

A HOME AWAY FROM HOME: LAUNCHING HOME STAY TOURISM IN NAMIBIA



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ABSTRACT

Namibia is a newly independent nation with a 51% unemployment rate, seeking to become fully developed by the year 2030. Our goal for this project was to work with the Namibia Tourism Board to help launch a home stay program to create jobs and spread the benefits of tourism in Namibia. After observing homes and holding community meetings in each of the 13 regions in Namibia, we were able to draft regulations and provide recommendations for the implementation of the program.

EXECUTIVE SUMMARY

Namibia is a developing nation with an unemployment rate of over 51%. The government has created “Vision 2030” in hopes of becoming a developed nation by the year 2030 through creating jobs, increasing the standards of living, and decreasing poverty. To help achieve this goal the government has tasked the Namibia Tourism Board (NTB) with the creation of jobs in the tourism industry. The goal of our project was to work with the NTB to help launch a home stay program to create jobs and spread the benefits of tourism in Namibia. To complete this task, we provided the NTB with:

- A draft of regulations for the home stay program
- Two home stay guides, one for the guest and one for the host, to help prepare potential participants for what to expect from the program
- Recommendations for the implementation of the program

METHODOLOGY

The NTB decided that the introduction of a home stay program will consist of three phases: 1) Introduction and Research, 2) Strategic Planning and Ministry Approval, and 3) Implementation. Our project completed the first phase of the home stay program, Introduction and Research. To achieve our goal, we created three objectives, listed below.

1. Determine the interests and capacity of stakeholders, including NTB officials, tour operators, local registration authorities, and accommodation establishment owners, likely to be involved in the home stay program.
2. Establish regulations for a home stay program by:
 - a. Observing the building material and facilities of homes in urban and rural communities as well as “cultural” villages.
 - b. Adapting the current regulations for bed-and-breakfast establishments in Namibia to fit a home stay program.
3. Investigate how to effectively prepare host families and guests for their experience in the home stay program.

We identified stakeholders and contributors to the program, which consisted primarily of the NTB officials, tour operators, local registration authorities, and accommodation establishment owners and determined to what extent they would be involved in the program. To gather information, we held community meetings in 13 different locations across the country. In these meetings, we gave a short presentation on the concept of a home stay, followed by a round table discussion to gain feedback on the program.

In addition to these community meetings, we also toured urban and rural areas, as well as “cultural” villages, to understand the building materials and facilities that the homes consisted of. We compared these findings to understand how the home stay regulations can encompass all regions of Namibia. We also stayed in a mock “cultural” village to understand how these villages fit into the home stay program. In addition, we researched the bed-and-breakfast regulations, and adapted them to fit the home stay program. We used the community meetings and tours to understand what the host and guest will need to know prior to participating in the program. We also researched preparatory measures home stay programs around the world use, and identified how to adjust them to be specific to Namibia’s program.

FINDINGS

After compiling and comparing all of the feedback we received from our community meetings and visits, we developed the following findings regarding the interest and capacity of stakeholders, regulations, and preparatory measures:

1. *Interests and capacities of stakeholders*

- **The NTB can contribute to the operation of the program with regards to regulation, marketing and training.** The NTB inspectors will inspect the homes to ensure they meet the prescribed standards, market this program worldwide, and provide training for the host.
- **There are boundaries to the NTB's ability to contribute to the program.** We found that there is much more to the program than the NTB may be able to cover. Matching of hosts and guests and ensuring the application material is valid, are some areas that the NTB cannot currently monitor.
- **Tour operators who provide tours to "cultural" villages are responsible for the communication between the residents and the tourist, as well as the tourist's safety.**
- **Local registration authorities inspect and issue fitness certificates to businesses.** We found that health inspectors need to inspect businesses that apply for a fitness certificate. In urban areas, once approved by the health inspector, the town municipality will issue a fitness certificate. Businesses in rural areas receive a fitness certificate from the Ministry of Trade. A chief will grant a letter of approval for "cultural" villages.
- **A majority of accommodation establishment owners expressed contempt with the home stay program.**

2. *Regulations*

- **Homes in urban cities, rural farms, and "cultural" villages consisted of different building materials and facilities.** We found that homes in urban cities and rural farms were mainly two bedroom, one bathroom, brick or concrete homes. "Cultural" villages consisted of homes with a hut or cluster of huts occupied by a family, which were made from mud, clay, and cow dung, with a thatched roof. Some villages had a dry or chemical toilet and water pump for the community to share.
- **Many people believed that health and safety standards should not be set too low.** There were many concerns over the number and type of toilets each home had. If too many people were sharing a bathroom it may cause a health and safety risk for the guest. Also, the cleanliness of the kitchen facilities and people handling the food may pose a risk to the guest's health.
- **A major concern from community members was that standards would be too high to allow low-income households to participate.**
- **Community members were concerned standards would compromise culture.** If major changes need to be made to homes, these changes could affect the culture of the household. A mock "cultural" village was built away from the rest of the community and was an example of how culture can be preserved and still shared with tourists.

3. *Preparatory measures for the guest and host*

- **Meeting participants indicated guests should be aware of things such as social and cultural clashes, specific household procedures, and health and safety precautions before participating in the home stay program.**

RECOMMENDATIONS

Based on our findings from our community meetings and visits, we made the following recommendations:

1. *Interest and Capacities of Stakeholders*

- **We recommend to the NTB strategies for the marketing and upkeep of the program, as well as an application process.** The NTB should market the home stay program as a way to exchange culture rather than for its economic benefits. They should create the position of Home Stay Specialist to help keep record of all the registered home stays, match host and guest and verify application material. As part of the application process, guests must provide criminal background check and health examination.

2. *Regulations*

- **We recommend that the program be separated into Urban, Rural, and “Cultural” stays.** To help preserve culture, the program should be separated into these three categories. In urban and rural stays the guest would stay in the home of the host family, while guests in “cultural” stays would be in a separate homestead from the host.
- **We recommend a set of regulations for the home stay program.**

3. *Preparatory Measures for the Guest and Host*

- **We recommend two home stay guides, one for the host and one for the guest.** We created two home stay guides to prepare the host and guest for their participation in the program. These guides include an explanation of the program, tips for handling situations that may arise, and explanations of cultural differences.

If these suggestions are implemented, they could lead to a successful home stay program.

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AUTHORSHIP

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1. INTRODUCTION

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Tourism in Southern Africa, including Namibia, is growing at a rate three times as fast as the world's average and has become the most important sector in the region. Tourism is the third largest contributor to Namibia's economy ("Travel and Tourism Economic Impact 2011: Namibia"). While the economic benefits are present, they are not evenly distributed among people in different areas and of different economic standing. The tourism industry is dominated by a few powerful corporations, most of which are based in the West. The consequences of a Westernized tourism industry are that the aspirations and needs of the developing countries receiving tourists are mostly neglected. Tourism has potential to be the source of greater economic benefits for the less developed countries in the world (Ardahaey 2011).

Large operators are currently controlling the tourism market, as they cover the lucrative sectors such as accommodation and transport. An individual company may control all aspects of a tourism product including production, delivering, and marketing. This makes it difficult for local entrepreneurs to compete in the industry since they need the tour operators and the airlines to supply the tourists. Local populations are rarely involved in tourism planning or implementation of tourism projects, leading to the marginalization of many people and expanding the unequal gap between the rich and the poor (Ardahaey 2011). This problem of unequal distribution of tourism benefits presents itself in Namibia in its own unique way.

In Namibia, there are laws regarding who controls communal land. Conservancies are areas where communities come together to create a tourist destination. The Ministry of Environment and Tourism has control over these conservancies. However, the community's control of these funds may sometimes be corrupt. Tourist revenue from these conservancies is supposed to be allocated to a trust. If the trustee or chairperson responsible for this trust decides to keep the money for him or herself, consequentially, the lower income people do not receive any of the monetary benefits of the tourism. As Ben !Gaoseb, NTB senior inspector, stated concisely, "Only the elite are seeing the money and it is not getting to the grassroots people."

The world currently recognizes Namibia as a developing country. The Namibian government has created "Vision 2030" as a way to create jobs and develop the nation in hopes of becoming a developed country by the year 2030. In line with this vision, the Namibian government hopes to reduce the nation's unemployment rate of 51%. The National Planning Commission of Namibia believes that the tourism industry can make a vital contribution to job creation. The Planning Commission states "no other sector of the economy has as much potential to create jobs and generate income for Namibia's rural communities" (Lapeyre 2010).

Community-based tourism (CBT) aims to share a community's natural and cultural resources with visitors. This type of tourism has been expanding across the globe since the 1980s (Peter 1988). Part of the

expansion is due to the economic effects CBT has on communities. Many countries have implemented this type of tourism as a poverty alleviation strategy. It has long been regarded that the tourism industry can foster economic and human development, as well as assist in alleviating poverty in developing countries (Lapeyre 2010). Many of the community members who participated in CBT noticed an increase in income in their households, development of business skills that they could use in other industries, and overall improvement to their livelihoods (Ashley, 2000).

Though Namibia currently has CBT programs in place, this sector is still not developed to its potential. One strategy for the expansion of CBT is through a home stay program. Home stay programs allow tourists to rent a room in a home of a local family, offering guests a full and immersive cross-cultural experience. While there are cultural tours offered in Namibia that teach tourists about Namibia's culture, there are no accommodations that allow guests to stay with a family and take part in daily activities. The development of such a program could allow local people to reap the benefits of tourism, potentially giving citizens an extra source of income and provide a more equal distribution of tourism dollars.

Countries such as Malaysia, the Philippines, India, and South Africa currently offer such home stay programs. Namibia offers bed-and-breakfast accommodations, which are similar to a home stay, except that these establishments do not offer guests a full cultural experience. The home stay programs, as well as the bed-and-breakfast establishments, have regulations to keep them in business. To implement a home stay program in Namibia, we need to understand to what extent this program can emulate other countries' home stay programs as well as bed-and-breakfasts in Namibia.

The goal of this project was to work with the Namibia Tourism Board to help launch a home stay program to create jobs and spread the benefits of tourism in Namibia. To complete this goal, we had discussions with stakeholders such as NTB officials, town municipalities, and accommodation establishment owners in order to determine their interests and capacity. In addition, we visited 13 communities throughout Namibia to observe the building material and facility of the homes. While visiting each region, we held community meetings to introduce the concept of a home stay program and gain feedback that was representative of the entire country. Finally, we examined current regulations for bed-and-breakfast establishments in Namibia to fit a home stay program. From these discussions and experiences, we developed the following for the Namibia Tourism Board:

- A draft of regulations for the home stay program
- Two home stay guides, one for the guest and one for the host, to help prepare potential participants for what to expect from the program
- Recommendations for the implementation of the program

While our intention is to create a home stay program that will create jobs and also help spread the economic benefits of tourism, it is important to recognize that with potential solutions come challenges. It is challenging to create a program that will spread economic benefits of tourism evenly. There is a chance that home stay tourism, like any other business, could eventually become dominated by the wealthy. It is also challenging to create a tourism product that will offer guests a full cultural experience without exploiting the host's culture. As stated exceptionally by a community member in Okahandja "Namibia should not be behind as far as tourism is concerned; tourism brings a lot of income. Other countries found a way to do it so it should be our homework to figure out how to implement a home stay program without compromising culture."

2. BACKGROUND

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The goal of this project was to work with the Namibia Tourism Board to help launch a home stay program to create jobs and spread the benefits of tourism in Namibia. By better understanding tourism in Namibia and researching exemplar home stay programs around the world, we were able to identify important criteria and guidelines for a home stay program. The following chapter begins by examining the potential for a home stay program in Namibia and the economic impact of tourism in Namibia. We then discuss community-based tourism (CBT) in Namibia and around the world. Finally, we assess the benefits, problems, and standards of home stay programs around the world.

2.1. POTENTIAL FOR A HOME STAY PROGRAM IN NAMIBIA

As part of Vision 2030, the Namibian government has allocated funds to research ways to reduce unemployment in the country. To accommodate the growing number of tourists and to create jobs, the NTB was recently tasked with developing a new tourism strategy. Several recent studies suggest that a home stay program could aid in job creation and poverty alleviation.

As Namibia has many distinct cultural and ethnic regions, the NTB sees great potential for tourists who want to experience local customs and traditions. The only type of cultural tourism currently regulated in Namibia is guided tours to homesteads and villages. While these tours educate tourists about the culture in the region, they do not enable tourists to stay in the homes with a family. Home stays will offer a different side of cultural tourism not officially offered (Project Description, 2012). Home stay programs appeal to guests who are in search of a rich cultural experience, which hosts and the surrounding communities have the ability to provide. Not only may guests find it more economically feasible to stay in the homes of locals, but the guests can fully immerse themselves in a cultural learning experience that could not be provided by other accommodations.

Through the home stay program, the NTB hopes to encourage the development of clean and affordable home stay facilities for tourists. They also hope to increase tourism accommodations in low-income areas and promote cultural tourism throughout the country. According to the NTB, this program could help spread the economic benefits of tourism because hosts will receive the money directly when a guest visits their home. These low-income communities will then have an alternative source of money coming into their households (Project Description, 2012).

A home stay program would be a completely new form of tourism in Namibia. Currently, the most similar existing program in the country is that of a bed-and-breakfast. The key difference between a bed-and-breakfast and a home stay is that a home stay would rent out one room to a guest, while a bed-and-breakfast can rent out between two to five rooms (Isaacs, 2012). Since there are no regulations for accommodations

offering only one bedroom, the NTB wanted to create regulations to allow those who are interested in the program to apply to become a host. The NTB is expecting that these home stays will be available throughout Namibia. This will allow people in all different cultural groups within Namibia to host a tourist, which would in turn allow the tourists to choose the culture they would like to experience. While the bed-and-breakfast and home stay programs are slightly different, the regulations that rule both of these establishments would be similar because bed-and-breakfasts are currently the lowest form of accommodation. While there are no set regulations or guidelines to this program yet, there are other established home stay programs around the world that can serve as a model when developing a home stay program suitable for Namibia.

The NTB would have a similar registration process for home stays as it does for bed-and-breakfasts, since all businesses are subject to similar registration processes. (For a detailed explanation of the registration process for a bed-and-breakfast to become recognized by the NTB, see Appendix A) Each municipality within Namibia also has its own registration process for establishing a business in the tourism industry.

Our goal was to help the NTB launch a home stay program to create jobs and spread the benefits of tourism. In order to make this program specific to Namibia, we must first understand the impacts of tourism on Namibia. We must also understand how existing community-based tourism and home stay programs around the world have positively or negatively impacted the countries in which they have been implemented.

2.2. ECONOMIC IMPACT OF TOURISM ON NAMIBIA

Developing countries usually have low incomes, high uneven distribution of income, high unemployment, and few industries. Tourism is an emerging sector in most developing countries and has the ability to grow rapidly, which makes it an appealing strategy for economic growth. However, if not done correctly, this rapid increase in tourism can burden infrastructure and human resources, leading to a greater division between income levels (Ardahaey 2011).

Many less developed countries have begun to see tourism as a chance to gain economic benefit, causing tourism to become a rival to other sectors, such as agriculture. Since these countries are generally poor, in debt, and without previous experience of the tourism industry, tourism infrastructure developments rely heavily on foreign investments. These investments often tend to exhaust the national economy as well as the local communities resources, such as water and electricity. Imports are usually increased based on what the tourists want, and generally are more expensive than the profit received for exports. The cost of introducing tourism in less developed countries may be higher than the income generated by the industry, especially in disadvantaged communities (Ardahaey 2011).

As the number one foreign exchange earner in the country, tourism has become one of the top contributing sectors to the national treasury of Namibia (Namibia Tourism Board, 2010). According to the World Travel and Tourism Council, in Namibia, the total contribution of travel and tourism to gross domestic product (GDP) is 19.9% and is expected to increase to 31.5% by 2021 (“Travel and Tourism

any surrounding regions of Namibia where tourists are visiting. While tourism is proven to create jobs in Namibia, the distribution of its overall economic benefits is still uneven.

2.3. DEVELOPING COMMUNITY-BASED TOURISM IN NAMIBIA

The development of a more competitive tourism industry following independence in the early 1990's encouraged many Namibians to initiate different tourism ventures, such as community-based tourism (CBT), and motivated Namibia to develop their communal areas as tourist destinations (Roe, 2001). The Namibian government took on the initiative of CBT in June 1995 with the Ministry of Environment and Tourism Policy Document Number Nine. This document describes the strategies behind CBT in Namibia. This policy acknowledges that the tourism industry is one of Namibia's fastest growing industries. It also recognizes that residents living in communal areas have not been involved in the tourism industry. The purpose of this policy was to attempt to increase involvement of rural communities and local people in the tourism industry by encouraging them to participate in the planning and running of tourism enterprises. This would ensure that the locals within the communities have a greater access to the benefits from tourism on their land (Hiveluah 1995). The policy was never put into legislation but it helped people realize that CBT can be beneficial and made people more aware of the tourism industry. Since the creation of the policy, 74 CBT programs have been implemented throughout Namibia.

As tourism continued to expand in Namibia in the late 1990s, the government needed to determine a way to regulate the tourism industry as well as market the nation to foreigners. The government established the Namibia Tourism Board (NTB) as a solution to this gap. The NTB regulates the various tourism establishments in the nation to ensure that they meet prescribed standards. Those that do not comply are shut down and fined (Namibia Tourism Board Act 2000). (More information about the NTB can be found in Appendix C.)

During the 10th anniversary of the Namibia Tourism Board, Dr. Hifikepunye Pohamba, President of the Republic of Namibia stated, "It is essential that we diversify our product offering to other aspects of our country such as community-based and cultural tourism as well as exposing other regions less visited in Namibia to ensure regional spread in our marketing initiatives and through that, ensuring regional spread of benefits" (Pohamba 2011). Tourism in Namibia, specifically CBT, has much potential to have a positive effect on the overall well being of low-income families, allowing them to reap similar benefits as the direct and indirect stakeholders of the tourism industry.

2.3.1. COMMUNITY- BASED TOURISM AROUND THE WORLD

While the development of the community-based tourism industry can be beneficial to a country, it can also have negative implications. The following case studies of community-based tourism programs around the world exemplify some of these possible implications. The first case study is of the Tsiseb Conservancy, which illustrates economic effects of CBT. The second case study is of a program in Nepal,

which describes possible social effects of CBT. Finally, we explain our experience of how tourism has affected culture in a Himba village in Namibia.

The first case study is of the Tsiseb Conservancy, a tourist area in the Erongo region of Namibia, and focuses on the economic impact CBT had on Daureb Mountain Guides (DMG). The guides saw an increase in monthly income over those of farm workers. The guides brought home on average N\$1056 a month, whereas farmers brought home around N\$410 a month. The study also found that the workers had a relatively stable living situation, and it helped the guides build their financial and physical capital. The study also showed that there was a distribution of revenue throughout the local community, which not only benefited the guides, but also the local community (Lapeyre, 2010).

Though there were many positive effects from the Tsiseb case study, there were also some negative economic impacts from the program. As time progressed, the growth of the total amount of income made by DMG began to plateau. This can be attributed to the national trends in tourism and the lack of the marketing of the CBT programs to international tourism industries. Many travel agencies that tourists book through are not aware of CBT programs. CBT programs also lack an understanding of the organization of the tourism industry, which in turn can hurt the program. As monetary advances began to level off, the structure of the program became disorganized. Money was mismanaged and stolen resulting in conflicts among groups. There was also an inadequate amount of support from donors and NGOs who provided money to start the program. This lack of support resulted in the difficulty to maintain a sustainable program (Lapeyre, 2010).

In Pipariya, Nepal, locals of the village noticed the social and cultural effects tourism can have on their village. As community walks have been established to give visitors a chance to see how the Tharu live, the residents noticed that their culture and way of life were being undermined. Guests walking through sometimes did not have respect for the Tharu people. One guest, for example, placed his finger in a pot to taste the food, which the owner of the house found to be very disrespectful. Other visitors took pictures and laughed at local workers who were trying to do their jobs. The locals saw this as an invasion of privacy and exploitation of their culture to please tourists (Guneratne, 2001).

While visiting a Himba village in Namibia, we noticed that tourism influence has caused culture to become a commodity. When we first arrived at the village, the Himba people seemed very genuine and the set up of the village seemed unaffected by tourists' presence. All of the people in the village went on with their every day lives and they allowed us to take pictures and interact with them and their children. Our tour guide then took us into a hut to show us the layout and how it was constructed. Fifteen minutes later, we came back outside and the entire village had formed a circle with their crafts to sell. Suddenly, our cultural experience of learning and interacting had turned into a shopping trip for souvenirs. We felt that since these people allowed us to take pictures of them and interact with them, that we were obligated to buy something from their village. While our experience overall was enjoyable, the end of the visit felt somewhat like a set up and undermined the authenticity of the visit.

When comparing these case studies from around the world, we can see an overlap of aspects that need to be taken into consideration when creating a successful and sustainable CBT program. A successful CBT program must be profitable and pay special attention to culture preservation. The program must also be marketed correctly to be sustainable. Through these case studies, we became aware of a few of the many possible economic and social problems of a CBT program and create a program that addresses these problems. These warnings allowed us to create a program that addresses these problems.

2.4. HOME STAY PROGRAMS AROUND THE WORLD

To gain a better understanding of how to create a successful home stay program for Namibia, we researched information on various home stay programs around the world. This research provided us with examples of potential benefits a home stay program may have for a country as well as potential problems the program could bring to that country. We also were able to gain information on the standards and regulations that different countries use for their home stay program.

As seen in case studies around the world, home stay programs can potentially empower the local community socially, economically, politically, and psychologically (López-Guzmán 2011). Some potential problems with a home stay program can include negative cultural effects and dependence on government.

A comparison of home stay programs in Malaysia, the Philippines, and India show the standards that need to be met for a home stay. This research from around the world provides useful examples for aspects to consider such as standards, training, and funding when developing a home stay program in Namibia. The similarities in these programs can be used to determine which qualities are common in successful programs.

2.4.1. POTENTIAL BENEFITS

As a type of community-based tourism, a home stay program has many advantages for communities as well as individuals. As seen in case studies around the world including Philippines, Malaysia, and Kenya, home stay programs can potentially empower the local community economically, socially, psychologically, and, politically (López-Guzmán 2011).

Home stay programs have the ability to economically empower local people. As stated by a representative of the Philippines Department of Tourism, “The [home stay] program taught the home owners that they could be entrepreneurs not only through the opening of their homes to guests but through other means of livelihood like selling and packaging of local delicacies and crafts.” This is an example of how home stay tourism can create jobs not only directly, but also indirectly. No reported instances of negative feedback or societal issues have been reported about the current home stay program located in the Philippines.

In Malaysia, a home stay program empowered female home stay operators. In an addition to receiving an extra source of income, these women were able to gain business skills (Osman 2010). By providing a direct income to these women and their households, home stay tourism is believed to benefit the communities both economically and socially, ultimately reducing poverty within the communities (Chipmuro

2011).

