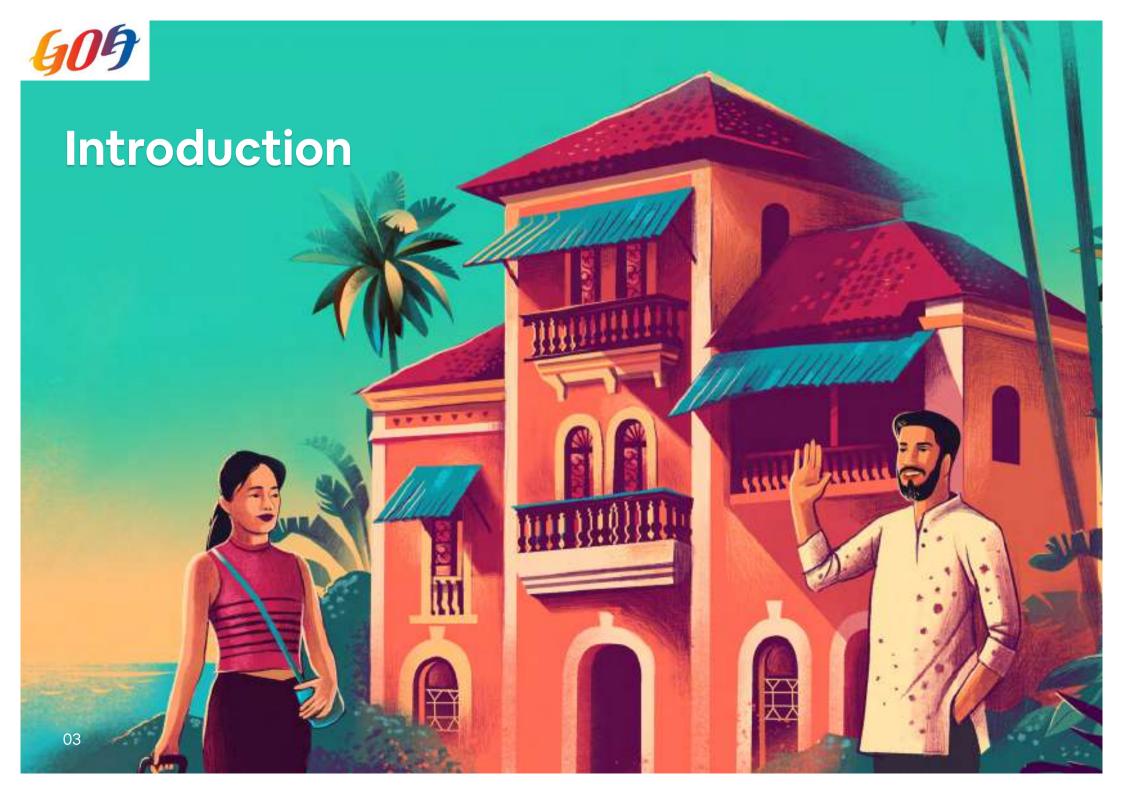




- What is co-hosting?

<i>409</i>		
Contents		
Introduction	03	Hosting tips and best practices
 Who is this handbook for? What are homestays? Why you should consider hosting in Goa Message from the Department of Tourism, Goa 		 Getting started Practicing inclusive hospitality Keeping your space clean Safety best practices Hosting guests from abroad
Registration And Rules In G	60a 09	Sustainable hostingClear and simple checkout
 Overview of homestay regulations in Goa How to register your homestay What are the criteria for registration? What are the reporting requirements? What is the penalty for failing to register? 		Additional information and resources - Designated official for homestay registration - Public Grievance Officers, Department of Tourism
	·	- Airbnb resources
Listing on Airbnb	16	
 What is Airbnb? Why list on Airbnb? How to list your space on Airbn How to use the Airbnb app 	nb	





Airbnb on 12th December 2022 signed a Memorandum of Understanding (MoU) partnered with the Department of Tourism, Government of Goa, to jointly promote Goa as one of the most sought-after tourism destinations in India and the world. This partnership, aimed at boosting hinterland tourism in Goa and enabling capacity building of hospitality entrepreneurs, reflects the commitment of both parties to support the development of a homestay tourism ecosystem in Goa. This handbook is a result of that commitment.

Who is this handbook for?

This handbook should be useful for homestay Hosts registered with the tourism department and those looking to become homestay Hosts.











What are homestays?

For the purposes of this handbook 'homestay' falls under Category "D" - "Other Accommodations" as per the Goa Registration of Tourist Trade Rules, 1985 framed under the Goa Registration of Tourist Trade Act, 1982. This Category includes rented/serviced apartments, bungalows, homestay units, and bed and breakfast establishments, broadly defined as:

Other accommodation: These include rented/ serviced apartments, bungalows, homestays, etc., meant for use by tourists. Each such establishment must have a minimum of one lettable room and a maximum of six lettable rooms.

