



**SUSTAINABILITY OF SOUTH AFRICAN HOMESTAYS: AN INTEGRATED
APPROACH FOR TOURISM & HOSPITALITY DEVELOPMENT**

BY

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DECLARATION

I Tondani Nethengwe, student no. 23038831, a candidate for Doctor of Philosophy, declare that the study entitled SUSTAINABILITY OF SOUTH AFRICAN HOMESTAYS: AN INTEGRATED APPROACH FOR TOURISM & HOSPITALITY DEVELOPMENT, is submitted by me, and has not been submitted before for any degree, at this or any other institution, therefore this is my own work. All references and material contained have been acknowledged. I fully abide and stick to the plagiarism policy of the University of Venda.

Signature: 

Date: 25/03/2025

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ABSTRACT

This study aimed to develop a framework for enhancing the sustainability of homestays in South Africa, addressing the lack of standardized quality control and certification programs. This absence leads to inconsistent service quality, making it difficult for tourists to set clear expectations. The research assessed the current state of homestays by profiling various types through online surveys, including web pages and social media platforms like Facebook. A case study approach was used to evaluate the economic, environmental, and social factors influencing homestay sustainability. Six homestays (two per province—urban and rural) across three provinces (Limpopo, Mpumalanga, and KwaZulu-Natal) were selected for in-depth interviews. Surveys were conducted with 120 households near each homestay to examine local community perceptions.

The findings revealed the need for government intervention to establish clear policies for regulating homestay standards. This would address inconsistencies and improve service quality and sustainability. The study also emphasized the importance of adopting responsible environmental practices, such as solar energy, sustainable water management, and better waste disposal systems, to mitigate long-term environmental damage. It recommended training programs to encourage sustainable tourism practices among homestay operators. The research further identified the vulnerability of homestays to climate change, particularly in rural, ecologically sensitive areas. Strategies to enhance climate resilience, such as eco-friendly infrastructure and disaster preparedness, were suggested. Additionally, technological challenges were identified, particularly in rural areas where limited access to digital platforms restricts marketing efforts. The study recommended capacity-building initiatives to improve the visibility and profitability of homestays through digital marketing and online platforms.

Regarding community perceptions, the study found that local communities generally viewed homestays positively, with no major social or economic changes observed. However, the study suggests further research, including structured surveys targeting various community groups, to assess the broader impacts of homestays on the economy, society, and environment.

Keywords: Homestays, sustainability, sustainable goal development, tourism

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LIST OF ABBREVIATIONS

- SA – South Africa
- CBT – Community-Based Tourism
- KZN – KwaZulu Natal
- SD - Standard Deviation
- MN – Mean
- LCD - Least Developed Countries
- TIP - Tourism Incentive Programme
- TBL - The Triple Bottom Line
- SET - Social Exchange Theory
- GSTC - Global Sustainable Tourism Council Criteria
- SDGs - Sustainable Development Goals
- GDP - Gross Domestic Product
- WTO - World Tourism Organisation
- CE - Circular Economy
- UNWTO - United Nations World Tourism Organisation
- UN - United Nations
- SPSS - Statistical Product and Service Solutions
- LDCs - Least Developed Countries

CHAPTER 1: ORIENTATION TO THE STUDY

1.1. INTRODUCTION

Homestays tourism is a vehicle for inclusivity by Integrating local communities into the tourism economy, promoting cultural exchange, and ensuring equitable distribution of tourism benefits. According to Tiwari, Pahadi, Gautam, Karki, Roshan, Bandug, and Tripathi Regmi (2020), homestays tourism has emerged within sustainable development principles of working to benefit local people and to protect fragile natural environments and traditional cultures with the potential of involving many families within communities. Homestays are aimed at achieving the Sustainable Development Goals (SDGs) of “No Poverty and Sustainable Cities and Communities” (Pasanchay, Schott (2021). Homestays are a new and rapidly growing segment of the accommodation sector. They have become important and show potential in providing visitors with firsthand experience of culture and heritage as tourists seek more genuine, authentic, enriching, memorable experiences. This is because of the immediate contact that homestays provide to visitors and local surroundings. Homestays are known to improve the socio-economic well-being of host communities, thereby improving their livelihood. This study was conducted to examine ways of enhancing sustainability in South African homestays with the ultimate objective of formulating an integrated approach for responsible tourism and hospitality development. Homestays as a form of accommodation for tourists is under researched, which provides relevance and needs to conduct this study to expand factual knowledge in homestays and tourism academic literature. This study explored sustainability within the tourism industry by assessing the merits and demerits of practicing sustainable development with the aim of developing sustainability in homestays tourism in South Africa.

1.2. BACKGROUND TO THE STUDY

In 2021, travel and tourism contributed nearly 3.2 percent to the Gross Domestic Product (GDP) of South Africa (Stats SA, 2023). Tourism has always been considered the largest industry of this century in terms of its contribution to increasing the country's foreign exchange and employment. However, Statistics South Africa has recorded a major drop of half the figure where the travel and tourism share contribution declined

notably from 6.4 percent in 2019. The most obvious cause of this drop is reflected as the impact of the coronavirus (COVID-19) pandemic on the sector. There is no doubt that the pandemic restrictions on travel harmed the tourism industry and the economy at large. However, the industry is set to experience a recovery from the pandemic, and soon, the status quo could change for the better by showing signs of improvement.

According to Ferrai, Jimenez and Zhao (2022), one of the major sector components of tourism is accommodation, which provides for the lodging needs of the visitors while they travel. There are different forms of accommodation available in South Africa. One of them is the homestays which are very well placed to promote culture while also giving the visitors the most localized and authentic experience of how locals live. The concept of homestays tourism was borne out of the need for tourists to experience the exotic lifestyle, culture, and way of living of local people whilst offering an economic opportunity. Homestays tourism adds authentic sociocultural richness to the tourist's experience. The tourists also indulge in a variety of cultural activities during their stay. Homestays become a window through which people can see, or experience culture being produced by experiencing how others live (these others are referred to as the exotic other), their values, their norms, their traditions, their beliefs, their spirituality, cosmology, etc. It gives tourists opportunities to observe and experience with others how they live, think, and participate in ambiance, exerting an interesting and vital attraction.

A study by Bank (2017) suggested that strategies for enhancing visit and re-visit behavior must incorporate a wider experience that will stimulate the full range of human senses and that countries must have clear and effective public policies developed that can inform all their activities in relation to the sustainable development of tourism. According to Balkaran (2013: 552), 'Within the broader context of tourism in South Africa, attractions include a wide range of features such as cultural elements, physiography, activities, special events, uniqueness, entertainment, tourism superstructure, infrastructure, transportation, hospitality, accessibility, location, safety and security destination appeal, technology, social media, natural resources, and market segments'. Understanding the drivers of tourism is important for destinations in the promotion of their financial sustainability as visitor attractions and their continued

role as centers for scientific research, conservation, and education (Hermann & Bouwer, 2023).