People are psychologically empowered as community members who take part in the tourism ventures feel a sense of recognition of the uniqueness of their culture, natural resources, and traditional knowledge. In order for a tourism enterprise to be successful in a community, the voices within it have to be heard. In Kenya, many CBT enterprises fail due to the lack of coherency between the policies that delegate responsibility from the government and donors. To avoid misunderstanding, communities are encouraged to participate in the planning and management of the program. Organizations within the community, including grassroots organizations and indigenous institutions, then take part in the decision-making processes, which can lead to political empowerment (Akama 1996). Due to the increased confidence, community members tend to work harder to continue to be successful. Many members pursue educational or similar opportunities, which ultimately leads to employment and greater monetary reward (Scheyvens 1999).

2.4.2. POTENTIAL PROBLEMS

While an entire community may benefit from a home stay program, there are also drawbacks to be considered when implementing such a program. As seen in Malaysia and South Africa, some potential problems with a home stay program can include negative cultural effects and dependence on government.

Home stay programs, in theory, allow guests to experience culture. As exhibited in Malaysia, home stay programs can have a negative cultural effect on the community. To provide another source of income for themselves, communities developed optional tours and cultural performances and activities for the increased number of tourists. While these performances reinforced local customs and values, they turned the culture into a commodity. The people of Malaysia changed their ceremonies in order to conform to the expectations of the tourists. The fees incurred to view these performances influenced the community members to alter the performances in order to make them more appealing to the visitors. This is just one example of how the meaning of cultural products can be altered when a community receives more attention from tourists (Zamani-Farahini 2011).

Another problem with some home stay programs is the culture barrier between the host and guest. In some programs, there is little to no training beforehand for the host or guest, so when the two subjects meet, tension can be experienced. For example, when a guest uninformed of the cultural differences arrives in a home, they may be culturally insensitive to the host. These differences may include cultural attitudes towards appropriate dress, interactions with the opposite sex, or even room cleanliness (Schmidt-Rinehart 2004).

At the Kwam eMakana home stay initiative in South Africa, many of the members who chose to host families were dependent on the government, specifically the Grahamstown Tourism Office. The hosts felt the office was not assisting them in hosting guests as frequently as desired. Participants also believed that the financial assistance they received was insufficient (Chipmuro 2011). Also, if the government or regulating

body provides stimulus for the building and upkeep of infrastructure, the community has the potential to lose what makes the community unique resulting in a loss of culture (Ibrahim, 2012).

2.4.3. STANDARDS

A comparison of home stay programs in Malaysia, the Philippines, and India show the standards that need to be met for a home stay. In all programs, interviews and training sessions are provided for hosts prior to participation, and revenue is allocated for the programs by the government. The similarities in these programs can be used to determine which qualities are common in successful programs.

A comparison of Malaysia, the Philippines, and India show that in order for a home to acquire a license to become a home stay establishment there are standards that that need to be met. Five specific criteria are common throughout these programs. A household wishing to become a home stay establishment in any of the three countries must be easily accessible from a main road or through public transportation, must be clean, made of sturdy building material, provide three meals per day or an arrangement for guests to receive such, and possess adequate guest facilities. Adequate guest facilities may vary slightly depending on country or location, but refers to facilities such as a separate bedroom and functional toilet. In the Philippines, home stay sites must also be located near other man made or natural tourist attractions and away from commercial accommodations (Philippines DOT, 2012). As part of the application, potential homeowners in Malaysia must undergo a criminal record search to ensure that hosts do not have a criminal background (Ibrahim, 2012).

In the three home stay programs, personal interviews and training sessions are also provided to ensure that hosts have the necessary skills and capabilities such as basic upkeep, tourist reception, management of food, and customer service to provide guests with an enjoyable experience (Personal Communication, 2012). Because Malaysia and the Philippines are part of the ASEAN countries, their home stay programs possess many similar aspects. While the application criteria for homes may be different depending on the country, inspection and training is standardized. The facilities that are already accepted as a home stay location undergo regular inspections to check for sanitation, insects and other nuisance animals, safety and security, emergency guidelines, availability of marketing and promotional materials, and maintenance of home appliances; all aspects that can be measured consistently no matter which country is under inspection. Training and education are given to home stay operators with regards to home stay management and entrepreneurship (ASEAN, 2012).

Government funding has also been allocated to both the Malaysian and Philippine programs in order to help improve public infrastructure and make the communities a feasible location for a home stay. User fees are collected in the Philippines and India to help maintain public places and manage tax and power costs (Alampay, 2012). Because homeowners receive direct payment from guests, they are responsible for the upkeep of their private homes.

A summary table of all this information regarding home stay programs around the world can be found in Appendix D. Though all of this information is useful, ultimately the program needs to be specific to Namibia. Therefore, the information from other countries cannot serve as an exact example from which we can model. As a result of this background research, we were able to further understand how a home stay program will work and how some of the aspects can be applied to Namibia, such as criminal background check and government funding.

3. METHODOLOGY

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The NTB decided that the process of creating a home stay program for Namibia will consist of three consecutive phases: 1) Introduction and Research, 2) Strategic Planning and Ministry Approval, and 3) Implementation. Our project completed the first phase of this process, Introduction and Research. This chapter describes our approach to accomplish this.

The goal of this project was to work with the Namibia Tourism Board to help launch a home stay program to create jobs and spread the benefits of tourism in Namibia. The deliverables for this project included a draft of regulations for a home stay program, home stay guides for the guest and host, and recommendations for the latter phases of the program. We adapted regulations from the existing bed-and-breakfast regulations and modified them to fit a home stay program. The regulations are specific to Namibia and encompass the different regions of the country. We created the home stay guides in an effort to prepare participants for what they can expect from the program. The guides include an explanation of the program, tips for handling situations that may arrive, and explanation of cultural differences. We set the following objectives to accomplish the goals of this project:

1. Determine the interests and capacity of stakeholders, including NTB officials, tour operators, local registration authorities, and accommodation establishment owners, likely to be involved in the home stay program.
2. Establish regulations for a home stay program by:
 - a. Observing the building material and facilities of homes in urban and rural communities as well as “cultural” villages.
 - b. Adapting the current regulations for bed-and-breakfast establishments in Namibia to fit a home stay program.
3. Investigate how to effectively prepare host families and guests for their experience in the home stay program.

This chapter describes our approach to achieve our objectives.

3.1. OBJECTIVE 1

Determine the interests and capacity of stakeholders, including NTB officials, tour operators, local registration authorities, and accommodation establishment owners, likely to be involved in the home stay program

To gain an understanding of how to design a home stay program specific to Namibia, we identified the interests and capacities of different stakeholders that will be involved in the implementation,

development, and regulation of the program. To gather information regarding how the direct stakeholders will be involved, we facilitated round table discussions with each one.

A roundtable discussion allows “extensive discussion and feedback for the presenter (*Harvard Graduate School of Education*).” In these round table discussions, we provided questions and topics for conversation. This method allowed participants to provide their direct input on the development of the program. We chose this method because it allowed the subjects to feel more comfortable when interviewed by providing a relaxed setting. Since we came prepared with a list of questions and topics we wanted to discuss, the conversation remained structured but also flowed naturally. Each discussion lasted about 1.5 to 2 hours.

We gathered information from NTB officials through these round table discussions to better understand to what capacity they will be involved in the program. We discussed the NTB’s vision for the home stay program, potential challenges to the program, and how the home stay program will fit into the current accommodation scheme. This provided us with information on what the NTB’s goals are for the overall project. We also asked an NTB inspector questions related to what accommodation establishments the NTB currently inspects, what the standards are for the establishments, and how the standards are enforced. An NTB inspector visits regulated establishments to ensure the basic requirements are met. This gave us a better understanding of the logistics of the inspection process and further insight into how the home stays may be inspected. (A full listing of these questions can be found in Appendix E.)

In addition to interviewing representatives from NTB, we also met with tour operators who were members of the Emerging Tourism Enterprises Association (ETEA). We introduced them to the concept of the home stay program and asked questions regarding how they might want to be involved in the program. While the home stay program can be implemented in both rural and urban locations around Namibia, the accessibility of these houses may pose a problem. As tour operators already provide transportation to some rural communities. We talked about whether or not they would be willing to provide transportation to and from home stay locations and the feasibility of driving to the locations, as some of the houses may be located in distant rural communities. We also discussed what resources ETEA’s members might have to offer for the program, their willingness to support the home stay program, and any problems they anticipated with the program. (A full listing of these questions can be found in Appendix F.)

We held community meetings throughout the country to identify any concerns the towns may have with the program, convince them that the home stay program is a beneficial concept, and gain more information about the process of implementing the program. Participants of these meetings included town council members, health inspectors, accommodation establishment owners, and residents interested in the tourism industry. In these meetings, we gave a short presentation on the concept of a home stay, followed by a round table discussion to get feedback on the program. In all, we spoke to 13 different communities

throughout Namibia in order to gain information that was representative of the entire country. As seen in Figure 2, we visited communities covering the northern and southern regions of Namibia.

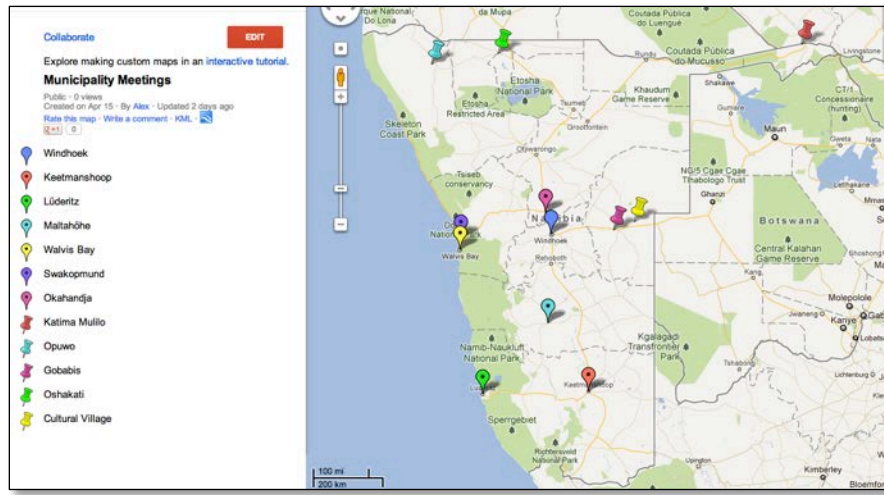


FIGURE 2: MAP OF COMMUNITIES WE VISITED

All team members conducted the presentations and facilitated the discussions throughout the project. (A listing of discussion questions can be found in Appendix G). In addition, we spoke informally with some of the participants after each meeting to gain better insight of what they thought of the program and any other suggestions or concerns they had. When conducting these discussions, we prepared for the language barriers that arose. Our sponsor, Juliet Isaacs, acted as a translator for us during our presentations and discussions.

After each presentation and discussion with organizations and communities, we used a chart to organize and compare feedback from the various participants. This chart included information regarding the number of people present and their overall interest in the program, a municipality's willingness to amend current standards to accommodate a home stay program, information regarding fitness certificates, suggestions for rates, points to bring to the Ministry of Environment and Tourism upon inquiring the program's approval, concerns about the program, and information to include in the home stay guides. (A copy of the community meeting results can be found in Appendix H).

We noticed that there were many areas of concern, thus, after using the initial organizational chart we created a separate comparison chart in which the concerns were separated into six different categories: social and cultural clashes, ability to participate, health and safety, regulation, culture preservation, and other concerns that did not fall into the previous categories. This helped us to note common concerns that we should address in either the regulations or social handbooks. (A copy of the common concerns of the home stay program can be found in Appendix I).

3.2. OBJECTIVE 2

Establish regulations for a home stay program by:

- a. **Observing the building material and facilities of homes in urban and rural communities as well as “cultural” villages.**
- b. **Adapting the current regulations for bed-and-breakfast establishments in Namibia to fit a home stay program.**

To complete this objective, we observed the building material and facilities of homes in urban and rural communities as well as “cultural” villages. We also adapted the current regulations for bed-and-breakfast establishments in Namibia to fit a home stay program.

OBSERVE BUILDING MATERIAL AND FACILITIES OF HOMES

We visited 13 different communities throughout Namibia in order to observe the building materials and facilities of the homes within each area. These were the same communities as mentioned in Objective 1. We used direct observations to gather our data needed from the homes and understand how a home stay program would work for each community. The communities we visited were located in either in an urban city, rural farm, or “cultural” village. We defined urban cities as communities that have a municipality, rural farms as communities that do not have a municipality, and “cultural” villages as a community in which a hut or cluster of huts is occupied by one family and is under the jurisdiction of a chief.

Before going to the communities, we developed research questions that we wanted to be answered during these community visits. These questions included:

- What material are most homes made from?
- What types of facilities do most homes have?
- What emergency services and safety precautions do the communities and homes have?

Using our research questions we created data collection forms that were used to evaluate the homes in each area. We created a tick-list to record information about the building materials, facilities such as number of bedrooms and number of bathrooms, and emergency equipment. The complete tick-list can be found in Appendix J. We completed this tick-list through direct observations of the community.

When conducting our observations in rural and urban areas we were limited on time and could not walk around the community. The observations took place from the car as we drove around. This may not have been the best method of gaining information, but was the most efficient and feasible method for the time and resources available to us.

Along with visiting rural and urban communities in Namibia, we also visited “cultural” villages. For most “cultural” villages we visited, either a tour guide or a member of the community accompanied us. During these visits, we were able to walk around the village, examine the huts, and interact with the people. These visits also included staying overnight in a mock “cultural” village. While staying overnight, we were

able to observe the building material used to build the huts in the village. We were also able to experience, first hand, the types of facilities such as bathrooms, showers, and beds their accommodations offer.

ADAPT BED-AND-BREAKFAST REGULATIONS

To create home stay regulations, we researched the current bed-and-breakfast regulations to familiarize ourselves with the standards set for other forms of accommodation. We also used feedback from the community meetings we held and information gathered from our community visits. Bed-and-breakfasts are the closest form of accommodation to a home stay Namibia has to offer. Bed-and-breakfasts are for 2-5 bedroom establishments. The home stay regulations were adapted from modifications made to the Bed-and-breakfast regulations. In order to determine which modifications should be made from the current establishment regulations, we researched the national health and safety standards. The national health and safety standards are the standards that need to be met by every registered business according the Namibian National Health Regulations.

Since home stays would be a lower form of accommodation than a bed-and-breakfast, we needed to decide what amenities could be taken out of the bed-and-breakfast regulations without compromising the health and safety of the guest. We used a comparison of our drafted home stay regulations with the Namibian National Health Regulations to ensure that the standards we were setting met those of the national health regulations.

We also used the community meetings mentioned in Objective 1 to gain further insight on what the town municipalities and health inspectors thought should be included in the regulations. The meetings were used to identify what health inspectors look for when inspecting businesses, what building materials members felt would be acceptable to use for a home stays, and what health and safety problems they could see arise. (The information from the community meetings regarding standards was added to and organized in Appendix H.)

We used our data that was collected and organized from multiple communities regarding building materials and home facilities. We used this data to determine how current regulations could be modified to fit a home stay program. We directly compared the results of the tick-lists from each area to determine where similar and different infrastructures were observed. We did not want to set the standards to high so that people in certain areas could not participate, but we also did not want to compromise the health and safety of the guests by allowing them to stay in a home that was made of unsafe building materials or did not have the necessary facilities such as clean water or a sanitary bathrooms.

3.3. OBJECTIVE 3

Investigate how to effectively prepare host families and guests for their experience in the home stay program.

Along with providing regulations for a home stay program, we found it necessary to prepare hosts and guests for their experience since this may be a completely new concept for them. In addition, tourists traveling to another country will want to know what they can expect from their travels. Each region of Namibia has its own traditions and culture. Some aspects of these cultures may be similar, but others may be very different.

We also used the community meetings and visits mentioned in the previous objectives to gain a better understanding of how to prepare participants. During the meetings, we inquired about what community members saw as problems that may arise with guests staying in their home and what they wanted guests to know about their lifestyle and culture prior to their arrival. Since we visited communities as tourists, we were able to gain first hand knowledge on what we wish we had known about the area prior to our arrival.

During our stay in a mock “cultural” village, we were able to gain a better understanding of what a tourist would experience while participating in the home stay program. As tourists, we were once again able to use our personal viewpoints to fully understand the social and cultural differences tourists may face when living with a Namibian family.

For ideas on how to effectively prepare hosts and guests, we researched other countries home stay programs to understand how they prepare participants. The research done on other countries home stay programs, feedback from the community meetings, and our overnight experience were used to better understand what type of information, regarding the home stay program and Namibia, should be provided to guests. The use of the three methods allowed for a broader range of information and understanding of cultural differences to be gleaned from a guest and host perspective.

3.4. SUMMARY

We used three main research methods to achieve our goal of helping the NTB launch a home stay program to create jobs and spread the benefits of tourism in Namibia. These methods included: speaking with various stakeholders such as NTB officials and tour operators, conducting community meetings, and observing communities throughout Namibia, and adapting regulations from bed-and-breakfast establishments. We used organizational charts and the tick-lists to bring all of the information obtained from each community together to aid in the analysis of our research objectives. The analysis charts compare responses on major topics that arose in community meetings and noted overlap between concerns. We directly compared the tick-lists to understand the differences in building materials and facilities of homes in different areas of Namibia. Using these research and analysis methods we reached our goal by drafting regulations and providing recommendations for a home stay program.

Table 1 below represents a timeline of steps we took over the course of eight weeks to reach our project goal:

TABLE 1: METHODOLOGY TIMELINE

Task	Week Number							
	1	2	3	4	5	6	7	8
Finalize Discussion Questions and Community Meeting Topics	✓							
Schedule Community Meetings	✓	✓	✓					
Travel to Sites and Conduct Community Meetings, and Observations		✓	✓	✓	✓	✓		
Analyze Results			✓	✓	✓	✓	✓	✓
Develop Regulations for the Home Stay Program						✓	✓	✓
Develop Guidebook						✓	✓	✓
Finalize Recommendations							✓	✓

4. FINDINGS AND ANALYSIS

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We visited and held community meetings in 13 communities throughout the country. At each location, the communities believed that the home stay program would be beneficial for the local people. While we cannot take this information to mean that every person in Namibia accepts this program as beneficial, the Namibia Tourism Board selected these communities because they encompass every region of Namibia and therefore are a good representation of the country. Though all of the communities we visited agreed that this program was beneficial, many concerns about the home stay program were voiced as well. While we were pleased to hear the positive feedback about the program, we were not surprised that people had some reservations about it as well. Since a home stay program will affect many people throughout the country, it is natural that there will be different opinions regarding the benefits. As mentioned in the background chapter, tourism has many economical, social, and cultural implications that should not be ignored. An in-depth analysis of the community concerns is presented in this section (For a listing of the major concerns, see Appendix I).

4.1. INTERESTS AND CAPACITIES OF STAKEHOLDERS

Throughout our interviews and community meetings, we found that different organizations will be involved in the program to different extents. We also found that there are many gaps in the program, as there are some responsibilities that are not matched with any organization.

NAMIBIA TOURISM BOARD

The NTB can contribute to the operation of the home stay program with regards to regulating, marketing, and training.

When any existing accommodation business registers with the NTB, an inspector is sent to the region to make sure that the accommodation meets the prescribed regulations of the NTB. Currently an inspector goes out on a two-week trip to a certain region and inspects the different establishments in that region. Every six months establishments have follow up inspections to ensure standards are continuing to be met.

After interviewing Juliet Isaacs, NTB inspector, we found that all accommodation establishments need to pay a bed levy. This levy helps pay for the inspections of the establishment to ensure that standards are met. Currently bed-and-breakfasts must pay a 2% levy on the price charged before taxes are applied. All-inclusive resorts must pay a 1% levy on the price charged before taxes. The levy must be paid for every bed sold each month. Therefore, if establishments are not accommodating guests for a month, no payment is needed for the NTB in that month. Ms. Isaacs expressed that the hosts of a home stay program will need to pay a levy to keep the program operational. In our interview, we learned that the levy charged to the home stay should be kept as low as possible, because the NTB would like the host to receive as much income as

possible.

The NTB also markets Namibia as a tourist destination, and advertises its tourism ventures throughout the world. One concern brought up in Okahandja was how the NTB will market the home stay program. The main purpose of a home stay program is to exchange cultural experiences between the host and guest. As an additional benefit, the host will also receive a direct income. However, if people register to operate a home stay solely to gain an income, they may be entering the program for the wrong reasons, which could have a negative effect on the program. The host may not put effort into spending time with the guest and sharing his or her culture. If this happens, the guest may not get the chance to truly experience Namibian culture. In accordance with the main purpose of the program, the home stay program would be a failure.

At the meetings in Keetmanshoop, Okahandja, and Katima Mulilo, there were concerns about how operators could run an accommodation without prior business experience. The operators might not know how to pay bills, or have other bookkeeping techniques. One of the NTB's mandates is to facilitate training for tourism related projects. There is an NTB employee who helps organize the tourism training workshops throughout the country. One member in Katima Mulilo suggested that the NTB provides training to the hosts in how to run an accommodation, how to keep financial records-, and a general explanation of tourism.

There are boundaries to the NTB's ability to contribute to the home stay program.

After an interview with Juliet Isaacs, we found that there is much more to this program than the NTB may be able to cover. She stated that this home stay program will be “easy to implement, hard to control.”

We interviewed Manfred !Gaeb, the Strategic Executive of the Industry and Services for the NTB, to assess some of these worries about NTB's capacity to regulate the program. During our interview, Mr. !Gaeb expressed a concern about the economic sustainability of the home stay program. Currently there are five tourism inspectors for 13 regions in Namibia. The home stays would have to be inspected along with the current 3,800 tourism businesses in Namibia. If there are too many home stays in the country there may not be enough inspectors to check every business. Also, the money generated from the home stay program through the bed levies may not be cost effective for the development of the program.

One concern that was voiced in Keetmanshoop and Katima Mulilo was the cost for a host to start a home stay. Many people may want to participate in the program, but were worried that their home may not meet the required standards to participate. In addition, there may be an application and registration cost with the NTB and municipality to become a legal home stay. The municipalities asked if the NTB would be able to provide funding for home improvements or the registration fees. However, the NTB does not have the ability to provide funding for households, as it does not fall in any of their mandates or responsibilities.

In every meeting, there was also a concern about how the guest would be matched with a host. Juliet Isaacs explained in an interview how the NTB intended the ‘matching’ process to work. All of the registered home stays would be listed on a section of the Namibia Tourism Board website. From there, the tourists

would be able to search through the available home stays until they find a household that appealed to them. Once they selected a home stay, the guest would communicate with the host, where they would introduce themselves and learn about each other's lifestyles. After communication, if the host and guest agree to take part in the home stay together, a 'match' is made.