Homestay: A homestay unit is one where the owner/promoter of the establishment, along with their family, is physically residing in the same establishment and letting out a minimum of one room and a maximum of six rooms (12 beds).

Bed and breakfast: A bed and breakfast establishment is one where the owner/promoter of the establishment does not reside at the establishment themself. Instead, an agent or operator, so designated by the owner/promoter, resides in the establishment premises for providing the necessary services to the visitors/guests. The establishment should have a minimum of one lettable room and a maximum of six lettable rooms (12 beds).









Why should you consider hosting in Goa?

There are several benefits to running a homestay, especially in Goa:

01 Generating additional income

Hosting is a great source for you to generate additional income and economically empower yourself and your community. By sharing your home, friends, family with guests and offering hospitality you get extra income, and new friends and experiences in return.

02 Progressive Policies

In addition to the marquee tourism infrastructure in the state, the Goa Tourism Department is constantly working towards increasing the ease of doing business in the state by taking out progressive and business friendly policies. The Goa Tourism Department has in recent months relaxed the existing compliance for registration by reducing the number of documents required for registration/renewal as per a new administrative order issued on 2nd August 2022. It is now easier than ever to set up a homestay in Goa.











03 Increased uptake of homestays

The pandemic has brought about a monumental shift in travel trends and choices. A new form of 'conscious travel' is emerging in India with travellers wanting to create a positive impact for locals and ensure their travel choices benefit destinations economically, culturally, socially, environmentally and with the wider community in mind. As a result, many travellers are keen to live with local communities in homestays.

04 Building Cultural Awareness

Hosting will allow you and your community to showcase the rich and diverse cultural heritage of Goa, helping keep traditions and culture alive while also learning about other cultures.

05 Building relationships

Long after your visitors have left, you may receive calls, letters and even gifts from your past guests from across the world.









Message from the Department of Tourism, Govt of Goa

Shri Rohan Khaunte, Minister for Tourism, Government of Goa, said,

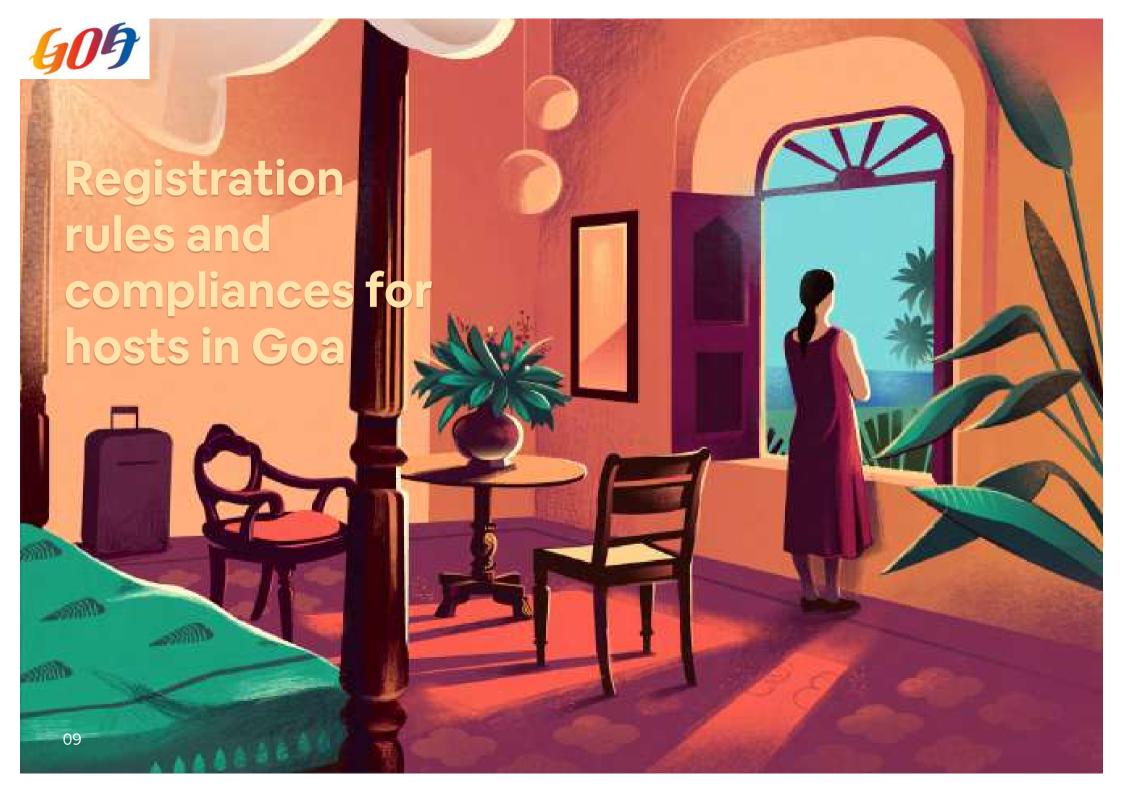
"The Government of Goa and the Department of Tourism prioritize sustainable development and identify underserved areas in planning tourism recovery. Through a partnership with Airbnb, the focus is on empowering women in rural Goa, particularly in the hinterland, by creating financial opportunities. The Memorandum of Understanding (MoU) aims to establish a more inclusive tourism ecosystem that fosters micro-entrepreneurship, ensuring quality experiences for our guests from all over the world."