For a country like South Africa that is struggling to make extensive infrastructural investment a priority with a vast number of poor communities and high unemployment rates, homestays are an attractive alternative tourism product, as indicated by Stainton (2023). Even though, over the years, the focus on homestay tourism has shifted from culture being the main driver towards economic benefit, a homestay experience is still a significant cultural experience. TAHS-SA (2019) highlights that the focus for homestays is to use tourism as a vehicle to uplift communities by creating a platform for the community to engage and offer real authentic experiences.

South Africa is diverse in its ethnicity and culture, which has given rise to the term 'rainbow nation.' The fusion of these rich cultures brings vibrancy to the diversity of the country, and that on its own becomes an attraction to tourists of the world, thereby responding to one type of tourism, which is cultural and heritage tourism. Cultural tourism is a specialised form of tourism that focuses on the culture and heritage of a destination.

1.3. PROBLEM STATEMENT

Homestays are an emerging tourism concept and practice in SA. There is a dearth of literature that comprehensively deals with homestays as a concept. Lack of discourse on homestays, particularly from researchers and policymakers, has meant that there is a lack of effective regulation from the authorities in this accommodation sector of tourism. Consequently, homestay practice, which is budding in many provinces of SA, is yet to be integrated, standardised, and regulated. This is untenable because where homestays are not standardised and regulated, a few challenges emerge. These include but are not limited to over-commercialization, exploitation of host communities, threats to the commodification of culture and cultural authenticity, overcrowding, hostility towards tourists, and lack of safety and security. These challenges can be summed up under the threefold sustainability of community-based tourism goals of environmental, cultural, and local employment protection (Reimer & Walter, 2013). The lack of standardised quality control and certification programs for homestay accommodations usually leads to inconsistencies in service and facilities, making it

harder for tourists to know what to expect. From this perspective, a study that attempts to scientifically assess the state of homestays in SA within the context of sustainability is, therefore, timely. This is particularly important in a country such as SA, where tourism is viewed as a pillar of growth that trickles down to the poor by creating entrepreneurial and job opportunities.

1.4. AIM AND OBJECTIVES

This section sets out the aim and objectives of the study. The research objectives of the study indicate what that study intended to do and achieve by its completion. The rationale for establishing the depth of scope of the research was to avoid irrelevance. The following are the objectives of this study.

1.4.1. Main research objective

To develop an enhancement framework for sustainable tourism practices in South African homestays. The main objective aimed to develop a comprehensive enhancement framework aimed at promoting sustainable tourism practices within South African homestays. This framework integrated economic, environmental, and socio-cultural sustainability dimensions, ensuring long-term viability for both host communities and the tourism sector. The study identified key challenges and best practices, incorporating stakeholder perspectives, including homestay owners and local communities, to create a holistic and adaptable framework. Additionally, the framework emphasized capacity-building, policy recommendations, and responsible tourism strategies to enhance the resilience and sustainability of homestays in South Africa.

1.4.2. Specific research objectives

Objective 1: To profile types and characteristics of homestays in SA. This objective systematically examined and categorized the various types of homestays in South Africa, analyzing their types, structural, operational, and service-related characteristics. This included an exploration of ownership models, accommodation capacity, location-based variations, cultural and heritage significance, pricing structures, and target markets.

Objective 2: To assess the socio-economic and environmental factors that contribute to the sustainability of homestays. This objective critically evaluated the interplay of socio-economic and environmental factors that influence the long-term sustainability of homestays, with a focus on their economic viability, social and cultural integration, and environmental impact. This included examining the role of income generation, job creation, and community engagement, as well as assessing the environmental practices adopted by homestays to mitigate ecological degradation.

Objective 3: To assess the perceptions and reactions of local communities to changes brought about by homestays. To critically examine the perceptions, attitudes, and adaptive responses of local communities to socio-economic, cultural, and environmental transformations resulting from the introduction and expansion of homestay tourism. This included analyzing the perceived benefits and challenges, assessing community engagement, and exploring how local identity, traditions, and livelihoods are reshaped by homestay initiatives.

1.4.3. Specific research questions

- What are the types and characteristics of homestays that exist in SA?
- What are the socio-economic and environmental factors that contribute to the sustainability of homestays?
- How do the local communities perceive and react to changes brought about by homestays?

1.6. CONTRIBUTIONS OF THE STUDY

There are several contributions that were made from conducting this study. This current study provided insights into the environmental, social, and economic impacts of sustainable homestay tourism in South Africa. It explored how sustainable practices in homestays contribute to the conservation of natural resources, support local communities, and promote economic development. The study identified and analysed the best practices and strategies employed by homestays in South Africa to promote sustainability. This included examining initiatives such as waste management, energy conservation, community engagement, and cultural preservation. Based on the findings, the study provided recommendations for policymakers, tourism authorities, and homestay operators to develop and implement sustainable tourism policies and

practices in South Africa. This involved suggesting guidelines, regulations, best practices, and incentives to encourage the adoption of sustainable practices in the homestay sector. This study contributed to academic literature on sustainable tourism, particularly in the context of homestays. It filled gaps in knowledge and provided a comprehensive understanding of the challenges and opportunities associated with sustainable homestays in South Africa. The practical contribution of this study lied in its development and recommendation of an integrated approach for responsible tourism and hospitality development in South African homestays. This approach encompassed a set of actionable strategies, guidelines, and best practices for homestay operators, local communities, and policymakers to foster sustainable tourism. The study also proposed solutions to address challenges related to sustainable resource management, community engagement, cultural preservation, and economic benefits distribution.

1.7. THEORETICAL POINTS OF DEPARTURE

This section provides the literature that was conducted using secondary sources of data, such as textbooks, journals, conference proceedings, and policy documents from government agencies, to provide the base on which the study departs from.

