



Draft Homestay Policy 2025

Gujarat Tourism

Industries and Mines Department
Government of Gujarat

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1. Preamble

The Government of Gujarat recognises the importance of tourism as a catalyst for economic growth, cultural exchange and community development. The Gujarat Tourism Homestay Policy 2025 is instituted to harness the potential of homestays as a unique and sustainable form of accommodation that offers tourists an authentic cultural experience while benefiting local communities.

This policy is guided by the principles of sustainable tourism, inclusive growth and community participation. It aims to bridge the gap between urban and rural tourism infrastructure, ensuring that the benefits of tourism are equitably distributed across the state. By promoting homestays, the policy seeks to preserve and promote the rich cultural heritage of Gujarat, foster community engagement and create economic opportunities for local households.

The overarching goals of this policy are:

1. To enhance tourism experience through the concept of experiential tourism that provides safe, comfortable and culturally enriching tourist experience.
2. To empower local communities to actively participate in the tourism economy and be economically benefitted.
3. To promote sustainable tourism practices that contribute to the preservation of Gujarat's cultural and natural heritage.
4. To foster economic resilience by diversifying the tourism accommodation options available to visitors. It is also aimed at strengthening the state's hospitality infrastructure by promoting flexible and scalable accommodation options.
5. To cater to surge in demand of accommodation units during mega events, especially in urban areas.
6. To mitigate accommodation shortages at Gujarat's spiritual destinations, especially during peak seasons, by promoting homestay development. This will increase visitor's length of stay.

To achieve these objectives, the Gujarat Tourism Homestay Policy 2025 introduces a set of guiding principles and support initiatives to ensure the effective implementation and management of homestays across the state.

This policy emphasises a commitment to creating a sustainable and inclusive tourism ecosystem that benefits both tourists and local communities.

2. State Overview

Gujarat, one of the most vibrant states of India, is endowed with vivid natural and cultural attractions, a 2340-kilometer-long coastline, centuries-old sculptures, handicrafts, arts, festivals and globally recognised heritage sites. Over time, the State has firmly rooted itself as a must-visit destination for tourists, offering an abundance of experiences both natural and manmade. From the world's tallest statue, the Statue of Unity and the world's only home for Asiatic Lions, Gir Forest, and the mesmerising Indus Valley Civilisation site of Dholavira, Gujarat offers a wide range of tourist attractions. The state is also home to India's first UNESCO World Heritage City, Ahmedabad, the world's earliest known dock and India's first port city, Lothal and the breathtaking white desert, Rann of Kutch.

As a focal point for corporate travellers, Gujarat hosts various MICE (Meetings, Incentives, Conferences and Exhibitions) and sports events, attaining several notable achievements in recent years. The State has witnessed a significant surge in tourist numbers, ranking second in India for Foreign Tourist Visits (FTV) and sixth for Domestic Tourist Visits (DTV) in 2023. To accommodate the growing number of tourists, the Government of Gujarat is keen to develop and promote a dynamic framework that regulates alternative accommodation options in the state.

Gujarat's spiritual tourism destinations serve as significant magnets for tourists, consistently drawing the highest number of visitors. However, these sacred destinations, such as the Dwarkadhish Temple, Somnath Temple, Pavagadh Temple and Ambaji Temple struggle to meet the existing demand of accommodation units, thereby limiting the visits to single-day excursions. Homestays can play a crucial role in bridging this gap. By offering authentic and affordable lodging options, they can not only alleviate the accommodation crunch but also encourage tourists to extend their visits, allowing them to explore the surrounding areas and experience the local culture more deeply, thereby boosting the regional economy.

Recognising the pivotal role of local communities in preserving and promoting Gujarat's unique heritage, the Gujarat Tourism Homestay Policy 2025 aims to integrate the essence of traditional Gujarati hospitality with the modern comforts sought by today's discerning travellers. **By empowering local families to open their homes to visitors**, we strive to create authentic, immersive and unforgettable travel experiences. This policy underscores our commitment to sustainable tourism, economic empowerment of rural and urban households and the promotion of Gujarat's unparalleled cultural legacy. It seeks to foster a symbiotic relationship between hosts and guests, wherein visitors gain deeper insights into the local way of life, **while hosts benefit from increased economic opportunities** and better understanding of different cultures.

