

A Study on the Sustainability of Homestays in Kodagu District after the Disaster - August- 2018

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Abstract--- *Kodagu a District in the state of Karnataka, India is known as the 'SCOTLAND OF INDIA' and it is also called as 'SECOND KASHMIR OF INDIA' because of its geographical diversity. In the year 2018 very heavy and unprecedented rainfall battered the region into massive destruction where more than 20 villages were affected, many people lost their lives and also there was a severe damage to their property due to landslides and flood. This has made the region economically and socially weak, where most of the people's income is through either coffee estates or through homestays or both. This study makes an attempt to understand the sustainability of Homestays and to study the economic & social downfall. This study Includes owner of the homestays, local community and tourists.*

Keywords--- *Homestays, Disaster, Sustainability, Tourists, Kodagu.*

I. INTRODUCTION

Tourism is one of largest sector in the service industry of India. Karnataka stands 5th among the different states in India in tourism because of the Western Ghats. Kodagu is the region famous for its coffee estates, land of brave warriors and weather conditions. Kodagu is a district with misty Hills stations we find thadiyandamole peak with an altitude of 1750m and the peak pushpagiri ,where we have Talakaveri which is the birth place of river Cauvery. There are other many catchy and vibrant tourist spots like Abbey falls, Rajas tombs, by lakuppe Tibetan camp, Bhagamandala, Omkareshwara temple, Dubare forest and Nagarhole national park in the kodagu district. All These aspects make kodagu such an attractive tourist destination. Here the Number of homestays has mushroomed from the last few decades for the Visitors to enjoy their vacations in the middle of the nature and this has become additional income for the local people.

Kodagu being the tourist destination; Homestays plays a wide role in Promoting tourism; Homestays means an opportunity to stay with the Local family and enjoy the destinations with their culture and traditions.' ATHITHI DEVO BHAVA ' which is a motto of every Indians, there can be nothing like Indian hospitality. Homestays gives a unique experience, were the tourist can explore the local areas, authentic homely food, customised service, bonding of friendship, peaceful and cheaper too. This makes a homestays a wonderful accomodation.

Homestays was introduced few decades back by some kodava families soon it came into existence in 2006 and got registered in coorg homestay association. Basic registration and inspecting agency was monitored. So today we can find 178 registered homestays. This natural disaster in cordage made everyone go in vein and was a huge loss occurred because of this the people of cordage are facing amputee's every day and tourist are seen very less in numbers . Homestays are in down and out conditions and at the same time we can find number of unregistered

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homestays where it is considered to be an unethical tourism practices because of all this the sustainability's of homestays is lost.

II. LITERATURE REVIEW

- According to Bianca Chengappa and Bindu Varghese (September 2018) - kodagubeing catchy sightseeing there have been a growth of tourism for many years and this has been a helping hand to home stay owners to boost their additional incomes but after the massive hit of deadly disaster the economic zones have completely lost .
- According to Shankar Banner (June 2019) - Homestays are working illegally out of 400 homestays only 207 homestays are verified. Some of the satiations are located in unsafe area and are in remote control areas, because of last year's petrifying disasters they have to make sure of tourist safety. Hence homestays should have its license and possess related documents.
- According to Aorta. S - It is said that there have been constant increase of 20 to 40% of people checking into homestays every year but now there have been less percentage of tourist entering coorg they are diverted into other tourist spots because of the destruction caused previous year .
- According to KC Deepak (June 2019) - There have been dull situation after the massive destruction, the enquiries and bookings have been 50% fewer than before.
- According to Dayan and K.C - In his research he stated that emerging of resorts has been affected homestays in large.
- According to Chengappa P.G - There have been a vast increase of home stay by 25% during the period 2000-2015, which is now headed by 50% less after the flood hits.
- S.P Shanmukaiah, assistant vice president business development in one of the article stated that there was 60% of rejected homestays because of number of illegal homestays ramping out.
- The Hindu paper analyzed in one of the article that there were 40 homestays with valid documents and it was graded through two agencies ice brick worth ratings and CARE ratings.
- Omit M Road says that there was low security and low quality services from homestays which is affecting homestays now.
- In one of the article (march 2018) - there was a survey upon the homestays where tourism department secretary Anil Kumar said that there will be cases imposing against the illegal homestays functioning in cordage region.
- According to Ramnathan (may 2019) - there was many areas damaged and lost due to the Natural calamity. All this lead to lowering of tourism in coorg region which is effecting the homestays, resorts etc.
- Kestur Vasuki (Sep 2018) - stated in one of her article that percolation of homestays ice expansion of homestays, resorts is one of the reason for disaster.

