



# The Impact of Homestay Tourism on Migration Pattern: A Case Study of Garhwal, Uttarakhand

ARVIND UNIYAL  
(Research Scholar)

The Department of Commerce,  
Municipal Post Graduate College Mussoorie,  
248179, Uttarakhand, India.

DR. SUNIL PANWAR  
Assoc.Prof.

The Department of Commerce,  
Municipal Post Graduate College Mussoorie,  
248179, Uttarakhand, India.

## Abstract:

*This study explores how homestay tourism can help reduce migration from the Garhwal region in Uttarakhand, India. By examining key factors such as employment generation, income levels, local economic growth, and community development, this research aims to understand their impact on controlling migration. Using structural equation modeling (SEM), data were gathered from 305 respondents through convenience sampling. The findings show that income levels have the most significant positive effect on controlling migration, followed by job creation and community development. Although local economic growth is less influential, it still plays a role in reducing migration. The results indicate that homestay tourism significantly reduces outmigration by improving the economic and social well-being of the local population. These insights highlight the importance of promoting homestay tourism as a strategy for sustainable development and population retention in rural areas. This study offers valuable guidance for policymakers and stakeholders looking to leverage homestay tourism to curb migration and strengthen community resilience in the Garhwal region.*

---

**Keywords:** Homestay tourism, migration control, Garhwal Uttarakhand, structural equation modeling (SEM).

---

## 1. Introduction

Homestay tourism has emerged as a significant component of the tourism industry in Uttarakhand, India, which leverages the region's scenic beauty, rich cultural heritage, and unique local experiences. The diverse topography of Uttarakhand, ranging from snow-capped Himalayas to lush valleys and famous hill stations such as Mussoorie, Nainital, Ranikhet, etc., provides an ideal backdrop for promoting homestay tourism. This form of tourism involves residents offering accommodations in their homes to visitors, thereby providing local cuisine, lifestyle, and an authentic experience of local culture.

In Uttarakhand, homestay tourism has a multifaceted impact on employment generation, increased income, boosting the local economy, and overall community development. By harnessing the natural and cultural assets of the state, homestay tourism not only provides employment and income generation but also strengthens community development and preserves the region's cultural identity. As this tourism sector continues to grow, it holds the promise of improved livelihoods and sustainable development for the people of Uttarakhand Garhwal.

Homestay tourism has greatly impacted employment generation in the Garhwal region of Uttarakhand. By creating many employment opportunities, especially in rural and semirural areas, homestay tourism has contributed to reducing unemployment. Residents who migrate out of the state or to urban areas in search of better opportunities find sustainable livelihoods through homestay ventures (Bhatt and Tiwari,

2021). This has significantly reduced migration, helping to retain the local population and preserve the region's cultural fabric (Joshi, 2022).

The increase in the income of stakeholders through homestay tourism is driving its popularity in the region. The additional revenue earned from homestay tourism directly benefits local families, which improves their living standards (Pandey, 2020). Stakeholders often reinvest this income, leading to better infrastructure, educational opportunities, community, and overall development (Singh & Negi, 2021). The immediate families involved in homestay tourism also gain from local artisans, transport providers, and other service sectors through tourist footfalls that extend beyond economic benefits (Kumar, 2022). Owing to homestay tourism, the local economy has increased significantly. As tourists spend money on services rendered by them, on local goods, etc., the economic activity in the area flourishes (Rana & Bhatt, 2021). This influx of financial resources to help stimulate growth and development in other sectors also fosters a more resilient and robust local economy (Sharma, 2022). This type of economic boost ensures that the benefits of homestay tourism are widely distributed, creating more inclusive growth (Chand, 2020).

An essential outcome of homestay tourism is community development. The collaborative efforts of hosts and tourists are required to bring communities together and foster a sense of unity and shared purpose (Rawat & Bisht, 2020). The development of community infrastructure, such as public amenities, better roads, water, lighting, sanitation, etc., has improved the quality of life for residents (Negi, 2021). Moreover, the cultural exchange between tourists and locals enhances mutual understanding and respect, preserving cultural heritage, promoting social cohesion, (Sharma, 2022).

## **2. In the global context**

Homestay tourism, or cultural tourism, has gained importance globally over the past two decades. This accommodation allows travelers to stay with local families and provides a cultural experience that strengthens the economies of host communities. Homestay tourism has been recognized by the United Nations World Tourism Organization (UNWTO) as an important component of sustainable tourism development, especially in rural and economically disadvantaged areas. For example, in Nepal, homestay programs have helped empower women and improve community infrastructure (Bhandari, 2021). Similarly, in Kerala, India, homestays play an important role in promoting ecotourism and cultural heritage (Thomas, 2020).

Homestay tourism links cultural differences, supports local economies, promotes sustainable tourism and reduces migration from rural to urban areas. As modern-day tourists increasingly seek meaningful and authentic experiences, the positive impact and popularity of homestay tourism are likely to continue growing globally. Homestay tourism has shown strong growth worldwide. Allied Market Research (2019) revealed that the global homestay market was valued at \$15.1 billion in 2018 and projected to reach \$22.6 billion by 2026, growing at a compound annual growth rate (CAGR) of 7.9% from 2019 - 2026. Although the COVID-19 pandemic has since impacted these projections, the sector has shown resilience and raised hopes of strong recovery. For example, Japan spent over 18 million nights in homestays in 2019, a 33% increase over the previous year (Japan Tourism Agency, 2020).

## **3. From an Indian Perspective**

Homestay tourism has emerged as an important component of this form of hospitality in India, providing an authentic cultural experience to visitors. This type of accommodation gives tourists the opportunity to stay with and be hosted by local families, providing a unique opportunity to connect with Indian culture, traditions, and daily life in a more intimate setting than traditional hotels do, (Konwar & Chakraborty, 2021). With a rich heritage and vast cultural diversity, India presents an ideal landscape for homestay tourism. In India, each region offers distinct experiences shaped by local cuisines, customs, and ways of

life. This has made homestays increasingly popular among international and domestic tourists seeking to explore real India (Bhattacharya, 2019).

The concept of homestays aligns well with the Indian ethos of "Atithi Devo Bhava" (the guest is equivalent to God), a cultural belief that emphasizes hospitality and respect for visitors (Singh & Mehta, 2022). This traditional value system, combined with the growing desire for experiential travel, has contributed to the rapid growth of homestay tourism across the country.

Moreover, homestays have become a vital tool for sustainable tourism development in India. They provide economic benefits directly to local communities, help preserve cultural heritage, and often promote environmentally friendly practices (Anand et al., 2020). As noted by Kaushal and Sharma (2018), homestays can play a crucial role in rural development by creating employment opportunities and supplementing agricultural incomes in remote areas.

The Indian government has recognized the potential of homestay tourism and has implemented policies to support its growth. The Ministry of Tourism's 'Incredible India Bed & Breakfast/Homestay Establishment Scheme' was established in 2006 to promote the tourism sector. As of 2021, there were over 2,000 registered homestays across India. The Indian homestay tourism market was valued at approximately \$430 million in 2019 and is projected to grow at a compound annual growth rate (CAGR) of 12% from 2020 - 2025 (IBEF Tourism and Hospitality Report, 2021). However, these projections have been affected by the COVID-19 pandemic, and updated figures are still emerging. States such as Kerala, Goa, Rajasthan, and Himachal Pradesh have been at the forefront of homestay tourism in India. "Kerala, for instance, reported over 1,500 registered homestays as of 2020, contributing significantly to the state's tourism revenue" (Kerala Tourism Department, 2021).

