

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 Handling

Enhance rural homestays with practical guest etiquette 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 upselling personalized guest experiences, sustainable practices, digital marketing, revenue 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, Strategic Planning & Decision-Making, elevating culinary offerings and 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



Financial Acumen

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 for online presence

Key Outcomes



Mastery of online platforms to increase guest bookings



Improved financial management and transaction efficiency



Enhanced communication strategies for better guest engagement



Day 4



Day 4 focuses on diversifying revenue streams, ensure legal compliance, engage with the community, and review key learnings to maximize income and sustain growth



Diversifying Revenue Streams

Exploring ancillary services and event marketing and leveraging local resources for additional income



Ensuring Legal Compliance

Understanding legal obligations and taxation and implementing proper accounting practices



Engaging with the Community

Building partnerships with local stakeholders and participating in community events and supporting local initiatives.



Peer Feedback and Optimization

Addressing all concerns of hosts for online platforms

Key Outcomes

✔ Enhanced revenue generation through diversified income streams

✔ Clear understanding of legal and financial responsibilities

✔ Strengthened community connections for sustainable business growth





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