Overview of homestay regulations in Goa

The Goa Registration of Tourist Trade Act, 1982:

Requires all tourist accommodation providers to register their listings with the Goa Tourism Department. Prescribes penalty for default in registration.

The Goa Registration of Tourist Trade Rules, 1985:

Outline the process for registration by a person intending to carry out business as a dealer, hotel keeper, travel agent or any other tourism trade in Goa. Details categories and registration fees. Rented/serviced apartments, bungalows, homestay units, and bed and breakfast establishments fall under Category "D".

You can view a copy of the Act and Rules here.















How to register your homestay



- Use your email address and mobile number to register for an account on the Goa Government portal. You can access the portal here.
- Fill in the application form and upload the necessary documents on the portal to apply for registration of your homestay or bed and breakfast establishment. The Goa Tourism Department has relaxed the existing document requirements for registration/renewal of homestays. See the detailed list of requisite documents here.
- The registration and annual renewal fees for homestays and bed and breakfast establishments is Rs. 1,000. For other accommodations under Category "D" Rs. 4,000.
- Once submitted, the application will be sent to the Department of Tourism, and an acknowledgment number for tracking the status of the application is generated.
- The processing time for the registration application process is provided by the Department of Tourism as 90 days.
- The period of validity of the certificate of registration for such category shall not be less than one year but could be maximum for a period of five years as desired by the applicant in his application for registration.











What are the criteria for registration?

Under the Goa Registration of Tourist Trade Rules, 1985, the property must meet the following criteria to be registered under category "D":

- **Facilities General:** The following services/facilities shall be provided to all guests which are mandatory:
 - Establishment will have a minimum of 1 lettable room and a maximum of 6 lettable rooms
 - The establishment should be cleaned on a daily basis.

- **Guest Room:** The following services/facilities shall be provided to all guests which are mandatory:
 - A clean change of bed and bath linen daily and between check-in.
 - Establishment should provide clean, filtered water for consumption of guests.
 - Shelves/drawer space.
 - Sufficient lighting (1 lamp per bed).
 - · Chairs.
 - Wastepaper basket.
 - Opaque curtains or screening at all windows.
 - A mirror at least half length (3 ft).
 - Energy saving lighting.











- **O3 Bathrooms:** The following services/facilities shall be provided to all guests which are mandatory:
 - All bathrooms have western style WC.
 - 1 bath towel and 1 hand towel to be provided per guest.
 - Sanitary bin.
 - Floors and walls to have non-porous surfaces.
 - Water saving taps and showers.
 - Energy saving lighting.
- **O4 Public Area:** The following services/facilities shall be provided to all guests which are mandatory:
 - No smoking signages to be displayed in all public areas.
- **O5 Guest service:** The following services/facilities shall be provided to all guests which are mandatory:
 - Acceptance of all common credit cards and facility/ infrastructure for accepting/making payments by digital transactions.
 - Assistance with luggage on request.









Additionally, under the Goa Rules:

- 1. The classification for Homestay Establishment will be given only in those cases where the owner/promoter of the establishment along with his /her family is physically residing in the same establishment and letting out minimum one room and maximum six rooms (12 beds).
- 2. The Classification for Bed & Breakfast Establishment will be given only in those cases where the owner/promoter of the establishment does not reside at the establishment himself/herself, but an agent or operator, so designated by him/her resides in the establishment premises for providing the necessary services to the visitors/guest. The establishment would have a minimum of 1 lettable room and a maximum 6 lettable rooms (12 beds).











What are the reporting requirements?

Under the Goa Registration of Tourist Trade Act, 1982 It is mandatory for every Hotel/Guest House to submit "Statistics Proforma as per Form XI" data of tourists monthly. The process to submit the data is online via your login credentials.

Failure to submit statistics within the due date will amount to a violation of the Goa Rules and attract a fine that may range from Rs.10,000 INR to Rs. 25,000 INR.

