure the quality of service. The study measured the standard of home-stay to know the quality of service. It supports the enabling and impeding factors on operation of home-stay in study areas. Compliance of basic standard is important to ensure the total quality management of home-stay so the main aim of this study is to measure the compliance of basic standard of home-stay in Nepalese context. Number of home-stay is increasing in Nepal but qualitative growth should be better effective to collect the income than the quantitative growth.

METHODOLOGY

The paper is based on the quantitative analysis of primary data. The study was conducted in Ghale-Gaun of Lamjung district, Amaltari of Nawalparasi district and Pathra of Tanahu district of Nepal where total 102 home-stay entities were selected by using the purposive sampling technique. Structured questionnaire survey was conducted to collect the data. Basic standard of home-stay developed by the Nepal Government was used in survey questionnaire. Statistically, frequency table and ANOVA were done to analyse the data.

RESULT AND DISCUSSION

Home-stay is an approach to welcome the guest in family with the promotion of rural tourism, which means staying in someone's home and providing an opportunity for the visitors to experience a place in an authentic, comfortable and homely setting. In general, home-stay provides unique opportunity to experience the diverse cultures of the village. It also creates chance to meet with the local people in real context. Visitors will have opportunity to become a part of a family; can enjoy in homely environment. It is one of the important platform of learning and sharing of typical culture of home-stay operators and visitors. It directly contributes to the rural economy and people in need and provides opportunities to support the community in conservation initiatives (Nepal Rastra Bank, 2015). The promotion and benefit of home-stay is depending on the quality service provided by the home-stay operators. Nepal Government has very clearly defined the certain standard of home-stay which should be adopted to operate the home-stay. The study has measured the compliance of these standards in study areas.

1. Compliance of Basic Standard of Home-stay

The given data shows the response of 1st criteria of home-stay which says about the access of road up to home-stay, safe from wild animals, fire and wind. The response of home-stay operators was, 97.5% (39), 100.0% (27) and 100.0% (35) out of 101 respondents agreed in Lamjung, Nawalparasi and Tanahu districts respectively. Similarly, there was provision to manage the separate room for home-stay visitant, 100.0% (40), 100.0% (27) and 100.0% (35) out of 102 respondents agreed in Lamjung, Nawalparasi and Tanahu districts respectively. 92.5% (37), 100.0% (27) and 88.6% (31) out of 95 respondents agreed in separating room for tourist in Lamjung, Nawalparasi and Tanahu districts. There is provision to manage the two beds for guest in single room. In total, 87.5% (35), 100.0% (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts respectively agreed the management of two beds in their home-stay. Analysing the given data that shows 97.5% (39), 100.0% (27) and 100.0% (35) out of 101 respondents agreed to install clean carpet on the floor in Lamjung, Nawalparasi and Tanahu districts respectively.

Very small things are also noticed during the monitoring on compliance of basic standard in home-stay. Qualitative and different types of doormats are available in the market though people purchase on the basis of their choice and economic status. In rural society, they used to put the locally prepared doormat. It is also one mandatory provision of home-stay. Question was asked to Lamjung, Nawalparasi and Tanahu districts which reported that 100.0% (40), 100.0% (27) and 94.3% (33) respectively out of 100 had arranged doormat in front of the door of each room made for visitors/tourists. In Lamjung, Nawalparasi and Tanahu districts 100.0% (40), 100.0% (27) and

45.7% (16) respondents agreed in keeping white bed-cover and soft blanket respectively. Similarly, 97.5% (39), 100.0% (27) and 94.3% (33) respondents out of 99 respondents agreed in keeping hanger inside the room in the Lamjung, Nawalparasi and Tanahu districts respectively. Nepal is rich in water resources but still facing the problem of hydro-electricity (load-shedding) even in the city areas. Rural community has problem of such types of utilities and facilities. As the concept of home-stay, it is established in the rural setting so they must be conscious about the electricity facility for visitors. Home-stay operators should have alternative to electricity so they were asked about the availability of alternative light system in their home-stay. In total 97.5% (39), 100.0% (27) and 94.3% (33) respondents of Lamjung, Nawalparasi and Tanahu districts respectively agreed that they have alternate lights like candle, lamp and diyo and they ensure the alternate facility of hydro-electricity.