As this form of tourism continues to evolve, it offers a promising avenue for cultural exchange, economic development, and sustainable travel in India. The following sections explore in depth how homestay tourism in India bridges ancient traditions with modern lifestyles, providing visitors with a comprehensive and authentic Indian experience (Ministry of Tourism, 2023).

#### **4. Homestay Tourism in Uttarakhand**

Homestay tourism has emerged as a significant component of the tourism industry in Uttarakhand, India, leveraging the region's rich cultural heritage, scenic beauty, and unique local experiences. The state's diverse topography, ranging from the snow-capped Himalayas to lush valleys, provides an ideal backdrop for promoting homestay tourism. This form of tourism involves residents offering accommodations in their homes to visitors, thereby providing an authentic experience of local culture, cuisine, and lifestyle. Uttarakhand, with its rich cultural heritage and stunning natural landscapes, has emerged as a key player in India's homestay tourism sector.

Empowering local communities and tourism, the state has introduced "Deendayal Upadhyaya Girah awash Yojna" in Uttarakhand, which aims to create a win - win situation for both tourists and residents. The objectives of the scheme are to improve the economic conditions of local people by providing self-employment opportunities and curbing migration from the state. It also introduces tourists to the state's cuisine, culture, historical heritage, and traditional Pahari style. According to the UTDB (2015), the state government has provided some benefits to registered stakeholders, including financial assistance. Eligible applicants receive state assistance for setting up homestays or renovating their houses. The scheme encourages local entrepreneurship and the state government. Reimbursement of State Goods and Services Tax (SGST) for the first 3 years on the basis of income received from the homestay. Homestay operators receive hospitality training, a separate website and mobile app promote the scheme reimbursement of charges payable on bond deeds against business loans up to ₹30 lakh, upgradation, furnishing, maintenance, and construction of new toilets (up to ₹2 lakh) do not require land change; and

in plain districts, a basic subsidy of 25% (up to ₹7.50 lakh) and interest subsidy of ₹1.00 lakh/year for five years. In hilly districts, 33% (up to ₹10.00 lakh) and interest subsidies of ₹1.50 lakh/year for five years. According to the UTDB, under the state homestay scheme, some conditions are introduced for the interested parties: the landlord must physically reside in the building with their family, registration under the homestay scheme is mandatory, 1–6 rooms can be arranged for tourists, the scheme applies statewide except in municipal areas, and preference is given to buildings constructed in traditional/hill style. These initiatives not only boost tourism but also preserve Uttarakhand's rich cultural heritage while providing a sustainable income source for locals. As additional features, the state government has provided a separate website and a mobile app has been developed for the promotion of the Griha Awash Yojana and launched the first state-sponsored homestay booking platform for tourists in the country. This digital initiative not only boosts tourism but also provides preservation of rich cultural heritage and a sustainable source of income for the local population of Uttarakhand.

## 5. Research Significance

The study of homestay tourism in Uttarakhand is crucial, as it provides insights into key factors such as employment, income generation, economic growth, and community development. Homestays offer an alternative model for development and poverty alleviation by creating job opportunities and supplementing household incomes. They play a vital role in preserving local cultures and traditions, which directly contributes to social cohesion and community development. As a sustainable form of tourism, homestays align with global development goals while also influencing migration patterns by providing stable employment and income opportunities that encourage residents to remain in their communities. Furthermore, homestay tourism often empowers women, many of whom operate these businesses, thereby enhancing gender dynamics within entrepreneurship and contributing to overall economic growth. Compared with that of conventional tourism, the environmental impact of homestay tourism also underscores its importance in promoting sustainable community development. In conclusion, the multifaceted impacts of homestay tourism on employment, income, economic growth, and community development make it a critical area for academic research and policy analysis, especially in regions such as Uttarakhand.

## 6. Literature Review

The prevalence of homestay tourism, where travelers stay with local families instead of hotels, has increased significantly in recent years. This trend has various impacts on host communities, including potential effects on migration patterns. The Uttarakhand Tourism Development Board (UTDB) introduced the Homestay Scheme, also known as the Deendayal Upadhyaya Grah Awas Yojna, which aims to promote sustainable tourism and provide economic benefits to local residents. The government of Uttarakhand introduced a homestay policy in 2015, but the policy was actively working from 2018; to promote rural tourism and provide additional income sources for local communities. "To stop the ongoing migration in the state, provide employment, and familiarize people with local culture and products, the 'Home Stay Development Scheme' was launched in the year 2018" (Uttarakhand migration prevention commission, 2024).

The Uttarakhand homestay scheme has the potential to transform the tourism landscape of a region. By promoting sustainable tourism, preserving cultural heritage, and providing economic benefits, the scheme can contribute to the overall development of Uttarakhand (Sharma, 2020; Thakur, 2018).

Homestay tourism has contributed to cultural preservation, giving younger generations a reason to stay in their ancestral villages and continue traditional practices, thus mitigating the cultural erosion often associated with out-migration (Singh et. al., 2020). It has contributed to reducing out-migration from some rural areas by creating local employment opportunities (Negi et. al., 2019). Homestays have significantly contributed to the local economy by providing self-employment opportunities and reducing migration. Studies have shown that homestay tourism can generate substantial income for rural

households, enhancing their livelihoods. Homestays foster community engagement and social cohesion. They provide a platform for cultural exchange and mutual respect, enhancing the social fabric of the region. Effective policies and government support are crucial for the success of the homestay scheme. Incentives such as financial assistance, tax benefits, and training programs can encourage more residents to participate in the scheme (Sharma et. al., 2020). On average, each homestay directly employed 2 - 3 local residents. They estimated that homestay tourism had created approximately 5,000 direct jobs in the state between 2016 and 2019, contributing to reduced out-migration from rural areas (Bagri et.al., 2020). In the Kumaon region of Uttarakhand, for every direct job created by a homestay, approximately 1.5 indirect jobs are generated in related sectors, such as local transportation, handicrafts, and food production. This multiplier effect has significantly boosted local economies and reduced the pressure to migrate for employment (Mehta, 2018). Homestay tourism has not only provided direct employment but also encouraged young people to acquire new skills in hospitality, digital marketing, and language proficiency, making them more employable locally and reducing the likelihood of migration to urban areas (Rawat et. al., 2019). Additionally, women's participation in homestay operations increased by 40% between 2015 and 2020, providing not only employment opportunities but also entrepreneurship opportunities. This has contributed to a decrease in women's out-migration for domestic work in urban areas (Bhushan et. al., 2021). In the Kumaon region of Uttarakhand, women's involvement in homestay operations led to a 30% increase in their household decision-making power and a 20% reduction in their out-migration for domestic work (Rana et. al., 2021). In Uttarakhand's Kumaon region, women-led homestays have not only reduced the need for male family members to migrate for work but also empowered women economically, leading to improved social status and decision-making power within households (Bhalla et. al., 2018). The development of homestays in certain areas has encouraged some individuals who had previously migrated to cities to return to their villages, resulting in new skills and experiences that benefit the local tourism industry (Tiwari et. al., 2016).