- In one of the research paper a person stated that there was declination of tourist because the order was issued to stop the business as disaster hit cordage.
- According to Shaba K.B (Jan 2019)-there was 36% of the residents are against the tourism and the uncontrollable activities of tourists are making the homestays deplete.

Scope of Study

All the reviewed literature is focused on the impacts of homestays after the natural disaster where it's affecting the growth of homestays as well as economic conditions of coorg. This study helps to analyze the sustainability of homestays in coorg after the calamity and to analyze the conditions of the homestays at present in coorg.

Objectives

- To analyze the perception of tourists after the disaster towards homestays.
- To study the difficulties faced by the home stay owners after the natural disaster in kodagu.
- An analysis of sustainability of home stay tourism at kodagu after the natural calamity of 2018.

Limitations of the Study

The research has been made with a survey of 60 home stay owners, tourists Local residents of cordage district. The information is based on personal opinions of the respondents.

III. RESEARCH METHODOLOGY

A close ended questionnaire was prepared with expert advice and was personally distributed to home stay owners, tourists and localites. The questionnaire was analyzed using SPSS tools (**chi square test**) was used to test the hypothesis and the results were calculated and Presented in the paper.

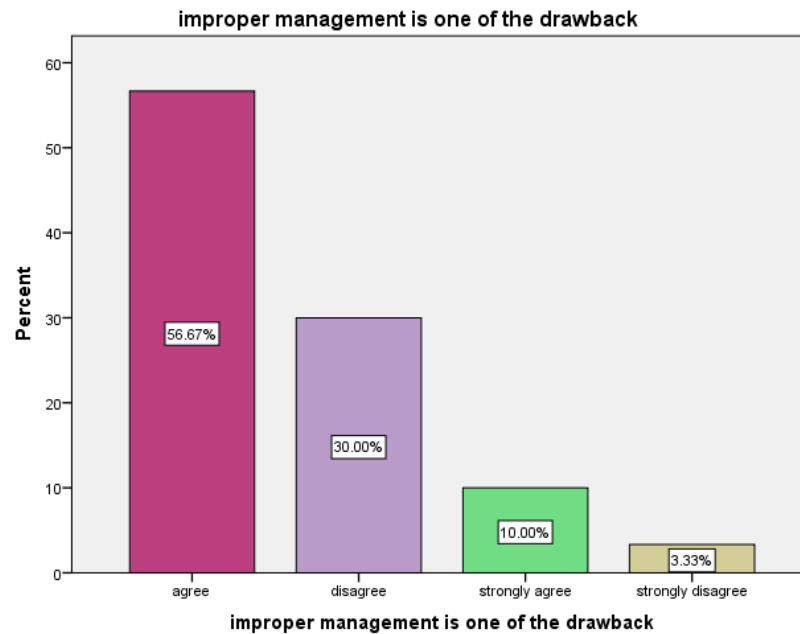
Hypothesis

H_0 = There is no significant relationship between infrastructure and number of tourists in homestays after the disaster.

H_1 = There is a significant relationship between infrastructure and number of tourist, homestays after the disaster.

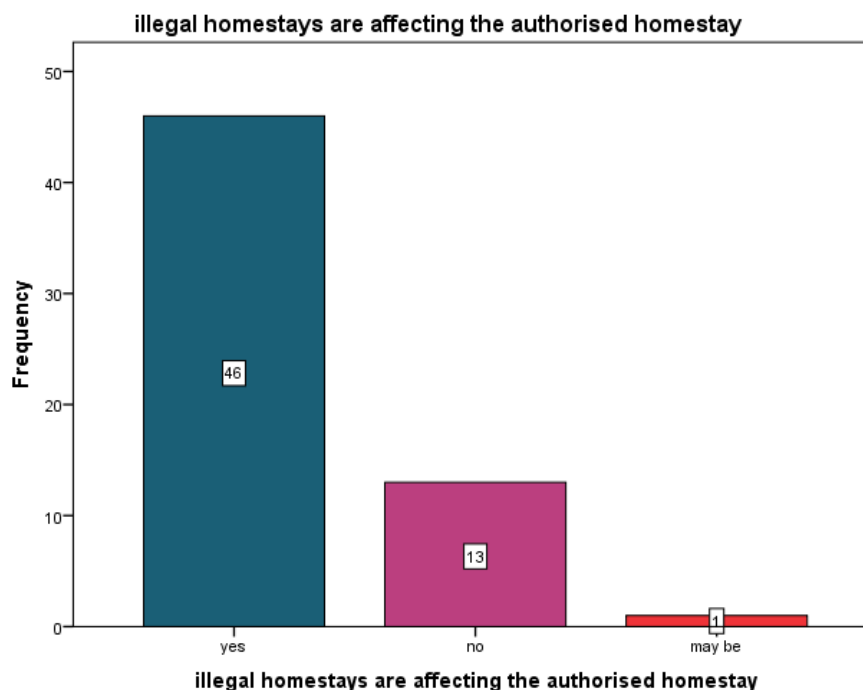
IV. ANALYSIS

1. Improper management of homestays is one of the drawback					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	34	56.7	56.7	56.7
	Disagree	18	30.0	30.0	86.7
	strongly agree	6	10.0	10.0	96.7
	strongly disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	