Further, as per the Goa Rules, the registration of tourist accommodations that are in violation of the Goa Rules will not be renewed by the Goa Tourism Department unless the aforesaid statistics are submitted and fines for any defaulting periods are paid.

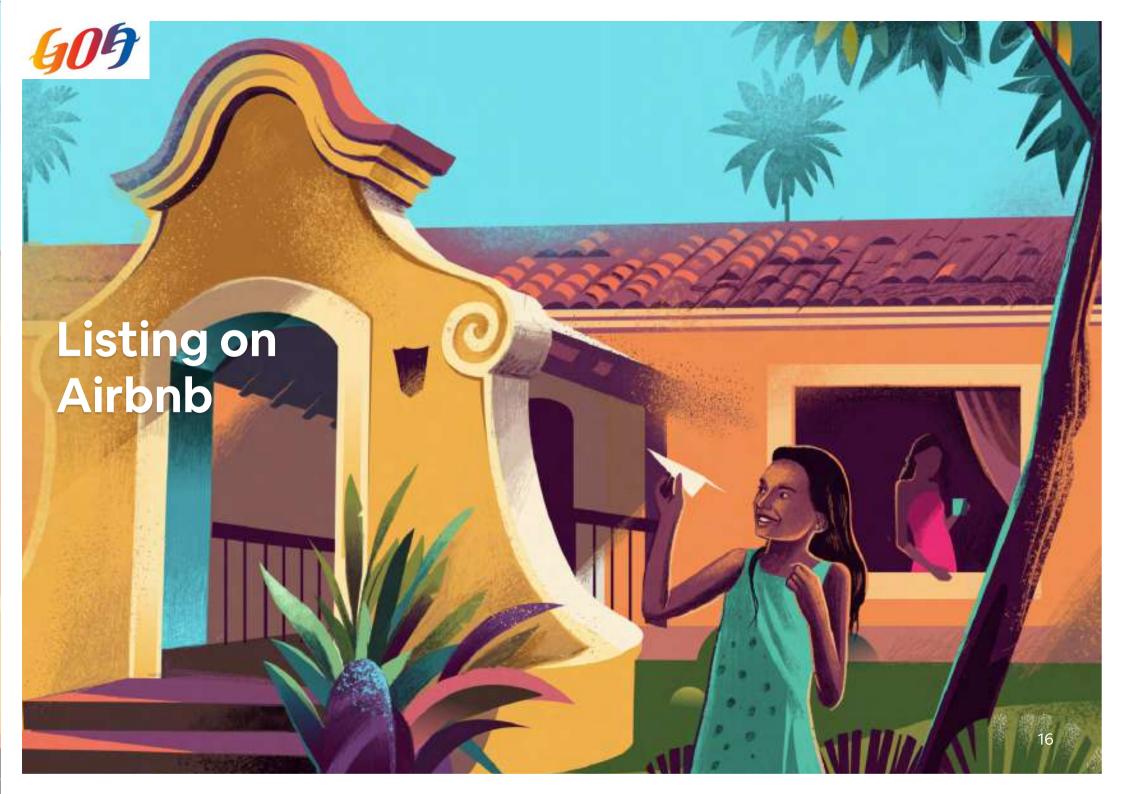
What is the penalty for failing to register?

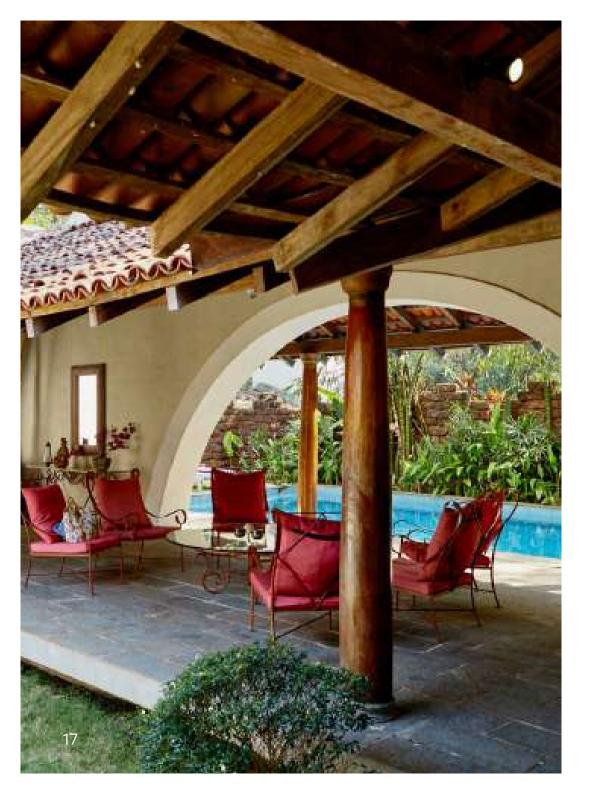
The Goa, Daman and Diu Registration of Tourist Trade Act, 1982: (1) Any person carrying on the business of a dealer, hotel-keeper or [travel agent or as mentioned in sub-section (i) of section 19A] without proper registration under this Act or in violation of any of the provisions of this Act or the Rules made thereunder shall be punishable by the prescribed authority with fine which may extend to Rs. 1,00,000.