Homestay units play a vital role in enhancing the State's hospitality infrastructure while uplifting the socio-economic status of local communities. They contribute to economic development within the community and offer accommodations that provide genuine experiences and meaningful interactions with local hosts making them ideal for promoting 'Experiential Tourism.'

Through the Gujarat Tourism Homestay Policy 2025, we envision a thriving tourism sector that not only showcases the beauty and diversity of our state but also strengthens the bonds of community, culture and commerce.

This policy, effective from the date of publication, nullifies any clause pertaining to homestay units in all previous policies issued by the Industries & Mines Department of the Government of Gujarat.

3. Policy Vision and Objectives

3.1. Policy Vision

The Gujarat Tourism Homestay Policy 2025 aims to create a thriving, sustainable and inclusive tourism ecosystem that showcases the beauty and diversity of Gujarat while strengthening community, culture and commerce. ***The vision of this policy is to augment Gujarat's hospitality sector by seamlessly blending tradition and culture with modern amenities and creating authentic, enriching and memorable experiences across the State, including less-explored areas for travellers from around the world.*** To realise this vision, the policy promotes homestay units, positioning Gujarat as a leading destination for experiential, immersive and sustainable tourism, empowering the local community in mainstream tourism market.

The Gujarat Tourism Homestay Policy seeks to ensure that every guest feels at home and every host takes pride in sharing their heritage. In pursuit of the broader Viksit Bharat 2047 mission of building a developed, sustainable and inclusive India, Gujarat Tourism envisions a harmonious and prosperous homestay tourism sector that contributes to the holistic development of the state.

3.2. The Key Pillars of the Policy

- 3.2.1. Strengthen hospitality infrastructure through local community empowerment and supporting local players.
- 3.2.2. Experiential Tourism – offering diverse and authentic tourist experiences.
- 3.2.3. Atithi Devo Bhava promoting cultural value of treating guests as God and ensuring safe and comfortable stay for visitors with a touch of high cultural experience exchange and sustainable tourism.

3.3. Policy Objective

- 3.3.1. To **strengthen the infrastructure** of the hospitality sector in the state by encouraging the growth of flexible and scalable accommodation options such as the homestay units, especially in rural areas where existing infrastructure may be limited.
- 3.3.2. To **empower local communities**, by enabling local families and farmers to actively participate in the tourism sector **by opening their homes and farmlands to visitors.**

- 3.3.3. To promote **sustainable tourism** by encouraging the development of environment friendly homestay units as an alternative to large-scale commercial accommodations.
- 3.3.4. To **preserve cultural heritage** through homestay tourism that will showcase Gujarat's rich traditions and culture.
- 3.3.5. To offer **experiential tourism** by providing visitors with diverse and authentic experiences that reflect Gujarat's geographical and cultural diversity, from hilly terrains and heritage sites to white sand deserts and pastoral landscapes, thereby, enhancing Gujarat's appeal as a premier travel destination.
- 3.3.6. To support **inclusive and sustained economic growth** by ensuring the benefits of tourism are widely distributed across all regions of Gujarat, **including rural and underserved areas**.
- 3.3.7. To promote and provide a **platform for better intercultural understanding**.

4. Policy Scope and its Applicability

The Gujarat Tourism Homestay Policy 2025 is designed to establish a comprehensive and inclusive tourism ecosystem that benefits a diverse array of stakeholders. The following section outlines the scope and applicability of this policy, including the various tourism products, beneficiary types and benefit types covered under this policy.

4.1 Geographic applicability

4.2 Tourism Products covered in the policy

4.3 Policy Beneficiaries

4.4 Policy Benefits

4.1 Geographic applicability

- 4.1.1 The Policy is **applicable to all areas within Gujarat** under the State's jurisdiction, with an emphasis on promoting tourism in hinterland regions lacking sufficient tourist accommodations. It encompasses rural and urban areas, established tourist hotspots and environmentally significant locations, subject to permissions and NoCs from the relevant authorities. Special focus may be on heritage sites, pilgrimage centres, cultural hubs and scenic destinations. The Department of Tourism, Government of Gujarat, reserves the right to periodically review and modify the scope of this policy.