It is said that 'health is wealth' so it should be cared. It is the responsibility of home-stay operators to care the health of visitors. Smoking and use of alcohol is not good for health so it should be controlled. Home-stay operators should not allow smoking in their premises. There may be children in family which may learn smoking from the childhood so adult should be aware on the negative impact of such behaviour. Regarding this concern, standard of home-stay very clearly stated that there is no permission of smoking inside the room. In response of this question, in total, 87.5% (35), 100.0% (27) and 100.0% (35) out of 97 respondents of Lamjung, Nawalparasi and Tanahu districts respectively agreed that there was no permission of smoking inside the sleeping room. In these Lamjung, Nawalparasi and Tanahu districts 42.5% (17), 100.0% (27) and 14.3% (5) out of 49 respondents agreed in hanging the culture oriented pictures and glimpse of local culture respectively. Pictures describe many stories of culture and environment which visualize the memories and events of typical culture and phenomena. Likewise 90.0% (36), 100.0% (27) and 100.0% (35) respondents out of 98 respondents agreed in keeping small dustbin in these Lamjung, Nawalparasi and Tanahu districts respectively. According to the given data, 100.0% (40), 100.0% (27), 100.0% (35) and 80.0% (32), 100.0% (27) and 48.6% (17) out of 102 and 76 respondents respectively of Lamjung, Nawalparasi and Tanahu districts agreed that they had managed one slipper for one guest and available of half- seen mirror in the room in their home-stay.

Table 1: Basic Standard of Home-stay by Nepal Government

Compliance of Basic Standard			Response "Yes"			Total
			Lamjung	Nawalparasi	Tanahu	
Compliance	Provision of road access in the home-stay and safety from the wild animals, fire and wind	Count	39	27	35	101
		% within District	97.5%	100.0%	100.0%	
	Provision of one separate room for home-stay visitant	Count	40	27	35	102
		% within District	100.0%	100.0%	100.0%	
	Separation of four rooms for home-stay in a house	Count	37	27	31	95
		% within District	92.5%	100.0%	88.6%	
	Provision of two beds inside the room	Count	35	27	35	97
		% within District	87.5%	100.0%	100.0%	

Arrangement of clean carpet on the floor	Count	39	27	35	101
	% within District	97.5%	100.0%	100.0%	
Provision of doormat outside the door	Count	40	27	33	100
	% within District	100.0%	100.0%	94.3%	
Provision of white and soft bed-cover and blanket	Count	40	27	16	83
	% within District	100.0%	100.0%	45.7%	
Provision of a hanger inside the room	Count	39	27	33	99
	% within District	97.5%	100.0%	94.3%	
Provision of alternative lights in the room	Count	40	27	35	102
	% within District	100.0%	100.0%	100.0%	
System of no-smoking inside the sleeping room	Count	35	27	35	97
	% within District	87.5%	100.0%	100.0%	
Provision of picture of cultured view or glimpse of local culture inside the sleeping room	Count	17	27	5	49
	% within District	42.5%	100.0%	14.3%	
Provision of small dustbin	Count	36	27	35	98
	% within District	90.0%	100.0%	100.0%	
Provision of one slipper for one guest	Count	40	27	35	102
	% within District	100.0%	100.0%	100.0%	
Provision of half-seen mirror in the room	Count	32	27	17	76
	% within District	80.0%	100.0%	48.6%	
Provision of one tea table in the room	Count	37	27	35	99
	% within District	92.5%	100.0%	100.0%	
Provision of two chairs in the room	Count	30	27	33	90
	% within District	75.0%	100.0%	94.3%	
Provision of clean and well managed toilet	Count	32	27	35	94
	% within District	80.0%	100.0%	100.0%	
Arrangement of separate bathroom in each room	Count	29	27	30	86
	% within District	72.5%	100.0%	85.7%	
Provision of basic stuff like soap, bucket, mug, towel inside the bathroom	Count	33	27	35	95
	% within District	82.5%	100.0%	100.0%	
Restriction of animal-shed nearby the sleeping room	Count	27	27	10	64
	% within District	67.5%	100.0%	28.6%	
Provision of improved stove and smoke-less kitchen	Count	35	27	35	97
	% within District	87.5%	100.0%	100.0%	