Many community members had logistical concerns with this matching process. At the meeting in Katima Mulilo, there was a concern of how the host and guest would communicate with each other, as there is limited Internet and telephone access in some of the towns. Without electronic communication, it would be difficult for the host to be notified when a tourist has chosen his or her home. At the meeting in Okahandja, there was also a concern as to what would be listed in the description of the household. As people will be trying to sell their home stay, the hosts may embellish some of information provided on the site. The task of ensuring the information listed is truthful would not fall under any of the current responsibilities of any of the NTB employees. In addition, Ms. Isaacs believed this task of matching the host and guest would be too large for a current NTB employee to add to their existing workload.

Ms. Isaacs also mentioned several concerns she had related to the health and safety of the host and guest. Once the program is implemented, anyone whose home meets the prescribed regulations can apply to be a host. As the relationship between a host and a guest will be closer in a home stay accommodation than any other type of accommodation currently offered, the health and safety of the host and guest is severely at risk. She suggested for the host and guest to undergo a criminal background check as a precaution, similar to the Malaysian and Canadian home stay programs. She also suggested having the host and guest undergo a medical examination to verify the subjects' health. This will also provide a chance for the guests to receive vaccinations and medications necessary when traveling to Namibia. She suggested that the background check and health examination be a part of the application process to help protect both the host and guest. However, somebody would need to verify the information retrieved from the application; a responsibility that is currently not assumed by any NTB employee.

In conclusion, we found that the NTB is in charge of regulating tourism programs to ensure standards are met, marketing tourism programs, and providing training workshops to people interested in the tourism industry. However, the NTB's mandates do not include providing funding to hosts. There is currently no position in the NTB that would be responsible for matching the host and guest, and verifying information retrieved from the application process.

TOUR OPERATORS

Tour operators who provide tours to "cultural" villages are responsible for the communication between the residents and the tourist as well as the tourist's safety.

At our meeting with the Emerging Tourism Enterprise Association, which is comprised of tour operators, we learned that many of these tour operators provided cultural tours to villages. In some of these

tours, the tourists are allowed to stay in some of the facilities provided by the village. As these tour guides are trained, they are able to monitor and verify safety issues, ensuring the protection of both the residents and tourists. In addition, many of these villages may lack means of communication. Therefore, several of the tour operators suggested that they act as an agent between the residents in the “cultural” village and the potential guests.

LOCAL REGISTRATION AUTHORITIES

Health and building inspectors are responsible for examining the building to ensure that it meets the health and safety standards prescribed by that municipality. In Gobabis, a health inspector expressed concerns about controlling the health aspect of the home stays. He believed that health and safety standards should remain the same in a home stay as in any other type of accommodation. He told us that if a guest were to become ill, he could be held liable if he issued a fitness certificate to that home. In Walvis Bay, a health inspector said that he would not issue a fitness certificate to a shack in an informal settlement because the building materials were unsafe. If there were to be a fire, or the structure was to collapse, he could be fired.

Local municipalities are responsible for issuing a fitness certificate for businesses in urban areas. By applying for a fitness certificate, a health and building inspector will examine the building to ensure that it meets the health and safety standards prescribed by that municipality. We discovered during our community meetings that every municipality has its own process for issuing fitness certificates. Some communities issue certificates for a year, while others may be for longer or shorter amounts of time. A home stay would be no different from any other business and must acquire a fitness certificate. Once the homeowner obtains a fitness certificate, he or she may apply to register their home with the NTB.

The Ministry of Trade is responsible for issuing fitness certificates to business in rural areas. The Ministry either hires somebody within a nearby municipality or hires someone at the Ministry of Health to go to the building to ensure that it meets the National Health Standards.

The chief is responsible for granting a letter of consent to businesses in “cultural” villages. If approved, the chief or council will grant a letter of consent, however health and safety standards are not always taken into consideration when granting this approval.

ACCOMMODATION ESTABLISHMENTS

The majority of accommodation establishment owners expressed contempt with the home stay program, as they feared it would reduce business from their establishments.

A concern that was mentioned in every meeting was how these home stays might take business away from current accommodation establishments, such as bed-and-breakfasts or hotels. In Gobabis, one of the existing hotels had to shut down due to lack of business. By creating the home stay program, more accommodations may be forced to shut down. However, a bed-and-breakfast owner from Keetmanshoop

stated, “While this may hinder my business, I think it will be good for the country.” In addition, several accommodation owners in Keetmanshoop and Opuwo showed interest in the program, as they believed they could run their current establishment as well as a home stay. Nevertheless, the majority of accommodation owners saw the home stay program as a threat to their business.

4.2. REGULATIONS

Over the four weeks of data collection, we noticed similarities and differences between the building material and facilities of homes in urban communities, rural communities, and “cultural villages”. We also became aware of many areas of concern pertaining to the formation of regulations for a home stay program. These concerns came directly from the individuals present in the community meetings. The results can be broken down into three areas: Building Material and Facilities, Health and Safety, and General Standards.

BUILDING MATERIAL AND FACILITIES

Homes in urban cities, rural farms, and “cultural” villages consisted of different building materials and facilities.

We noticed there was not much difference between homes in urban locations in the various cities we visited. As seen in Figure 3 most of the households were made of concrete or brick and had tin roofs. Each household had at least two bedrooms, and one bathroom. In addition, these households also had electricity and drainage system. In some low-income areas, however, the households did not have electricity, running water, or both. In addition, the low-income housing was usually fully constructed of corrugated tin or iron and cardboard.



FIGURE 3: BUILDING MATERIALS AND FACILITIES OF URBAN HOUSEHOLDS IN OPUWO (LEFT) AND LÜDERITZ (RIGHT)

As shown above, most the urban households are made up of brick or concrete, and had tin roofs. The white piping, indicated by the red circle, indicates that homes are equipped with a drainage system.

The building materials for homes on rural farms consisted of many different things. Some homes were made from brick or concrete, while others were made from a mixture of clay and cow dung. There were also some homes that were made from corrugated iron or tin. Some of the farms had connection to electricity, but some were located too far from an electrical grid. These farms used solar panels to generate

electricity for their homes. Most of the rural farms did not have indoor plumbing and had outdoor dry or chemical toilets. There was also a water pump or jug available for the community to share. Photos of rural homes can be seen in Figure 4.



FIGURE 4: BUILDING MATERIALS OF RURAL HOUSEHOLDS IN RURAL AREAS OUTSIDE OF RUNDU (LEFT) AND GOBABIS (RIGHT)

We visited several “cultural” villages throughout the country, including ones in Okahandja, Caprivi, Opuwo, and Gobabis. In all villages we visited, we found they were set up as homesteads where each separate hut served a specific purpose. For example, one hut was for sleeping while another was for food preparation. Most of the huts were made of traditional material such as mud, clay, cow dung, or any combination of the three. However, some huts were starting to modernize and were made of tin or brick. Most of the traditional and modernized huts were made with thatched roofs. All of the villages we visited lacked electricity or a drainage system. In some villages, they used an exterior water pump or refillable water tank to provide water to the village. Some villages also utilized dry pit toilets. Similar to the rural areas, solar panels were also used to generate electricity. In a Caprivi village, there was a separate hut where the solar panel was located. This building was then used to charge various electronic devices. Photos from “cultural” villages can be found in Figure 5.

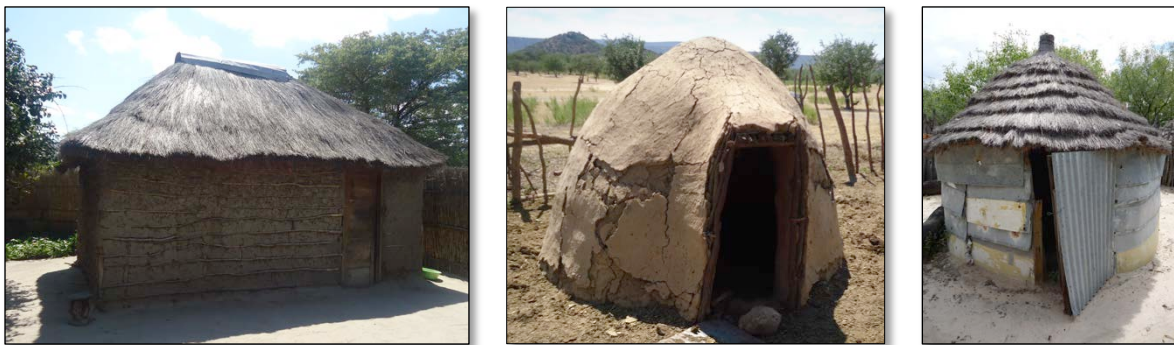


FIGURE 5: BUILDING MATERIALS OF HUTS IN “CULTURAL” VILLAGES.
A traditional Caprivi (left), Himba (middle), and modernized Ovambo (right) household are shown above.

HEALTH AND SAFETY

Many people believed that standards should not be set too low because this may compromise the health and safety of the guest and host.

During our community meetings, we found that some people believed health and safety standards should be relaxed to allow lower-income homes to take part in the program. However, a health inspector from Walvis Bay made it clear that there are certain health and safety standards that need to be met in order for an establishment to become a regulated business and that these standards should not be compromised for any business.

At all 13 meetings, the type and number of toilets in each home were posed as concerns since this may be a risk to a guest's health and safety. Health inspectors in Windhoek, Swakopmund, and Walvis Bay were worried that the number of toilets in a household would be insufficient and that guests would need a separate private toilet. They also were worried that the type of toilet would be unsuitable for a guest, since many homes use dry or chemical outdoor toilets. The varying toilet facilities are displayed in Figure 6.



FIGURE 6: TOILET FACILITIES IN AN URBAN HOUSEHOLD VS. A “CULTURAL” VILLAGE
Households with a drainage system would have a modern toilet (left). Households that do not have a drainage system might use a chemical toilet or a drop toilet (right).

A health inspector in Gobabis mentioned the concerns he had regarding kitchen facilities of the homes. With bed-and-breakfast regulations, a separate kitchen must be used to provide the food for the guests, however households that take part in the home stay program will typically only have one kitchen. He mentioned that the cleanliness of the food would be hard to control when some households might have little kids who can easily spread disease. He also mentioned that homeowners might be used to the different types of germs in their home. If guests coming into these homes are not immune to these types of germs, they may become ill.

GENERAL STANDARDS

A major concern from community members was that standards would be too high to allow low-income households to participate.

At the meetings in Keetmanshoop and Okahandja, the majority of the attendants expressed concerns with how the standards would be set. They were primarily concerned about participation from people in “cultural” villages and those from the lower income bracket. The consensus was that the standards would be set too high for the lower income bracket. If the standards were too high, many people would have to make

major changes to their household in order to participate. People of the communities felt as though this could cause a drastic change, ultimately affecting the culture of the household.

Community members were concerned standards would compromise culture.

A woman from Okahandja stated that we “must preserve culture as every nation is founded on the basis of culture. If culture is taken away, a country has no direction.” It was stressed that these households should not have to change too much to modify their houses to fit the program. Therefore, she believed the standards should be set low enough to accommodate everyone. A man from Katima Mulilo disagreed with this statement. While they might have to change their households to take part in the program, he stated that it will “empower people directly...to take pride in their culture and households.”

During our “cultural” village visits, we were able to stay overnight at a mock “cultural” village outside of Gobabis, which we found as an example of how culture can be preserved while sharing it with tourists. This mock village was created as a tourist accommodation by twenty women from the community as a way to share their culture and traditions to tourists, while still being able to preserve its richness. The mock village consisted of two huts built less than a kilometer from the community, where guests could spend the night. This accommodation provided bathroom and shower facilities, a fireplace to cook, and beds in the huts. The huts were made of traditional material including clay, cow dung, and thatched roofs to show guests how they used to live. During our stay the children in the community performed their traditional dances for us and displayed the traditional attire. We were told that the children practice these songs and dances on a regular basis as a way to learn about their own culture as well as teach others. When we visited the mock village, a tour guide accompanied us. This tour guide acted as a liaison between us and the community members. The tour guide drove us to the village, explained all of the rules, helped facilitate conversation, and stayed overnight to monitor and make sure we did not disrupt the community.

4.3. PREPARATORY MEASURES FOR THE GUEST AND HOST

Meeting participants indicated that guests should be aware of social norms such as social interactions, child punishment, and communication to help minimize cultural clashes.

A man in Keetmanshoop mentioned that in the Nama culture, public displays of affection are not shown. He explained that if a guest were to kiss his or her spouse while in the host’s home, the host might feel uncomfortable, leading to tension within the household. Also, in Keetmanshoop, it was mentioned that in Namibia, child labor and corporal punishment of children might be generally accepted. It would be helpful for guests to be aware of this cultural difference before their arrival so they are not shocked. One man from Oshakati said that it is necessary for hosts to know how to welcome and interact with guests who are entering into their homes. A woman in Maltahöhe mentioned that it is important to inform guests about manners around the dinner table. Certain cultures in Namibia eat with their hands so it would be helpful if guests knew about this ahead of time. Since the relationship between the host and guest will be much closer than if

the guest were to stay at another type of accommodation, such as a bed-and-breakfast or a hotel, it was suggested that we pay extra attention to the interactions between the host and the guest and have measures in place to avoid social and cultural clashes.

In Maltahöhe, we were able to interview a Peace Corps member. As part of her training, she had to live with a host family to become better acclimated in Namibia. She advised us to somehow inform the host of problems that a guest might face, including homesickness and cultural shock. When she moved to Namibia, she initially had trouble leaving her room to relax in the common room with the rest of the family. She suggested the host to encourage the guest into the daily activities to combat homesickness. The only other cultural problem she faced was a language barrier. She mentioned that in all cases, communication is the best aid in combating cultural differences, and all lines of communication between the host family and guest, including communication prior to arrival, should be used.

Meeting participants wanted guests to be aware of things such as household rules, meal arrangements, and host and guest expectations.

The people of Keetmanshoop felt the guest should be informed of the household rules and follow those rules very closely so that they do not disrespect the host and their family. One woman in a “cultural” village outside of Gobabis, talked about a time when she hosted a volunteer from the United States. She mentioned that her guest would come home late at night with different men she had met at the bars. Eventually the host got tired of her guests behavior and told the guest that she must leave, causing both of their experiences to end negatively. In every community we visited, the participants asked about meals and how they would be incorporated into the home stay program.

In Okahandja, one woman mentioned that guests might not be comfortable eating traditional foods. In addition, in some cultures, families may only eat one meal a day. There were also many different opinions regarding how many meals the guest should be eating with the host. In Lüderitz, people thought that amount of meals should be chosen based upon prior agreement of the guest and host and that guests should be able to buy their own meals if they want and use the host’s kitchen. People in Keetmanshoop suggested that home stay rates could be adjusted based on the amount of meals offered. In all the meetings, everyone agreed that the guest should be aware of their meal arrangement before they arrive at the host’s home.

From the meeting in Keetmanshoop, we found that hosts and guests need to be prepared for what they can expect from one another during their time together. One man mentioned that if he were to host a guest in his home, he would expect for them to form a friendship. He also said that because of this friendship he would expect for the guest to offer him a plane ticket to America, or wherever the guest is from.

Meeting participants all agreed that guests should be aware of certain health and safety precautions prior to their arrival.

The people of Lüderitz mentioned that tourists will not know what areas of town are safe. In Swakopmund and Walvis Bay, people brought up the possibility that tourists may be taken advantage of. A specific example of this would be if the tourist were unaware of how much they should pay for a taxi ride, allowing the taxi driver to overcharge an ignorant tourist. In Katima Mulilo, a health inspector mentioned that the guests must be notified of the hygiene precautions. The presence of sewage and trash in streets, for example, is common in certain areas.

From our research on other countries home stay programs, we found that most programs utilize a home stay guide to prepare participants for their experience. We found that this type of preparation is used in Canadian and Malaysian home stay programs. For Canada's student exchange program, they use the TRU Host Family Guide, which is provided for host families participating in the program. This guide could be altered and made specifically to prepare participants for Namibia's home stay program.

4.4. SUMMARY

Throughout our discussions and community meetings we learned what the NTB, local registration authorities, tour guides, and accommodation establishment owners can contribute to the home stay program. We also learned about the building materials and facilities of the homes in Namibia that will aid in the drafting of regulations for the home stay program. The participants at our community meetings expressed areas of concern that they felt should be addressed in our regulations, which include and health and safety. Many people felt that the guest and host should be provided with information to prepare them for their participation in the program. Main areas they felt the guest and host need to be aware of included social and culture clashes, specific household procedures, and health and safety precautions.

5. CONCLUSIONS AND RECOMMENDATIONS

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The major findings indicate that there are many factors that need to be taken into account when providing regulations and recommendations for the Namibia Tourism Board. The differences between homes in urban and rural areas and “cultural” villages must be encompassed in the regulations. Regulations must also be in compliance with the national health and safety standards. Discussions about social and cultural clashes, specific household procedures, and health and safety were important to consider when preparing guests for their experience. This feedback was important so that we could form regulations for the program as well as recommendations to the NTB to use when implementing the program.

5.1. INTEREST AND CAPACITY OF STAKEHOLDERS

NAMIBIA TOURISM BOARD

We recommend the Namibia Tourism Board;

Inspect the home stay accommodations every six months. Currently, every other accommodation establishment is inspected every six months; therefore home stays should be no different.

Charge a 2% bed levy for the home stay program. Similar to every other accommodation establishment in Namibia, home stay owners will need to pay a bed levy. Currently the highest percentage levy paid is from bed-and-breakfast which have a 2% levy. The home stays would possibly charge guests between N\$150-N\$250 a night. If the levy was set at 2% the host would pay N\$3.00-N\$5.00 a night and still make an income of N\$147-N\$245 a night. With the levy set at 2% the host will still receive a large income and the NTB will continue to gain profit from the program.

Market this program as a way of displaying and exchanging Namibian culture instead of marketing it for the economic benefits, such as gaining an income or reducing unemployment. While reducing unemployment may be the underlying motivation for the home stay program, the NTB should avoid marketing it as such. If a host decides to run a home stay solely to gain a profit, then he or she may be taking part in the program for the wrong reasons and may not provide a quality tourism product. This may cause the guest’s experience to suffer, and ultimately cause the product to fail.

Facilitate training workshops for the home stay hosts. Our research found that hosts might be uneducated in aspects of running a business or general hospitality. Also, as some of the home stays might be set up in rural areas, some of the hosts might not fully understand what tourism is or why tourists would want to stay in their homes. One of the mandates of the NTB is to facilitate training to Namibian citizens about tourism. Therefore, we recommend the NTB to conduct training workshops to potential hosts about aspects regarding how to run an accommodation, what tourism is, and how to be a hospitable host.

Create a new position of a Home Stay Specialist to control and maintain the home stay program. Through our research, we found that this program is much more involved than the NTB originally intended. As it is so large, the NTB cannot take on the entire workload of the home stay program with its current employees. While the Home Stay Specialist will not be in charge of inspecting the home stays (the NTB inspectors will still assume this responsibility), he or she will help facilitate and monitor the matching and application processes of the host and guest. This employee will also monitor existing home stay websites such as homestaybooking.com to ensure that the homes in Namibia that are advertised through the sites are registered with the NTB. This will help minimize the amount of illegal home stays in the country.

Work with the Ministry of Environment and Tourism to provide funding for hosts that may need financial assistance to take part in the program. During the community meetings in Keetmanshoop and Katima Mulilo, town council members were concerned about funding for hosts to bring their homes up to established standards. As the NTB is a part of the Ministry of Environment and Tourism (MET), the two organizations could work together to provide funding for the hosts. The funding should be for small renovations to the homes, such as retiling of the bathroom or installing locks for bedroom doors, or to cover application and start up fees. The aim of the home stay program is to provide income for low income Namibians, and as was suggested in our meetings, some people may need assistance in starting a home stay.

Require the host and guest to undergo a criminal background check as a part of the application process. We recognize that not all risk can be eliminated with this process, but it will aid in the prevention of criminal activity. This additional safety precaution is also a part of the application process for both the Canadian and Malaysian home stay programs.

Require a health examination as a part of the application process. As health was an important concern mentioned in every meeting, this additional step will serve as a safety precaution for the host and guest to ensure they do not carry any communicable diseases that they may spread to one another. In addition, the guest will be informed of any vaccinations or health safety precautions he/she will need to take into consideration before coming to Namibia.

Use the following method to set up the home stay listing. There will be a link on the Namibia Tourism Board website that lists all of the home stays available to a guest. This list can be separated by location or type of home stay. The three types of home stays would include urban, rural, and “cultural”. “cultural” home stays would be subdivided into modernized and traditional to ensure the guest is informed about what type of “cultural” household they will be staying in. Finally, “cultural” home stays would include those who live in traditional or modernized homes. Traditional homes would include households made of traditional materials such as clay or cow dung, while modernized homes would be those made of concrete or brick. This system will allow the guest to choose what type of experience they want to encounter on their visit to Namibia. (A template of how the houses will be listed can be found in Appendix K).

Require that the host provide at least one photo of the exterior of the house and one photo of the living quarters of the guest to be posted on the NTB's website. Our feedback showed that a photo of the home would allow the guest to see where they are staying so they are not completely surprised upon arrival. If the host does not own a camera, the NTB inspector who inspects the household can take a photo that will be used on the website. As photos can provide a greater physical understanding than prose, we conclude that there should be a picture of the household listed on each home stay page.

Include some method of communication for the host besides the use of phone or Internet. In some rural areas, where there is no phone or Internet service, a radio messaging system could be used to inform the host their home was selected for the program. Furthermore, we recommend the NTB to hire liaisons within each participating town to help organize the communication between the host and guest.

Revisit all of the communities to explain the home stay program again after it is approved by the MET. People in each of the communities we visited were eager to hear more about and become involved in the home stay programs, so the NTB should follow up with the same communities that were visited on the initial trip. At each of the community meetings there were only health inspectors, safety inspectors, and a handful of people who were involved with the tourism industry present. The regulations and expectations evolved throughout our travels. For example, at the start of the project, we planned the regulations to become so basic to allow anybody to take part in the program. However, throughout the trip and after several discussions, we learned that there were certain standards that could not be compromised. Also, after the program is brought up with the MET, there is a possibility that it may be changed further. Therefore, once the program is finalized, we recommend the NTB to hold open meetings for the entire community. It could be advertised in the local newspaper or on the radio, and welcome anyone to attend, allowing everyone in the town to learn about the program, give any final feedback, and possibly providing an opportunity to sign up to take part.

TOUR OPERATORS

We recommend tour operators;

Work as an agent between the “cultural” villages and the NTB. As some villages may be located in distant regions, the tour operators can act as a driver for the guest to these regions. In addition, tour operators are trained agents and will know how to deal with problems between hosts and guest. They will also help preserve the culture of the village they work with, as they will be able to monitor who enters the village.