Basak et al. (2021) state that it is impossible to maintain sustainable homestay tourism unless tourists are satisfied. For the success of homestay tourism as a part of sustainable tourism product, visitors' satisfaction, as well as perception, is one of the main elements which contribute to a distinctive image and competitive advantage to market the tourist destinations, which successfully drive the selection of destination, consumption of the local products and generate return visits (Reisinger & Turner, 1997; Kozak, 2003; Bagri & Kala, 2015; Adinegara et al., 2018; Bhalla & Bhattacharya, 2019). This is intricately linked to psychology, which examines the motivation for traveling, individual needs, and satisfaction. Modern tourists are in search of authentic experiences, instead of staged experiences. Homestay tourism businesses offer experiences that are unique and authentic, in the sense that the service providers do not just offer a standard service but rather aim at offering authentic lifestyle choices for tourists (Yong & Hassan, 2019). As an extended form of local people's involvement in tourism, the homestay concept aims to encourage households to earn an income from tourism directly Kimaiga and Kihima (2018). A plethora of evidence exists that

details the positive impacts of homestay tourism in rural communities; such positive impacts include, inter alia, employment creation, rural community development, socio-economic development, cultural resilience, and overall tourism development. Homestay tourism businesses have been said to be prone to failure; factors influencing such a failure, as identified by Yong and Hassan (2019), include lack of participation within the community, lack of entrepreneurial skills, lack of managerial skills, poor service quality, and lack of demand from tourists. This study will also assist in developing a holistic sustainable homestay tourism framework.

As the demand for authentic tourism experiences grows, the need for Homestays as a form of cultural tourism furthermore grows. Modern forms of cultural tourism practice, Homestays, have not been given enough research interest. Due to their inherent ability to positively affect rural communities, homestays should be investigated considering their sustainability.

This study intends to develop a homestay sustainability framework that addresses the overall sustainability of homestays. The need for scientific inquiry emerges from the fact that the research community has not advanced empirical investigations into the sustainability of homestays as a tourism product. Currently, within the context of South Africa, there is a paucity of research undertaken within the concept of sustainable homestay tourism. To achieve its primary objective, the study seeks to develop a framework that will address sustainability issues from both the demand and the supply side. Such factors identified and tested will be considered the main factors that determine business success and sustainability.

“Homestays as a cultural tourism product should be sustainably managed, and without theoretical underpinning the sustainable management of homestay tourism could be impossible,” Debanjan, Arghadeep, Subham, Indrajit, Bipul (2021). As such, the primary research question of the study would read: “How can homestay tourism be sustainably managed?”

Based on this theoretical underpinning, the study conceptualises the following factors, shown in the diagram below, to be critical for the sustainability of homestays in South Africa.

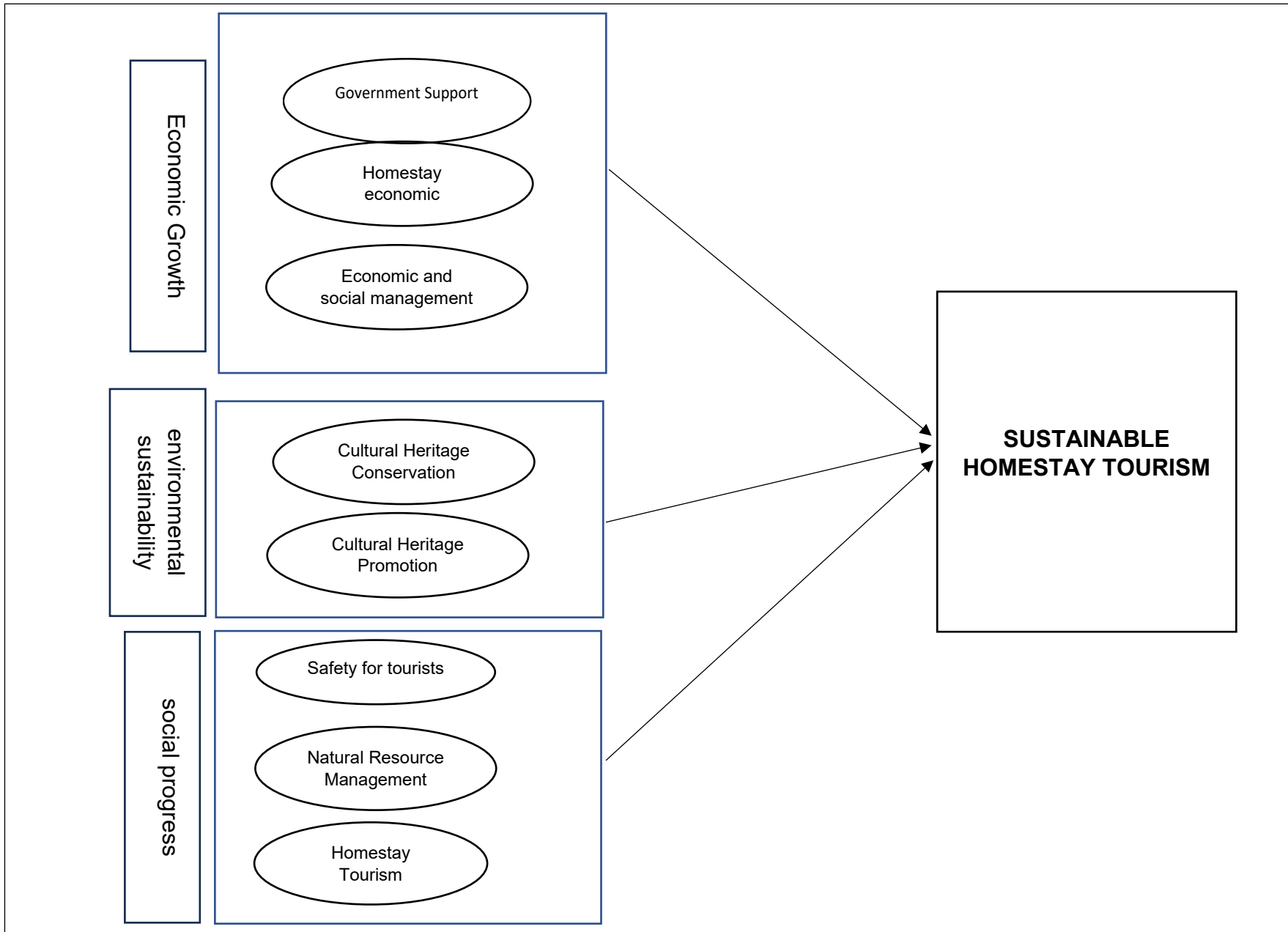


Figure 1: Conceptual Framework

The framework presented in Figure 1.1 is a three-dimensional model that shows how three domains (social progress, environmental sustainability, and economic growth) can be integrated to achieve sustainable homestay tourism. Several studies have been conducted on sustainable homestay tourism, and they have contributed to the development of different theoretical frameworks. For example, a study on sustainable homestay tourism in the Darjeeling Himalayan region of India used structural equation modeling to understand how sustainable homestay tourism can drive tourist satisfaction (Basak, Bose, Roy, Chowdhury & Sarkar, 2021). Another study presented a conceptual framework of destination sustainability in the sharing economy, which highlighted the importance of sustainable tourism products in the sharing economy environment (Wulfhorst, 2017). This study will focus on factors that are key in the South African context and use the same to develop a framework of sustainable homestays most relevant to South Africa.

