



Homestay Training Program



Empowering rural communities to create sustainable livelihoods through the training program of traditional homestays, fostering community-based tourism, cultural exchange, environmental stewardship, and economic resilience



Introduction to Tourism and Hospitality

Learn tourism basics for authentic rural experiences, fostering connections and memorable stays in community-based homestays



Practical Skills and Guest Management

Enhance rural homesteads with practical guest management skills, ensuring comfort, communication, and authentic experiences for unforgettable stays.



Community Engagement and outreach

Community Engagement empowers rural homestay hosts with effective community engagement strategies, fostering connections, promoting cultural exchange, and enhancing tourism experiences.

About the Training

This four-day training equips rural homestay hosts with skills in personalized guest experiences, eco-friendly practices, digital marketing, financial management, legal compliance, and community engagement to enhance hospitality, increase bookings, and foster sustainable tourism.

Key Outcomes

- ✓ Hosts understands the basic of hospitality to meet quality standards
- ✓ Bringing the hosts up to speed for online platforms
- ✓ Enhanced revenue generation with stronger community connections for sustainable growth



Day 1



Day 1 focuses on understanding host objectives, explore tourism trends, embrace eco-hospitality, and introduce homestay concepts to build a strong foundation for successful and sustainable homestay operations



Understanding Host Objectives

Identifying individual goals and expectations and aligning training content with host aspirations



Exploring Tourism Trends

Analyzing global and local tourism trends and understanding market demands and traveler preferences.



Introduction to Homestays

Overview of homestay concepts and trends and discussing the significance of rural homestays



Embracing Eco-Hospitality

Introducing eco-friendly practices and familiarisation to sustainable tourism strategies

Key Outcomes

- ✔ Hosts gain clarity on their objectives and the relevance of training.
- ✔ Practical skills for initiating sustainable practices
- ✔ Increased awareness of tourism trends and market demands





Day 2



Day 2 emphasizes on designing personalized itineraries, master conflict resolution, elevate culinary offerings, and set house rules for creating memorable and safe guest experiences



Customizing Guest Experiences

Designing personalized itineraries and highlighting local attractions and cultural experience



Mastering Conflict Resolution

Role-playing exercises for conflict management and Developing empathy and professionalism in handling challenges



Elevating Culinary Offerings

Immersive culinary experiences and cooking demonstrations and enhancing food presentation techniques



Setting House Rules and Safety

Establishing clear house rules and guidelines and implementing safety and security measures

Key Outcomes

✔ Enhanced conflict resolution skills for better guest relations

✔ Ability to create personalized guest experiences

✔ Proficiency in culinary techniques to improve dining experiences





Day 3



Day 3 includes sessions on optimizing online presence, manage digital finances, enhance guest communication, and improve property presentation to attract more guests and streamline operations



Optimizing Online Presence

Strategies for optimizing Airbnb listings and effective use of social media for marketing



Managing Digital Finances

Streamlining online payments and pricing strategies and tracking finances efficiently and transparently



Enhancing Guest Communication

Crafting compelling property descriptions and templates and utilizing WhatsApp for seamless guest communication



Photography and Presentation

Techniques for taking attractive property photos and presenting the homestay appealingly online

Key Outcomes



Mastery of online platforms to increase guest bookings



Improved financial management and transaction efficiency



Enhanced communication strategies for better guest engagement