What is Airbnb?

Airbnb is an online accommodation aggregator platform that allows travellers to book unique homes and experiences hosted by locals. It was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 4 million Hosts who have welcomed more than 1 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.

Know more about Airbnb here.









Why list on Airbnb?

Airbnb offers guests the chance to discover amazing places, with the promise that they can feel at home anywhere in the world. People choose Airbnb because it makes the travel experience more interesting with varied and unique accommodation options. Many travellers like to stay with locals who can share their local culture and let them know what to see and do in the area; from an insider's perspective. Travellers also use Airbnb because it is a safe and secure community, built on trust.

How to list your space on Airbnb

You can download the Airbnb app on your <u>Android</u> or <u>Apple</u> phone, or visit the Airbnb <u>website</u> to create an account. Once your account is ready, you can <u>create a new listing</u> in the Host section of your profile. After you publish your listing, it may take up to 72 hours for it to appear in search results.

Get tips in the <u>Resource Centre</u> about crafting a great listing description. Ask a <u>Superhost</u> in your area for guidance on creating a listing, which can help you land your first booking.











How to use the Airbnb app

There are two modes on the app - hosting and travelling. To switch between the two modes you need to use the switch to hosting or switch to travelling commands. If you want to do anything to your listing, you will need to be in hosting mode. When you are in the app click on profile then select switch to hosting. If you want to make any changes to your listing settings, make sure you are in hosting mode and then go to listings.









What is co-hosting?

Co-hosts help listing owners (hosts) take care of their homes and guests or manage the online component of being a home host on Airbnb. A co-host is usually someone the listing owner already knows. They can be a family member, neighbour, trusted friend, or someone the host has hired to help with the listing.

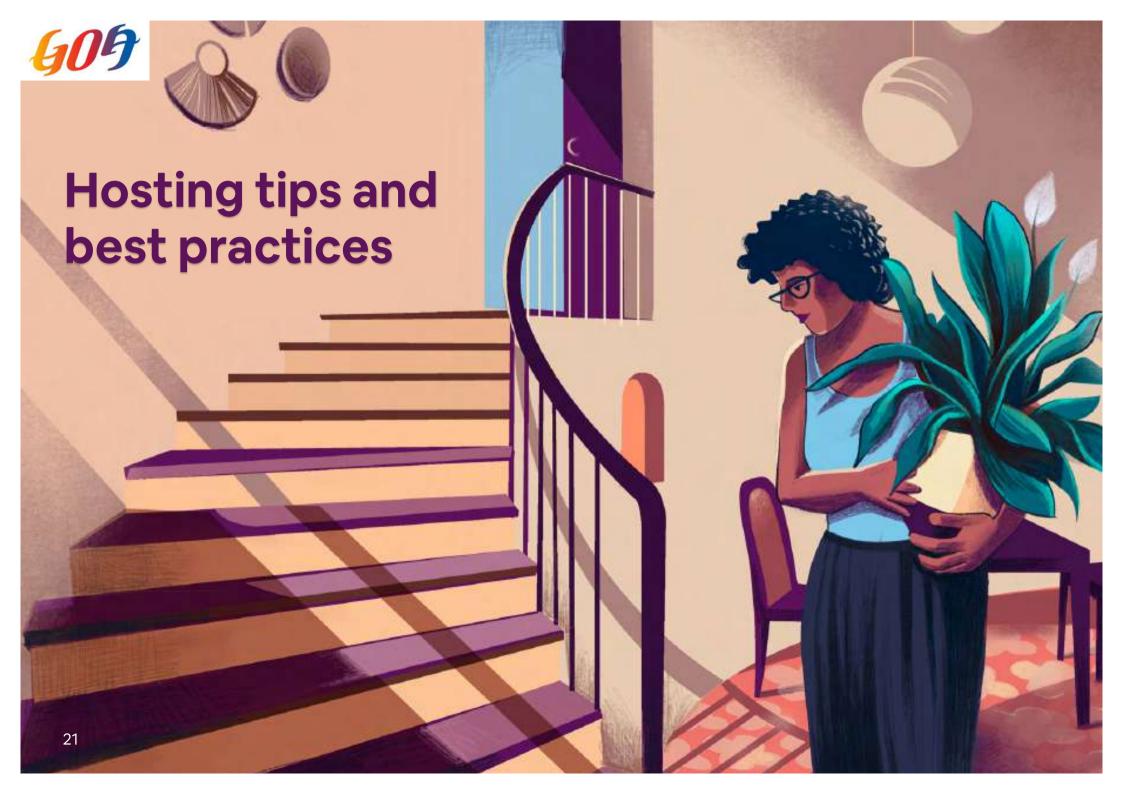
Hosts and co-hosts decide upfront how much of the Airbnb booking process and guest management each person will be responsible for, how much of the booking fee will go to the co-host, and how the co-host will be reimbursed for expenses. This is an agreement between the host and co-host and could be different for each co-host/host relationship. The host would input this information into the payout information in the listing so the payment is automatically distributed via the Airbnb platform.