1.7.1. The sharing of economy in relation to tourism

The socio-economic ecosystem built around the sharing of human, physical, and intellectual resources, also known as collaborative consumption or peer-to-peer-based sharing, is referred to as the 'sharing economy' (Mtapuri & Giampiccoli, 2019). A sharing economy is defined as a socio-economic system whereby consumers share in the creation, production, distribution, trade, and consumption of goods and services. In recent years, the sharing economy has shown monumental growth, and this concept calls attention to the way in which people rent or borrow goods and services rather than buy or own them. In the context of homestay, this represents the sharing of one's home, (Lee Chang, Yang & Park, 2021).

Stainton (2023) states that the notion of 'sharing' has disrupted many traditional commercial operations. Hotel occupancy rates around the world are down as tourists opt for homestay options instead of hotel rooms (Tourism Teacher, 2023). The rise of homestay has had a negative impact on property prices as they have skyrocketed, leaving locals unable to afford to buy houses. Furthermore, Stainton (2023) indicates that the people have transformed their homes into guesthouses, locals are offering culturally immersive tours, and the wealthy have snapped up entire apartment blocks upon completion in the aim of building their Airbnb business.

1.7.2. Accommodation as a component of tourism

The types of accommodation available in homestay tourism can vary depending on the destination and the offerings by the host. The term “types of accommodation” refers to the different categories or classifications of places where people can stay during their travels or for temporary housing purposes, and it encompasses a wide range of options that cater for various preferences, budgets, and needs.

- 1.7.2.1. Guest houses and Homestays

These are private houses or homes offering accommodation to paying guests. Stanton (2023) states that there is a fine line between a guest house and a bed and breakfast. While no fixed rules exist, guest houses tend to be bigger than bed and breakfast accommodations. However, Homestays have a cultural attachment to them. Guests stay with a host family whilst at the same time indulging in the local culture. The guests and the host family learn from each other’s culture during the guest stay.

- 1.7.2.2. Chalets

A chalet is a traditional wooden dwelling, typically found in mountainous regions or rural areas, known for its rustic charm and alpine-style architecture. These cozy and often picturesque houses are popular in regions like the Alps, the Rocky Mountains, and other mountainous locations where they serve as holiday homes, lodges, or tourist accommodations. The term “chalet” originated in Switzerland and comes from the Franco-Provençal word “chalet,” which means shepherd’s hut (Riffenburgh, 2006). Historically, these structures were used by Swiss shepherds and farmers as shelters during the grazing season (Ramage & Rigby, 2014). Over time, the design and purpose of chalets evolved, and they became sought-after vacation destinations, offering an authentic mountain experience. Wood was used due to its strength and durability, and is also a good insulator during the harsh winter season.

1.7.3 Tourism’s role in the economy

Tourism plays a fundamental role in the economy by contributing to the production of wealth, income generation, boosting employment, and increasing the overall growth of the economy (Akbarpour & Bagheri, 2015). Recently, there has been a rapid growth of scientific research geared towards assessing the impact of tourism on the national

economy. However, existing studies on the relationship between tourism and the growth of the national economy, its potential benefits, and negative externalities are characterised by the vastness and heterogeneity of content and usually a distorted and incomplete understanding of the economic consequences of tourism (Rasool, Maqbool, & Tarique, 2021). Economic activity in the world today is still based on a linear model of production and consumption, which exhausts natural resources and generates waste (Suhardono & Phan, Thuy & Lee, Chun-Hung & Suryawan, I Wayan Koko, 2025). As such, the Circular Economy (CE) concept has received increasing attention between policy makers and stakeholders worldwide. However, literature on Circular Economy was mainly developed for the manufacturing sector, and only a few references are found in the tourism sector, even though it is a sector where huge consumption of energy and water, food, waste, congestion, and the problem of carbon dioxide emissions take place (Strippoli, Gallucci, Ingrao, 2024).

1.7.4 Sustainability of tourism and hospitality

The term “sustainable development” has been defined and interpreted in different ways. However, a concise, simplified definition was proposed by Basiago (1999), which refers to sustainable development as development that can be continued indefinitely or for a given period. The concept was adopted in tourism planning and development and defined by the United Nations World Tourism Organization (UNTWO) (1996) as “tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies”, and in homestay tourism, sustainable development can be ambiguous due to a number of factors such as the lack of standardization, the challenges faced by home operators, the potential for tourism versus the preservation of local cultures and the limited research and guidelines (Munpolsri & Najanthong, 2021). Homestay operators face various external challenges, such as the village landscape, inefficient networking, and ineffective promotional and marketing activities (Zulkefli, Che Aziz & Mohd Radzol, 2021). In August 2022, the General Assembly of the United Nations approved a set of goals, referred to as Sustainable Development Goals (SDGs) “to end poverty in all its forms everywhere; to promote sustained, inclusive and economic growth, full and productive employment and decent work for all; ensure sustainable consumption and productive patterns; promote peaceful and inclusive societies for

sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels, and ensure prosperity for all as part of a new sustainable development agenda,” with each goal having detailed objectives to be completed by 2030 (UN, 2022). The United Nations (UN) highlighted the importance of sustainability for every country and business through these (SDGs). Therefore, there is a need for homestay sustainability.

1.7.5 Customer service quality and customer satisfaction

The success of a business mainly depends on customer service. Service quality can make or break a business. If the customers are satisfied with the service, there is a high chance of customer satisfaction, which may lead to increased sales, building a strong brand, loyalty, and repeat visits. Customer service is also a reflection of the property. According to Franklin (2023), research shows a disconnect between what a business thinks satisfies a customer and what does. Franklin (2023) further defines customer satisfaction as a measure of how happy customers are with the product or service, and for many businesses, it is the difference between success and failure. Shyju, Singh, Kokkranikal, Bharadwaj, Rai, and Antony (2023) indicate that visitors interact with a few service providers, and the interaction process and service delivery reflect the key attributes such as value, quality, and satisfaction in the tourism consumption process. In homestays, customer service and satisfaction benefit both the hosts and the tourists as they educate each other about their ways of life. These ways of life can be learned through activities such as staying with a family, having a tour around a village or town, undertaking volunteer work in the local community, taking a course such as cooking art, visiting a museum, visiting a religious building (which brings in the spirituality element), such as churches, Mosques, socialising with members of the local community, visiting a local market or shopping area, trying the local food and drink, going to a cultural show or performance, visiting historic monuments (Dolnicar & Talebi, 2020).