Homestay tourism has reduced long-term out-migration, and has also created new patterns of seasonal employment. During peak tourist seasons, there is a 30 percent increase in short-term employment opportunities, attracting reverse migrants and reducing permanent relocation (Joshi et.al., 2020). In Ladakh, India, the development of homestay tourism provided an alternative to the traditional winter migration of some community members to urban areas for work (Namgyal, 2011). Like in Uttarakhand, homestay tourism has affected seasonal migration patterns. It has reduced long-term out-migration in some areas, and has also created new patterns of short-term, seasonal in-migration during peak tourist seasons (Mamgain et. al., 2017).

A comparison between employment generation in homestays and traditional hotels in Uttarakhand revealed that homestays generated 20 percent more local employment per tourist bed than hotels did, primarily due to their integration with local economies and use of local resources (Singh et. al., 2017). While some traditional occupations have declined in this type of tourism, others have been revitalized. For example, local handicraft production has increased by 25% due to tourist demand, providing employment and reducing migration among artisans (Chauhan et. al., 2022). In Uttarakhand, returning migrants with hospitality experience from urban areas played a crucial role in training local communities, enhancing the quality of homestay services and creating a skilled local workforce (Kainthola et.al., 2022). In the Kinnaur district of Himachal Pradesh, homestay tourism has contributed to a 25% decrease in youth out-migration by providing employment opportunities that allow them to maintain their cultural identity (Negi et. al., 2019). Additionally, digital platforms have affected homestay tourism in rural India. Online booking platforms increased the visibility of rural homestays, leading to a 40% increase in bookings and subsequently creating more employment opportunities in remote areas of states such as Uttarakhand and Himachal Pradesh (Gupta et. al., 2020). A comparative study of homestay tourism's impact on migration in Uttarakhand, Himachal Pradesh, and Sikkim. Compared with the other two states, Uttarakhand's model has been particularly effective in creating local employment and reducing out-migration (Anand et al., 2017).

The role of eco-friendly homestays in creating sustainable livelihoods in the Himalayan region of India. In Ladakh and parts of Uttarakhand, eco-homestays not only generated employment but also promoted environmental conservation, reducing the need for locals to migrate for work while preserving fragile ecosystems (Choudhary et.al., 2021). The village of Sari in Uttarakhand has become a model for sustainable tourism, attracting numerous tourists and generating significant income for residents (Thakur et. al., 2018).

Homestay tourism affected agricultural communities in Uttarakhand. While it provided supplementary income and reduced migration, it also led to a 15% decrease in land under cultivation, as some farmers partially shifted their focus to tourism (Sharma et.al., 2018).

Community-based homestay tourism in Uttarakhand affected social capital and migration patterns. The study revealed how such initiatives strengthened community bonds, leading to collective economic benefits and a 35% decrease in distress migration from participating villages (Bhatt et.al., 2020).

A study in Thailand, reported that young people from homestay communities often migrate temporarily to urban areas to learn English or hospitality skills, intending to return and apply these skills in the local tourism industry (Kontogeorgopoulos et. al., 2015). Another study in Thailand revealed that during peak tourist seasons, there was a temporary influx of migrants from nearby regions to work in tourism-related jobs, including assisting with homestays (Trupp, 2015). In New Zealand, some individuals who had previously migrated to urban areas returned to their rural communities to participate in homestay tourism, attracted by the opportunity to share their culture and earn income (Ateljevic et.al., 2003). Conversely, the proliferation of short-term rentals could lead to housing shortages and increased costs, potentially forcing some residents to migrate to more affordable areas (Guttentag, 2015). Homestay programs in Nepal; increased household incomes by 15-20% on average. This economic boost could encourage locals to remain in their communities rather than migrate for work (Acharya et.al., 2013).

The scheme promotes sustainable tourism by encouraging eco-friendly practices and reducing the environmental impact of tourism. Homestays often integrate handicrafts, artisans, and local agricultural and dairy products, supporting the local economy and reducing the carbon footprint. Despite its benefits, the scheme faces challenges such as inadequate infrastructure, lack of awareness, and regulatory hurdles. Addressing these issues can unlock the full potential of homestay tourism in Uttarakhand. The future of homestay tourism in Uttarakhand looks promising, with increasing interest from tourists seeking authentic and sustainable travel experiences. Continued support and innovation can further enhance a scheme's impact (Singh et.al., 2019).

The environmental impacts of increased homestay tourism in ecologically sensitive areas of Uttarakhand. They noted that while it has provided alternatives to migration, there are concerns about carrying capacity and the need for sustainable tourism practices to prevent environmental degradation that could lead to future displacement. (Chandra et.al., 2021).

## 7. Research gap

Identifying the research gap is essential for positioning your study on homestay tourism and its impact on mitigating migration in Uttarakhand Garhwal. Despite numerous studies exploring the socioeconomic benefits of homestay tourism, there is limited research specifically examining its impact on migration patterns. Most existing studies focus on the economic and cultural benefits of homestays without directly addressing how these factors influence migration decisions in regions such as Uttarakhand Garhwal. Additionally, while homestay tourism has been studied in various parts of India, comprehensive research focused on the Garhwal region is lacking. Given the unique socioeconomic and cultural context of Garhwal, it is crucial to understand how homestay tourism operates differently here than in other regions. Furthermore, existing research often relies on qualitative assessments or basic statistical analysis,

highlighting the need for studies employing advanced methodologies such as structural equation modeling (SEM) to better understand the complex relationships between the factors of homestay tourism and migration control. Many studies also overlook the perspectives of various stakeholders, such as local communities, government bodies, and tourists, which are crucial for developing a holistic view of how homestay tourism can mitigate migration. Finally, there is a gap in research that links homestay tourism directly with migration policies, with few studies providing concrete policy recommendations on the basis of empirical findings, leaving a gap in actionable insights that could guide policy development.

## 8. Objectives of the Study

- 1.To identify the role of employment generation by homestay tourism in migration from Uttarakhand.
- 2.To examine the impact of income generation by homestay tourism on migration from Uttarakhand.
- 3.To assess the impact of homestay tourism on local economic growth and community development and how these factors affect migration trends in Uttarakhand.

## 9. Hypotheses

- H<sub>01</sub>:** There is no significant relationship between employment opportunities generated by homestay tourism and the migration patterns of families in Uttarakhand.
- H<sub>02</sub>:** Income from homestay tourism does not significantly influence the migration decisions of stakeholders in Uttarakhand.
- H<sub>03</sub>:** There is no significant correlation between the impact of homestay tourism on local economic growth, community development, and migration trends in Uttarakhand.

## 10. Methodology

This study examines the impact of homestay tourism on migration trends in Uttarakhand by focusing on employment generation, income, local economic growth, and community development. The research is based on a sample of 305 out of 2,500 registered homestay operators across seven districts until May 2024; in the Garhwal region of Uttarakhand.

The data for this study were collected by a structured questionnaire, which was distributed via an online Google Form. The survey targeted stakeholders in the Uttarakhand Garhwal region who are registered on the Uttarakhand Tourism Development Board (UTDB) website. Convenience sampling was employed to gather responses, allowing for efficient data collection from participants who were readily available and willing to take part in the study.

Furthermore, we used a 5-point Likert scale to gauge respondents' levels of agreement, ranging from "strongly disagree" to "strongly agree." The independent variables we looked at included employment generation, stakeholders' income, local economic boost, and community development. These factors were examined to understand their impact on the dependent variable, which is the control of migration. By employing PLS-SEM, we aimed to reveal the relationships among these socioeconomic factors, providing valuable insights into what drives the success and sustainability of homestay businesses in Uttarakhand's Garhwal region.