Getting the basics down goes a long way. Keep your place clean, respond to guests promptly and provide necessary amenities like fresh towels. Some Hosts like adding a personal touch such as putting out fresh flowers or sharing a list of local places to explore. Here are a few tips to get you started on your hosting journey:

22











Register your space: To operate a homestay in Goa, you are required to register your space with the Department of Tourism, Government of Goa. A step-by-step guide on how to register your property in Goa is available on page 7.

List your space online: Listing your homestay on an online marketplace like Airbnb can increase its visibility. Think of your listing as an advertisement for your space. You'll want to make it as compelling as possible, while being honest about any quirks.

- *Mention details*. Enter details like the location of your place, what type of property you're offering, and the number of bedrooms and bathrooms your guests will have access to.
- *Take photos of the space*. Guests love browsing photos when deciding on where to stay. To snap the best photos, tidy up your space beforehand. Take shots of each area, using natural light and landscape orientation when possible.
- Highlight unique details. When writing your listing title and description, consider what makes your place special, such as a view or a pool. Also, note any aspects in your description that might be important for guests to know, like stairs or parking.









Organise the logistics: Your next step will be lining up all the logistics for your listing to make the hosting process run smoothly.

- Add house rules to your listing. To help guests understand your expectations, add rules for your space, including details like restrictions on smoking, pets, or parties
- Set up your calendar. To make sure you only get reservations when you're able to host, update your Airbnb calendar with your availability. You can also get specific about how much advance notice you need or how far in advance guests can book.
- Choose your nightly price. What you charge is always up to you, but Airbnb has tools – like Smart Pricing – to help you match your prices with demand, along with custom pricing controls for times like weekends and specific seasons.
- **Review local laws.** Familiarise yourself with local regulations to ensure you are fully compliant. An overview of the Goa homestay regulations is available on page 7.















Prepare your space: Whether you're expecting your first guest or your 100th, these are the steps you'll need to take to ensure your space is ready to go.

- *Tidy up.* Clean each room that guests can access, especially bedrooms, bathrooms, and the kitchen. Check that there's no hair, dust, or mould on surfaces and floors, and make the bed(s) with fresh linens.
- **Store your valuables.** If you have jewellery, passports, or other valuables, consider storing them in a locked room, closet, safe, or storage facility. Or you can leave them with family or friends.
- **Stock up on essentials.** To help guests feel at home, consider providing amenities like soap, shampoo, toilet paper, bed linens, and towels. It can't hurt to have extras on hand as well.
- **Provide check-in details.** Be prepared to check guests in and out, or recruit friends or family to help. If no one will be around, you can always use a lockbox or electronic lock and provide guests with check-in instructions.
- Add the finishing touches. Guests love thoughtful details. A house manual with instructions and tips can help orient guests. A small gift can also make guests feel extra welcome.











Practicing inclusive hospitality

The key to being a successful homestay Host is understanding how to help make people from all backgrounds feel comfortable and at home. This means:

- Accepting and welcoming all guests from all backgrounds without judgement or bias
- Providing an equitable experience and accommodating guests' needs
- Building connection through differences and commonalities
- Adopting an open mindset and willingness to learn what guests may need

The next three pages are a few insights and suggestions for integrating inclusive practices into your hosting routine and extend warm hospitality to every guest.









Nondiscrimination Policy: The Airbnb community is committed to building a world where people from every background feel welcome and respected, no matter how far they have traveled from home. This commitment rests on two foundational principles that apply both to Airbnb's hosts and guests.

- Inclusion. Joining Airbnb means being a part of a community of inclusion that welcomes people of all backgrounds with authentic hospitality and open minds. Bias, prejudice, racism, and hatred have no place on our platform or in our community.
- **Respect.** Airbnb expects hosts to abide by local laws, and to engage with guests respectfully, even when views may not reflect their beliefs or upbringings. Airbnb connects people from different backgrounds which fosters greater understanding and appreciation for the common characteristics shared by all human beings and undermines prejudice rooted in misconception, misinformation, or misunderstanding.