4.2 Tourism Products under Gujarat Tourism Homestay Policy 2025

- 4.2.1 The State may leverage homestay units to offer diverse tourism products, focusing on authentic local experiences and activities, thus preserving local culture and supporting its sustainability objectives.

The following table delineates list of potential tourism products or themes that homestay units may adopt to enhance and promote their offering.

S.No	Tourism Type	Description
1.	Cultural & Heritage Tourism	- Traditional heritage homes or royal palaces constructed before 1950 that preserve their original architectural features, retain their distinctive character, which is clearly expressed and vividly experienced by the residing visitors. - Homestay Units may include guided storytelling sessions. - Homestay Units may provide immersive local experiences with traditional food, attire and customs. - Homestay Units may facilitate guests to participate in local festivals and rituals.
2.	Eco-Tourism & Nature-Based Tourism	- Homestay units in rural or forested areas. - May include / organise activities such as nature trails, birdwatching, wildlife experiences and guided forest walks. - Homestay Units can provide immersive local experiences in organic farming. - May include adventure & wellness tourism activities such as trekking, cycling, nature exploration, yoga, meditation retreats, ayurveda, naturopathy and holistic healing experiences and so on.
3	Agri-Tourism & Rural Tourism	- Homestay units in rural or in farmlands. - Homestays/ farmstay units may offer hands-on farming activities like harvesting, dairy farming, or spice plantation tours. - May organise interaction sessions with local artisans, potters and weavers. - May organise traditional cooking classes and local cuisine experiences.
4	Community-Based Tourism	- Homestay units may organise activities such as local guided village tours to promote cultural exchange. - May include folk performances and storytelling sessions by local artists.

S.No	Tourism Type	Description
		May include skill-based workshops on handicrafts, weaving, or pottery.
5	Wildlife & Safari Tourism	- Homestays near wildlife sanctuaries or national parks. - Homestay units may organise responsible wildlife experiences such as safaris, birdwatching and guided nature tours.
6	Spiritual & Religious Tourism	- Homestays near temples, monasteries, or pilgrimage sites. - Homestay units may organise or help its visitors to attend any spiritual discourse sessions and community prayers. - Homestay units may organise/ include activities such as religious based heritage walks exploring religious and spiritual sites in the vicinity.
6	Gastronomic Tourism	- Homestays may offer local food experiences with authentic regional cuisine. - Homestay units may offer farm-to-table culinary experiences using local ingredients. - Homestay units may include / organise any food trails exploring traditional dishes and beverages in and around the place.
7	Coastal & Island Tourism	- Homestay units in the local fishing community. - Such Homestay units may offer the local fishing community experience and may offer Seafood-based culinary experiences. - Homestay units, may include marine tourism subject to licence and permission.
8	Creative Tourism	- Homestays, especially those located at sites featured in popular movie shoots may develop their tourism product based on thematic elements that promote and enhance creative film tourism. - Such homestay units may include sightseeing inspired by the films, fan trails and/ or may also include activities such as photography/ painting workshops inspired by local landscapes.

S.No	Tourism Type	Description
9	MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism	- Such Homestay units must be designed for corporate retreats. - Such units will encourage small-scale business meetings, team-building activities and workshops in scenic rural settings. - They will focus on enhancing travel experiences combining work with cultural and adventure activities. - Such homestay units should also include eco-friendly conference setups with sustainable tourism practices.

4.3 Policy Beneficiaries

The table below specifies the type of beneficiaries of the Gujarat Tourism Homestay Policy 2025

S.No.	Beneficiary	Descriptions
1	Local Families and Homeowners	Families and individuals who own homes in both rural and urban areas, willing to offer their accommodations to tourists, can benefit from additional income and economic empowerment.
2	Farmers and Farm Stay Owners	Farmers who own agricultural land and are interested in offering farm stays can generate supplementary income by hosting tourists and showcasing rural and agricultural life.
3	Heritage Property Owners	Owners and managers of old heritage houses and historically significant properties can benefit by converting these properties into homestay units, preserving cultural heritage while generating revenue.
4	Artisans and Craftsmen	Artisans and craftsmen can run homestays by offering rooms in their properties to tourists and conducting exhibitions and workshops to showcase their art and craft to visitors.