1.8. RESEARCH DESIGN AND METHODOLOGY

1.8.1. Research Paradigm

The research followed the Interpretivism paradigm, rooted in Constructivism theory. This paradigm assumes that reality is socially constructed and subjective (Creswell & Poth, 2018). It focuses on understanding human experiences, meanings, and

perspectives within social and cultural contexts. The Interpretivism paradigm was particularly suitable for this study as it seeks to identify and interpret patterns or themes in qualitative data based on participants' lived experiences (Braun & Clarke, 2006). It values rich, detailed descriptions, which are achieved through thematic analysis involving coding and theme identification (Nowell et al., 2017).

1.12. DEFINITION OF TERMS

This section provides the definition of the key terms that were used in this study. These key terms were derived from the research topic, and the most common terms needed for explanation in relation to homestay tourism sustainability in South Africa were examined.

1.12.1. Accommodation

As far back as in the 90s, Cooper et al., (1998) indicated that accommodation is the base and an integral part of the tourism product, typically accounting for around one-third of total trip expenditure, but it is also an essential ingredient of the tourism experience from the supply side of tourism (Almeida, Machado, Xu, 2021). This was also emphasised by Koutoulos (2015), who referred to accommodation as one of the specific tourist products. Accommodation plays a significant role in a traveler's overall experience of visiting a place and provides tangible and intangible products such as guest rooms, beds, meals, and service. The primary role of accommodation is to supply tourists with an opportunity for visitors to stay for a length of time to enjoy the locality and its attractions. At the same time, their spending contributes to the local economy. There is a vast variety of accommodations depending on the target market, i.e., types of tourists and travel budget. When tourists travel away from home, they want a comfortable place to stay and "recharge their batteries," thereby adding to their experience. There are different types of accommodation ranging from basic to luxurious.

1.12.2. Homestays

Homestay tourism is a type of cultural tourism whereby tourists experience cultural activities whilst staying in a home of community families that opened their home for international and local visitors wanting to learn more about their families, their culture,

their day-to-day life, and their village. Lanier & Berman (1993), Ilham & Salam, Nur & Salim, and Arfin, (2019) define homestays as communities, especially those that exist in least developed countries (LDCs), particularly in rural communities would rent out unused rooms in their private homes for the purpose of supplementing income and meeting people. Since most homestays are particularly in rural areas, this type of tourism product can contribute significantly to rural communities thereby boosting the local economy, enhancing livelihoods and augmenting employment.

According to Wipada (2007) in Pusiran & Xiao (2013), homestay is defined as one type of lodging that tourists share with the homeowner intending to learn culture and lifestyle from the homeowner willing to transmit and share their culture. The homeowner is the one who prepares lodging and food for the tourists with reasonable pay. Lynch, McIntosh, and Tucker (2009) give a broader definition of Homestay tourism by referring to it as commercial homes whereby visitors or guests pay to stay in private homes where interaction takes place with a host or family. DoT (2011) has identified a homestay as a private residence with paying guests who enjoy staying in the comfort and security of a family home. For this study, Homestay tourism will be defined as a holiday or another period spent away from home, staying in the home of a local family. Ideally, a homestay is a home-owner-occupied private residence where the primary aim is a residence for the owner and his/her family, and the secondary purpose is providing accommodation to a few guests who pay to stay in the home and thereby receive income for the family. It is considered safe and affordable housing for visitors looking to experience and learn the host's lifestyle. It must still be noted that as the global community flourishes within the sharing economy, more enterprises are being created, of which the core factor is to share experiences and spaces.

1.12.3. Sustainability

The term "sustainability" is often used in various contexts, including tourism and hospitality. There are several potential ambiguities surrounding the use of the word "sustainability." These ambiguities arise from different interpretations and perspectives on what sustainability means and how it should be applied to the specific context of homestay tourism in South Africa. Sustainability can encompass various dimensions, such as environmental, social, and economic. Sustainability is a concept that refers to the ability of a system or process to be maintained over the long term without depleting

or damaging the resources on which it depends. It encompasses the responsible and balanced use of natural, economic, and social resources to meet the needs of the present generation without compromising the ability of future generations to meet their own needs.

Different organisations and institutions put forth various definitions of sustainability. One commonly cited definition comes from the United Nations World Commission on Environment and Development, also known as the Brundtland Commission, in their 1987 report: “Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations, 2015). This definition highlights the importance of balancing economic, social, and environmental factors to ensure long-term viability. The SDGs provide a comprehensive framework for global efforts to achieve sustainability by 2030. In the context of this study, sustainability refers to the pursuit of long-term environmental, social, and economic viability in the homestay tourism sector in South Africa.

1.12.4. Framework

A framework is a basic structure, plan, or system of concepts, values, customs, or rules which can be used to deal with problems or to decide what to do (Zachman, 2023). The word “framework” can also refer to a structure that forms a support frame for another object (Gossling, Scott & Hall, 2019). Frameworks provide a general structure or plan that can be used to guide decision-making and problem-solving in a particular field or context (Dodds & Joppe, 2017).

In the context of this study, a framework refers to a structured and systematic model that guides the development and implementation of strategies to promote sustainability in South Africa's homestay sector. The framework provides a comprehensive approach to address various dimensions of sustainability, including economic, social, and environmental aspects (Weaver, 2018). The framework will include multiple components or pillars, each focusing on elements crucial for achieving sustainable and responsible tourism and hospitality development in South African homestays. These components will be based on existing theories, best practices, and concepts related to sustainable tourism and responsible hospitality.

1.12.5. Visitors

Visitors travel to or enter a specific physical place, such as a museum, tourist attraction, park, office building, store, or someone's home (Antoniou & Lepouras, 2018). These visitors can be domestic tourists from within South Africa or international tourists coming from other countries (Perry, Manning, Xiao & Valliere, 2018). In tourism, visitors refer to individuals who travel to a destination for leisure, recreation, or cultural experiences. Museums and cultural heritage sites often attract visitors interested in learning about the local history, art, or traditions (Vareiro, Sousa, & Silva, 2020). In the context of this study, visitors refer to individuals or tourists who stay or temporarily reside in homestays within South Africa.

1.12.6. Cultural tourism or rural tourism

Cultural and rural tourism are related concepts involving travel and exploration of cultural and natural resources in rural areas. Cultural tourism involves visiting places and participating in activities that offer unique cultural experiences in art, music, history, and traditions (Jiang-Tao, 2006). According to Yujie (2020), cultural tourism can take place in both rural and urban areas. However, it mainly involves exploring cultural resources in rural areas, such as traditional crafts, local festivals, and rural architecture. Rural tourism takes place in rural areas where visitors can experience the natural and cultural resources of the countryside (Onoyko, 2017). Rural tourism can encompass a wide range of activities, such as hiking, fishing, camping, and visiting local farms and wineries (Onoyko, 2017).