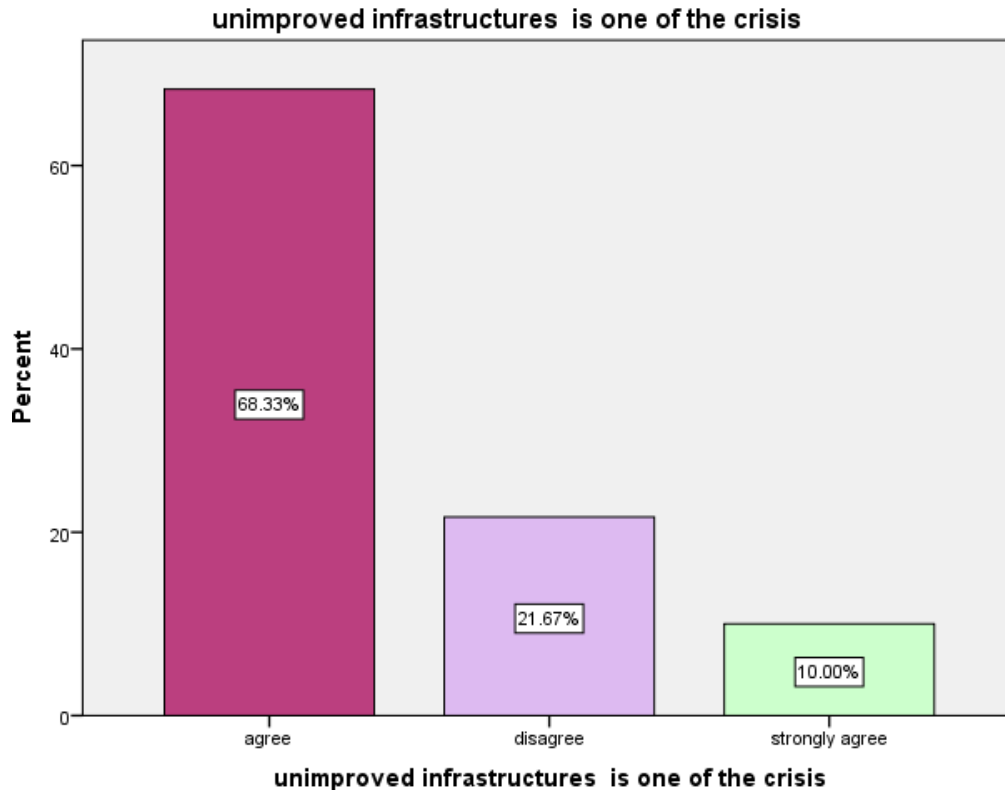
Inference: From the above graph it is analyzed that 57% of the responders have agreed that improper management is the drawback of the homestays and the remaining 30% have chosen disagreed and 10% for strongly agreed and 3% are strongly disagreed.

2. illegal homestays are affecting the authorizedhome stay					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	76.7	76.7	76.7
	No	13	21.7	21.7	98.3
	may be	1	1.7	1.7	100.0
	Total	60	100.0	100.0	



Inference: It is clear that 77% of the responders stated that illegal homestays are affecting the authorized homestays and the remaining 21% have chosen No and other 1% has chosen May be.

3. Unimproved infrastructure is one of the crisis					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	41	68.3	68.3	68.3
	Disagree	13	21.7	21.7	90.0
	strongly agree	6	10.0	10.0	100.0
	Total	60	100.0	100.0	