## 11. Tools used in the study

The study employs a mixed-method approach, integrating both qualitative and quantitative methods to provide a comprehensive analysis. For data analysis, structural equation modeling (SEM) via SmartPLS software allows a comprehensive examination of the relationships between variables and effectively addresses the study's objectives.

**Why Smart PLS SEM:** This study leverages structural equation modeling (SEM) through SmartPLS to analyze the complex relationships between homestay tourism and migration patterns in the Garhwal region of Uttarakhand. By examining factors such as employment, income, economic growth, and

community development, this research reveals how homestay tourism influences migration, offering critical insights for sustainable community development. SmartPLS SEM is particularly suitable for this study because of its capacity to handle complex models with multiple latent variables, manage nonnormal data distributions, and analyze small to medium sample sizes effectively. The bootstrapping capability of the method ensures robust significance testing, whereas its support for both reflective and formative measurement models enhance the precision of the findings. With its user-friendly interface, SmartPLS SEM enables clear visualization and interpretation of the data, making it an invaluable tool for understanding the role of homestay tourism in mitigating migration in Uttarakhand (Becker et al., 2012; Chin, 1998; Hair et al., 2016; Henseler et al., 2009; Sarstedt et al., 2017).

## 12. Results and discussion

**Table 1: Socioeconomic characteristics of 305 homestay stakeholders are analyzed, with the valid percentage used to identify any missing data in the dataset.**

Variables	Categories	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Gender	Male	269	88.20	88.20	88.20
	Female	36	11.80	11.80	<b>100.00</b>
Age	Below 30 Year	30	9.84	9.84	9.84
	31 to 45 Year	147	48.20	48.20	58.03
	46 to 60 Year	91	29.84	29.84	87.87
	Above 60 Year	37	12.13	12.13	<b>100.00</b>
Marital Status	Married	268	87.87	87.87	87.87
	Unmarried	37	12.13	12.13	<b>100.00</b>
Qualification	Illiterate	4	1.31	1.31	1.31
	Secondary	22	7.21	7.21	8.52
	S. Sec./Dip	92	30.16	30.16	38.69
	UG	170	55.74	55.74	94.43
	PG	17	5.57	5.57	<b>100.00</b>
Homestay Location	Rural	227	74.43	74.43	74.43
	Urban	78	25.57	25.57	<b>100.00</b>
Homestay Category	Gold	68	22.30	22.30	22.30
	Silver	101	33.11	33.11	55.41
	Bronz	48	15.74	15.74	71.15
	None	88	28.85	28.85	<b>100.00</b>
Registered Rooms	1-2 Rooms	57	18.69	18.69	18.69
	3-4 Rooms	123	40.33	40.33	59.02
	5-6 Rooms	125	40.98	40.98	<b>100.00</b>
Training by UTDB	Provided: Yes	142	46.56	46.56	46.56
	No	163	53.44	53.44	<b>100.00</b>
	Attended: Yes	120	39.34	39.34	39.34
	No	185	60.66	60.66	<b>100.00</b>
	Useful: Too much	38	12.46	12.46	12.46
	Average	111	36.39	36.39	48.85



	No way	156	51.15	51.15	<b>100.00</b>
Computer Skill	Yes	269	91.19	91.19	91.19
	No	26	8.81	8.81	<b>100.00</b>
English Knowledge	Yes	241	79.02	79.02	79.02
	Little bit	51	16.72	16.72	95.74
	No	13	4.26	4.26	<b>100.00</b>
Homestay as Livelihood	Yes	150	49.18	49.18	49.18
	No	155	50.82	50.82	<b>100.00</b>
Annual Income by Homestay	No Income	2	0.66	0.66	0.66
	up to 1 Lakh	145	47.54	47.54	48.20
	1 - 2.5 Lakh	94	30.82	30.82	79.02
	2.5 - 5 Lakh	43	14.10	14.10	93.11
	More than 5 Lakh	21	6.89	6.89	<b>100.00</b>
Annual Expenses on Homestay	up to .5 Lakh	116	38.03	38.03	38.03
	.5 - 1 Lakh	108	35.41	35.41	73.44
	1 - 2.5 Lakh	34	11.15	11.15	84.59
	More than 2.5 Lakh	47	15.41	15.41	<b>100.00</b>
Other Sources of Income	Other	33	10.82	10.82	10.82
	Agriculture	69	22.62	22.62	33.44
	Self-employment & Agri.	12	3.93	3.93	37.38
	Only self-employment	53	17.38	17.38	54.75
	Private job & Agri.	76	24.92	24.92	79.67
	Only Private job	20	6.56	6.56	86.23
	Govt. job & retired	42	13.77	13.77	<b>100.00</b>
Homestay Structure	RCC constructed	112	36.72	36.72	36.72
	New Traditional House	131	42.95	42.95	79.67
	Old Traditional House	62	20.33	20.33	<b>100.00</b>
Homestay Renovated	Yes	266	87.21	87.21	87.21
	No	39	12.79	12.79	<b>100.00</b>
Homestay running on same residing house	Yes	257	84.26	84.26	84.26
	No	48	15.74	15.74	<b>100.00</b>