Read more on our nondiscrimination policy here.











Creating an inclusive listing: By making it clear you welcome people of all backgrounds, you can help guests from historically marginalised communities feel comfortable and encouraged to book your place.

Here are some things you can do to signal that you're an inclusive host:

- Make it clear within the first few sentences of your listing description that you welcome people of all backgrounds.
- Accurately describe your property's accessibility features and update your photos.
- Add your pronouns (examples: she/her, he/him, they/them) to your profile. It's a way to show how you like to be addressed and signals that you care about using your guests' preferred pronouns too.
- Offer pre-approvals and encouragement to guests who contact you before booking. Guests sometimes contact Hosts before booking to gauge if they will be accepted and
- **Before rejecting** a guest's booking request, think carefully about your reason. Would you be comfortable explaining it face-to-face to your guest?









Making every guest feel included: Once your space has been booked, send a warm and welcoming message to your guests. Showing empathy and not making assumptions goes a long way here.

- Personalise your welcome message with info from your guest's profile. This can include questions about their interests, hometown and hobbies.
- Use neutral language when referencing your quests. It's best to avoid making assumptions about someone's gender or relationship status.
- If a guest asks about accessibility needs, be sure to answer their questions and ask what else they might require.

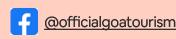
Ensuring guests are comfortable: After check-in take care that guests continue to feel welcome. Don't visit guests unnecessarily. Instead, give them privacy and make it clear you're available (in person or virtually) if they need you.

Reviewing guests objectively: Leave fair reviews of your quests on the online marketplace you use and encourage them to leave reviews as well. Travellers from historically marginalised communities often read reviews before booking to find out whether other guests like them felt welcome.

Learn more about inclusive hosting here.









Keeping your space clean

Staying in a clean space is a top priority for guests, and a common reason for a negative review. In addition to having clean towels and linens, consider having plenty of extras on hand for guests and to help speed up the cleaning process between bookings. Here are a few cleaning tips:

- Cleaning for guests is different. Cleaning for guests requires much more attention to detail than you might use when cleaning for your own family. You're cleaning up after the previous guest while also preparing for the next one, so leave enough time between bookings to do a thorough cleaning.
- Focus on the pain points. Certain items like towels, sheets, floors, and the bathroom are particularly sensitive for guests. These need to be thoroughly cleaned between each guest. Other tasks, like dusting the ceiling fan or swapping out the shower curtain, can be done less frequently. Consider investing in periodic deep cleans to cut down on work between bookingsand save time in the long run.
- Remove clutter. Decorative objects can add character to a space, but they often gather dust. The more stuff you have strewn around, the greater surface area you need to clean. Consider keeping personal items to a minimum.
- **Get help when you need it.** If you know you're not going to be able to do all the cleaning yourself, hire a professional and provide them with detailed direction. You might also want to identify a backup cleaner. Consider including a cleaning fee to offset the expense.

Learn more about cleaning best practices here.









Safety best practices

The following considerations can help your guests feel secure and help them during emergencies:

- Make sure private spaces are private. It is really important to give your
 guests the option to lock their private room and any bathrooms they
 can access. If the bedroom where your guests sleep doesn't have a door
 that locks, add a lock to give your guests peace of mind. All private or
 shared rooms with windows should also have curtains or shades, so your
 quests can relax comfortably.
- **Be upfront about who's in the space.** In your listing, clearly share who else might be in your space, such as other guests, co-hosts or friends, and how many private or shared rooms you offer. Once a guest books your space, be sure to message them and let them know if someone else will be staying at or visiting your property while they're there.
- **Provide specific, detailed house rules.** When it comes to shared spaces, clear house rules can help make sure everyone's on the same page. For example, you might consider including any alcohol and drug policy in your house rules and reiterating it in a note to guests when they book your space.
- Install smoke and carbon monoxide alarms. Help prevent CO poisoning by installing alarms near every sleeping area. You also can help prevent fires by installing smoke alarms on every level of your space and outside each sleeping area.









- **Protect your space and guests against fires.** Install fire extinguishers in the kitchen, garage, and on every floor if possible. Create an evacuation plan that includes two ways to exit each room and a pre-identified location to meet outside, and put that in your house manual as well. Remind guests to turn off portable heaters when not in use. avoid smoking inside, and never leave candles unattended.
- Provide first-aid kits and other emergency supplies. Make or purchase a survival kit and include essentials like water, non-perishable food, a flashlight, and extra batteries. Add a first-aid kit and other items that might be relevant to hazards in your area.
- Build a maintenance schedule into your hosting routine. Safety supplies, water heaters, smoke and carbon monoxide alarms, stoves, fireplaces, chimneys, and furnaces should be regularly inspected and maintained.
- Keep emergency information handy. Provide a booklet for your guests with information like phone and address information for your local police station, hospital, and fire department; the location of safety amenities, like your fire extinguisher, firstaid kit, and gas shut-off valve; and your emergency evacuation plan. Place the guide in a common area like the kitchen or entryway, and include it in your house manual.
- Review local COVID-19 guidelines. It is important to follow and periodically review COVID-19 guidelines regarding masks, sanitization, and social distancing. Information and resources regarding this are available on the Goa Government website.