4.4 Policy Benefits

4.4.1 All homestay units registered under the Gujarat Tourism Homestay Policy 2025 shall qualify to avail all benefits, including promotion, training and other support and services, as outlined in the policy. These benefits shall be extended in accordance with the provisions specified in the Homestay Registration Guidelines 2025 and Scheme for Assistance to Homestays 2025.

4.4.2 Gujarat Tourism reserves the right to periodically revise existing.

5 Policy Measures for Homestay Units

The Gujarat Tourism Homestay Policy 2025 establishes comprehensive policy measures to ensure the quality, safety and sustainability of homestay accommodations. For ensuring regulated operation of homestays, the following needs to be adhered to:

- 5.1 All homestays in Gujarat must undergo mandatory registration with Gujarat Tourism to avail the benefits offered by the State.
- 5.2 Registered homestay units must facilitate and cooperate with the Authority to conduct various processes to ensure compliance with cleanliness, facility standards and safety protocols.
- 5.3 All registered homestays must register with the Pathik Portal.
- 5.4 All homestays in Gujarat, registered with Gujarat Tourism, must undertake the mandatory training offered by the Authority-in-charge or from authorised agency.
- 5.5 All registered homestay units should maintain the basic infrastructure, necessary facilities and must adhere to the quality standards without any compromise.
- 5.6 Owners of registered homestays shall not use the homestay unit for any other commercial purpose other than accommodation of tourists.
- 5.7 All homestay operators are required to maintain comprehensive records of suggestions and complaints. These records must be diligently documented, regularly reviewed and appropriately addressed to ensure continuous improvement in service quality and guest satisfaction. Upon demand by the authority, these records must be produced.
- 5.8 The property name must prominently include the word 'Homestay'. The designated homestay must clearly display the name and in doing so, they must ensure that any promotion, either on their display boards or through other channels, is done exclusively as a "Homestay or Farmstay" and not as any other type of accommodation (such as lodge, guesthouse, bed and breakfast, hotel, resort, etc.).
- 5.9 Every registered homestay unit must clearly display its restricted activities (in form of Dos and Don't's) for tourists. It is to note - Gujarat Tourism does not encourage prohibitive activities (such as drinking, smoking, loud music, illegal activities, etc.).
- 5.10 Registered homestays must maintain a list of emergency contacts and addresses of services such as doctor/s, Hospital/s, Pharmacy/ies, nearby police station, women police cell, fire service etc. and other tourism related facilities.
- 5.11 Every registered homestay unit must ensure that the registration and classification certificates issued by Gujarat Tourism are readily available and easily accessible to visitors at their request.
- 5.12 Homestay owners/caretakers should deal with the tourists promptly and courteously with enquiries, requests, reservations and complaints amongst others.
- 5.13 Depending on the geographic location and cultural ethos of the place, homestays should have a prospect to offer a variety of activities and experience to the tourists, that shall broadly cover under at least any one of the themes as per clause 4.2.1.
- 5.14 It is recommended to offer guests information about nearby facilities, such as markets for local produce and handicrafts, Gujarati cuisine, festivals, religious sites, tour and guide services, available transportation and taxi services.

- 5.15 The policy encourages environmental sustainability and responsible tourism. Thus, homestay owners are encouraged to ensure effective waste segregation, energy conservation and the utilisation of locally sourced products.
- 5.16 All homestay units are encouraged to maintain formal guest feedback mechanism and annual license renewals are mandated to uphold high-quality services.
- 5.17 Department of Tourism, Government of Gujarat, reserves the right to periodically review and modify the overall scope of this policy, as deemed necessary to promote or further the objectives of the policy.

6 Policy Operative Period

- 6.1 The policy shall come into force with effect from the date of issuance of this policy and shall remain in force for a period of 10 years from the issuance or the declaration of new or revised policy whichever is earlier.