Provision of pure or boiled safe drinking water	Count	25	27	35	87
	% within District	62.5%	100.0%	100.0%	
Implementation of standard method of cooking local food	Count	38	27	35	100
	% within District	95.0%	100.0%	100.0%	
Provision of dining-hall in Nepalese style	Count	38	27	35	100
	% within District	95.0%	100.0%	100.0%	
Provision of small dining table for the foreigners	Count	35	27	33	95
	% within District	87.5%	100.0%	94.3%	
Provision of menu system	Count	38	27	35	100
	% within District	95.0%	100.0%	100.0%	
Safety provision from the mosquito, rat, bedbug, smell of animal-shed etc	Count	25	27	35	87
	% within District	62.5%	100.0%	100.0%	
Provision of first aid treatment (health-post)	Count	29	27	35	91
	% within District	72.5%	100.0%	100.0%	
Provision of public toilet, arrangement of eco-friendly and tourism promotional cultural programs	Count	37	27	35	99
	% within District	92.5%	100.0%	100.0%	
Total	Count	40	27	35	102
Total %		2493%	2900%	2589%	
Actual total compliance in %		86%	100%	89%	

Source: Field Survey, 2016

Available facilities of infrastructure inside and outside the room determine the quality service of home-stay. As the provision of standard of home-stay, there should be two chairs and a tea-table in the room. In the response of this question, 92.5% (37), 100.0% (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts agreed that they had provided one small table followed by 75.0% (30), 100.0% (27) and 94.3% (33) respectively said that they had provided two chairs in the room. Similarly, in case of well managed toilet, 80.0% (32), 100.0% (27), and 100.0% (35) and separate bathroom was reported by 72.5% (29), 100.0% (27), and 85.7% (30) respondents of Lamjung, Nawalparasi and Tanahu districts respectively that they were able to manage all these facilities separately. From the perspective of health and hygiene, there are need of basic needs like soap, bucket, mug, towel in the bathroom which is responded by 82.5% (33), 100.0% (27), and 100.0% (35) of Lamjung, Nawalparasi and Tanahu districts respectively that they had managed all these materials in the bathroom.

Nepal is geographically not similar, hilly area has insufficiency of plain land to build the house so in such case it becomes problematic to manage space for personal house, home-stay and animal-shed. Agriculture and livestock are the basic occupations of Nepalese so most of the households

have animal-shed. As the standard of home-stay, animal-shed should be far from the home-stay. The standard has not clearly mentioned about the distance in meter or kilometer but practically it is understood that the home-stay should not be disturbed from the wastes, insects and bad smelling of animal-shed. In response of this question, in total 67.5% (27), 100.0 % (27), and 28.6% (10) of Lamjung, Nawalparasi and Tanahu districts respectively agreed that restriction in animals shed near the sleeping room was strongly followed.

Similarly, from the perspective of visitor's health, home-stay operators should be careful about the quality of drinking water. Visitors may become sick very soon because of the use of unsafe drinking water. In this concern, 62.5% (25), 100.0% (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts respectively said that they were providing the pure, clean or boiled safe drinking water to the visitors. There should be the provision of improved stove and smoke-less-kitchen so that visitors will not be disturbed. In response of this issue, 87.5% (35), 100.0% (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts respectively agreed that they had no problem of smoke in kitchen because they have used the improved stove in kitchen and outlet of smoke is separated from the sleeping room. Similarly, 95.0% (38), 100.0% (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts respectively agreed that they were practicing clean and hygienic method of preparing local food. Now-a-days, most of the home-stay operators were using the gas for cooking.