1.12.7. Tourism

According to Anbumathy and Shuhaib (2019), the UNTWO Manual (1995) defines tourism as travel for recreational leisure or business purposes, while tourists are people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, or other activities. The expanded definition of tourism includes tourism as a global aggregate of relations and the unity of connections of events and tourism as a mass phenomenon of contemporary life, capable of changing the economic, social, and cultural environments of the surrounding world (Popova, 2016). Tourism also encompasses economic, social, educational, cultural, and aesthetic factors.

1.13. EXPOSITION OF CHAPTERS

Chapter 1

This chapter provides the background and context of the study. The main areas for discussion under Chapter 1 include the aim, objectives, research questions, significance of the study and the definition of the key terms.

Chapter 2

A literature review was conducted by relying on secondary data sources. The main topics and sub-topics for discussion in this chapter were derived or formulated from the objectives of the study.

Chapter 3

Chapter 3 outlines the methodology used to conduct this study.

Chapter 4

Chapter 4 profiles homestays in South Africa. The researcher provided the characteristics and a summary of homestays per province in this chapter.

Chapters 5 & 6

Chapters 5 and 6 provide the presentation, interpretation, analysis, and discussion of qualitative and quantitative findings. The discussion section brings into focus the findings made from the literature review, which are discussed in line with the findings to be made.

Chapter 7

It presents the proposed framework, findings, recommendations and conclusion. Recommendations for this study were proposed, looking at the researcher's responses gathered from the participants. Recommendations were formulated to ascertain the fulfilment of this study's objectives.

CHAPTER 2: LITERATURE REVIEW

THE ROLE OF HOMESTAYS IN SUSTAINABLE TOURISM AND DEVELOPMENT

2.1. INTRODUCTION

In the recent past, there has been a change in the provision of accommodation for travellers as the industry focused on providing travellers with unique, memorable experiences in contrast to the usual conventional hotel style of tourism (Kimaiga & Kihima, 2018). Homestays emerged as a form of local people involvement in tourism development, offering a unique opportunity for local destinations to offer unique culturally immersed products and opportunities for residents to earn an income directly from tourism (Pinichchan, Maneenin, Kamphaengdee, Namburi & Raksudjarit, 2022). Homestays were defined by Shukor, Salleh, Othman and Idris (2014:4) as rooms or spaces that individuals use to offer accommodation to guests or tourists.

The popularity of Homestays as an alternative form of tourism accommodation can be attributed to their ability to allow tourists not only to see culture but to experience it first-hand (Goodwin, 2017). This model of accommodation-based tourism promotes reciprocal exposure to visitors whereon they learn from the local communities; it also embraces responsible tourism, which comprises sustainable, culturally sensitive, and non-exploitative tourism or tourism that positively impacts the economy of the communities it visits, which is directly in line with the United Nations Agenda 2030 and the Sustainable Development Goals.

Homestays, as a form of Community-Based Tourism (CBT), are increasingly recognised as tools for poverty alleviation and localised economic enhancement. By providing a direct income stream to local households, homestays can empower community members economically, enabling them to participate directly in tourism revenue, which external stakeholders might otherwise dominate. This accommodation model minimises economic leakages where money flows out of the local economy due to external ownership or import reliance and instead facilitates the internal circulation of tourism revenue.

Pasanchay and Schott (2021) argue that homestays strengthen local economic connections by fostering a network of community-based services and products, such as local guiding, food provisioning, and handicraft production. This synergy supports a range of local micro-enterprises and increases the visibility and value of indigenous knowledge and traditions. Such ventures often appeal to travellers seeking authentic cultural experiences, enriching the host-guest relationship and reinforcing a sustainable tourism model. Furthermore, homestays can contribute to community well-being by creating employment opportunities, reducing reliance on traditional and often lower-income occupations, and providing skills training in hospitality management and cultural exchange. These outcomes align with Sustainable Development Goals (SDGs), particularly those aimed at reducing poverty (SDG 1) and promoting decent work and economic growth (SDG 8), underscoring the role of CBT homestays in advancing socially inclusive and sustainable economic development.

The South African Economy has witnessed an inordinate growth of homestay tourism products, mainly located in rural areas and offering unique cultural tourism products (Department of Tourism, 2021). This chapter will conduct a detailed analysis of the homestay model, starting with its historical background and present use cross-nationally. It will, therefore, describe homestays' characteristics as a tourism subsector that seeks to promote ecological conservation and economic benefits. In the final chapter of the study, information on homestays within the context of South Africa, including its contribution to the broad sector of tourism and the role of major players in marketing the sub-sector, will be presented. This paper provides an overview of the homestay model and its emerging importance in the tourism sector of South Africa.

2.2. THE EVOLUTION OF HOMESTAYS

Countries like India and Nepal were among the first to try to formalise homestays to help families in rural areas. It was adopted to offer economic benefits to local communities and cultural tourism experiences to visitors. Furthermore, Goodwin and Santilli (2009) had already reported on the role of homestays in providing authentic locally run tourism experiences where tourists not only receive accommodation but also enjoy locally anchored activities and products. The evolution of homestays commenced with homeowners letting out a portion of their houses to tourists, which over time involved the provision of supporting products and services such as food,

cultural performances and local tour guides (Pasanchay & Schott, 2021). Despite many early figures, these were more family establishments that offered accommodation to visitors in exchange for small fees. It was mutually advantageous where hosts could get additional income, and travellers could find inexpensive accommodations and culturally rich experiences. The table below shows the evolution of accommodation providers into Homestays.

Table 2.1: Evolution of the accommodation sector

Era	Accommodation Type	Key Features	Influencing Factors	Examples
Ancient Era	Inns and Taverns	Basic shelter travellers focused on providing food and rest for travellers.	Trade routes, limited infrastructure, and nomadic lifestyles.	Small roadside inns or caravansaries
Medieval Period	Guesthouses and Monasteries	Religious institutions or local families manage simple accommodations.	Religious pilgrimage, hospitality traditions, and agrarian economies.	Monastic lodges or local guesthouses
Industrial Revolution	Large-Scale Hotels and Motels	Standardised amenities, centralised locations, catering to mass tourism.	Urbanisation, improved transportation, and increased leisure travel.	Hilton Hotels, roadside motels
Late 20th Century	Boutique Hotels	Personalised services and unique design catering to niche markets.	Demand for specialised experiences and differentiation from standardised hotel chains.	Boutique hotels like Ace Hotel
21st Century	Homestays and Shared Economy Models	Personalised, immersive cultural experiences; direct interactions with host families; community-based.	Rise of digital platforms, cultural tourism trends, and a shift toward sustainability and affordability.	Homestays being sold through platforms like Airbnb and others.