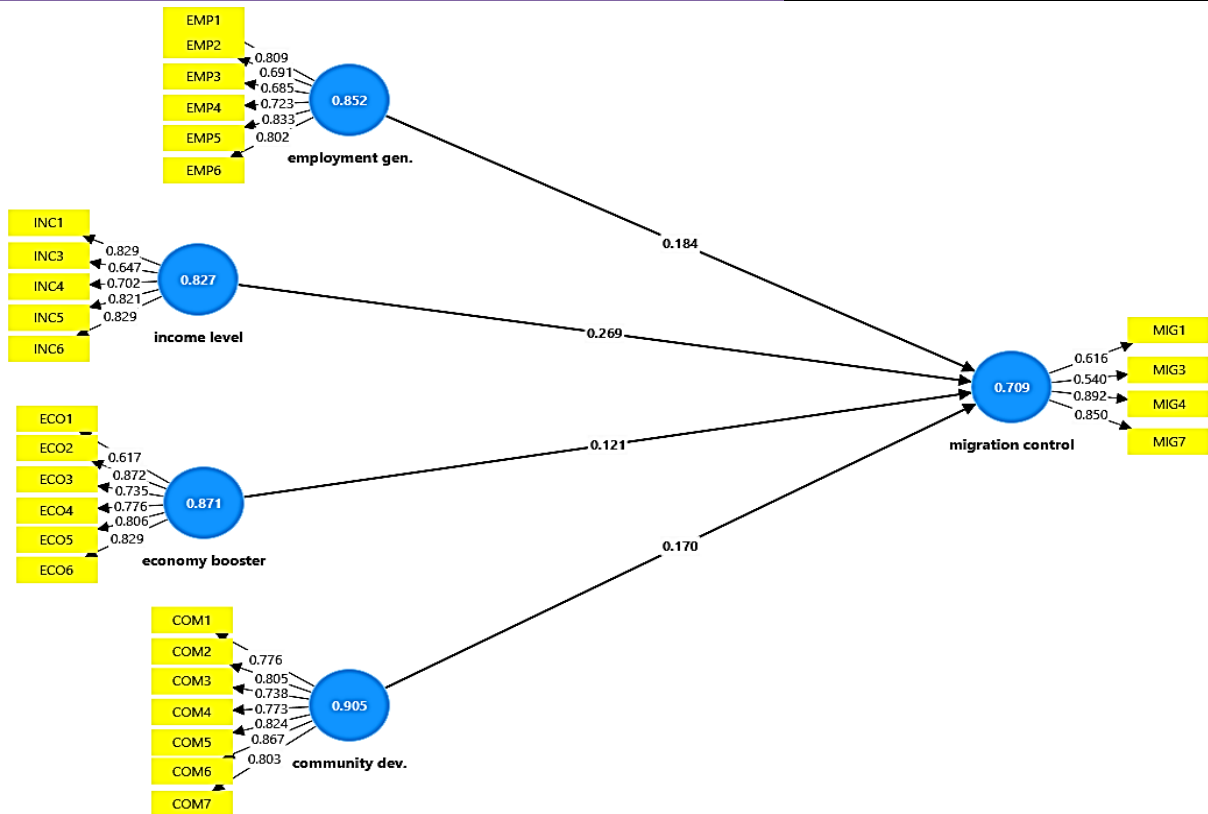


Figure 1: Conceptual framework of the study

**Model Interpretation:** This reflective model represents the relationship between the dependent and independent variables. The model presented through structural equation modeling (SEM) analysis via SmartPLS effectively demonstrates the relationships between homestay tourism variables such as employment generation, income level, economic booster, and community development and their impact on migration control in the Garhwal region of Uttarakhand.

**Employment Generation:** The first model shows that employment generation has a positive and statistically significant effect on migration control, with a path coefficient of 0.184 and a p-value of 0.004. This suggests that as homestay tourism creates more employment opportunities, it significantly contributes to reducing migration from the region. The high loading values (all above 0.68) indicate that the measurement items for employment generation are reliable indicators of this construct.

**Income Level:** The second model highlights that income level also has a strong and significant positive influence on migration control, with a path coefficient of 0.269 and a p-value of 0.000. This finding indicates that higher income levels generated from homestay tourism are associated with a significant reduction in migration. The loadings for income level indicators are robust (ranging from 0.647- 0.829), reinforcing the reliability of these measures.

**Economy booster:** Although the economy booster has a positive relationship with migration control (path coefficient of 0.121), it is not statistically significant (p-value of 0.110). This suggests that while the boost in the local economy due to homestay tourism might contribute to controlling migration, this effect is not as strong or consistent as the effects of employment and income. The indicators for the economy booster are all significant, with high loadings (ranging from 0.617 to 0.872).

**Community development:** The final construct, community development, has a significant positive effect on migration control, with a path coefficient of 0.170 and a p-value of 0.018. This implies that community development fostered by homestay tourism plays a role in retaining the population in the Garhwal region. The loadings for the community development indicators are consistently high (all above 0.738), suggesting that the measures effectively capture the concept.

**Table 2: Construct validity and reliability**

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
<b>community dev.</b>	0.905	0.913	0.925	0.638
<b>economy booster</b>	0.871	0.907	0.900	0.603
<b>employment gen.</b>	0.852	0.859	0.891	0.577
<b>income level</b>	0.827	0.848	0.878	0.592
<b>migration control</b>	0.709	0.752	0.823	0.547

The provided data on Cronbach's alpha, composite reliability, and average variance extracted (AVE) offer insight into the reliability and validity of the constructs related to the impact of homestay tourism on migration. The Cronbach's alpha values for Community Development (0.905), Economy Booster (0.871), Employment Generation (0.852), Income Level (0.827), and Migration Control (0.709) indicate high internal consistency across all the constructs, suggesting that the measures reliably capture the intended concepts (Hair et.al., 2017). The composite reliability values further support this, with all the constructs exceeding the recommended threshold of 0.70, indicating robust reliability. Specifically, Community Development and Economy Booster demonstrated the highest reliability, reflecting strong measurement of these constructs (Fornell & Larcker, 1981). The AVE values, ranging from 0.547 for migration control to 0.638 for community development, confirm good convergent validity as they are above the 0.50 threshold, meaning that the constructs effectively capture the variance in their items (Nunnally & Bernstein, 1994). Overall, these metrics suggest that the constructs related to homestay tourism-Community Development, Economy Booster, Employment Generation, Income Level, and Migration Control-are measured with high reliability and validity, confirming their effectiveness in representing the impact of homestay tourism on migration.

**Table 3: Cronbach's alpha**

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T-statistics ( O/STDEV )</b>	<b>P values</b>
<b>community dev.</b>	0.905	0.905	0.012	73.800	0.000
<b>economy booster</b>	0.871	0.869	0.016	53.200	0.000
<b>employment gen.</b>	0.852	0.851	0.016	52.601	0.000
<b>income level</b>	0.827	0.826	0.018	47.092	0.000
<b>migration control</b>	0.709	0.709	0.032	22.453	0.000

The analysis of the impact of homestay tourism on migration reveals significant findings across various constructs. The original sample estimates indicate a strong positive effect of community development (0.905), economic boosting (0.871), employment generation (0.852), and income levels (0.827) on migration control. Each construct is supported by high T statistics—73.800 for community development, 53.200 for economic boosting, 52.601 for employment generation, and 47.092 for income levels—along with p-values of 0.000, demonstrating statistical significance and robust relationships. The migration control estimates of 0.709, with a t-statistic of 22.453 and a p-value of 0.000, further confirms the effectiveness of homestay tourism in reducing migration. These results collectively underscore the substantial positive impact of homestay tourism on local economic and social factors, which contributes to migration control in the region.

**Table 4: Discriminant validity- Heterotrait-Monotrait ratio (HTMT)- Matrix**

	<b>community dev.</b>	<b>economy booster</b>	<b>employment gen.</b>	<b>income level</b>	<b>migration control</b>
<b>community dev.</b>					
<b>economy booster</b>	0.699				
<b>employment gen.</b>	0.588	0.678			
<b>income level</b>	0.588	0.652	0.775		
<b>migration control</b>	0.573	0.561	0.644	0.668	

The correlations between different constructs reveal how homestay tourism influences migration patterns through various factors. Community development (COM) has positive relationships with economic booster (ECO) (0.699), employment generation (EMP) (0.588), income level (INC) (0.588), and migration control (MIG) (0.573). This suggests that improvements in community infrastructure and social cohesion resulting from homestay tourism also enhance economic growth, job opportunities, and income levels, contributing to more effective migration control.

The economy booster (ECO) construct, with a correlation of 0.699 with itself, positively impacts community development (0.699), employment generation (0.678), and income levels (0.652). This finding indicates that the economic growth driven by homestay tourism fosters community development, generates employment, and increases income, thereby influencing migration patterns by creating more attractive local conditions.

Employment generation (EMP) shows a strong correlation with income levels (0.775) and migration control (0.644). This highlights that the job opportunities created through homestay tourism lead to higher income levels and contribute to controlling migration by reducing the necessity for residents to seek employment elsewhere.

Income levels (INCs) correlate strongly with employment generation (0.775) and migration control (0.668). Higher incomes resulting from homestay tourism enhance economic stability and reduce migration by improving local living conditions.

Overall, these correlations suggest that homestay tourism impacts migration through its effects on community development, economic growth, employment opportunities, and income levels. The combined improvements in these areas help stabilize the local population by creating favorable conditions that reduce the incentive for migration.