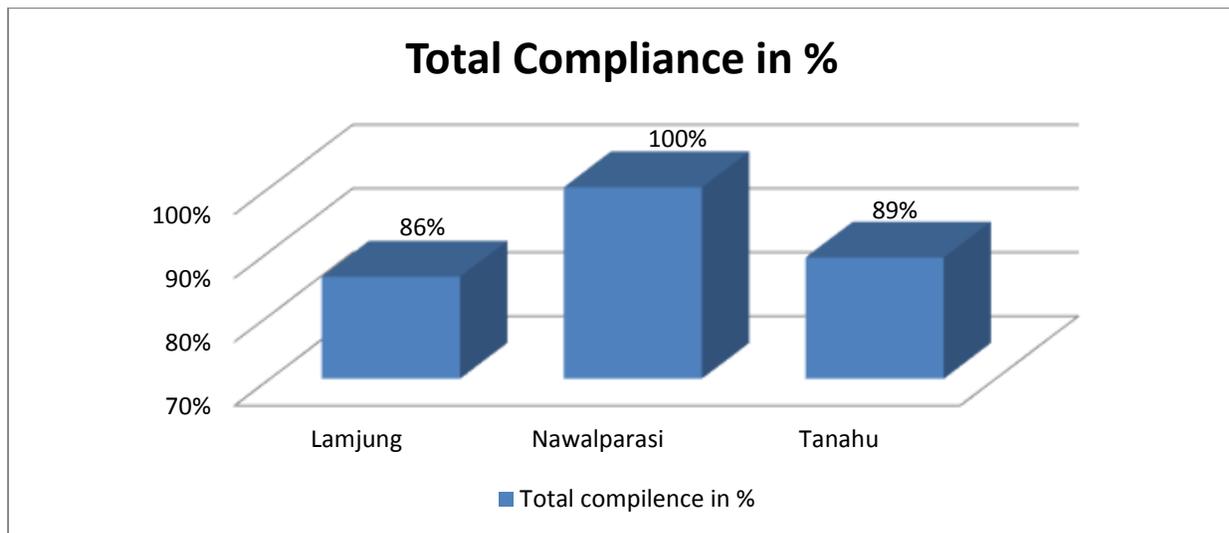
There is typical culture of sitting arrangement for eating food in Nepal. They do not prefer the dining table but use the small sized wooden chair for eating. The data shows that 87.5% (35), 100.0% (27) and 94.3% (33) respondents of Lamjung, Nawalparasi and Tanahu districts respectively reported the arrangement of dining-hall with Nepalese style. Besides that, there is provision of small dining table for foreigners. In this case, similarly, 95.% (38), 100.0 % (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu respectively agreed in providing small dining table for the foreigners.

Menu is important to know the list of items and price of available facilities. Menu supports to choose the food items as per choice and economic capacity of the visitors. Basic standard of home-stay has provision to have a menu. In total, 95.0% (38), 100.0% (27) and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts respectively said that they had menu with price of each available items and facilities in their home-stay. Regarding the safety from the mosquito, rat, bedbug and smell of the animal-shed, 62.5% (25), 100.0% (27), and 100.0% (35) respondents said that sleeping room of visitors were safe in Lamjung, Nawalparasi and Tanahu districts respectively. From the health and safety perspective, there should be availability of first aid service in each home-stay. In response of first aid service, 72.5% (29), 100.0% (27), and 100.0% (35) home-stay of Lamjung, Nawalparasi and Tanahu districts respectively had managed the first aid box in the home-stay. Home-stay operators were also asked about the management of public toilet and arrangement of eco-friendly and tourism promotional cultural programs, 92.5% (37), 100.0% (27), and 100.0% (35) respondents of Lamjung, Nawalparasi and Tanahu districts respectively reported that they had managed it.

Home-stay is one of the effective ways to promote the rural tourism which can have multiple effects in socio-economic development and change of society so quality service of home-stay is taken seriously from

the concerned authority of every nation. The important and promotion of home-stay is widely favour in other Asian countries also so the association of Asian countries have developed certain standard of home-stay. There is ASEAN Home-stay Standard/Criteria developed which basically focused on the major nine criteria: Host, Accommodation, Activities, Management, Location, Hygiene and Cleanliness, Safety and Security, Marketing and Promotion and Sustainability Principles. There are several provisions under each criterion which determine the quality service of home-stay. Most of the criteria are similar to the Nepalese context (ASEAN, 2011) and many of the criteria are similar to the Nepalese standard.