5.2. REGULATIONS

We recommend the Namibia Tourism Board;

Separate the home stay program into three categories: Urban, Rural, and “Cultural” stays. Because of Namibia's vast geographical and cultural differences, it is important to keep in mind that

regulations will have to suit the most primitive of areas, while still offering the guest a comfortable stay. This balance between quality and standards is the most important aspect that needs to take into consideration when creating regulations. Our findings of the building materials and facilities of the homes in different communities indicated that there are differences in homes from urban cities, rural farms, and “cultural” villages. From this we decided to separate the home stay program into three types of stays, urban, rural, and “cultural.” The homes in each type would have to adhere to the same standards, but some provisions were made for “cultural” villages in order to preserve culture.

A home would qualify as an urban stay if it is located in an area that is under the jurisdiction of a town municipality. The homes in these areas also have all of the rooms under one roof. Therefore the guest will be staying in the same building as the host. The homes in rural stays would be set up the same as urban stays. The only difference between rural and urban stays is that rural homes would have to register with the Ministry of Trade because they are not under control of a town municipality.

In a “cultural” stay the guest would stay in a separate homestead outside of the homestead of the host family. One or more families can build this homestead individually or the entire community can work together. A homestead that would qualify as a “cultural” stay is defined as a hut or cluster of huts occupied by a family. During a “cultural” stay, a guest would be accompanied by a cultural tour guide. He or she will ensure that the tourists adhere to the rules of the village, ensure the residents of the village and tourists are not taken advantage of, provide transportation to and from the village, and act as a translator if needed. This type of stay would allow the guest to learn about the culture of the ethnic group they are visiting, without exploiting the culture of the host. A “cultural” stay would be similar to the mock “cultural” village we stayed in outside of Gobabis.

We determined that separating the program into the three different categories would be the best way to maintain standards, but also preserve culture. We wanted to keep the standards high enough that the guest has enjoyable comfortable experience, but we also wanted to help prevent exploitation and preserve the culture of the different backgrounds in Namibia.

Use the following set of regulations for the home stay program. These regulations were modified from the already existing regulations of bed-and-breakfasts in order to fit a home stay program. We made provisions for “cultural” villages and locations without running water, but did not compromise health and safety standards. The intent of this program was to boost economic equality in the tourism industry and provide the opportunity for a full cross-cultural experience. However, many people continue to live in traditional homesteads, which would not meet the current bed-and-breakfast standards of the NTB. If they were to build a separate homestead where a guest could sleep and provide a dry or chemical toilet for the community, they could participate in the home stay program. This was done so that no group of people is discriminated against.

Since the NTB did not want to compromise standards that are already in place, many regulations were left unchanged. These regulations are broken down into seven sections, which are listed and described below. Sections including Pantries and Food Storage Rooms, Fire Safety, and Laundry were left unchanged. (The complete list of these regulations and can be found in Appendix L.)

1. Guest Rooms

This section covers general information related to the guest room. Only one guest room may be provided as part of the home stay program. We made provisions for a “cultural” stay to allow a separate homestead for the sole purpose of accommodating the guest.

2. Bathrooms and Toilets

This section covers basic requirements of the bathroom area of a home. As some rural and “cultural” stays may not offer an indoor bathroom facility or a flush toilet, we adapted the regulations to accommodate dry or chemical outdoor toilets. In addition, one toilet may be shared by an entire “cultural” village. A water pump must also be provided for establishments without a running water supply.

3. Dining Rooms, Kitchens, and Wash-ups

The major change to this section includes the arrangement of meals. Meals must be provided according to a prior agreement between the host and guest, or kitchen facilities must be available for the use of the guest.

4. Pantries and Food Storage Rooms or Areas

5. Fire Safety

6. Laundry

7. General

We adapted this section to include a check-in system for the guest, as there will not be a reception area in a home stay.

When setting the regulations we needed to find the balance between allowing the guest to have a high quality experience, while still spreading the economic benefits of tourism evenly throughout the community. We wanted to target low-income households but if we set the standards too low, guest may have a poor quality experience. If we set the standards too high, low-income households would not be able to participate resulting in a larger uneven distribution of benefits. Although the regulations for the homes may seem too high for low-income families to participate, we removed luxuries such as large mirrors and televisions from the bed-and-breakfast regulations to make it easier for families to participate. We wanted to try to encourage these families to invest in their homes and understand the long-term benefits of this investment, such improved living standards and economic benefits. If hosts are willing to make minor improvements to their homes, Namibia will ultimately achieve a higher standard of living.

We set standards as low as possible without compromising the guest’s safety and quality experience. However, if some low-income households are still not at the standard needed to host they may still see the benefits of this program through multiplier effect. For example, if a family that makes crafts cannot host a guest but their neighbor can they may be able to sell their crafts to the tourist. They would then be seeing the economic benefits of the program through an indirect manner. While we cannot ensure that this program will spread the benefits, we can only hope that it is a step in the right direction.

5.3. PREPARATORY MEASURES FOR THE GUEST AND HOST

We recommend the Namibia Tourism Board;

Provide two home stay guides, one for the host and one for the guest. These guides will include an explanation of the program, tips for handling situations that may arrive, and an explanation of cultural differences.

Through our meetings with the communities and conversations with potential participants in the home stay program, we found that many people had questions or concerns regarding social and cultural clashes, specific household procedures, and health and safety precautions. It is important for both the hosts and guests to understand what they can expect from the home stay program before they participate, in order for both parties to have an enjoyable experience. To ensure that the host and guest are prepared for participating, in the home stay program we recommend that the NTB provide a home stay guide for each participant.

We have provided the NTB with a sample of how each should look and what topics they should include. Both guides are heavily adapted from the Canada’s TRU Host Family Guide. Each guide that we provided to the NTB outlines the basics of the home stay program, the application process, and the benefits of participating. Both cover additional topics such as meal arrangements, transportation during the program, and meeting for the first time. The information on each topic is tailored to be more useful for the host or the guest. The home stay guides must be paired with liability forms and regulations that will hold people accountable for their actions.

The host’s guide includes an explanation of his or her role as a host, tips on how to accommodate guests who practice a different religion, tips on how to prepare for guests arrival, an explanation of privacy, and how to detect when a guest may be feeling home sick. The guide also includes a “Crash Course in Culture” which explains some perceptions and values that differentiate cultures, different communication styles, and common gestures that may have a variety of connotations. (The full host family guide can be found in Appendix M.)

The guest’s guide provides an explanation of their role as a guest, a suggested list of things to bring, and information on respecting household rules. It also includes information on health and safety, such as how to deal with power outages, how to prepare for fire, emergency contact information, and general safety

tips. The guest's guide will also provide the same "Crash Course in Culture" explaining generic cultural differences that people traveling to any foreign country may experience. It also includes a section on cultural norms explaining topics such as how to greet someone, appropriate clothing, child labor, and taboos. It may also be useful for guests to understand the rich cultural history that Namibia possesses including holidays and celebrations. For the section explaining cultural norms and history, we recommend that the NTB find someone, such as an anthropologist or a cultural tour guide, who is an expert at explaining these cultural norms to tourists, to write this section of the guide. It is important to note that whomever the NTB finds to write this section of the guide will have a lot of power because he or she will essentially be depicting Namibia in just a few pages. Therefore, the author of this section must be knowledgeable and trustworthy. This guide will aid in bridging the social and cultural gaps that one may encounter when participating in the program. While these preparatory measures are crucial, they still cannot prevent all problems. (For a complete outline of the guest guide, see Appendix N.)

Provide these guides online for the hosts and guests to view, as well as in print at the NTB and MET offices. Since the host and the guest will be entering into a situation which they know little about, providing them with an explanation of the program and ways to handle different social or cultural situations they may encounter will be extremely useful. Viewing these guides online will allow prospective participants to grasp the concept of the program by skimming through it. It will also allow guests and hosts to prepare themselves before the guest's arrival once they decide the home stay program is for them. We also recommend that the home stay guides be provided in the NTB office as well as the Ministry of Environment and Tourism offices for people to obtain if they do not have access to a computer. Providing these guides in different offices will also help advertise the program.

We recommend that each host;

Provide the NTB with a picture and a description of his or her home as part of the application process. In an effort to avoid cultural clashes, it would be helpful for guests to have a clear picture and explanation of the home they are staying in before they make their decision. To make the descriptions uniform for each home stay, the NTB should provide the host with a template for him or her to fill out. This template should ask for hosts to include information such as location, a list of members in the family, daily activities, household rules, and number of meals the family eats per day. (For a full template of what the host should provide, see Appendix O.) In addition to this description, we recommend that the hosts also provide contact information for the guest in order for the host and the guest to further discuss the home and any other arrangements. While the NTB will be responsible for the final matching of the host and the guest, the opportunity for the guest to facilitate additional communication and ask any questions that will help prevent clashes further into the program.

List pertinent information about the host on the home stay’s webpage. The information collected from the application regarding the host’s ethnicity and what languages the host speaks should be included in this listing. In addition, related information that the host may want to include, such as the daily life of the host, should be included, to give the guest an idea of what they may experience while living with the host.

We recommend that the guests;

Provide the host with similar information prior to matching. In the guest’s application, the NTB should provide a template inquiring about topics such as the guest’s willingness to adapt to different cultures, willingness to participate in daily activities, language spoken, and allergies. This exchange of information will help the NTB match the host and the guest and allow for both parties to be prepared for what to expect upon the guest’s arrival. This basic exchange of information can be helpful in giving the host and the guest a good foundation for finding things in common and building a relationship. This information will serve to help avoid social and cultural clashes and prepare both the guest and the host for their experience. For a full template of what the host should provide, see Appendix P.)

5.4. SOCIETY AND TECHNOLOGY

While our project may not present a technological solution to a problem, the relationship between society and technology is still very much present. A home stay program in Namibia will allow people to escape the technological comforts of home and come to a simpler place. They can enjoy the rich culture and familiarize themselves with a different society, a society where many people are not reliant on Internet or driven by technology.

There are many concepts that must be taken into consideration when planning a technical project or any other project in another country, especially in the developing world. Through our research and field experiences, we have learned valuable lessons that can be related to projects around the world. Lessons we learned include the importance of culture preservation, sustainability of a project, and local differences that planners should consider. All lessons touch upon the main themes of technology and society.

When planning a project, it is important to understand that there is no simple solution to any problem. While we assumed that introducing a new concept in the tourism industry would be beneficial to Namibia, we soon realized that along with benefits come disadvantages. It became apparent that people in Namibia were hesitant about the program. By helping to solve a problem of unemployment, this program may be creating a new concern about culture preservation. If guests are allowed to stay with a Namibian family and learn the traditions and lifestyles, there may be a fine line between a natural exchange of culture and the selling out of one’s culture. It then becomes a question of whether or not Namibian culture is being exploited in the process. Namibians living in traditional villages do not have to worry about money because

they are self-sustaining, as everything they need can either be produced by themselves or found in nature. By introducing them to the home stay program, we are introducing them to the stresses and economic burdens that are common in a modernized world. The aim of any tourism-related project in a developing world should not be to modernize a world that may not be ready to be modernized.

Sustainability of a project is always important to think about when assessing the success of a solution to a problem. For the home stay project specifically, it was important for us to consider the number of homes and tourists that will be participating. While this home stay project targets everyone in Namibia, especially those in the low-income bracket, we needed to make sure that the amount of homes available was economically sustainable. If every home in Namibia were a tourist destination, there would be a significantly greater amount of accommodations than tourists. It is essentially the same type of “supply and demand” balance that all businesses must consider. While we do not want to intentionally exclude anyone from participating in this home stay program, it would not be practical to lower the regulations’ standards so much that every home in Namibia is registered with the NTB as a home stay. The program will not be sustainable if standards are compromised so much that everyone can participate. This concept is important for other countries to note if they are interested in implementing their own home stay program.

In planning any project, it is important to tailor the approach to fit the country or specific area in which the solution to the problem is being implemented. For the home stay program we realized that certain logistical aspects of the program, which we thought would be simple, were a greater challenge than expected. In certain areas of Namibia there is no electricity. If there is no available form of technology for the guest and host to communicate, such as Internet or phone service, the program will not work. This is an important aspect to take into consideration in any developing country. If the people within the community do not have the technology to run a business or maintain a project that has been put into place, the solution will only be temporary.

Many projects will be specific to the location in which they are being implemented. It is crucial that this home stay project takes place in Namibia because it gives a chance for local Namibians to raise their standards of living. If their homes need to meet basic health and safety standards for tourists, they will have to invest in their home, improving their standards of living. By raising standards of living across the country, Namibia as a whole will be able to market the nation as a tourist destination. Every country wants to be appealing to outsiders and represented in a positive way.

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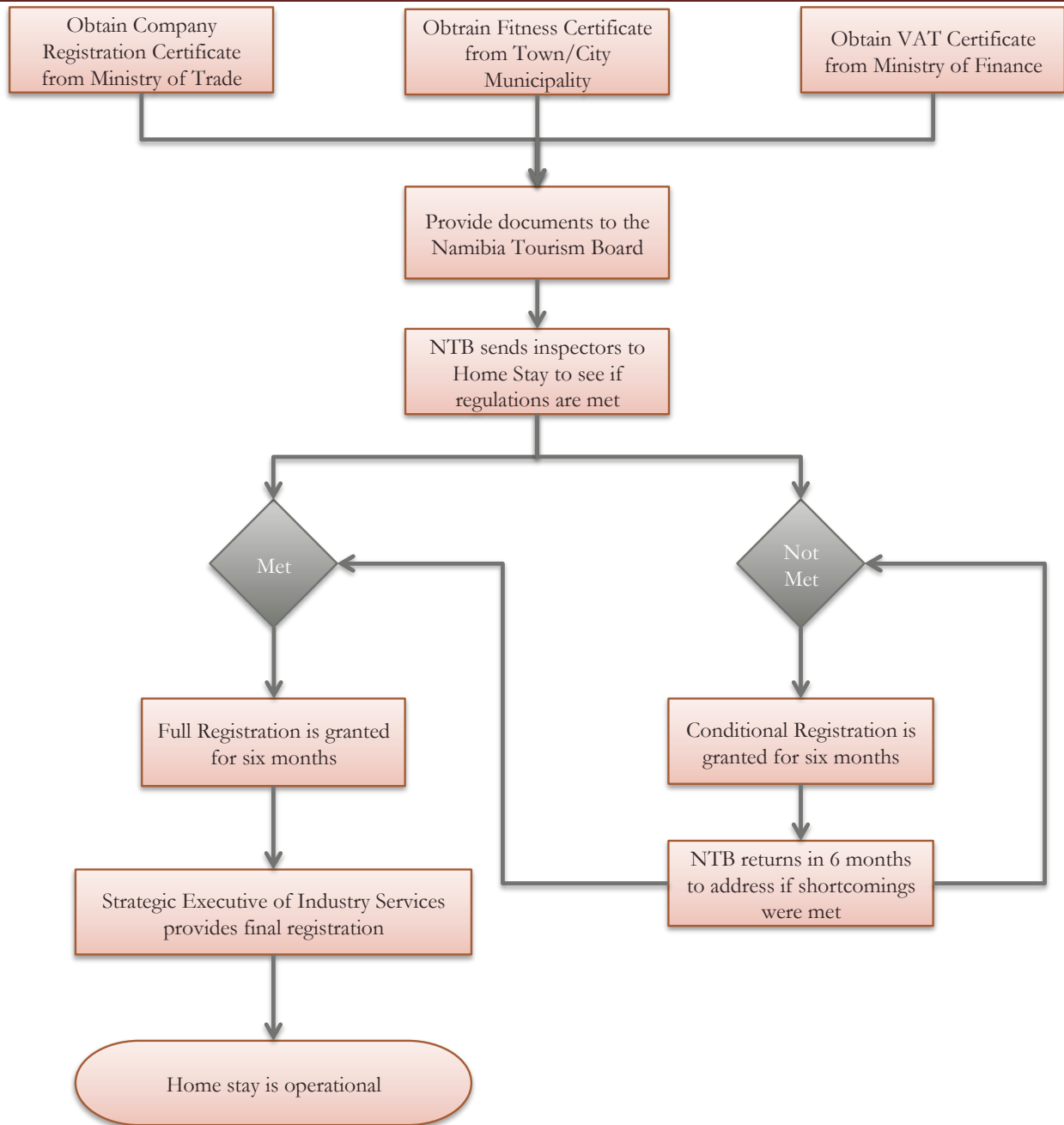
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APPENDICES

APPENDIX A – APPLICATION PROCESS TO REGISTER A HOME STAY (OR SIMILAR BUSINESS)



APPENDIX B – NAMIBIAN TOURIST EXPENDITURE AND TOURISM TRENDS

Tourist expenditure includes all related expenses on goods and services incurred before, during, and after a tourism trip. Tourism expenditure can be broken down into the following main categories: package travel, package vacations, and package tours, accommodation, food and drinks, transportation, recreation, culture and sporting activities, and shopping (Namibia Tourism Board 2010). It is reported by the Namibia Tourism Board's Domestic Tourism Expenditure Survey that in 2007, the largest portion of tourism expenditure was spent on transportation followed by food and drinks, and shopping. Spending on official accommodation only accounted for 7% of the tourism expenditure. Other sources of revenue from tourism include wilderness safaris, resorts, tours, hunting, hiking, adventure, and cultural tours. For a complete breakdown of distribution of trip expenditure, see Figure 7 below.

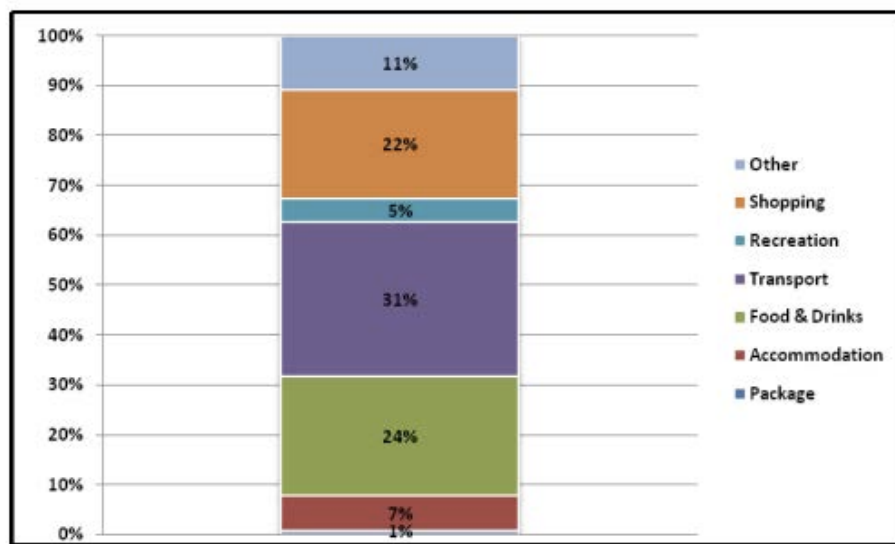


FIGURE 7: DISTRIBUTION OF TRIP EXPENDITURE IN 2007

The number of tourists visiting Namibia has increased over the past seven years. In 2009, the majority of tourists to Namibia came from the Africa region, making 72.6% of the total number of tourist arrivals, followed by Europe with 22.3%, North America with 2.3%, and all other regions with 2.3%. In 2010, however, tourist arrivals from Africa and North America decreased by 1.3% and 8.6% respectively while those arriving from Europe and all other regions increased by 6.1% and 11.9% respectively. The top ten countries that listed Namibia as their favorite tourist destination in 2010 are Angola, South Africa, Germany, Zambia, Zimbabwe, Botswana, United Kingdom, United States of America, France, and Netherlands. In 2010, the majority of tourists that came to Namibia were between the ages of 30 and 39. The two other prevailing age groups were 40-49 years and 20-29 years. This distribution of tourist arrivals by age group has remained the same since 2009. A total of 594,381 males compared to 389,718 female tourists visited Namibia in 2010 representing 60% and 40% of the total respectively.

According to the domestic tourism survey commissioned by the Namibia Tourism Board, when tourists are traveling on leisure trips, the most preferred destinations include Swakopmund, followed by Etosha National Park, Walvis Bay, and Oshakati. Out of a total of 984,099 tourists that visited Namibia, 42% were vacationing, 40% were visiting friends or relatives, 14% were on business trips and 4% were not specified. In 2010, the average intended length of stay of tourists in Namibia was 19 days compared to 2009 when the average length of stay was 17 days. A complete distribution of tourists intended length of stay in 2010 can be found in Figure 8(Namibia Tourism Board, 2010). It is apparent from the survey results that most visitors travelling for leisure made use of accommodation of friends and relatives. Facilities such as lodges, guesthouses, bed-and-breakfasts, and camp sites were also popular as seen in Figure 9. While tourists travel from all around to visit Namibia for many different reasons, the country itself benefits from the revenue these tourists bring (Namibia Tourism Board 2010).

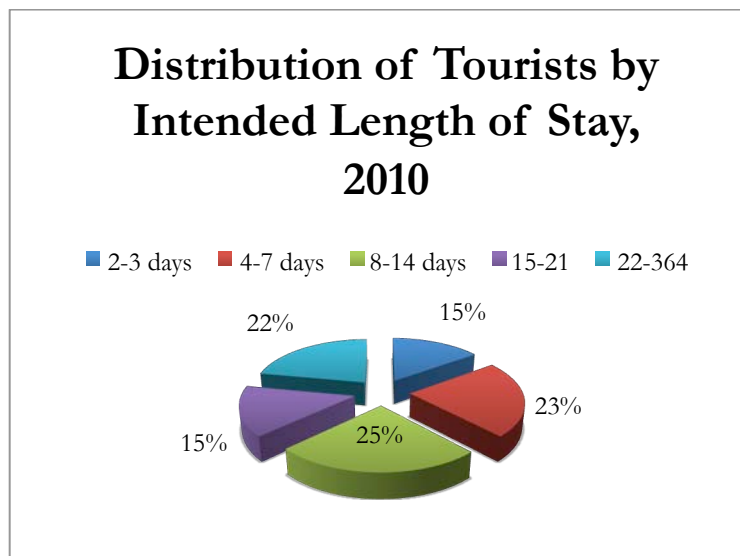


FIGURE 8: DISTRIBUTION OF TOURISTS LENGTH OF STAY IN NAMIBIA IN 2010

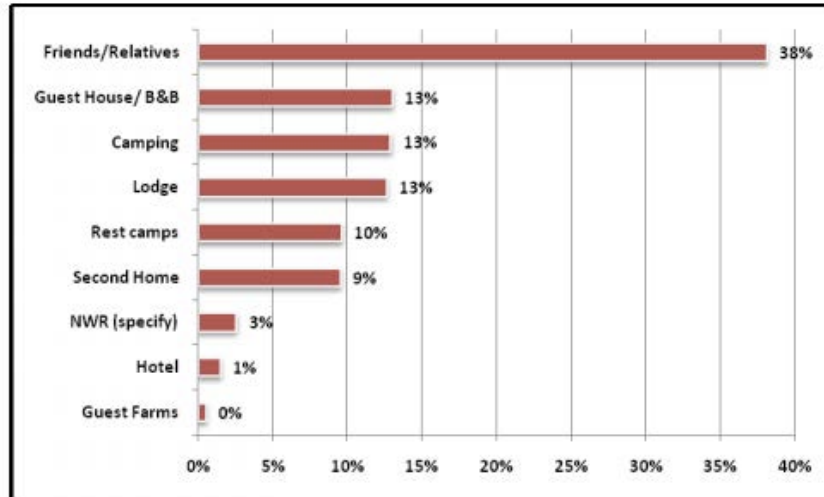


FIGURE 9: DISTRIBUTION OF ACCOMODATION FACILITIES USED ON LIESURE TRIPS IN 2007

APPENDIX C– SPONSOR DESCRIPTION: NAMIBIA TOURISM BOARD

The Namibia Tourism Board (NTB) was founded on April 2, 2001, by an act of Parliament as a body responsible for bringing the private and public sectors together by enforcing the national tourism policy. The NTB regulates the tourism industry and markets Namibia as a tourist destination. It promotes the training of employees as well as provides guidance and advice to those working in the tourism industry. The NTB ensures that all services provided to tourists are held to the highest standards. Finally, the NTB holds tourist related businesses to environmentally sustainable methods of tourism (Namibia Tourism Board Act, 2000).