**Table 5: Discriminant validity- Fornell-Larker criterion**

	<b>community dev.</b>	<b>economy booster</b>	<b>employment gen.</b>	<b>income level</b>	<b>migration control</b>
<b>community dev.</b>	0.799				
<b>economy booster</b>	0.638	0.777			
<b>employment gen.</b>	0.518	0.603	0.760		
<b>income level</b>	0.516	0.596	0.663	0.769	
<b>migration control</b>	0.481	0.501	0.523	0.551	0.740

In examining the impact of homestay tourism on migration through various constructs, several key relationships emerge. Community development (COM DEV) shows a strong positive correlation with itself (0.799) and moderate to strong positive correlations with other constructs. This suggests that improvements in community infrastructure and social cohesion due to homestay tourism are associated with better outcomes in the local economy, employment generation, and income levels, as well as enhanced migration control. Specifically, the economy booster (ECO) construct, with a correlation of

0.777 with itself, positively influences community development (0.638) and employment generation (0.603), indicating that economic growth from tourism stimulates both community and employment benefits.

Employment generation (EMP) has a strong correlation with income levels (0.663) and a moderate correlation with migration control (0.523), reflecting that the creation of jobs through homestay tourism not only raises income but also contributes to reducing migration by providing local employment opportunities. The income level (INC) construct, with a strong self-correlation of 0.769, also shows moderate correlations with other constructs, suggesting that increased income from homestay tourism is linked with improvements in community development, economic growth, and reduced migration.

Overall, these correlations indicate that homestay tourism positively affects migration control in Uttarakhand by boosting the local economy, generating employment, and increasing income levels, which collectively enhance community development and stability.

**Table 6: Average variance extracted (AVE)**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>community dev.</b>	0.638	0.638	0.030	21.316	0.000
<b>economy booster</b>	0.603	0.602	0.031	19.618	0.000
<b>employment gen.</b>	0.577	0.577	0.026	21.974	0.000
<b>income level</b>	0.592	0.592	0.025	24.123	0.000
<b>migration control</b>	0.547	0.549	0.028	19.557	0.000

The statistical analysis demonstrated that homestay tourism has a moderate yet significant effect on migration control in the Garhwal region of Uttarakhand, which is mediated through various socioeconomic constructs, such as community development, economic enhancement, employment generation, and income levels. The results indicate that community development (O = 0.638, T = 21.316, p = 0.000), economic boosting (O = 0.603, T = 19.618, p = 0.000), employment generation (O = 0.577, T = 21.974, p = 0.000), and income levels (O = 0.592, T = 24.123, p = 0.000) each exhibit a statistically significant positive relationship with migration control.

These findings suggest that, as homestay tourism contributes to improving these key areas, it effectively reduces outmigration from the region. The consistently low p-values across these constructs confirm the robustness of these relationships, underscoring the importance of homestay tourism in mitigating migration by enhancing local socioeconomic conditions. The thresholds for these statistical measures are consistent with established guidelines, where an original sample (O) value above 0.60 is considered moderate, T statistics greater than 1.96 indicate significance at the 0.05 level, and p-values less than 0.05 denote statistically significant results (Hair et al., 2016; Cohen, 1988). These results align with the literature, which highlights the role of rural tourism, particularly homestay initiatives, in fostering sustainable development and curbing migration in rural areas (Sharma & Sati, 2015; Negi & Pande, 2012; Bhatt & Kumar, 2017).

**Table 7: Composite reliability (rho\_c)**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P values
<b>community dev.</b>	0.925	0.924	0.009	100.881	0.000
<b>economy booster</b>	0.900	0.899	0.012	74.214	0.000
<b>employment gen.</b>	0.891	0.890	0.011	83.065	0.000
<b>income level</b>	0.878	0.877	0.011	77.973	0.000
<b>migration control</b>	0.823	0.822	0.017	47.149	0.000

The statistical analysis reveals that homestay tourism significantly impacts migration control in the Garhwal region of Uttarakhand through various constructs, including community development, economic boosting, employment generation, and income levels. Each construct has a strong positive relationship with migration control, as indicated by their high original sample values and substantial t-statistics. Specifically, community development (0.925), economic boosting (0.900), employment generation (0.891), and income levels (0.878) all have statistically significant positive effects on reducing outmigration, with p-values of 0.000 across the board. These results suggest that improvements in these areas, driven by homestay tourism, are highly effective in curbing migration from the region. The strong and consistent relationships underscore the crucial role that homestay tourism plays in stabilizing the local population by fostering economic growth, increasing employment opportunities, enhancing community development, and increasing income levels among stakeholders.

**Table 8: Composite reliability (rho\_a)**

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T-statistics ((O/STDEV))</b>	<b>P values</b>
<b>community dev.</b>	0.913	0.916	0.011	80.217	0.000
<b>economy booster</b>	0.907	0.908	0.016	55.395	0.000
<b>employment gen.</b>	0.859	0.862	0.015	56.386	0.000
<b>income level</b>	0.848	0.850	0.018	46.322	0.000
<b>migration control</b>	0.752	0.757	0.034	22.254	0.000

Composite reliability (rho\_a) measures the internal consistency of a set of items, indicating how well they represent a latent construct. The data reveal significant insights into the impact of homestay tourism on migration through various constructs. The analysis revealed that community development (CD) has a very high path coefficient of 0.913 and a T-statistic of 80.217, with a P-value of 0.000, indicating a strong and significant positive effect on migration control. This suggests that improvements in community development due to homestay tourism substantially reduce migration by enhancing local infrastructure and quality of life (Prasad, 2018). Similarly, economic growth (ECO) has a high path coefficient of 0.907 and a T-statistic of 55.395, with a P-value of 0.000, highlighting that economic benefits from homestay tourism significantly contribute to migration control by creating a more favorable local economic environment (Singh & Kumar, 2019). Employment generation (EMP) also plays a crucial role, with a path coefficient of 0.859 and a T-statistic of 56.386 and a P value of 0.000, indicating that job creation through homestay tourism is a significant factor in reducing migration, as it provides locals with viable employment opportunities (Thakur & Joshi, 2021). Income level (INC) has a strong positive relationship with a path coefficient of 0.848 and a T-statistic of 46.322, with a P-value of 0.000, suggesting that increased income from homestay tourism helps mitigate migration by improving financial stability and reducing the need to seek opportunities elsewhere (Singh & Kumar, 2019). Finally, the construct of migration control itself has a path coefficient of 0.752 and a T-statistic of 22.254, with a P-value of 0.000, confirming that it is effectively measured and that its relationship with the other variables is statistically significant.

Overall, the high T-statistics and low P-values across all the constructs affirm that homestay tourism positively impacts migration control by enhancing economic conditions, employment, income, and community development.

**Table 9: Structural Model (Inner Model) Evaluation-Path Coefficients**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P values
community dev. migration control ->	0.170	0.174	0.072	2.364	0.018
economy booster migration control ->	0.121	0.125	0.076	1.599	0.110
employment gen. migration control ->	0.184	0.181	0.063	2.908	0.004
income level -> migration control	0.269	0.269	0.065	4.136	0.000

**13. Hypotheses**

**1.(H<sub>01</sub>):** There is no significant relationship between employment opportunities generated by homestay tourism and the migration patterns of families in Uttarakhand.