Source: Author's contribution

It is, therefore, important to highlight that the homestay model concept can be linked to the non-professional provisions, especially within rural areas with little or no access to commercial hostelry (Smith, 2019). However, homestays had their own features, which traditional hotels could not provide to the guests; homestays also allowed people to see how the locals lived. Over time, as tourism grew, these remained ad hoc, though, with the development of tourism and recognition of local interests, they became more organised, particularly in the remote areas, which were not attractive for large-scale commercial hotel development (Bhuiyan et al., 2020).

The institutionalisation of homestays gained pace post-World War II, a time of increasing domestic and international tourism worldwide (Chet, 2020). Economic recovery and progress in tourism meant a growing need for new and unique forms of travel that appeared less corporate than before. Homestays developed well in rural areas to satisfy the travellers' hunger, searching for cheaper and more unique experiences than the ones offered in city-based hotels. This trend pointed to what later became more of a trend towards experiential tourism, where travel is equivalent to destination. Such a trend in economic consumption was prognosticated by Pine and Gilmore (1998), who argued that an experienced economy would emerge with distinct differences from the service, goods and commodity economy. The table below, as presented by Pine and Gilmore (1998), illustrates how Homestays fit into the experience economy:

Table 2.2: Economic evolution and consumer experiences

Economic Offering	Commodities	Goods	Services	Experiences
Economy	Agrarian	Industrial	Service	Experience
Economic Function	Extract	Make	Delivery	Stage
Nature of Offering	Fungible	Tangible	Intangible	Memorable
Key attribute	Natural	Standardised	Customised	Personal
Method of Supply	Stored in bulk	Inventoried after production	Delivered on demand	Revealed over duration
Seller	Trader	Manufacturer	Provider	Stager
Buyer	Market	User	Client	Guest
Factors of demand	Characteristics	Features	Benefits	Sensations

Source: Author's contribution

Table 2 shows that homestays are community-based tourism (CBT) products that evolved in line with changes in economic demands and primarily aim to offer memorable experiences to tourists, giving them a competitive advantage over traditional forms of accommodation offerings. Overtourism, a phenomenon that began gaining attention in the latter half of the twentieth century, has created an environment where homestays have emerged as a compelling alternative to conventional hospitality services (Akrivi, 2021). With the exponential growth of global tourism, popular destinations have faced significant challenges such as overcrowding, environmental degradation, and the erosion of local culture (Omar & Safeei, Roshidah & Jali, Fathiyah & Mohammed; Syakirah, 2024). These issues have not only affected residents' quality of life but have also diminished the travel experience for tourists themselves. In response, travellers and policymakers alike have increasingly sought

out sustainable tourism options, such as homestays, that can help mitigate the adverse effects of overtourism.

Homestays offer a more localised, culturally immersive experience that disperses tourists beyond densely populated tourist' hotspots (Sbai, 2024). By staying in local households, tourists contribute directly to the community's economy, supporting a more decentralised tourism model that alleviates pressure on overcrowded areas (Donaire, Galí, Coromina, 2024). This shift towards homestays aligns with the desire of many modern travellers for authentic experiences that foster meaningful interactions with local people and culture, as opposed to impersonal and standardised hotel stays (Giri & Kumar, 2024). Moreover, homestays promote environmentally sustainable tourism by encouraging travellers to adopt more responsible behaviours (Singh, Tripathi, Srivastava, & Johri, 2024). Hosts often emphasise local customs and environmental stewardship, helping tourists become more mindful of their ecological impact (Sapkota & Palamanit, Arkom & Techato, Kuaanan & Gyawali, Saroj & Ghimire; Hari & Khatiwada, 2024). This community-based approach to accommodation encourages a slower, more sustainable form of tourism that contrasts sharply with mass tourism's high-impact, transient nature. As such, homestays have become not just an alternative but a proactive response to the challenges of over-tourism, embodying sustainability principles and resilience in the tourism sector (Nainggolan & Prihadi, Donny & Mulyana; Hadi, 2024).

The emphasis on high tourist numbers in the 1960s and 1970s led to the development of more affordable accommodation standards, allowing tourists to interact with hosts on a more personal level (Goodwin, 2017). Despite this shift, homestays achieved only limited market penetration compared to the rapidly growing hotel industry, particularly in major cities (Yun, Huizhen, Jiansheng, 2023). In contrast, homestays remained popular in rural and less-developed areas, where they were sometimes the sole hospitality option available (Ghimire, 2023). Moreover, technological advancements in the 21st century have driven significant growth in the homestay sector, elevating it globally (Fatema, Sinnappan, Meng & Watabe, 2024). With the rise of online platforms like Airbnb and Booking.com, hosts gained the ability to advertise their properties internationally, making it easier for travellers to discover and book homestays (Chen & Lee, 2020).

Airbnb's platforms, which allow homeowners to earn income from renting out their residences, have been a significant catalyst in popularising homestays (Reinhold & Dolnicar, 2021). By lowering entry barriers for individuals to participate in the tourism sector, Airbnb has democratised access to tourism revenue, enabling homeowners in diverse locations to capitalise on visitor demand (Tavor, 2024). The platform's ease of use and global reach have spurred an explosion in the number of available homestays, making this form of accommodation increasingly popular among hosts and travellers (Guttentag, 2015). This shift has also democratised travel by allowing retirees and everyday homeowners to participate in the tourism market through homestays. It has expanded options for travellers, catering to a wide range of needs, whether for solo adventurers, couples, families, or business travellers.

This increased variety has made homestays appealing, offering diverse experiences that can accommodate different types of guests and travel purposes (Thapa, 2017). As a result, a systematic and economically sustainable model of homestays has developed over the years, capable of adapting to the flexible and varied demands of modern travellers (Janjua & Krishnapillai, Gengeshwari & Rehman; Mobashar, 2021). This evolution has been driven by the homestay sector's ability to respond to diverse traveller preferences, from budget-conscious backpackers to families seeking authentic cultural experiences (Smith, 2023). The flexibility of the homestay model allows for scalability and responsiveness to market trends, helping hosts adjust their offerings based on seasonal demand, location, and guest preferences (Zervas, Proserpio & Byers, 2017).