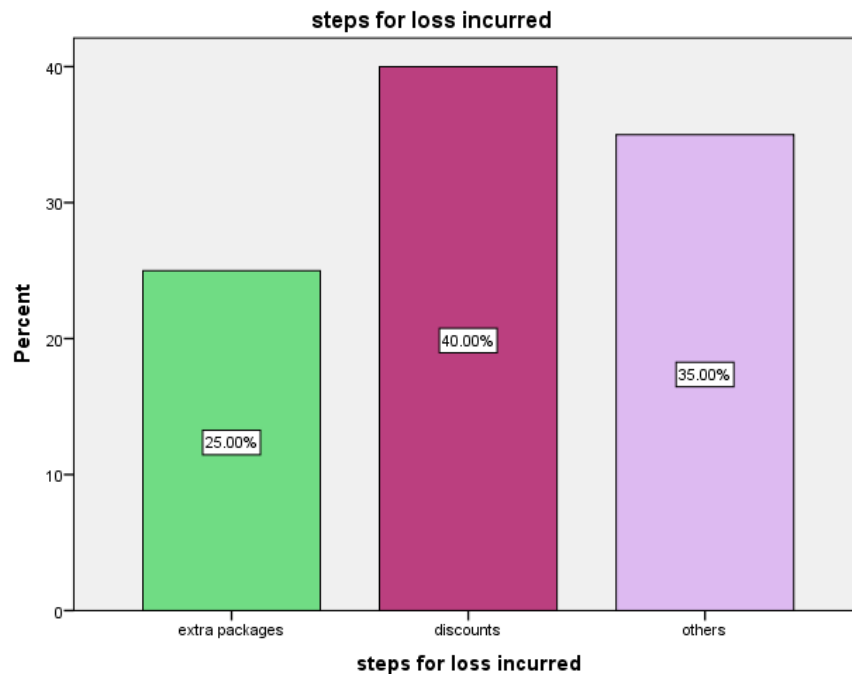
The above graph is showing that 68% of the responders have agreed that unimproved infrastructure like damaged road etc is the main problem of the homestays where government is not taking any initiative for the damage caused and the remaining 22% have disagreed and 10% have strongly agreed.

4. hike in price of home stay are the reason for the less tourist					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	48	80.0	80.0	80.0
	Disagree	11	18.3	18.3	98.3
	strongly agree	1	1.7	1.7	100.0
	Total	60	100.0	100.0	



Inference : from the above graph it is clear that 80% of the responders have agreed that hiking in the price lead to lesser tourists because government is not providing any financial assistance in such case the only source is to increase the price and the remaining 18% and 2% have chosen disagree and strongly agree.

5. steps taken by home stay owners for recovering the loss incurred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extra packages	15	25.0	25.0	25.0
	Discounts	24	40.0	40.0	65.0
	Others	21	35.0	35.0	100.0
	Total	60	100.0	100.0	



Inference: the graph is clearly stating that the 40% of the responders are saying that giving more discounts is the only way to attract the customers and can sustain. The remaining 25% and 35% have opted for extra packages and others.

6. Renting for lesser amounts incurring loss to the owners.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	86.7	86.7	86.7
	No	8	13.3	13.3	100.0
	Total	60	100.0	100.0	



Inference: the above graph shows that 87% of the responders are agreeing that giving home stay for lesser amounts is affecting the home stay owners and the remaining 13% have chosen no.

Hypothesis Testing

Test Statistics	
	unimproved infrastructures is one of the crisis
Chi-Square	34.300 ^a
Df	3
Asymp. Sig.	.080

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

Calculated value of chi square is 34.300

Degree of freedom is 3

Since the calculated value is greater than the table value the null hypothesis. The p value is greater than 0.05 therefore H_0 is rejected and alternative hypothesis H_1 accepted.

Therefore there is a significant relationship between infrastructure, number of tourist and homestays after the disaster.

V. FINDINGS

1. Nearly 56% of respondents has said that the improper management is one of the drawbacks for sustainability of homestays.
2. 77% of the respondents said that illegal homestays are affected by the authorized homestays.
3. 68% of the respondents said that unimproved infrastructures are seen which is one of the difficulties faced by the homestays owners in order to sustain.
4. 80% of the respondents are of the opinion that hike in the price of the homestays after the disaster where tourist are lacking behind which is making hard to sustain further
5. 40% of the respondent has said that renting for lesser amounts is incurring loss to the home stay owners where sustainability of home stay is seen less.
6. 87% of respondents is of the opinion that giving discounts to the tourists is one of the remedies taken for the sustainability of homestays.

VI. SUGGESTIONS

- Homestay owners should take some corrective measures to improve the management.
- Government should take necessary precautions and set some guidelines to avoid illegal activities.
- State and local Government should take more preventions and measures for controlling the disaster as well as unimproved infrastructures.
- Local governments and community people should initiate promotional activities for the growth of the homestays.
- Encouraging women in the participation of homestays will achieve the objective of the women.

VII. CONCLUSION

This study is an attempt to understand the sustainability of homestays after disaster hit in 2018 at Kodagu district. The sustainable growth of tourism can boost the economy of the district .It creates employment opportunity for skilled and unskilled and most importantly women empowerment which makes them financially independent.

Therefore sustainability of home stay improves the socio-economic status of the community in Kodagu district.

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