**Interpretation:** The path coefficient is positive (0.184), suggesting a positive relationship between employment opportunities generated by homestay tourism and migration control. The t-statistic is 2.908, which is greater than the critical value of 1.96 for a 95% confidence level, and the p-value is 0.004, which is less than 0.05. Therefore, we reject the null hypothesis (H<sub>01</sub>). This means that there is a statistically significant relationship between employment opportunities generated by homestay tourism and the migration patterns of families in Uttarakhand.

**2.(H<sub>02</sub>):** Income from homestay tourism does not significantly influence the migration decisions of stakeholders in Uttarakhand.

**Interpretation:** The path coefficient is positive (0.269), indicating a strong positive relationship between income from homestay tourism and migration control. The t-statistic is 4.136, which is well above 1.96, and the p-value is 0.000, which is significantly below 0.05. Hence, we reject the null hypothesis (H<sub>02</sub>). This finding indicates that income from homestay tourism significantly influences the migration decisions of stakeholders in Uttarakhand.

**3.(H<sub>03</sub>):** There is no significant correlation between the impact of homestay tourism on local economic growth, community development, and migration trends in Uttarakhand.

**Sub hypothesis 1: Economy Booster → Migration Control**

**Interpretation:** The path coefficient is positive (0.121), suggesting a positive but weak relationship between local economic growth (economic booster) and migration control. However, the t-statistic is 1.599, which is less than 1.96, and the p-value is 0.110, which is greater than 0.05. Therefore, we fail to reject the null hypothesis for this sub hypothesis, indicating that the impact of homestay tourism on local economic growth does not significantly influence migration trends.

**Sub hypothesis 2: Community Development → Migration Control**

**Interpretation:** The path coefficient is positive (0.170), indicating a positive relationship between community development and migration control. The t-statistic is 2.364, which is above 1.96, and the p-value is 0.018, which is less than 0.05. Therefore, we reject the null hypothesis for this sub hypothesis, indicating that community development significantly influences migration trends.

**Table 10: R-square (R<sup>2</sup>) Value:**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P values
migration control	0.387	0.402	0.047	8.162	0.000

The R<sup>2</sup> value for the endogenous variable "migration control" in the model is 0.387. This finding indicates that approximately 38.7% of the variance in migration control is explained by the model, which includes the independent variables: community development, economic booster, employment generation, and

income level. The T statistic for this  $R^2$  value is 8.162, with a P value of 0.000, confirming that the model significantly explains the variance in migration control. This suggests that the constructs included in the model play a significant role in influencing migration patterns in the context of homestay tourism.

**Table 11: Standardized root mean square residual (SRMR):**

	Original sample (O)	Sample mean (M)	95%	99%
<b>Saturated model</b>	0.080	0.048	0.054	0.056
<b>Estimated model</b>	0.080	0.048	0.054	0.056

Standardized Root Mean Square Residual (SRMR): An SRMR value of 0.08 or below is generally considered to indicate a good fit, meaning that the model's predicted correlations are close to the observed correlations. Values above this threshold suggest potential issues with model fit (Hu & Bentler, 1999; Kline, 2016).

Normed Fit Index (NFI): An NFI value close to or above 0.90 is considered indicative of a good fit. An NFI of 0.751 suggests that the model explains a moderate proportion of the variance but indicates potential areas for improvement (Bentler & Bonett, 1980).

**Assessment of Model Quality:** The model demonstrates a generally good fit and strong predictive power, as evidenced by the SRMR values. While the NFI score suggests some room for improvement, the overall fit measures and effect sizes suggest that the model is strong and reliable. The significant impact of "income level" on "migration control" highlights its practical importance, whereas other variables have fewer effects. Enhancing the NFI could further refine the model's performance, but it already shows strong predictive relevance and a good overall fit.

#### 14. Conclusion

This study offers a detailed examination of the demographic and operational aspects of homestay operators in Uttarakhand's Garhwal region. This reveals that most operators are male, educated, and married, with a significant number running their businesses in rural areas. These homestays are typically moderate in size, are classified as running silver category homestays, and feature 5-6 rooms. A key finding is the noticeable shortfall in the effectiveness of the training programs offered by the Uttarakhand Tourism Development Board (UTDB), as many operators find the training less helpful than expected. Despite these issues, operators have acquired important skills such as computer literacy and English proficiency, viewing their homestays as a primary source of income. Although earnings from homestays are modest, they contribute meaningfully to operators' financial stability, particularly when supplemented by agricultural income. The study also highlights the personal nature of homestay tourism, with most operators running their businesses from their own homes, which are often newly constructed or renovated traditional houses.

#### SEM analysis via SmartPLS reveals several significant findings concerning the impact of homestay tourism on migration control in Uttarakhand's Garhwal region:

**Employment Generation:** Employment opportunities created by homestay tourism have a significant positive effect on reducing migration. This finding underscores the importance of job creation in rural areas as a critical factor in retaining local populations.

**Income Level:** An increase in income levels due to homestay tourism significantly contributes to a reduction in migration. This result highlights the role of financial stability in discouraging migration, with higher income levels from tourism directly influencing families' decisions to remain in the region.

**Economy Booster:** While economic growth resulting from homestay tourism has a positive effect on migration control, its impact is not statistically significant. This suggests that although economic development is important, it may not be the primary determinant of migration patterns in the Garhwal region.



**Community development:** Community development fostered by homestay tourism has a significant positive effect on migration control, indicating that social factors and the strengthening of community bonds play essential roles in retaining the population.

### 15. Significance in light of earlier findings

The results align with those of previous studies highlighting the critical role of economic factors in mitigating outmigration from rural areas. For example, De Haas (2010) emphasized that economic stability and opportunities within local economies can significantly reduce the push factors that drive migration, especially in developing regions. The significant influence of employment and income generation found in this study supports the theory that the economic stability provided by tourism, particularly homestay tourism, can effectively curb migration. This aligns with the findings of McKenzie and Rapoport (2010), who assert that access to employment and stable income streams are primary determinants in the decision to migrate or remain in one's home region. However, the less significant role of broader economic boosters, such as regional economic growth, suggests that while economic growth is crucial, other factors may influence migration decisions. Instead, direct benefits such as employment and income appear to have a more immediate and tangible impact on individual decision-making. This is consistent with Lucas (2007), who argues that while economic growth at the macro level is essential, it is the direct, personal economic benefits that most influence migration decisions. Furthermore, the importance of community development underscores the broader social benefits of homestay tourism. The role of social cohesion and improved community infrastructure in migration control has been emphasized by Skeldon (2014), who noted that strengthened community ties and enhanced local infrastructure can reduce the need for outmigration by improving quality of life in rural areas.

This study contributes to the understanding of how tourism-driven economic and social factors can be leveraged to control migration in vulnerable regions. The findings suggest that targeted interventions in employment and income generation through tourism could be more effective in curbing migration than broader economic initiatives alone. Moreover, fostering community development alongside economic incentives could provide a more holistic approach to sustaining local populations. These insights can guide policymakers in developing more focused strategies that address both the economic and social dimensions of migration, leveraging homestay tourism as a tool for sustainable development in Uttarakhand.

