

Effective from A.Y: 2019-20

Learning objective: The learner will be able to understand the functioning of home stay business.

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: Introduction to Home stay	6 Hours
Introduction, Leading home stays in India, Locations for home stay, Best practices of International Home Stays, Best practices of home stays, Tourist profiles.	
UNIT 2: Emergence of Heritage Homes as a Home stay	6 Hours
Architectural influences, Facilities, Furniture and Décor, Government schemes, Incredible India Campaign for Home Stays, Panchayat schemes for maintenance of Ancestral homes, Renovation or Restoration of Structures rules and regulations as per municipal councils and panchayats	
UNIT 3: Home stay Operations and Management	12 Hours
Home stay operations, Self service, Dine with the host, Activities around a home stay, Basic accounting, Strategic positioning of home stay product, Role of Social Media Marketing in Home stay promotions, Marketing of home stays; Whitepaper, Blogging, Trip Advisor, Partnering with Trivago, OYO, Air B&B and its pros and cons	

Suggested Readings:

1. Varghese, Bindi et al. 'Evolving Paradigms in Tourism and Hospitality in Developing Countries-A Case Study of India'. (Latest edition), Apple Academic Press, Canada.
2. Nellamakkada, M. 'Role of Homestays for Rural Tourism Development in Coorg, India'. (Latest edition), HPH, Hyderabad.
3. Cheryl Verstrate, 'Homestay 101 for Hosts - The Complete Guide to Start & Run a Successful Homestay'. (Latest edition), International Lifestyle Relocate, Bangalore.
4. Ian Christian Macek. 'Homestays as Livelihood Strategies in Rural Economies: The Case of Johar Valley, Uttarakhand, India'. (Latest edition), HPH, Hyderabad.
5. Salleh, M.R. et. al. 'Theory and Practice in Hospitality and Tourism Research'. (Latest edition), Taylor and Francis, London
6. Shashi Misiura, 'Heritage Marketing'. (Latest edition), Butterworth-Heinmann, London

Learning outcomes:

The learner will be able to:

1. Develop heritage homes under the home stay model
2. Understand the functioning of home stay