The Namibia Tourism Board Act (Act 21 of 2000) states that the NTB can receive funds by five different methods; money appropriated by Parliament, money accrued to the Board in terms of the Act or any other law, donations or contributions received by the Board from any source, interest earned on investments made by the board, and money derived from advertisements placed in publications or promotional material (Namibia Tourism Board Act, 2000).

The NTB is run by a Board of Directors consisting of five members appointed by the minister, including one staff member of the Ministry of Environment and Tourism, one staff member of the Ministry of Trade and Industry, one staff member of the Ministry of Finance, and two representatives of the private sector. All of the members are appointed for their knowledge of, ability, and experience in the tourism industry. The Board then establishes committees to aid the Board in completing its tasks. The members of the Board as well as non-Board members may be on a committee. Each committee has a chairperson who is designated by the Board (Namibia Tourism Board Act, 2000).

The NTB is powerful in the sense that it governs every aspect of tourism in Namibia, including regulating everything from where tourists sleep to the activities in which they participate. It can also negotiate or co-operate with any government, educational institution, and businesses in regards to any matter pertaining to tourism. It has the power to accept or reject any business or establishment that registers to become a tourist destination. (Namibia Tourism Board Act, 2000). The NTB website provides the documents of statistical information of Tourist Statistical Reports dating back to 2006. These reports include various information concerning the tourist demographics, accommodation capacity by month, domestic tourism information, and cost of tourism (Namibia Tourism Board, 2010).

The Federation of Namibia Tourism Association (FENATA) is a private sector, non-profit organization that works closely with the NTB to ensure high standards within the tourism industry. The objective of FENATA is to keep the common interest and mutual benefit of all involved in the tourism industry in mind (Mueller, 2011). Under FENATA, there are many trade associations, some of which include the Tour and Safari Association (TASA), Namibia Professional Hunting Association (NAPHA), The Namibia Community-Based Tourism Assistance Trust (NACOBTA), and the Hospitality Association of Namibia (HAN). “TASA is a volunteer private sector body that acts on behalf of its members to encourage development and ensure standards and reliability in the Namibian tourism industry.” (The tour and safari

association, n.d). NAPHA promotes Namibia as a hunting destination internationally and protects the right to hunt locally. They also provide service to international hunting guests, ensure/promote ethical conduct, and sustain the natural resources to secure the industry for current and future generations (Defilippo, Galucki&Remillard, 2010). NACOBTA is a non-profit organization that strives to improve the living standards among the rural communities in Namibia, and ensure that community based tourism is included in the Namibian tourism sector. HAN is an umbrella-body focusing on the tourism and hospitality of Namibia. HAN represents the full spectrum on the hospitality industry, from everything to hotels to rest camps, and restaurants to catering services (Hospitality Association of Namibia, n.d).

The Board has five locations throughout the world in Windhoek, Frankfurt, London, Johannesburg, and Cape Town, each of which provides information on tourism in Namibia. The NTB consists of well-trained staff that is eager to assist potential visitors with general information about Namibia. The staff also works to produce an attractive travel itinerary tailored to the specific needs of tourists. The NTB has a very developed website that can provide tourists with almost any aspect of information pertaining to Namibia (Namibia Tourism Board, 2010).

APPENDIX D– SUMMARY TABLE OF HOME STAY PROGRAMS AROUND THE WORLD

	Malaysia	India	Philippines
Cultural stay	✓	✓	✓
Criminal record search	✓		
Ease of access	✓	✓	✓
3 meals	✓	✓	✓
Clean house	✓	✓	✓
Sturdy material	✓	✓	✓
Adequate guest facilities	✓	✓	✓
Located near tourist attractions			✓
Interviews/training sessions	✓	✓	✓
Regular inspections	✓		✓
Allocated revenue	✓		✓
User fees		✓	✓
Hosts must speak English			✓

APPENDIX E– INTERVIEW QUESTIONS: NTB OFFICIALS

We are students from Worcester Polytechnic Institute in Worcester, MA, USA conducting research with regards to tourist hospitality in Namibia. This interview will help our group to gain a better understanding on the factors that play a role in Namibia’s tourism industry.

The information you provide will be strictly confidential and your name will not be associated with your answers. All information is to remain anonymous. At any time, you are free to end the interview or ask for your response to be removed from our research.

Pertaining to what the NTB is looking for in the home stay program’s regulations

1. What do you hope to accomplish with a home stay program?
2. What are some potential challenges you see with the program?
3. How will the home stay program fit into the current accommodation scheme?
4. How is a home stay program different from your bed-and-breakfast program?
5. What do you see as the scope of the home stay program?
6. Are there are organizations or companies that you have contacted about the home stay program?
If so, which ones?
7. Do you want this program to be a long lasting program or just a pilot and see how it goes from there?
8. Are there certain locations that Home Stay Programs will be piloted in? If so, where?
 - a. How were these communities selected?
9. How much money do you have budgeted for the implementation and upkeep of the home stay program?

Developing Regulations

1. Are there specific standards that you want taken into consideration when constructing regulations?
2. Are there specific bed-and-breakfast regulations that you would like to see implemented to the home stay program? If so, which ones?

Training

1. Do you plan on providing training to hosts on how to run a hospitality establishment?
 - a. How do you plan on training hosts to be entrepreneurs and aid them in running the home stay?
 - b. Are there certain topics that you want training to entail?
2. How do you plan to notify the home owners that a tourist will be staying in their homes?

3. How will the training methods vary by location (for example from urban to rural locations), or would training be uniform throughout?
4. What current training methods do you utilize for the incoming tourists into the nation?

Monitoring and Evaluation

1. How do you plan to enforce the regulations?
 - a. Will there be punishments for non-established home stays?
2. How often do you plan on having inspectors visit the home stays, or would the inspectors just visit on initial application?
3. What specific items should inspectors pay attention to when visiting the various homes?
4. How many personnel do you have for the upkeep of this program?
 - a. How many inspectors will you hire that will tour to ensure the regulations are met?
 - b. Do you have people on hand to evaluate the program to keep it up to date?

APPENDIX F– INTERVIEW QUESTIONS: NGO’S

We are students from Worcester Polytechnic Institute in Worcester, MA, USA conducting research with regards to tourist hospitality in Namibia. This interview will help our group to gain a better understanding on the factors that play a role in Namibia’s tourism industry.

The information you provide will be strictly confidential and your name will not be associated with your answers. All information is to remain anonymous. At any time, you are free to end the interview or ask for your response to be removed from our research.

Non-Governmental Organizations (E’TEA):

1. Through our background research we noticed that your organization mainly works with tour operators, activity operators, and tour facilitators. We also found that you offer training skill development, marketing and networking opportunities to members. We have a broad understanding of what your office does, but would you mind explaining a little more in detail of how your organization works with the tourism industry and the NTB?
2. It doesn’t appear that your organization works with accommodation establishments. Would you be willing to work with a home stay program?
3. What are the challenges you faced with implementing a new enterprise in Namibia?
 - a. What are common mistakes you see new enterprises making when starting up?
 - b. What are the challenges you see with implementing a home stay program?
4. What resources do you have to offer to the home stay program?
5. Through background research we found that there is a N\$100 membership fee to be a part of your organization.
 - a. Would you be willing to lower the price for home stay establishments?
 - b. Would you be willing to have a payment plan for a home stay establishment?
 - c. Would you be willing to have a new type of membership for home stay establishments?
6. Do you see your organization benefiting from a home stay program? If so, how?
7. Are there other people/organizations you recommend we talk to in order to get more information?

APPENDIX G– INTERVIEW QUESTIONS: COMMUNITY MEETINGS

We are students from Worcester Polytechnic Institute in Worcester, MA, USA conducting research with regards to tourist hospitality in Namibia. This interview will help our group to gain a better understanding on the factors that play a role in Namibia's tourism industry.

The information you provide will be strictly confidential and your name will not be associated with your answers. All information is to remain anonymous. At any time, you are free to end the interview or ask for your response to be removed from our research.

1. What benefits do you see coming from the home stay program?
2. What potential drawbacks do you see coming from the home stay program?
3. What is the process for a business applying for a fitness certificate?
4. What is the turnover rate from when a person applies for the certificate to when they get approval?
5. Is there an application fee? If yes, how much?
 - a. Would it be possible to lower the fee for those participating in a home stay, since these households may not be hosting everyday of the year and have a steady income?
6. When inspectors visit the businesses, what are the inspectors looking for (safety, cleanliness, etc.)?
7. Do you re-inspect businesses after a fitness certificate has been issued? If yes, how often?
8. It is our understanding that a fitness certificate usually lasts for a year, do you have any special cases where a certificate is issued for a shorter amount of time? If yes, please explain? If no, would you be willing to offer certificates for a shorter amount of time?
9. Is there a difference in fitness certificate based on the type of business? E.g accommodation vs. industrial
10. What is the process for reapplying for a fitness certificate? What is the timeline of reapplying?
11. Which offices within the city are involved in the issuing of a fitness certificate?
12. What is the process of conducting a criminal background check?
 - a. How often do you suggest the background checks are conducted on home stay hosts?
13. Should the rates for a home stay establishment be more than bed-and-breakfast, less than bed-and-breakfasts or similarly priced?
14. What information should guest know about the lifestyle and culture of the people in this area before visiting?
15. What information should host know about the guest's culture before visiting?

APPENDIX H – COMMUNITY MEETINGS RESULTS TABLE

Town	Willing to amend current standards?	Interest of total number of people	Concerns	Fitness Certificate/ Implementation Information	Social Hand Book	Rates
South						
Keetmanshoop	Yes	20	Culture clashes	For 3-5 years	Respecting the rules (smoking, getting drunk, etc.)	higher than B and B/ hotel
				Would be willing to make it shorter but it would be more money	Relationships (no PDA)	
			Household Rules (smoking, getting drunk,	\$230N for certificate	Meals (may eat less)	
			Time of stay should be agreed upon before hand	Would be willing to amend	Child Labor (may ask guest to do something)	
			Government funding to make their house to standards	Rezone their plot	Punishment (so they're not shocked)	
			Privacy protection- sign something that says they will not write a book etc., if they get permission it's okay		Gifts (don't feel like they have to but you can-- things like flying them to the U.S, etc.)	
			Clause on the application for protecting the community/ host			
			Indemnity form for guest (liability)			
			Providing meals (rates could be adjusted)			
			Long term security for Namibia			
Time frame-- they want results						
Lüderitz	Would have to go through town council (strictly 1 year)	16	Affordable insurance policy for the host		Register a name for their business?	Safety precautions
			Ensure security of tourists because crime rate is high	Taxes	rates depend on length of stay	
			Criminal background check for hosts and tourists (no terrorists)	Social Security		

			How will it be regulated	Appointing someone from municipality to be in charge of inspections		
			Illegal operation (more than one bedroom open)	Home stay would fall under residential -- B and B would have to rezone		
			Must regulate service and product	Insurance		
			Invasion of privacy with inspections	89N in shabeen which home stay would fall under		
			Illiteracy--book keeping would be difficult			
			Meals --agreement between host and guest, guest should be able to buy own meals and use kitchen			
			Decrease in business for B and B and hotel owners			
			Switching hosts within the community mid way			
			2 people travelling together			
			cultural clash			
			sewage in streets			
			Registration cost with NTB			
Maltahoe	*no one from town council	3	must provide linens	same procedure as Keetman and Lüderitz	crime is not really a concern	rates should be lower than B and Bs
		there would be an interest in community	host asking for money	need clean bed, mattress, desk with 2 chairs, kitchen (peace corps)	power and water can go out	
		a lot of people have open bedrooms	peace corps- if there's a male host, must be female host if the guest is female		having porridge is a sign that you have money-- understand what's considered wealth	
					language barrier	

					host should be informed of food allergies (house description) food manners--some people eat with hands host training- talked about the culture, signs of home sickness communication interaction is key	
Swakopmund/ Walvis Bay	Yes	7	Guarding against abuse and substandard service	Currently have to change town planning scheme --take two years	Taking pictures	Cheaper than B and B's
			NTB can hire municipality workers/tour guides to monitor	Can register as a home occupation policy (self-catering guest house)--no rezoning(?)	Knowing how much things should cost	Set a minimum and maximum range (depends on service such as meals)
			Only give approval	Can give temporary licenses		
			NTB must work on making sure there are minimum health and safety requirements for municipalities (ex: ventilation, size, overcrowding)--Look at National Health Standards **	Easier to register for a year		
			Meals should be up to the guest but everyone eats breakfast	Will not need to rezone as long as the building is up to standards as a formal and safe structure		
			make everything easy as possible so everyone can participate	Swak- Letter of approval for businesses that don't meet standards last one year		
			Host should sign liability form to hold them responsible for anything stolen or damaged	Walvis Bay--no informal home stays because of fire (maybe have guest sign letter of consent?)		

			Guests being taken advantage of	Police in charge of criminal background check (drivers are either only ones who need it currently)		
				All towns have different planning schemes but all are generally the same--talk to NAMPA(?) because they're in charge		
Okahan dja		7	Loosing focus of homestay program by providing opportunity to grow into a bed-and-breakfast (loose cultural experience)	Received tick list for building inspection	Host guide- hosts are the ambassadors of Namibia	Breakfast would be plus or minus a certain amount of money
			B&B and hotel owners loosing business		Specific information about household should be provided to the guest by the host and through the NTB	if you don't monitor the rates, the program could collapse--economically sustainable (too much, no one would come or not enough then loosing money)
			People are looking to make a quick buck and be interested in the program for the wrong reasons		host and guest should exchange knowledge/ experiences	look at areas and adjust rates according to that
			Regulation will be difficult since now every household would be a tourist destination			
			Safety of tourist- outsiders don't know what's safe and not safe			
			Guest becoming a member of the family			
			Number of toilets			
			Sharing rooms? No.			
			Meals--guests not okay with traditional food			
			Strict, calculated regulations are necessary because everyone is going to want to generate income			

			Leaving guests in the home by themselves--what is appropriate			
			Balance between privacy and not enough attention			
			Host having too many guests in a short period of time--culture might change/ hosts don't get a chance to "breathe"			
			NTB must work with local authorities and regional councils to monitor			
			Negative promotion of Namibia because word of mouth is powerful			
			Hosts= ambassadors of Namibia			
			Shacks are not culture so they should not be in the program			
			Background check for everyone in the household over a certain age (?)			
			thorough background check			
			If a household is not registered under the municipality they shouldn't be able to participate--cant apply for fitness certificate			
			NTB needs to give descriptions of homes on the website--maybe a picture too by the NTB			
			How to ensure that culture isn't invaded or disrespected when tourists come			
			Unemployment and alleviation of poverty should not be the marketing strategy (can be underlying motive)-- should be about culture exchange			
			Namibia should not be behind as far as tourism is concerned, tourism brings a lot of income,			

			Other countries found a way to do it so it should be our homework to figure out how to implement home stay without compromising culture					
North								
Katima Mulilo	they have changed it in the past and if this project is implemented, they might amend	6	how to regulate businesses run by traditional leaders	what type of structures can the NTB accommodate? --grass, clay? Regulations will be in line with current standards and bylaws	guests should be notified of general safety and hygiene precautions	more than B and B's since they're offering culture		
			rural areas--hygiene and facilities	town planners and health inspectors are involved in granting fitness certificate		less because they're gaining culture as well		
			could we relax the regulations so more people can meet standards?	turnover rate of getting certificate is 2-3 days		Free market economy so hosts can choose their own		
			most villages don't have toilets or spare bedroom	\$450 Nam for informal settlements		\$100-150 per night without meals		
			would a dry toilet work? Yes. As long at it meets municipalities standards	\$900 Nam for the formal settlements		hosts and guests should shop together and split is		
			funding from NTB? No, not in the mandates. Community can come together and ask regional council			price should be modified if cultural activities are included --package deal sort of deal		
			health and safety standards					
			buildings are safe but hygiene is compromised--toilets (caprivi is currently trying to install dry toilets)					
			will the culture be for sale					
			right now people are living care free but if they have a home stay they're adding additional stress--dollar economy					
business in a modern area with out a telephone--how will the match me made?								
Oshakati		10	How will the standards meet the needs of the towns and villages since the two are different		Certificate lasts for one year			NTB must set a range

			Who initiated this program?	Application fee depends on the size of the business		\$80-\$300 Nam/ night depending on meals
			Why was it initiated?	Health inspector checks everything when applying		
			Targeting towns or villages?	Shorter periods only if there are things that need to be changed		
			They want to know the negatives before they participate	In special circumstances, can last for a shorter amount of time		Higher than B and Bs
			How standards will meet both cultural villages and modern towns			
			Want to know the experiences in other countries			
			Must include feedback from hospitality owners--don't want to "snitch bread from their mouths"			
			Must identify the impact on hotels			
			Close coordination between local authorities and NTB-homes need to be monitored			
			Local authorities need to know where people are placed in case of national disaster			
			Are we going to tell every tourist coming to Namibia that there is a home stay program			
			NTB should provide participants with a laptop so they can communicate with guests and get their program running			
Opuvo		8	How do we start a home stay?		In the town boundaries, the town can offer fitness certificates	

			may not work in villages with small huts	Town cannot regulate anything outside of town boundaries (villages)	Sexual exchange between hosts and guests	
			People working directly with food will need a heat exam--difficult because there may be multiple people preparing food for the guest	Ministry of Health and Social Services conducts the investigations for areas outside a town boundary--they could issue a fitness certificate to villages as long as they meet the standards	invasion of privacy	
			Must start at the top then work our way down to bring this program to implementation		bringing drugs into the homes	
			No water in certain communities --not safe for plumbing or drinking			
			There is currently a cultural home stay program going on except it's with the tour guides--don't see it working without the tour guide			
			Difficult to communicate with the Himba			
			In villages-Guide should work as a middleman between NTB and host to aid in communication-they know more than the tourist			making porn
			This will cause the price to increase-- must pay the host and the guide			
			Guest may influence the way of living or the culture of the host			
			No villages have toilets--perhaps more touristic villages are the ones the put in a toilet for tourists to use			
			Currently, nothing in place for the government to protect cultures			

			<p>Guide should be trained on what to do if something bad happens--if the tourist has bad intentions, etc.</p> <p>Start in modern household before bringing the program to villages</p> <p>Tourists must register with the NTB so their information is documented</p> <p>Guides should be informed of guests intentions beforehand</p>			
Gobabis		9	<p>One hotel in Gobabis shut down --home stay program may cause others to shut down</p>	<p>Local authorities issue fitness certificate and make sure premises is okay, then bring to Ministries</p>	<p>What is expected from guests to enter a country (ex: shot for yellow fever)</p>	<p>Hosts benefits may not be as good as the guests--must make sure that rates are high enough to be beneficial</p>
			<p>Control is very difficult--can't be there every day</p>	<p>To fit with town planning scheme--people register with local town then ministry</p>		
			<p>Hard to control food when little kids have diseases</p>	<p>look for--toilet, shower, coupled to sewer system, clean water, ceiling, ventilation</p>		
			<p>Separate kitchen to prepare food</p>	<p>Must register with Ministry of trade (because you're a business), then NTB (because it's a tourist destination), then local authority (because you're in that area)</p>		
			<p>People get used to certain organisms in their house that could make guests sick</p>	<p>Municipality and NTB have the same requirements for the most part--don't see any huge differences</p>		
			<p>People who inspect home stays should be very well trained</p>			
			<p>Must understand how money can flow around in towns--chain of money</p>			
			<p>Local authorities should get a list of all businesses in their town and act as middle man</p>			
			<p>In smaller towns, home stays may be a competition but in larger towns it will not</p>			

			<p>If hosts are sick, they will keep quiet about it because they want money. If guest are getting sick, the home stay program will get a bad name</p>			
			<p>Honesty--people only hosting one guest at a time</p>			
			<p>Will guests be satisfied with traditional foods?</p>			
			<p>People who apply should have the mentality that they will be working with upper class people to ensure quality</p>			
			<p>"If you make one mistake, you're out of the program"</p>			
			<p>All of the health and safety inspectors and ministry must come together and agree on regulations</p>			

APPENDIX I – MUNICIPALITY COMMON CONCERNS TABLE

Culture Clashes	Ability to Participate	Health/ Safety	Regulation	Culture Preservation	Other
Household rules	Government Funding	Minimum health and safety requirements -- National Health Standards	Illegal operation	Loosing focus of home stay program by providing opportunity to grow into a B& B	Two people traveling together
Host asking for money	Affordable insurance policy	Shouldn't compromise standards so more people can participate	Service and product		Want results fast
Hosts expectations/ gifts	Illeteracy--hard for bookeeping	Sewage in streets	Invasion of privacy w/ inspections	Shacks are not culture so they should not be in the program	Guest should become member of the family
Holidays/ Religion		People working directly with food will need a heat exam--difficult because there may be multiple people preparing food for the guest	NTB should work with someone from the municipalities/ regional councils to help monitor	How to ensure that culture isn't invaded or disrespected whe tourists come	Negative promotion of Namibia because word of mouth is powerful
Male/ female hosts for female guests?	People are looking to make a quick buck and be interested in the program for the wrong reasons--shoudn't make it so easy	People get used to certain organisms in their house that could make guests sick	Regulation will be difficult since now every household would be a tourist destination	Unemployment and alleviation of poverty should not be the marketing strategy (can be underlying motive)--should be about culture exchange	Hosts= ambassadors of Namibia
Public display of affection		Separate kitchen to prepare food	Strict, calculated regulations are necessary because everyone is going to want to generate income		Marketing-NTB needs to give descriptions of homes on the website--maybe a picture too by the NTB
Balance between privacy and not enough attention	NTB would not fund because it is not part of their mandates -- communities can come together and ask the regional council	Hard to control food when little kids have diseases	How to regulate businesses run by traditional leaders	Host having too many guests in a short period of time--culture might change/ hosts don't get a chance to "breathe"	business in a modern area with out a telephone--how will the match me made?
		Number of toilets-most villages don't have a toilet or a spare bedroom (dry toilets = okay)			Namibia should not be behind as far as tourism is concerned, tourism brings a lot of income
Communication --langare barriers	Homeowners worried that their homes would not meet standards	Long Term security for Namibia	Could the regulations be relaxed so more people can participate?		
Sexual Exchange/Pornography		Crime-Criminal background check for everyone in the household over a certain age	Control is very difficult--can't be there every day	Other countries found a way to do it so it should be our homework to figure out how to impliment home	In villages-Guide should work as a middleman between NTB and host to aid in communication--they