### 16. Suggestions and Future Directions

Future efforts should adopt an integrated approach that combines economic, social, and cultural strategies to maximize the impact of homestay tourism on migration. Additional research is needed to examine the long-term sustainability of these effects and the influence of factors such as education and healthcare on migration patterns. Expanding similar studies to other regions can help validate these findings and adapt strategies to different contexts. Moreover, exploring how technology and digital platforms can enhance homestay tourism effectiveness in addressing migration issues is crucial. These recommendations offer a roadmap for leveraging homestay tourism as a sustainable development tool, which is applicable not only in Uttarakhand but also in other states with similar challenges.

### References

1. Acharya, B. P., & Halpenny, E. A. (2013). Homestays as an alternative tourism product for sustainable community development: A case study of women-managed tourism product in rural Nepal. *Tourism Planning & Development*, 10(4), 367-387.
2. Anand, A., Chandan, P., & Singh, R. B. (2020). Homestays and tourism: Opportunities, challenges, and future prospects for rural India. *Journal of Rural Studies*, 78, 276-287.
3. Ateljevic, I., & Doorne, S. (2003). Unpacking the local: A cultural analysis of tourism entrepreneurship in Murter, Croatia. *Tourism Geographies*, 5(2), 123-150.

4. Becker, J. M., Klein, K., & Wetzels, M. (2012). Hierarchical latent variable models in PLS-SEM: Guidelines for using reflective-formative type models. *Long Range Planning*, 45(5-6), 359-394.
5. Bhalla, P., Coghlan, A., & Bhattacharya, P. (2018). Homestays' contribution to community-based ecotourism in the Himalayan region of India. *Tourism Recreation Research*, 43(2), 192-205.
6. Bhandari, R. (2021). Empowering communities through homestay tourism in Nepal. *Journal of Sustainable Tourism Development*, 15(2), 78-91.
7. Bhatt, M., & Tiwari, A. (2021). Employment generation through homestay tourism in rural Uttarakhand. *Journal of Rural Development and Management*, 15(1), 29-42.
8. Bhattacharya, P. (2019). Homestays in India: A study on their potential as a sustainable tourism option. *International Journal of Hospitality & Tourism Systems*, 12(2), 72-82.
9. Bisht, V. (2023). The role of homestays in promoting sustainable tourism in Uttarakhand. *Journal of Sustainable Tourism Development*, 12(3), 45-57.
10. Chand, M. (2020). Inclusive growth through homestay tourism in rural Uttarakhand. *Journal of Economic and Social Development*, 9(1), 73-85.
11. Chin, W. W. (1998). The partial least squares approach for structural equation modeling. In *Modern Methods for Business Research* (pp. 295-336). Lawrence Erlbaum Associates Publishers.
12. Department of Tourism, Government of Uttarakhand. (2024). Uttarakhand Tourism Development. Uttarakhand Tourism. Retrieved from <https://uttarakhandtourism.gov.in>.
13. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
14. González, M. (2019). Casa Particular: An authentic Cuban experience. *Cuban Tourism Journal*, 12(3), 45-57.
15. Guttentag, D. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
16. Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
17. Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *Advances in International Marketing* (Vol. 20, pp. 277-319). Emerald Group Publishing Limited.
18. Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1-55. <https://doi.org/10.1080/10705519909540118>
19. Kaushal, V., & Sharma, S. (2018). Homestays: A sustainable tourism model in rural Himachal Pradesh. *International Journal of Hospitality & Tourism Systems*, 11(2), 65-75.
20. Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2015). Homestay tourism and the commercialization of the rural home in Thailand. *Asia Pacific Journal of Tourism Research*, 20(1), 29-50.
21. Konwar, K., & Chakraborty, S. (2021). Homestay tourism in India: A review of the literature and future research agenda. *Tourism Recreation Research*, 46(2), 272-287.
22. Kumar, S. (2022). Homestay tourism and its impact on local artisans and service providers in Uttarakhand. *Asian Journal of Tourism Research*, 11(1), 91-103.
23. Mangain, R. P., & Reddy, D. N. (2017). Out-migration from the hill region of Uttarakhand: Magnitude, challenges, and policy options. In *Rural Labor Mobility in Times of Structural Transformation* (pp. 209-235). Palgrave Macmillan, Singapore.
24. Ministry of Tourism, Government of India. (2023). Incredible India Bed & Breakfast/Homestay Establishment Scheme. Retrieved from [insert actual URL here]
25. Namgyal, P. (2011). *Tourism and rural livelihoods in Ladakh* (Doctoral dissertation, University of Canterbury).
26. Negi, S., & Mokshin, L. (2019). Implementation of homestay policy in Uttarakhand: Opportunities and challenges. *Journal of Tourism and Hospitality Management*, 7(2), 78-92.

27. Pandey, R. (2020). Economic benefits of homestay tourism in Uttarakhand. *International Journal of Hospitality and Tourism Management*, 8(3), 112-124.
28. Patel, R. (2021). Urban homestays in India: Blending tradition with modernity. *Urban Tourism Review*, 16(2), 33-47.
29. Rana, P., & Bhatt, A. (2021). Economic impact of homestay tourism in Uttarakhand. *Tourism Economics*, 27(2), 215-228.
30. Rawat, P., & Bisht, R. (2020). Homestay tourism and community cohesion in Uttarakhand. *Journal of Community Development Studies*, 13(2), 98-110.
31. Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. In *Handbook of Market Research* (pp. 1-40). Springer, Cham.
32. Sharma, A. (2020). Integrating technology into Indian homestays. *Journal of Hospitality and Tourism Technology*, 9(1), 29-41.
33. Sharma, N. (2022). Financial benefits of homestay tourism for local economies in Uttarakhand. *Economic Development Journal*, 14(3), 43-56.
34. Sharma, R. (2020). Economic and social impacts of homestay tourism in Uttarakhand. *Journal of Rural Development*, 36(2), 123-135.
35. Sharma, R., & Sinha, N. (2022). Homestay tourism in India: A case study of Uttarakhand. *Tourism Management Perspectives*, 9, 24-33.
36. Singh, A., & Gupta, P. (2019). Sustainable tourism practices in Uttarakhand: A case study of homestays. *International Journal of Tourism Research*, 21(4), 456-468.
37. Singh, P., & Negi, H. (2021). Community development through homestay tourism: A case study of Uttarakhand. *Journal of Tourism and Community Development*, 7(4), 55-67.
38. Singh, R., & Kaur, R. (2020). Homestay tourism as a tool for cultural preservation in the Indian Himalayan region. *Journal of Cultural Tourism*, 17(3), 245-258.
39. Singh, R., & Mehta, S. (2022). Atithi Devo Bhava: Exploring the role of traditional Indian hospitality in homestay tourism. *Journal of Heritage Tourism*, 17(3), 298-312.
40. Smith, J., & Johnson, E. (2020). Farm stays: Connecting with nature in Australia and New Zealand. *Rural Tourism Research*, 11(4), 22-35.
41. Takagi, H. (2020). Minshuku: A glimpse into Japanese hospitality. *Journal of Japanese Tourism Studies*, 8(2), 34-46.
42. Thakur, M. (2018). Cultural preservation through homestay tourism in Uttarakhand. *Cultural Heritage Journal*, 15(3), 78-89.
43. Thomas, A. (2020). Homestay tourism in Kerala: Promoting eco-tourism and cultural heritage. *Indian Journal of Tourism Research*, 10(1), 47-59.
44. Trupp, A. (2015). The development of ethnic minority souvenir business over time and space. *International Journal of Asia Pacific Studies*, 11(Supplement 1), 145-167.