Learn more about safety best practices here.









Hosting guests from abroad

You may get the chance to host guests from other countries. Remember that creativity, kindness, and technology are key to overcoming language barriers.

- Warmth and kindness speak volumes. Language differences may at first seem daunting, especially if you're new to hosting, but there are a lot of ways to work around them, starting with being open-minded, welcoming, and kind.
- **Simplify your communication.** Once you've established a warm rapport with your guests, you can turn to gestures, drawing pictures, and simple sentences to understand one another.
- **Tech tools can save the day.** Commonly available technology like translation apps can lend a helpful hand when communicating with international guests.
- Provide important info in the guests' native language. Making sure key information or entertainment for guests is available in their native language before arrival can improve their experience.
- Share your culture. Sharing your culture with guests can be a great way to ensure a unique experience and create a connection. Consider helping guests understand the local community, cultural differences and etiquette so they can interact with local residents and businesses.

Learn more about hosting international guests here.









Sustainable hosting

Being an environmentally responsible host is not only good for the planet, it's also good for your hosting business.

- Implement energy-efficient upgrades. Making your space more energy-efficient can reduce the amount of resources you use, lower your expenses, and decrease your carbon footprint. This can include adjusting your water heater, checking your lightbulbs, and evaluating your appliances for energy efficiency.
- Opt for sustainable household essentials. Consider swapping out single-use cleaning supplies, using recycled products, cutting back on harsh chemicals, and switching to organic textiles
- Conserve water. It's important to be mindful of how much water you and your guests use. Consider leaving reminders for guests, checking for leaks, using water efficient supplies, and installing low flow fixtures.

Learn more about sustainable hosting here.













A clear and simple checkout

Checkout should require very little effort from guests and Hosts. Here are ways that you can make your checkout smoother for you and your guests.

Learn more about checkouts here.

Clear checkout instructions. You can add checkout instructions directly on Airbnb, similar to the way you enter standard house rules. Quickly create a checkout list and add details for each task. For example, you might specify that guests put rubbish in one bin and recycling in another. You can also write requests that are specific to your home, such as covering the grill after use.

Automatic checkout reminders. Airbnb sends guests an automatic reminder with your checkout time and instructions. This is sent as a push notification to your guest's mobile device the day before checkout at 5.00pm in the Goa time zone. Guests need to have the Airbnb app downloaded and push notifications enabled to receive this reminder.

Checkout cards. Our new checkout cards let you easily send checkout info to guests. Once you enter checkout instructions, you can add a checkout card to a quick reply or scheduled message. The card will link to your instructions.

Checkout feedback. After guests depart, they can give your communication a star rating and specify what went well or could have gone better.











Airbnb resources

- The Help Centre: Visit the Help Centre to find answers to common questions about the Airbnb platform, including information about refunds, reviews, payments, and cancellations.
- The Resource Centre: The Resource Centre has more indepth guidance, news, and inspiration to help you become an amazing Host. It goes into detail on topics like setting up listings and improving your space, pricing and communication strategies, becoming a Superhost and more.
- Goa Host Community: Consider joining the community of Airbnb Hosts who connect in a Facebook group and at meetups to learn together, collaborate, and answer queries. This group is for Hosts and by Hosts, led by local volunteer Hosts. As Community Leaders, they partner with Airbnb to represent the voice of local Hosts and share important information.















Public Grievance Officers, Department of Tourism

If you have any questions or queries, or related issues in regards to your homestay registration, please visit the Goa Department of Tourism or contact the following officers.

• Name: Shri Kuldeep U. Arolkar.

Designation: Dy. Director of Tourism, Head

Office, Panaji

Address: Department of Tourism,

Government of Goa, Paryatan Bhavan, Patto,

Panaji, Goa – 403001.

Phone: 0832-2494223/8975781333

• Name: Shri Dhiraj Vagle.

Designation: Dy. Director/ Public Grievance Officer. **Address:** Department of Tourism, Government of

Goa, South Zone Office, Block No. 43, Ground Floor, Mathany Saldanha Administrative Complex, Margao,

Goa – 403601. (South Zone Office)

Phone: 0832-2494208 /0832-2794635

Find more contact details here.