		Privacy of Host	Local authorities should get a list of all businesses in their town and act as middle man	stay without compromising culture	know more than the tourist (price will increase)
Meals-guest might not be okay with traditional foods, rates should be adjusted based on meals provided (min and max), buy own meals and use kitchen, meals should be up to the guest but everyone eats breakfast	Make things as simple as possible so that everyone can participate	Indemity for for guest	If a household is not registered under the municipality they shouldn't be able to participate--cant apply for fitness certificate	right now people are living care free but if they have a home stay they're adding additional stress--dollar economy	Decrease in business for B&Bs
		Guard against abuse of guest/tourist			
		Host should sign liability form so they're responsible for anything that is stolen/damaged of the guest	Honesty--people only hosting one guest at a time	Will the culture be for sale?	One hotel in Gobabis shut down --home stay program may cause others to shut down
		Guests being taken advantage of--prices, etc.			
Drugs	Registration cost with NTB	Outsiders don't know what's safe and what's not	Local authorities need to know where people are placed in case of national disaster	Tourists intentions must be known beforehand	Length of stay should be agreed upon by host and guest before hand
		Rural areas--hygene and facilities (mainly toilets)			Leaving guests alone in the house should not be allowed
		How standards will meet both cultural villages and modern towns			

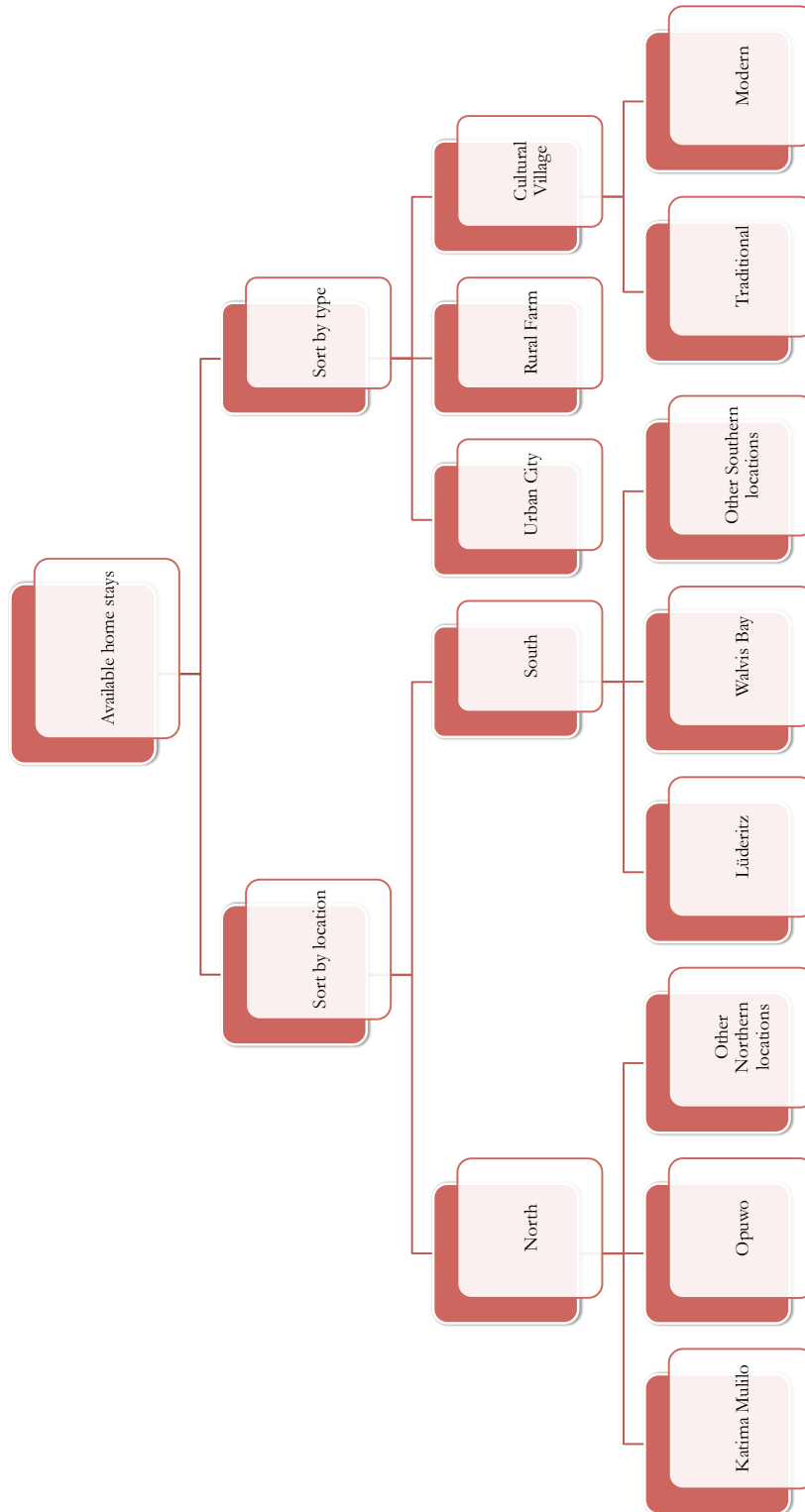
APPENDIX J – INFRASTRUCTURE TICK LIST

Location:

Date:

Infrastructure (Home):	Comments:
❖ Material	
❖ Condition of Homes (cracks, rust, mold, etc.)	
❖ Number of Bed Rooms	
❖ Number of Bath rooms	
❖ Power Source	
❖ Laundry Services	
❖ Safety Equipment (First Aid Kit, Fire Extinguisher, evacuation routes)	

APPENDIX K- HOW HOME STAYS WILL BE LISTED



APPENDIX L—DRAFT OF REGULATIONS FOR THE HOME STAY PROGRAM

An accommodation establishment may be registered as home stay establishment if the home owner-

- a. Registers only one establishment for the accommodation of a guest;
- b. Provides accommodation in the home he or she lives;
- c. Has only one bedroom available for the accommodation of guests;
- d. Provides food for the guest, or a kitchen for the guest to use;
- e. Has a home made from clay, mud, cow dung, or other impervious material;
 - i. Or in the case of a “cultural” home stay, has a home made from clay, mud, cow dung, tin, or other impervious material; and
- f. Meets the minimum requirements set out:

1. Guest Rooms

- a. Guest room must be within the household of the host, but separated by a lockable door
 - i. In the case of a “cultural” village
 - 1. A separate homestead must be provided for guest accommodation
- b. Size and Floor Covering
 - i. Minimum floor area, inclusive of vestibule & built-in furniture, if any:
Single room: 10 m²
 - ii. If not carpeted wall-to-wall, the floor must be tiled or covered with another impervious material, be provided with one floor mat, tanned skin, or similar floor covering, equivalent in size to 1 m² for each bed, or one floor mat at least 2.4 m² to serve all beds.
- c. Lighting, Heating, and Ventilation
 - i. All bedrooms must have windows totaling not less than 1 m², providing natural light and furnished with curtains, shutters, or blinds for privacy and exclusion of light. If the windows cannot be opened, a ventilation system must be provided.
 - ii. In establishments with electricity supply, the following must be provided:
 - 1. Adequate electric lighting by means of electric bulbs of sufficient wattage to allow for reading;
 - 2. At least one electric power plug in each bedroom.
 - iii. In an establishment with no electrical supply, adequate lighting must be provided by means of gaslight, paraffin lamps, candles, or other similar amenities.
- d. Furniture and Fixtures

The following must be provided in respect of each bedroom:

 - i. A waste-paper basket
 - ii. A wardrobe or other suitable unit for the storage of guests’ clothes and, unless central secure lock-up facilities for guests’ valuables are provided, the wardrobe or other unit must be provided with a serviceable lock;
 - iii. One bed provided for the guest, but in the case of two guests traveling together, a double bed or larger, or two single beds must be provided
 - iv. At least one chair per room

- v. A key or other equivalent locking mechanism for the bedroom door;
- vi. At least one bedside table
- e. Linen, Bedding, and Service
 - i. Bed linen, blankets, pillows, and towels must be provided and be kept in good repair at all times.
 - ii. Bed linen and towels must be washed and changed prior to guests' arrival.
 - iii. Bedrooms must be cleaned prior to guests' arrival.
- f. Accessories and In-room Amenities

In every bedroom the following must be provided-

 - i. A minimum of six clothes hangers, not being wire hangers.

2. Bathrooms and Toilets

- a. Every bathroom must be provided with at least a shower and toilet, or a bath and toilet.
- b. Every bathroom and toilet must be fitted with a door which can be locked from the inside.
- c. Adequate ventilation by means of windows, extractor fans, or other acceptable and effective means of ventilation in good order must be provided in every bathroom and toilet.
- d. All bathrooms must have sufficient space to allow freedom of movement for access to all fittings.
- e. There must be at least one bathroom per household
 - i. In the case of "cultural" villages, one bathroom per community may be provided
- f. Structure and Flooring
 - i. For an interior bathroom:
 - a. Floors must be of impervious material or concrete or clay
 - b. All walls of bathrooms and toilets must be complete from the floor to the ceiling and internal walls must either be tiled to a height of at least 135cm from the floor, or coated with washable paint.
 - c. Drainage from bathrooms and toilets must be disposed of by means of water-borne sewerage.
 - ii. For an exterior bathroom:
 - 1. Toilet must be dry or chemical toilet
- g. Fixtures and Fittings
 - i. A mirror of at least 45cm x 30cm and a shelf must be provided in each bathroom.
 - ii. Every toilet bowl must be provided with a lid.
 - iii. Towel rails, hooks, or rings must be provided in each bathroom.
 - iv. Adequate clothes hooks must be provided in each bathroom and toilet.
 - v. For establishments with running water;
 - 1. Bathtubs, other than free-standing baths, must be built in with bricks or impervious material and tiled on the outside.

2. Every bathroom must have a washbasin with hot and cold running water.
- vi. For establishments without running water;
 1. A water pump must be provided
- h. Accessories and Service
 - i. Every toilet, whether private, public or communal, must be provided with-
 1. A supply of toilet paper;
 2. A waste or sanitary bin with a lid; and
 - ii. A washable mat or wooden duck board must be provided in each bathroom.
 - iii. Bathrooms and toilets must be cleaned daily

3. Dining Rooms, Kitchens, and Wash-ups

- a. Meal Service
 - i. Meals must be provided according to prior agreement between the guest and host
 - ii. If meals are not provided, kitchen facilities must be available for the use of the guest
- b. Structure and Flooring
 - i. Floors must be of impervious material or concrete or clay
 - ii. Walls must be tiled to a height of at least 135 cm from the floor and walls above the tiles must be coated with washable paint, or entirely coated with washable paint.
 - iii. Adequate cold rooms or refrigerators must be provided.
 - iv. There must be no direct access to a toilet from the kitchen.
- c. Ventilation and Hygiene
 - i. Adequate provision must be made for ventilation and the efficient removal of hot air and odours by means of extractor fans or other similar devices.
 - ii. Must be kept free from insects and rodents.
- d. Fixtures and Fittings
 - i. If dining room is provided:
The dining room must have-
 - ii. Adequate lighting and effective ventilation in good order; and
 - iii. Adequate seating and dining facilities.
 - iv. If no dining room is provided:
 1. A table or chair must be provided
 - v. All shelves must be of impervious material.
 - vi. The top of each worktable must be a single and solid piece of stainless steel, marble, granite, or other equivalent impervious material.
 - vii. At least one sink, or a dishwashing machine and a sink, with hot and cold running water must be provided for the washing of dishes, crockery, and cutlery.
 1. For establishments without running water, a water basin must be provided

4. Pantries and Food Storage Rooms or Areas

- a. A suitable pantry, larder, or cupboard with sufficient capacity for the storage of food must be provided, of which-
 - i. The floor must be of impervious material or concrete or clay;
 - ii. The shelves must be of impervious material or solid wood without any cracks.
- b. Every pantry, larder, or cupboard must at all times be maintained in a clean and wholesome condition, free from flies, rodents, vermin, and dust, and protected from the emission of unwholesome vapours or gases.

5. Fire Safety

- a. Adequate provision must be made for fire-fighting appliances and fire escapes, which must be prominently and clearly indicated at all times. The requirements of any local authority regulations or by-laws applicable in the area where the establishment is situated must be complied with at all times.

6. Laundry

- a. If laundry services or facilities are provided for the washing and ironing of guests' clothes on the premises, such services or facilities may not be provided in the kitchen of the premises.
- b. Guest may do his or own laundry if facilities are provided

7. General

- a. Tariffs for Accommodation and Services
 - i. The tariffs for accommodation and customer services must be available in writing.
 - ii. There must be a check in system or book for the guest to sign
 - iii. Guests must be notified if the tariff has changed since an advance booking was made.
 - iv. It should be made clear what is included in the tariff quoted for accommodation, e.g. meals, service charges, and refreshments.
- b. Maintenance and Service
 - i. The structure, equipment, plumbing, drainage, sewerage disposal, lighting, ventilation, and electrical installation of every permanent building of the accommodation establishment must be kept in good repair at all times.
 - ii. The premises must be kept in a clean and hygienic condition and free of fire, health, and safety hazards at all times.
 - iii. All rooms must be properly ventilated.
- c. Equipment Provided
 - i. All furniture and equipment, kitchen utensils, cutlery, crockery, glassware, bedding, linen, curtains, carpets, mats, and other floor coverings must be clean and kept in good order and no chipped or cracked crockery or glassware may be used.
- d. Access, Safety, and Security
 - i. Clients must have access to a telephone or two-way radio on the premises, where a telecommunication network is available.
 - ii. A first-aid kit must be kept on the premises and be available to guests at all times.
 - iii. Safety instructions for guests must be available in the guest room.

APPENDIX M – HOME STAY GUIDE: HOST EDITION

WHAT IS THE HOME STAY PROGRAM?

The Namibia Tourism Board (NTB) offers the Home Stay Program for tourists from anywhere around the world.

- The home stay program is designed for tourists who want to experience daily interaction with a Namibian family and understand the rich culture that Namibia has to offer.
- If a family has an extra bedroom, which is not being occupied, and their home meets the standards outlined in NTB's regulations, they may host a tourist.
- NTB staff carefully inspects and selects home stay homes.
- NTB staff members are committed to assisting home stay guests and host families.

WHO ARE THE TOURISTS?

The majority of tourists coming to Namibia are from the African region. International tourists include mainly those from Europe and North America. Host families should be prepared to welcome both domestic and international tourists into their home. Tourists will undergo a criminal background check and a health examination prior to their participation in the program. This will help ensure the safety of the host family.

CONSIDERATIONS

The following is a checklist of aspects families or individuals that want to host a guest should possess.

1. We enjoy meeting and helping people.
2. We are representative of a Namibian family.
3. We are interested in other cultures.
4. We could easily welcome a tourist as a family member into our home and life.
5. We would treat the tourist the way we would like to have one of our own people treated if in another country.
6. All members of our home think this is a good idea.
7. We have an open bedroom that is private, clean, and comfortable and meets the NTB's standards.
8. We are able to provide meals or are willing to allow the tourist to use our kitchen facilities to prepare his or her own meals.
9. Our motivation to host a tourist is not purely monetary.
10. We are willing to receive training from the NTB to learn how to run a home stay program.

PROGRAMS

The home stay program offers different home stay opportunities:

- Rural Stays
- Urban Stays
- “Cultural” Stays

To participate, you must have a picture and description of your home listed on the NTB website.

RURAL STAYS

Rural stays allow guests to learn what life is like in a rural area in Namibia. Guests can live with a Namibian family and experience the day-to-day lifestyles and traditions.

URBAN STAYS

Urban stays allow guests to learn what life is like in an urban community in Namibia. Guests can live with a Namibian family and experience the day-to-day lifestyles and traditions.

“CULTURAL” STAYS

“Cultural” stays offer two types of experiences—a stay in a modernized village or a traditional village. In these stays, guests will stay in a separate homestead. Guests will be accompanied by a tour guide and be able to participate in day-to-day activities and traditions.

Once the guest chooses that they would like to stay in your home, he or she will contact you to make arrangements regarding length of stay, meals, and any other information.

APPLICATION PROCESS

To apply to be a host for the home stay program, four steps must be completed:

- ✓ Obtain Fitness Certificate
- ✓ Criminal Record Check
- ✓ Health Examination
- ✓ Training

CRIMINAL RECORD CHECK

All host families are required to complete a criminal record check prior to the guest’s arrival. Each individual over the age of 18 years that resides in the home must complete a criminal record check. Forms and additional information can be obtained by contacting the NTB.

RATES

The host decides the rate. This money should be paid directly to the host family by the tourist at the beginning of his/her stay. If meals are included, the rate should be higher than if meals are not included.

RATES RECOGNIZE THE COST OF:

- Meals and snacks
- Additional hydro/utility payments
- Preparing a comfortable bedroom that meets the requirements
- Occasional activities with the tourist

THE PROS AND CONS OF HOSTING

Welcoming a tourist, especially an international tourist, into your home can be a valuable experience. There are many benefits, as well as potential challenges involved in the process of sharing one's home with a person from another culture.

BENEFITS

Host families in other countries such as Malaysia, the Philippines, and South Africa have all had rewarding experiences hosting an international tourist. It provides both opportunities to learn more about another culture and to represent Namibia and Namibians in a positive way to the rest of the world. By becoming a host, you will be acting as a global ambassador for Namibia.

CULTURAL EXCHANGE

Families or individuals often become hosts for the exposure to other countries culture and perspective. As a host to a tourist you can:

- Learn about another part of the world
- Understand daily life in another country
- Get to know your tourist and their way of life
- Understand how others perceive Namibia and our lifestyle

ROLE OF THE HOST

Hosting provides an opportunity to represent our country and our culture and give people around the world the experience of living in a Namibian family. As a host to a tourist you can:

- Help a tourist experience our culture
- Represent Namibia or Namibians to the world
- Showcase our region and its richness
- Explain our language and lifestyle

POTENTIAL CHALLENGES

Although hosting a tourist is generally a very rewarding experience, there are certain difficulties that should be considered. Often families that want to host recognize that their own schedules are full and that incorporating another individual into their routine can be challenging.

TIME

Host families are expected to welcome their guests into their regular family life. It is a good idea to remember that your guest's needs should be considered. Guests will have expectations to:

- Share dinner, as a family, most nights
- Have casual conversations on a regular basis
- Be included in some family outings
- Spend some time with their hosts on weekends or holidays

SCHEDULES

Tourists in general will have different schedules, as they will want to see as much as they can while in Namibia. Late night activity is not unusual for younger tourists. Incidences of late night activity is often increased due to time differences with their home country and their need to be in communication via phone

or Internet during night time hours. In addition, some international cultures prefer to bathe before bed and tourists may think it is normal to shower rather late at night.

CULTURE

Many hosts initially envision a cultural exchange that is exciting and informative. Although this is usually the case, hosts and guests can also experience clashes in culture or lifestyle. These may be due to small or large differences, or just different styles of communication. See the section “A Crash Course in Culture” later in this document for important information regarding cultural differentiation and some practical strategies to help handle potential conflicts.

MEALS

While some guests will want to eat every meal with the host family, others will want to buy their own meals. If the guest would like to eat with the family, it is a good idea to communicate beforehand how many meals your family typically eats in a day. Guests should participate in the preparation of meals, if they so choose, and eat with the family rather than being served. In the case where a guest would like to buy his/her own food, the kitchen should be available for his/her use. Arrangements regarding meals should be discussed before the guest’s arrival. Any allergies of the guest should also be discussed before guest’s arrival. Rates should be adjusted based on if meals are included or not.

TRANSPORTATION

Hosts should assist guests with understanding public transportation options. Hosts should:

- Familiarize them with bus schedules/ taxi services
- Identify bus/taxi stops
- Provide guests with phone numbers of reliable taxi services
- Explain how to pay and how much they should be paying

AUTOMOBILES

Hosts are not responsible for driving guests around or to pick them up, though offering a ride if possible will be appreciated. Host must have a valid driver’s license to drive a guest. In the case that a guest comes with his own automobile, he should be provided with space to park it. Hosts should never lend their car to the guest. In the case of an accident, insurance can be extremely complicated.

GUESTS RESPONSIBILITIES

Guests should be treated like a member of the family and it is reasonable to ask them to assist with small daily tasks. Guests are responsible for cleaning and maintaining their own bedrooms, and cleaning up after themselves in the bathroom, living room, and kitchen. Other daily chores may also be acceptable for guests to assist with as long as they agree. Their comfort level of participating in daily activities should be discussed and agreed upon before their arrival.

Guests may be asked to:

- Help prepare for meals by helping cook or set the table
- Help clean up after dinner such as washing dishes or tidy the kitchen
- Tidy the bathroom after each use
- Pick up personal items and keep them in their bedroom

Guests should not be expected to*:

- Babysit
- Do heavy cleaning or gardening work
- Cook meals for the family
- Take care of cattle

*Unless he or she desires.

Never make arrangements for guests to do extra work in exchange for accommodation fees or force them to help with something that they did not agree to do. This could be considered illegal work.

RELIGION

Discussion or sharing of religious practices should be handled with respect for differences. Many host families may regularly attend a worship service and would like to invite the guest to join them. International guests often appreciate this experience from a cultural perspective since the form of worship may be different from their normal customs. Host families should understand that if a guest accepts an invitation to join you at your place of worship, this may only be out of curiosity and they should not be expected to continue to attend. They should also not feel pressured to feel as though they should attend.

- If you invite guests to attend your worship service, they may choose to accept or decline without causing offence.
- Understand that guests may choose to attend religious services as part of their cultural experience and should not feel pressured into continuing to attend.
- Guests should never be asked to participate in any religious worship that makes them feel uncomfortable.
- Try to make sure that guests are not just attending services to be polite since this could lead to stress and they may feel forced to attend.
- If your religious practice occurs in the home, you may need to explain the practice.

Also, guests who decide to attend places of worship or follow different religious practices than you should always be made to feel comfortable.

CELEBRATIONS AND HOLIDAYS

Many guests choose to stay in a home stay for the opportunity to experience and participate in Namibian lifestyle. This includes gaining an understanding of Namibian celebrations and traditions. If host families do not celebrate a certain holiday or occasion, they should try to allow the guest to experience it in some way with friends, neighbors, or the larger community. Guests will also appreciate hosts' interest in their cultural celebrations. Encourage them to share these events and traditions with your family.