A previous study conducted by Nepal Rastra Bank found the significant contribution of home-stay to improve the socio-economic status of community as well as it provided the opportunity to exchange the learning between local community and visitors. From the Tharu community in Dalla village of Bardiya district, a group of 22 households who are mostly engaged in agriculture have begun their own home-stay program since March 2011. Income was the key satisfier in the beginning for most of the households. The study finds that the income from home-stay alone is covering around 4/5th of their family expenses and this has helped them to achieve a saving rate of 45.1 percent. Most of the guests visiting the place have involved in learning local values and almost all in eye-sighting the rare one-horned Rhino. The guests mostly liked Tharu livelihood, cultures and traditions. The households have improved their skills through cross-cultural exchange with the guests (Nepal Rastra Bank, 2015). The finding of the previous study shows the importance in improvement in quality service of home-stay. Quality service can be ensured by the proper compliance of identified standard.



The study calculated the total value and found the total compliance of standard of home-stay as prescribed by Nepal Government. The above graph shows that 86%, 100% and 89% respondents of Lamjung, Nawalparasi and Tanahu districts respectively adopted the standard of home-stay. The data shows that there was some need of improvement in Lamjung and Tanahu districts. The both districts are located in some hilly areas as compare to Nawalparasi. Demographic characteristics of location may have effect on the infrastructure and other facilities of home-stay.

2. Relationship between Districts on Total Compliance of Basic Standard of Home-stay
The study analyzed the difference of total compliance of basic standard of home-stay among the three districts: Lamjung, Nawalparasi and Tanahu. Analysis of variance shows the variance of mean values between the groups of study. The main purpose of this analysis is to find out the status

of total compliance of standard of home-stay as prescribed by Nepal Government. The analysis of variance shows that there was significant difference between the study districts regarding the total compliance of basic standard of home-stay. The analysis found that $P = .000$ with $F = 30.733$.

Table 2: Relationship between Districts on Total Compliance of Basic Standard of Home-stay

ANOVA						
Compliance total						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	268.160	2	134.080	30.733	.000	
Within Groups	427.543	98	4.363			
Total	695.703	100				
Multiple Comparisons						
(I) District	(J) District	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Lamjung	Nawalparasi	4.00000*	.52292	.000	2.9623	5.0377
	Tanahu	.88571	.48632	.072	-.0794	1.8508
Nawalparasi	Lamjung	-4.00000*	.52292	.000	-5.0377	-2.9623
	Tanahu	-3.11429*	.53500	.000	-4.1760	-2.0526
Tanahu	Lamjung	-.88571	.48632	.072	-1.8508	.0794
	Nawalparasi	3.11429*	.53500	.000	2.0526	4.1760

*. The mean difference is significant at the 0.05 level.

Similarly, the one to one comparison shows that there was significant difference between Lamjung and Nawalparasi whereas there was no difference between the Lamjung and Tanahu. The data shows that there was significant difference between Nawalparasi and Tanahu district. The frequency data also showed that all home-stay had reported the compliance of standard though Lamjung and Tanahu had to improve their facilities to fulfill the compliance of standard.

CONCLUSION

As a form of Community Based Tourism, the home-stay concept is currently well accepted as a rural development tool in Nepal. The home-stay programme can enhance local quality of life through generation of income, support local culture, arts and crafts business, encourages restoration of local and historic sites, and foster nature conservation efforts through community education. In Nepalese context, it has discouraged the 'brain-drain' and encouraged youth to do tourism related business in own locality. From the study, it was found that compliance of standard of home-stay is satisfactory in study areas. All home-stay operators are well known about the quality service of home-stay. Total quality management can significantly contribute in promotion of home-stay which can also contribute in the profit of home-stay and promotion of rural tourism. This is the age of technology so this standard should be revised and need to add the internet and TV facilities in home-stay. Information is power so visitors should be aware on the current situation so that they can develop their plan of tour and other business. Monitoring of home-stay is very important from the concerned authority of Nepal Government to investigate the compliance

of standard. Nepal Government should be responsible to ensure the quality service of home-stay so that rural tourism will be promoted and tourist destination will be recognized internationally.

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