PREPARING FOR ARRIVAL

Before your guest arrives, you will want to discuss your new arrangement with family, friends, and neighborhood. For families with children, it is a good idea to talk to them about the cultural differences. Other members of the family may find it useful to do some reading or research for information about where the guest comes from, and intercultural interactions in general. Read over the information that the guest has provided to you and make sure you and your family understand the differences that may be faced. If you do not understand any of the information or want more of an explanation, you may contact the guest directly or call the Home Stay Specialist. Appendix 1 at the end of this guide provide suggestions for reading or websites that may be helpful.

HOUSEHOLD

Members of your household should be prepared for and discuss having a guest in your home. Some questions to ask your family include:

- Does everyone agree that it is a good idea to host a guest?
- Do we have enough space to host this guest?
- Will accessibility to the bathroom be limited?
- Will we need to revise our schedules to fit the guests needs (mealtime, bathing, etc.)
- Will children need to be reminded to clean up after themselves in common areas?
- Are there areas or items in the home that will be “off-limits” to the guest?
- What kind of house rules will everyone follow?

KITCHEN

Host families should spend some time organizing prior to a guest’s arrival. If the guest will be preparing his or her own meals, you should be prepared to explain to the guest where necessary cooking equipment is. Providing a small shelf for guests to store some of their food may also be appropriate. Some things to check in the kitchen before a guest arrives include:

- ✓ A refrigerator/ cold room
- ✓ Adequate seating and dining facilities
- ✓ Sink/ water basin
- ✓ Pantry or cupboard for storage of food

BATHROOM

If the guest will be sharing a bathroom with family members, it may be necessary to rearrange bathroom drawers or cupboards to allow him/her space for personal items. Additional towels may also need to be purchased. Members of the host family should tidy the bathroom after each use. Some things to check in the bathroom before a guest’s arrival include:

- ✓ Shower
- ✓ Toilet with lid
- ✓ Mirror
- ✓ Towel rail, hooks, or rings
- ✓ Wash basin or water pump
- ✓ Toilet paper

- ✓ Waste bin
- ✓ Washable mat
- ✓ Locks on door

BEDROOM

The guest's bedroom will need to be made ready prior to his/her arrival. It will require:

- ✓ A clean bed with sheets, pillow, and blankets
- ✓ A bedside table
- ✓ Closet area and drawers or shelves for clothes
- ✓ 6 clothes hangers
- ✓ A safe to lock up personal belongings
- ✓ Adequate lighting for reading
- ✓ Electric power plug if electricity
- ✓ Waste paper basket
- ✓ One chair
- ✓ Locks on door

You may want to fix up the room a bit and make it more welcoming. Remember, this is the guest's first impression of hospitality in Namibia and small personal touches such as flowers or pictures are usually appreciated. Guests may bring items from home to personalize their room, but providing some decorations will be nice.

ARRIVAL OF GUEST

When the guest first arrives, he/she will likely be excited, nervous, and tired. It is probably best not to plan any big event or activity the first day. Let the guest rest and get used to being in Namibia. If there is a special event you would like to share with the guest, give them the option. He/she may want to participate even if he/she is tired.

Make time in the first day to get to know your guest and make him/her feel comfortable in your home. Introduce the guest to your family members and neighbors. Tell the guest about yourself, your interests, and your family and ask him/her questions about the same. Some questions to ask may include:

- How was your travel?
- Have you even been to Africa before?
- Why did you choose to come to Namibia?
- What are you hoping to gain out of your time in Namibia?
- What is home like for you?

To allow the guest to feel comfortable in your home you should do the following:

- Give the guest a tour of your home
- Discuss home security (in case of fire)
- Discuss how the guest should upkeep his/her room
- Discuss routines of the family (meal times, bed time, etc.)

- Educate guests on how to travel around Namibia
- Tell him/her where medical facilities are

INTRODUCTIONS

International guests may not be aware of how to properly introduce themselves to certain people in the household/ homestead, such as elders or chiefs. You may need to explain this to them before your introductions.

- It will take some time for your guest and your family to adjust.
- Spend some time showing the guest around and answering questions he/she may have.
- Ask some questions about your guest's interests and lifestyle.
- Share some information about your family, interests, and lifestyle.

GIFTS

Guests may bring small gifts from their country for their hosts. It is important to show appreciation for any gifts you receive. Guests are not required or should not be made to feel as though giving a gift of any kind is necessary. Gifts or extras that the host should NOT expect from the guest include:

- Money
- Food
- Other necessary items
- Excessive labor
- Arrangements to visit the guest's country

RELATIONSHIPS

The purpose of this program is for members of the host family and the guest to form a lasting friendship and exchange culture. Intimate relationships between anyone in the host family and the guest are strongly discouraged.

PRIVACY

While it is important to spend time with the guest and make him/her feel comfortable in your home and part of the family, it is also necessary to give him/her their privacy. If people within the community/homestead know that there is a tourist staying in your home, they may all try to meet him/ her. People within the community/homestead may also try to sell your guest items. It is your responsibility to ensure that your guest does not feel as though his/her privacy is being invaded.

HOUSE RULES

It is important to create any important house rules from the very beginning. You also need to make these rules clear to the guest. These house rules should be offered to guests before they arrive to your home. Guests may be coming from very different environments. You should not assume what they know or how they usually behave in their own homes.

- Discuss rules prior to the first day if possible
- You may need to use demonstrations, simple words, or translation for specific or important rules
- You may put a few key rules in their native language
- If possible, explain to guests why the rules are important for your family
- If you need assistance explaining the rules to guests, please contact the Home Stay Specialist

Some rules may include:

- Smoking
- Curfew
- Chores
- Quiet Hours
- Cleaning up after themselves

USEFUL CONSIDERATIONS

The following sections provide some ideas about what rules or information your guest will need to understand the new environment.

KITCHEN

- What time are meals?
- Can the guest help him/herself to food or drink?
- Will they be preparing their own meals?
- Where are the glasses/dishes/utensils kept?
- How do you wash dishes?

BATHROOM

- When is a good time to shower/bathe?
- When is the bathroom usually busy?
- How long should showers last?
- Cleaning shower/ toilet after each use?
- Where are the cleaning supplies kept?
- Where are dirty towels kept?
- Are any soaps/lotions communal?

BEDROOM

- Should the bed be made every day?
- Who will wash the sheets? How often?
- Should the room always be kept tidy?
- Will anyone else in the family enter the guest's room?
- What if the guest is too hot or too cold?

LAUNDRY

- Are laundry facilities available?
- Will the guests do their own laundry?
- What is a good day/ time to do laundry?
- Where should dirty clothes be kept before laundry day?
- Does the guest know how to operate the machines?
- If there are no machines, does the guest know how to wash his/her clothes?

GETTING AROUND

- Where is the guest's home country's Embassy?
 - Where is the bus/taxi stops?
-

How much do busses/ taxis cost?
 Where is the closest store to purchase personal items?
 Where is the nearest place to buy groceries (if needed)?
 Where is the nearest post office?
 What are some tourist attractions close to your house?

COMMUNICATIONS/ ELECTRONICS

Can the guest use the telephone?
 How can they dial their country?
 Where can they purchase a cell phone?
 Is there Internet access?
 Can they watch the T.V.?
 Is there a stereo or radio to listen to music?

GENERAL

Is there a special way to greet certain members of the household/ homestead?
 Should they always remove their shoes?
 Are there any areas of the house that the guest should not enter?
 Are there any items in the house that are off limits?
 Are guests allowed to have visitors such as friends and family?
 What time do you wake up on weekdays? On weekends?
 Does the guest have a curfew?
 How soon should they tell you if they will be absent from meals?

HOUSEHOLD PROVISIONS

It will be helpful to explain to guests before their arrival what is provided and what they will need to provide for themselves. Items to consider include:

- Toilet paper
- Laundry detergent
- Dish washing detergent
- Shampoo and conditioner
- Body wash
- Cosmetic/ hygienic items

CIGARETTES, ALCOHOL, AND DRUGS

- If the guest smokes, they will need to be told to smoke outside
- Guests under 18 should not be permitted to consume alcohol
- If the guest is over 18 and would like to drink alcohol, they should seek permission from hosts before bringing alcohol into the home
- Illegal drugs will not be tolerated in the host family's home. If drugs are found, please notify the NTB immediately.

INTERNATIONAL GUESTS CHALLENGES

International guests may face different social or personal challenges living far from home. The best thing you can do as a host is to communicate with the guest and make him/her feel welcome.

CULTURE SHOCK

Culture shock is common for anyone who has just left his/her home country and has entered an unfamiliar cultural environment. Symptoms of cultural shock include:

- Disorientation and anxiety
- Homesickness
- Depression and withdrawal
- Weight gain or loss
- Difficulty sleeping
- Lack of energy
- Confusion and anger
- Difficulty focusing
- Stress

CULTURE SHOCK AND HOST FAMILY RELATIONSHIPS

- The guests' experience of culture shock may change the way they treat their host family or act in their new home
- Culture shock can affect mood or behavior so there may be some misunderstandings while the guest is adjusting
- Culture shock can be emotional so the guest may over react in some situations
- It is important to talk to the guest and try to understand how they are feeling
- It is important to remember that all new relationships take time and patience
- Adjusting to life with a new family member who may be experiencing culture shock can be hard, but it will not last forever

WHAT CAN HOST FAMILIES DO TO HELP GUESTS WITH CULTURE SHOCK?

If a host thinks that a guest is experiencing culture shock, he can help by:

- Knowing that culture shock is normal
- Asking guests how they are doing
- Remind them that it will pass
- Let them know that you understand their experience in a new environment can be hard
- Encourage the guest to talk about home, share photos, play music, or prepare foods they eat at home
- Referring them to their host country's embassy

CRASH COURSE IN CULTURE

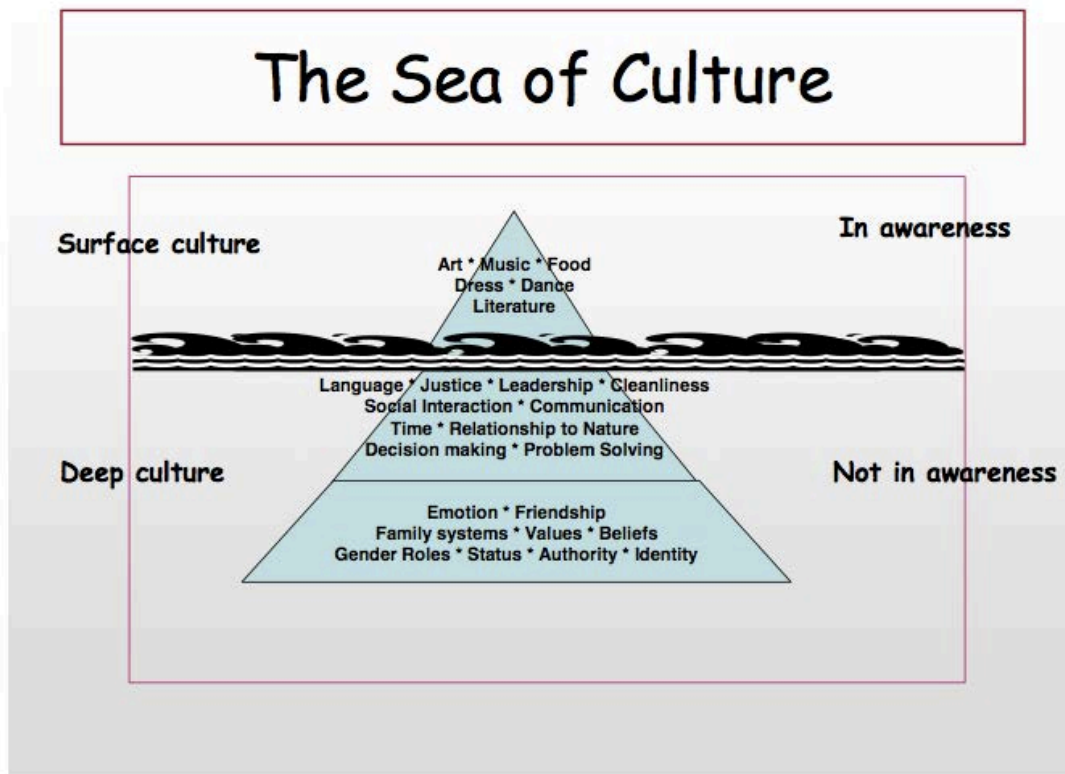
THE CULTURAL ICEBERG

It is common in intercultural training and education to use an iceberg to represent culture. The visible part of the iceberg represents all those aspects of culture that can be easily identified such as music, food, clothing,

language, and customs—things that are emphasized at festivals or when traveling to another country for a vacation. This part of culture is called surface culture and appears above the water (see following diagram).

The things that fall below the water are often more significant to intercultural interactions. The part of the iceberg that is underwater cannot be seen and therefore may be bumped into, sometimes causing shipwrecks.

The iceberg section below the water represents values or deep culture. This deep culture influences the perspectives and behaviors that are visible in surface culture.



SOME PERCEPTIONS AND VALUES THAT DIFFERENTIATE CULTURES

When discussing cultural differences, it is common to generalize about the traits of an entire culture. When using generalizations to discuss culture, it is important to remember that identified traits do not necessarily apply to individuals within a culture, but the cultural codes that surround them. Generalizations regarding culture should be used as a tool for categorizing and not for stereotyping. Generalizations can easily become stereotypical when applied to individuals or select groups instead of referring to cultural traits in common to a large portion of that culture's members.

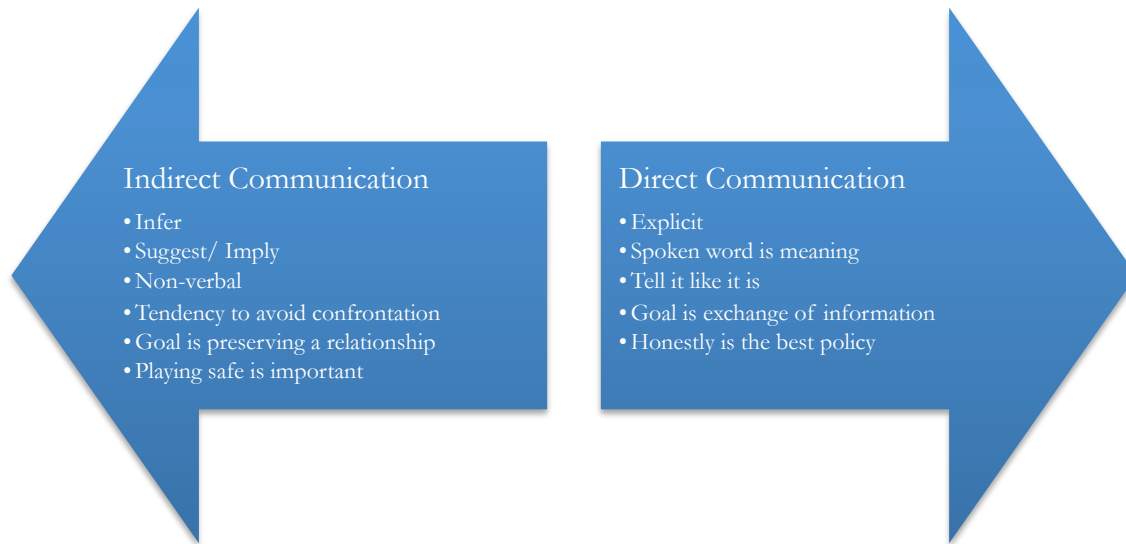
General cultural traits are often influenced by cultures within cultures. For example, clans or families can have a culture within the larger culture. Also, work or personal cultures can create a difference for individuals.

INTERCULTURAL COMMUNICATION

Communicating across cultures can be difficult. Using a communication style that can bridge cultural differences can help to avoid misunderstanding. The use of effective questioning and verification techniques can also be helpful when trying to clarify meaning across cultural divides.

COMMUNICATION STYLES

Many misunderstandings in intercultural interactions are the result of different styles of communicating. A culture is referred to as high context when all members share a common context. Higher context cultures tend to be more indirect in their communicative style. Since context is shared, it is not always necessary for them to be explicit. Most communication among members is not stated directly or even verbally. When a direct communicator is involved with indirect communicators, cues may be misunderstood or interpreted differently than intended.



The following qualities could be helpful with successful cross-cultural communication:

- Patience: Being willing to accept confusion, frustration, or ambiguity and to try again.
- Tolerance and Respect: Being fair and impartial toward differing values.
- Objectivity: Trying to weigh perspectives from both sides prior to judgment.
- Empathy: Trying to imagine others' perspective and anticipate their reaction.

VERIFICATION TECHNIQUES

In cross-cultural communication it can also be useful to develop the habit of verifying and clarifying what others have said. Verifying information can allow the listener to be certain they have understood a statement correctly and provide the speaker with an additional opportunity to clarify his intended meaning. This can be accomplished through rephrasing a comment or asking for additional information. Some examples are:

Rephrasing: "So, what you are saying is..."

"I see, what you believe is..."

Questioning: "Could you explain what you mean by..."

"Would you give me an example..."

People who speak English as their second language may accidentally use the wrong word or phrase when speaking. It may be the case that they unintentionally say something that seems offensive. It is recommended that you use questioning and verification strategies to clarify the intended meaning before becoming upset.

NON-VERBAL COMMUNICATION

Communication styles are complex and involve both verbal and non-verbal cues. Non-verbal communication can involve gestures, expressions, posture, and pauses (or the lack thereof). Research suggests that as much as 80% of communication is non-verbal.

Non-verbal cues vary from culture to culture. For example, some common North American gestures are considered extremely rude in Namibian cultures: **examples**

It is important when dealing with individuals from another culture to remember that a gesture may not have the same meaning to them. Try to avoid interpreting gestures from your own cultural orientation.

SOME COMMON GESTURES WITH A VARIETY OF CULTURAL CONNOTATIONS

Raising the Eyebrows

- Surprise
- Doubt
- Greeting
- Negation

Smiling

- Happiness
- Agreement
- Uncertainty
- Embarrassment

Eye Contact

- Interest
- Challenge
- Aggression
- Impertinence
- Rudeness

Averting the Eyes

- Respect
- Deference
- Disinterest
- Dishonesty
- Shyness

OTHER CULTURALLY INFLUENCED CONCEPTS

Some other issues that are useful to consider regarding intercultural interactions are:

- Concepts of personal space: What proximity creates discomfort, or distrust?

Namibians may have a broader definition of personal space. It is considered normal to hug upon meeting for the first time.

- Concepts of time: Is time viewed as linear or cyclical? Is punctuality valued?

Namibians are more relaxed when it comes to time. Do not take it as a sign of disrespect if your host family is late for something such as a meeting.

- The nature of change: Is it viewed positively or negatively? How difficult is individual adaptation?
- Gender roles: What is considered appropriate? What values are related to men or women?

Men and women have different roles in the household. In most homes, women prepare the food and take care of the children while the men work in the field. In certain homesteads there are different areas for which men and women are allowed.

- Views of authority/ hierarchy: How important is deference and respect?
- Styles of Humor: What is funny, or distasteful?

Vulgarity is not considered funny.

- Definitions of success: When, or how, are people considered successful?

MISUNDERSTANDINGS AND PROBLEMS

Living with other individuals may present problems. International guests will probably have different perceptions than their hosts due to factors of culture and age. It is important to behave as a family when problems arise. Communication is key to sorting out misunderstandings, whether caused by cultural differences, communication difficulties, or other conflicting personal traits. It is important to remember that:

- Problems and conflicts happen in all families
- Most problems can be solved by talking and understanding what the other person expects or needs

COMMUNICATION

If you have a problem or a misunderstanding with your guest:

- Talk to him/her about how you feel.
- Tell him/her what you need.
- Encourage the guest to express his/her feelings and needs.
- Use questions and verification techniques to facilitate communication.

Establish good and open communication with the guest early. Ensure him/her that you expect him/her to talk to you whenever he/she feels awkward or upset about a situation. Leaving things unsaid may cause the problem to become bigger.

APPENDIX 1: USEFUL HOME STAY INFORMATION

Books on intercultural interactions from the Polytechnic:

1.

2.

3.

4.

Intercultural Sites

Geert Hofstede Cultural Dimension

www.geert-hofstede.com

This website compares hosts and homes cultures and etiquette from many different countries.

Intercultural Press

www.interculturalpress.com

This website offers the latest reviews and books of intercultural interest.

Country and Cultural Information Sites

(sites with information about many countries –family life, education, communication, arts, etc.)

try: www.cp-pc.ca/english

APPENDIX 2: HOST FAMILY EXPECTATIONS

House Rules

- Clarify your expectations prior to guests arrival
- If you have specific rules, consider putting them in writing
- Be sure guests understand any specific preferences (for example: If a certain chair is reserved for a certain family member)
- If possible, explain why those rules are in place

Food/ Meals

- Communicate before guests arrival if he/she will be providing his/her own meals or eating with the family
- If the guest provides his/her own food, they must be able to use kitchen facilities
- Tell guests what time meals are
- Ask if the guest has allergies
- Rates should be adjusted based on if food is provided or not

Respect

- Respect cultural or religious differences
- Respect guest's privacy in their room
- Listen to and ask about additional needs
- Be honest. Express concerns or rules in a respectful manner

Family Life

- Treat the guest as a member of the family, not as a tourist
- Treat them as you would wish your own people to be treated in another country
- Include the guest in family activities where appropriate

Bedroom

- Provide a comfortable, private room with a bed (sheets, blankets, and pillow), closet, safe, end table, and lamp
- Respect the privacy of the guest's bedroom
- Unless there's an emergency, permission to enter a guest's bedroom should be requested

Guest's Responsibilities

- Communication should take place beforehand to determine which daily activities the guest is comfortable participating in
- Never make arrangements for guests to do extra work in exchange for accommodation fees or force them to help with something they did not agree to

Cultural Exchange

- As a host family you are the first representative of Namibian culture
- Guests will perceive Namibia and Namibian customs through your examples
- As you share your family customs, you may also want to explain other traditions you are aware of
- It is useful to ask guests how things are done in their culture to learn from them

APPENDIX 3: CONTACT INFORMATION FOR NTB

APPENDIX N – HOME STAY GUIDE: GUEST EDITION

WHAT IS THE HOME STAY PROGRAM?

The Namibia Tourism Board (NTB) offers the home stay program for tourists from anywhere around the world.

- The home stay program is designed for tourists who want to experience daily interaction with a Namibian family and understand the rich culture that Namibia has to offer.
- If a family has an extra bedroom, which is not being occupied, and the home meets the standards outlined in NTB's regulations, they may host a tourist.
- NTB staff carefully inspect and select home stay homes.
- NTB staff members are committed to assisting home stay guests and host families.

WHO ARE THE HOSTS?

The hosts for this program consist of families all over Namibia. The program is made for all regions of the country. Potential hosts will undergo a criminal background check and an interview to help ensure that their intentions for participating in the program are genuine. A list of homes and contact information for host families can be found on the NTB Website.

PROGRAMS

The Homestay Program offers different homestay opportunities:

- Rural Stays
- Urban Stays
- “Cultural” Stays

A list of homes with a picture and description can be found on the NTB website.

RURAL STAYS

Rural stays allow you to learn what life is like in a rural city in Namibia. You can live with a Namibian family and experience their day-to-day lifestyles and traditions.

URBAN STAYS

Urban stays allow you to learn what life is like in an urban community in Namibia. You can live with a Namibian family and experience their day-to-day lifestyles and traditions.

“CULTURAL” STAYS

“Cultural” stays offer two types of experiences—a stay in a modernized village or a traditional village. In these stays, guests will stay in a separate homestead. You will be accompanied by a tour guide and be able to participate in day-to-day activities and traditions.

Once you choose which home you would like to stay in, you can contact the Home Stay agent or the host family directly to make arrangements regarding length of stay, meals, and any other information.

APPLICATION PROCESS

To apply for the home stay program, four steps must be completed:

- ✓ Obtain Fitness Certificate
- ✓ Criminal Record Check
- ✓ Health Examination

CRIMINAL RECORD CHECK

All guests are required to complete a criminal record check prior to your arrival. Each individual over the age of 18 years must complete a criminal record check. Forms and additional information can be obtained by contacting the NTB.

FEES

The host decides the rate. This money should be paid directly to the host family by the tourist at the beginning of his/ her stay. If meals are included, the rate should be higher than if meals are not included.

THE PROS AND CONS OF PARTICIPATING

Staying with a Namibian family, especially if you are an international tourist, can be a valuable experience. There are many benefits, as well as potential challenges involved in the process of sharing a home with a person from another culture.

BENEFITS

Home stay guests in other countries such as Malaysia, the Philippines, and South Africa have all had rewarding experiences living and spending time with their host family. It provides you with opportunities to learn more about another culture and to share your culture with Namibia.

CULTURAL EXCHANGE

Guests often choose a home stay rather than a different type of accommodation such as a Bed-and-breakfast or a hotel for the exposure to other countries and perspectives. As a guest in a home of a Namibian you can:

- Learn about another part of the world
- Understand daily life in another country
- Get to know your host and their way of life
- Understand how other perceive your country and your life style

ROLE OF THE GUEST

Being a guest in a foreign country allows the opportunity to learn another culture and also share your own. In the home stay program, you will be treated as part of the family. You can:

- Learn the culture of Namibia
- Teach Namibians about your culture
- Learn about the country's regions and its richness
- Learn the local languages and lifestyles

POTENTIAL CHALLENGES

Although visiting another country and living with a host family is generally a very rewarding experience, there are certain difficulties that should be considered. Often, guests may have difficulty communicating with their host. In addition, things that may be normal or accepted in your country, may not be accepted in Namibia, which may take some getting used to. In all families there are disagreements. As “part of the family” you and your host may face some disagreements that will need to be worked out.

TIME

Host families are expected to welcome you into their regular family life. Hosts will:

- Share dinner, as a family, most nights
- Have casual conversations on a regular basis
- Include you in some family outings
- Spend some time with you on weekends or holidays

SCHEDULES

Host families in general will have different schedules than you. While you will want to spend as much time as possible with your host family and see as much of Namibia as you can during your stay, your host family will likely have to work during the week. Try to spend as much time with your host family after work and on the weekends to get to know about their life and culture.

CULTURE

Many guests initially envision a cultural exchange that is exciting and informative. Although this is usually the case, hosts and guests can also experience clashes in culture or lifestyle. These may be due to small or large differences, or just different styles of communication. People in Namibia may be from a variety of different tribes or backgrounds, each having different cultures and traditions.

See the section “A Crash Course in Culture” later in this document for important information regarding cultural differentiation and some practical strategies to help handle potential conflicts.

MEALS

While some people may want to eat every meal with their host family, others will want to buy their own. If you would like to eat with the family, it is a good idea to communicate beforehand and discuss how many meals your host family typically eats in a day. As a guest, you should participate in the preparation of meals, if you so choose, and eat with the family rather than being served. In the case where you would like to buy your own food, a kitchen will be available for your use. Arrangements regarding meals should be discussed before your arrival. Any allergies should also be discussed before your arrival. Rates will be adjusted based on how many meals are included.

TRANSPORTATION

Be sure to understand public transportation options. Host can assist you with this. Before you use public transportation you should:

- Familiarize yourself with bus schedules/ taxi services
- Identify bus/taxi stops
- Obtain phone numbers of reliable taxi services
- Know how to pay and how much you should be paying

AUTOMOBILES

Hosts are not responsible for driving you around so making a use of public transportation will be important. In the case that you come with your own automobile, you will be provided with space to park it. Hosts should not lend their car to you. In the case of an accident, insurance can be extremely complicated

RESPONSIBILITIES

During your home stay, you should be treated like a member of the family and it is reasonable to be asked to assist with small daily tasks. You are responsible for cleaning and maintaining your own bedrooms, and cleaning up after yourselves in the bathroom, living room, and kitchen. Other daily chores may also be acceptable for you to assist with as long as you are comfortable with them. Your comfort level of participating in daily activities should be discussed and agreed upon before your arrival.

It is reasonable to be asked to:

- Help prepare for meals by helping cook or set the table
- Help clean up after dinner such as washing dishes or tidying the kitchen
- Tidy the bathroom after each use
- Pick up personal items and keep them in your bedroom

You should not be expected to*:

- Babysit
- Do heavy cleaning or gardening work
- Cook meals for the family
- Take care of cattle

*Unless you desire.

Do not accept chores or extra work in exchange for accommodation fees. If you feel as though you are being forced into helping with something that you did not agree to, contact the Home Stay agent immediately. This could be considered illegal work.

THINGS TO BRING

There are things that should be brought on your trip that you may not have thought about bringing to a hotel or a bed an breakfast. These items should include:

- Extra towels
- Shower Flip Flops
- Health Insurance card
- Copy of passport

MEETING FOR THE FIRST TIME

Make time the first day especially to get to know your host and allow the both of you to feel comfortable. Tell the host about yourself, your interests, and your family and ask them questions about the same.

PRIVACY

While it is important to spend time with your host family to get to know them on a personal level and form a lasting friendship, it is also necessary to give them their privacy. Especially in a “cultural” stay it is important to stay with the tour guide and allow him to tell you when it is appropriate to enter the village. You should never enter the host’s homestead unannounced.

RELATIONSHIPS

The purpose of this program is for the guest and the members of the host family to form a lasting friendship and exchange culture. Intimate relationships between anyone in the host family and the guest are strongly discouraged.

GIFTS/EXPECTATIONS

It may be appropriate to bring small gifts from your country for your host family. You are not required and should not be made to feel as though giving a gift of any kind is necessary. Gifts or extras that the host should NOT expect from you include:

- Money
- Food
- Other necessary items
- Excessive labor
- Arrangements to visit the guests country

RESPECTING HOUSEHOLD RULES

When living with a Namibian family, you become “part of the family” and should be respectful of household rules that are set in place. Some household rules may include topics such as:

- Smoking
- Curfew
- Chores
- Quiet hours
- Cleaning up after yourselves

CULTURAL NORMS

- Views on child labor/ punishment
 - Special manners at the table (ex: eating with hands)
 - Views on public display of affection (ex: in the Nama culture it is rude to hug or kiss in person)
 - Signs of wealth
 - Daily routines
 - Punishment
 - Community dynamics
-

- Cost of things (taxi rides)
- Holidays
- Appropriate clothing
- Taking pictures
- Greetings (ex: bowing, calling someone by a certain title)

An example of some cultural norms or information that should be given to the guests include*

- Greet first before asking or saying anything, even in a shop or on the telephone.
- Always take time and shake hands when greeting.
- Always greet elders first.
- When greeting, females should bend their knees and males should nod their heads.
- Greeting passersby is considered very polite. It is often expected in the villages, but in town is not necessary.
- It is normal for the person who comes to a group of people to initiate greeting.
- Words like Meme (mother), Tate (father), and especially Meekulu (grandmother) and Tatekulu (grandfather) show respect and are just as important as the greeting itself.
- Touch your right elbow to show extra respect.
- Literally, if someone says Wa lele po, they are asking if you laid (slept) well last night Wa uhala po asks if you spent the afternoon, and wa tokewa po asks if the ske became white for you at dusk. For the record, the answer is always Ehee¹

HEALTH, SAFETY, AND EMERGENCY

Power outages

Fire

Sewage

General safety tips

Walking alone

Pickpocketing

Contact information/ addresses

Hospital, police, fire departments

INTERNATIONAL GUEST CHALLENGES

¹ This cultural information was taken from “Hai Ti! a Beginners Guide to Oshikwanyama

International guests may face different social or personal challenges living far from home. The best thing you can do as a guest is to communicate with the host.

CULTURE SHOCK

Culture shock is common for anyone who has just left his/her home country and has entered an unfamiliar cultural environment. Symptoms of cultural shock include:

- Disorientation and anxiety
- Homesickness
- Depression and withdrawal
- Weight gain or loss
- Difficulty sleeping
- Lack of energy
- Confusion and anger
- Difficulty focusing
- Stress

CULTURE SHOCK AND HOST FAMILY RELATIONSHIPS

- The guest's experience of culture shock may change the way they treat their host family or act in their new home
- Culture shock can affect mood or behavior so there may be some misunderstandings while the guest is adjusting
- Culture shock can be emotional so the guest may over react in some situations
- It is important to talk to the guest and try to understand how they are feeling
- It is important to remember that all new relationships take time and patience
- Adjusting to life with a new family member who may be experiencing culture shock can be hard, but it will not last forever

WHAT CAN HOST FAMILIES DO TO HELP GUESTS WITH CULTURE SHOCK?

If a host thinks that their guest is experiencing culture shock, they can help by:

- Knowing that culture shock is normal
- Asking guests how they are doing
- Remind them that it will pass
- Let them know that you understand their experience in a new environment can be hard
- Encourage the guest to talk about home, share photos, play music, or prepare foods they eat at home
- Referring them to the U.S. embassy

LANGUAGE ISSUES

Many Namibians that choose to participate in the home stay program speak English but some cannot. Their level of comprehension and fluency can vary widely. However, even hosts who have fair English skills can have difficulty with colloquial language. Hosts will most likely have difficulty with:

- Idiomatic language: Common expressions like “as a last resort” or “out of the blue” can cause confusion.
- Phrasal verbs: “Take off”, “take in”, take out”, take over”, and “take on” are difficult for people who speak English as their second language. They hear the first part of the verb and don’t always catch the change in meaning due to the added preposition.
- Reduced or quick pronunciation: This can be challenging especially if hosts have learned “What are you going to do?” and they hear “Whatchagonnado?” or “Did you eat?” becomes “Didjeet?”

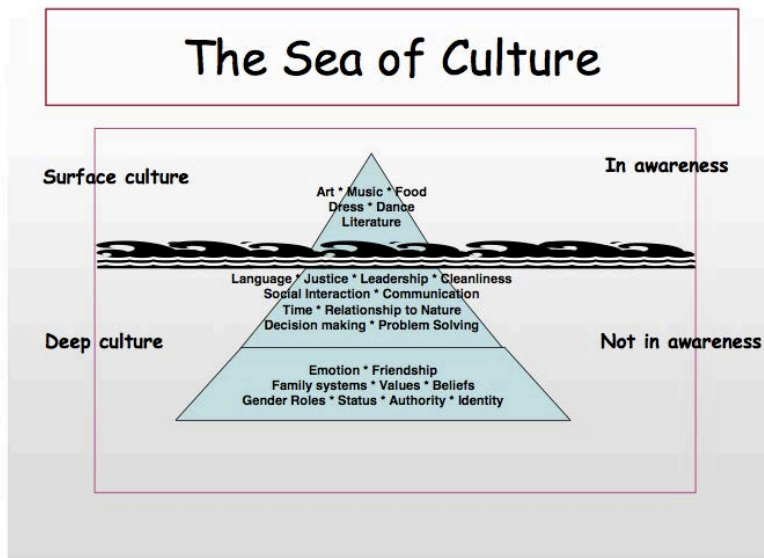
CRASH COURSE IN CULTURE

THE CULTURAL ICEBERG

It is common in intercultural training and education to use an iceberg to represent culture. The visible part of the iceberg represents all those aspects of culture that can be easily identified such as music, food, clothing, language, and customs—things that are emphasized at festivals or when traveling to another country for a vacation. This part of culture is called surface culture and appears above the water (see following diagram).

The things that fall below the water are often more significant to intercultural interactions. The part of the iceberg that is underwater cannot be seen and therefore may be bumped into, sometimes causing shipwrecks.

The iceberg section below the water represents values or deep culture. This deep culture influences the perspectives and behaviors that are visible in surface culture.



SOME PERCEPTIONS AND VALUES THAT DIFFERENTIATE CULTURES

When discussing cultural differences, it is common to generalize about the traits of an entire culture. When using generalizations to discuss culture, it is important to remember that identified traits do not necessarily apply to individuals within a culture but the cultural codes that surround them. Generalizations regarding

culture should be used as a tool for categorizing and not for stereotyping. Generalizations can easily become stereotypical when applied to individuals or select groups instead of referring to cultural traits in common to a large portion of that culture's members.

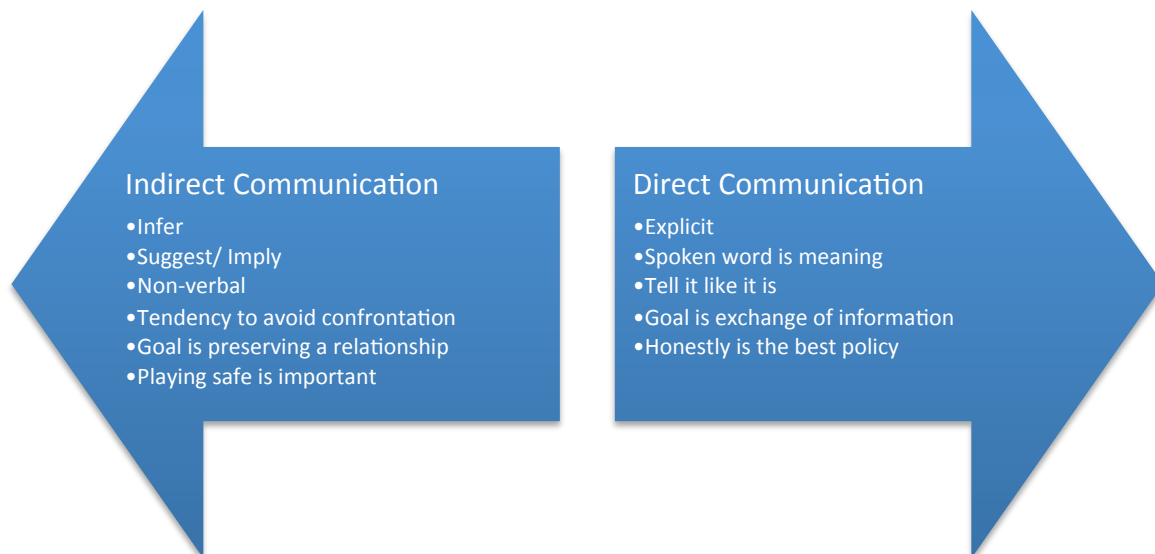
General cultural traits are often influenced by cultures within cultures. For example, clans or families can have a culture within the larger culture. Also, work or personal cultures can create a difference for individuals.

INTERCULTURAL COMMUNICATION

Communicating across cultures can be difficult. Using a communication style that can bridge cultural differences can help to avoid misunderstanding. The use of effective questioning and verification techniques can also be helpful when trying to clarify meaning across cultural divides.

COMMUNICATION STYLES

Many misunderstandings in intercultural interactions are the result of different styles of communicating. A culture is referred to as high context when all members share a common context. Higher context cultures tend to be more indirect in their communicative style. Since context is shared, it is not always necessary for them to be explicit. Most communication among members is not stated directly or even verbally. When a direct communicator is involved with indirect communicators, cues may be misunderstood or interpreted differently than intended.



The following qualities could be helpful with successful cross-cultural communication:

- Patience: Being willing to accept confusion, frustration, or ambiguity and to try again.
- Tolerance and Respect: Being fair and impartial toward differing values.
- Objectivity: Trying to weigh perspectives from both sides prior to judgment.
- Empathy: Trying to imagine the other's perspective and anticipate their reaction.

VERIFICATION TECHNIQUES

In cross-cultural communication it can also be useful to develop the habit of verifying and clarifying what others have said. Verifying information can allow the listener to be certain they have understood a statement correctly and provide the speaker with an additional opportunity to clarify their intended meaning. This can be accomplished through rephrasing a comment or asking for additional information. Some examples are:

Rephrasing: “So, what you are saying is...”

“I see, what you believe is...”

Questioning: “Could you explain what you mean by...”

“Would you give me an example...”

People who speak English as their second language may accidentally use the wrong word or phrase when speaking. It may be the case that they unintentionally say something that seems offensive. It is recommended that you use questioning and verification strategies to clarify the intended meaning before becoming upset.

NON-VERBAL COMMUNICATION

Communication styles are complex and involve both verbal and non-verbal cues. Non-verbal communication can involve gestures, expressions, posture, and pauses (or the lack thereof). Research suggests that as much as 80% of communication is non-verbal.

Non-verbal cues vary from culture to culture. For example, some common North American gestures are considered extremely rude in Namibian cultures: **examples**

It is important when dealing with individuals from another culture to remember that the gesture may not have the same meaning to them. Try to avoid interpreting gestures from your own cultural orientation.

SOME COMMON GESTURES WITH A VARIETY OF CULTURAL CONNOTATIONS

Raising the Eyebrows

- Surprise
- Doubt
- Greeting
- Negation

Smiling

- Happiness
- Agreement
- Uncertainty
- Embarrassment

Eye Contact

- Interest
- Challenge
- Aggression
- Impertinence
- Rudeness

Averting the Eyes

- Respect
- Deference
- Disinterest
- Dishonesty
- Shyness

OTHER CULTURALLY INFLUENCED CONCEPTS

Some other issues that are useful to consider regarding intercultural interactions are:

- **Concepts of personal space:** What proximity creates discomfort, or distrust?

Namibians may have a broader definition of personal space. It is considered normal to hug upon meeting for the first time.

- **Concepts of time:** Is time viewed as linear or cyclical? Is punctuality valued?

Namibians are more relaxed when it comes to time. Do not take it as a sign of disrespect if your host family is late for something such as a meeting.

- **The nature of change:** Is it viewed positively or negatively? How difficult is individual adaptation?
- **Gender roles:** What is considered appropriate? What values are related to men or women?

Men and women have different roles in the household. In most homes, women prepare the food and take care of the children while the men work in the field. In certain homesteads there are different areas for which men and women are allowed.

- **Views of authority/ hierarchy:** How important is deference and respect?
- **Styles of Humor:** What is funny, or distasteful?

Vulgarity is not considered funny.

- **Definitions of success:** When, or how, are people considered successful?

MISUNDERSTANDINGS AND PROBLEMS

Living with other individuals may present problems. International guests will probably have different perceptions than their hosts due to factors of culture and age. It is important to behave as a family when problems arise. Communication is key to sorting out misunderstandings whether caused by cultural differences, communication difficulties, or other conflicting personal traits. It is important to remember that:

- Problems and conflicts happen in all families
- Most problems can be solved by talking and understanding what the other person expects or needs

COMMUNICATION

If you have a problem or a misunderstanding with your host:

- Talk to him about how you feel.
- Tell him what you need.
- Encourage the host to express his/her feelings and needs.
- Use questions and verification techniques to facilitate communication.

Establish good and open communication with the host early. Ensure him that you expect him to talk to you whenever he feels awkward or upset about a situation. Leaving things unsaid may cause the problem to become bigger.

APPENDIX O – QUESTIONS TO INCLUDE IN APPLICATION: HOST

Occupancy:

1. Are you willing to host 2 tourists traveling together?
2. How many people live in the home?
 - a. What are their relations to you?
3. What are the gender and ages of the other household members?
4. Do you have any pets?

Personal information:

1. What religion do you practice?
2. What languages do you speak?
 - a. What languages would you be willing to accommodate?
3. Do you or any household members have allergies? If yes, to what?
4. Are you a smoker?
 - a. If yes, do you smoke in the house?
 - i. Would you be willing to accommodate a non-smoker?
 - b. If no, would you be willing to accommodate a smoker?

Household rules:

1. Is there a household curfew?
2. What time must there be silence in the household?
3. What chores are each member of the household responsible for?
4. What chores would the guest be responsible for?
5. Are there specific household rules the guest must be aware of and adhere to?

Meals:

1. How many meals do you have a day?
2. What time are each of your meals?
3. What do the meals usually consist of?
4. Would you be willing to allow the guest eat meals with the family?
 - a. If no, would you be willing to give the guest area in the kitchen to cook and will the guest be able to easily (within walking distance) get their own food?
 - b. If yes, would the guest be able to eat all meals with the family or only certain ones (e.g. only breakfast or breakfast and dinner only)
 - i. Would you be willing to accommodate a guests eating preference?

Routine:

1. Please describe the daily routine of each member of the household. Include when the day begins and ends and what each activity normal occurs.
2. Would you be willing to allow guests to participate in all of your daily activities?
 - a. If no, which ones would they not be allowed to participate in and why?
3. Are there certain activities that only males or females can participate in?
 - a. If yes, would a female guest be able to observe male activities and vice versa?
4. What means of transportation will you be able to offer to the guest?

Other:

1. Is there an area to do laundry on the premises or would the guest have to go somewhere else?
 - a. If they must take their laundry somewhere else , how far from the home is it?
2. Is your home handicap accessible?
3. What are the nearby tourist attractions? How far away are they?
4. What are the nearby shopping centers? How far away are they?
5. Is there any other information about your home or culture you would like the guest to know about prior to their arrival? (e.g. male and female interactions, ceremonies)
6. Optional-You may provide pictures of yourself and family members and your neighborhood

APPENDIX P – QUESTIONS TO INCLUDE IN APPLICATION: GUEST

Personal information:

1. How old are you?
2. What gender are you?
3. Do you have any allergies (including medications)?
4. Are you a smoker?
5. What country are you from and what languages do you speak?
6. Are you taking any medications?
7. Do you have any medical conditions the host must be aware of?
8. Please provide the following emergency contact information:
 - Name of contact person:
 - Phone Number (include country code):
 - Email:
 - Relation to you:

Meals:

1. How many meals do you eat per day?
2. Do you have special dietary needs?
3. Would you like to eat meals with the host family?
 - a. If yes, how many?(All or just certain meals)
4. Would you be willing to adapt to the host families eating schedule?

Activities:

1. Would you be willing to participate in the daily household activities of the host family?
 - a. If no, would you want the host family to take you to visit other locations or would you be willing to find transportation yourself?
 - b. If yes, would you want to participate in all the host activities?
2. What does typical day look like? (E.g. when do you wake up/go to bed? What do you do during the day?)
3. Do you have a daily habit you are not willing to change?

Other:

1. Why do you want to participate in the home stay program?