This adaptable approach has strengthened the homestay model's resilience, making it a sustainable alternative within the hospitality industry (Kagisho & Joao, 2025). It has encouraged micro-entrepreneurship growth in local communities, with homeowners using homestay income to improve their properties, invest in community services, and support local businesses (Reinhold & Dolnicar, 2021). Additionally, this model supports environmentally conscious tourism, as it often involves smaller-scale accommodations with a lower environmental impact than large hotels (Kholijah, 2024). Altogether, the homestay model has matured into a dynamic and sustainable component of community-based tourism, offering economic benefits that are both

durable and far-reaching (Pasanchay & Schott, 2020). However, over the past few years, homestays have faced numerous challenges due to the growing popularity of the business. As the homestay model expands globally, it has led to several concerns, particularly its impact on local cultures. In some regions, the marketing and commercialisation of homestays have sparked critiques related to cultural imperialism, with the influx of international travellers potentially eroding traditional ways of life (Bhuiyan et al., 2020). This dynamic can lead to cultural flattening, where unique cultural practices and identities are diluted or altered to cater to the expectations of a global tourist market.

In some cases, the desire to attract more tourists has encouraged hosts to alter their traditional lifestyles, sometimes in ways that align more closely with foreign expectations than with indigenous customs (Scheyvens, Carr, Movono, Hughes, Higgins-Desbiolles, Mika, 2021). This shift can lead to the commodification of culture, where local traditions, customs, and even architectural styles are modified to appeal to visitors. The growing reliance on tourism revenue can also pressure local communities to maintain a "curated" version of their culture, often at the expense of authenticity (Richards, 2021). Moreover, the rapid expansion of homestay businesses has sometimes led to overcrowding in certain areas, which can further strain local resources, disrupt social cohesion, and negatively impact the environment (Tehseen, Hossain, Ong & Andrews, 2024). As homestays become a more prominent part of the tourism industry, there is an increasing need for regulatory frameworks that balance the economic benefits of tourism with the preservation of cultural heritage and the well-being of local communities (Singh, Tripathi, Srivastava & Johri, 2024).

The emergence of technology-driven property marketing platforms, such as Airbnb, has led to significant discourse regarding the appropriate regulatory measures for these services, particularly about legalisation, taxation, and their impact on the housing sector. In Cape Town, for example, the widespread use of Airbnb has contributed to rising property prices and a shortage of affordable housing for low-income residents (Ndaguba & van Zyl, 2023). With property owners increasingly opting to lease their homes to short-term visitors, the demand for long-term rental housing has diminished, exacerbating the housing crisis (Koster, van Ommeren, Volkhausen, 2021).

These developments have spurred calls for legal reforms and regulatory restrictions in Cape Town to address the negative consequences of short-term rental platforms, such as housing unaffordability and the displacement of vulnerable populations (Thorne, 2024). The situation in Cape Town highlights the need for balanced policies that protect both the interests of residents and the economic benefits of tourism (Molloy, 2024). While homestays present certain challenges, as previously discussed, they have also emerged as an important platform for facilitating cross-cultural interaction (Rumpapak, 2025). Homestays provide an immersive experience that encourages meaningful engagement with the host community by allowing visitors to stay within local households (Dyakopu, 2024). This accommodation offers tourists the opportunity to directly experience local customs, traditions, and lifestyles, often in ways that traditional hotel stays cannot replicate (Ghimire, 2023). Research has shown that homestays foster more profound cultural exchanges by allowing hosts and guests to learn from each other more intimately. Studies suggest such interactions can break cultural barriers, enhance mutual understanding, and contribute to a more authentic travel experience (Richards, 2014). Additionally, homestays often promote cultural preservation by encouraging hosts to share their heritage and customs with visitors, thus preserving local traditions in the face of globalisation and mass tourism.

Timothy and Low (2022) emphasise that these accommodations encourage visitors to participate in local customs and practices and foster understanding between people; as such, homestays provide a forum for cross-cultural communication, enhance visitors' experiences, and protect local culture (Kolar & Zabkar, 2023), such reciprocal interaction emphasises how homestays support cultural sustainability, whilst securing economic opportunities.

According to Wang (2023); Zhang and Xu (2023), CBT, with special reference to homestays, facilitates economic heterogeneity through employment opportunities for the locals and the generation of income. Additionally, it is noted that the generation of new service industries and increased visitor spending are the broader economic impacts of homestays, which help sustain the livelihood of the local people (Roberts, 2022). Homestays foster an entrepreneurial mindset in communities, enabling them to contribute to the local economy. Homestay indirectly leads to social cohesion,

community engagement, and investment in infrastructure (Mowfort & Munt, 2016). Socially, homestays promote deep connections between hosts and visitors, strengthening the bonds within the community.

2.3. UNDERSTANDING THE NATURE OF HOMESTAYS

In their most basic definition, homestays relate to arrangements with direct interaction between the host and the guest. Shukor et al. (2014:4) define homestays as rooms or spaces individuals use to accommodate guests or tourists. This means that homestays are a form of co-hosting that differs from traditional accommodation, where the engagement is limited to the business-like exchange of services, as opposed to co-hosting, where the engagement is based on culture sharing and interpersonal contact (Kim & Lee, 2021). The table below summarises the difference between Homestays and Traditional accommodation establishments:

Table 2.3: Differences between Homestays and traditional accommodations

Differentiating Feature	Homestays	Traditional Accommodation
Ownership	Owned and managed by local families or individuals.	Often owned by corporations, chains, or private investors.
Cultural Experience	Offers authentic cultural immersion, with guests engaging in local customs and daily life.	Provides limited cultural engagement, often standardised across locations.
Infrastructure	Typically, it is small-scale with fewer amenities.	Large-scale operations with extensive facilities and services.
Cost	Generally, it is more affordable due to fewer overheads.	More expensive due to extensive amenities and standardised services.
Economic Impact	It benefits local communities directly, with income going to host families.	Benefits may concentrate on corporate entities, with limited local economic distribution.
Customisation	Highly personalised guest experiences based on direct host-guest interaction.	Standardised services catering to general expectations.
Target Audience	Ideal for travellers seeking authentic, budget-friendly, and immersive experiences.	Appeals to travelers prioritizing comfort, convenience, and luxury.
Environmental Impact	Smaller ecological footprint, often using existing structures.	Larger ecological footprint due to construction and resource usage.
Regulation	Often informally regulated, though some regions are introducing formal guidelines.	Heavily regulated with stringent compliance standards.
Employment	Provides direct employment for host families and sometimes local help.	It creates jobs across multiple levels but is often centralized in urban areas.

Source: Author's contribution

The comparison presented in Table 3 indicates that homestays are more focused on local communities than traditional accommodation providers. Moreover, the

comparison presented above indicates the sustainable nature of homestays as alternative accommodation providers.

This ability of the guests to extend their stay and engage themselves in the life of the host separates homestays from other forms of accommodation, including hotels, resorts, guest houses, bed and breakfasts, and other non-traditional forms of accommodation, and ultimately gives homestays a competitive advantage within the market (Guttentag, 2013). Direct interaction promulgated by homestays is a feature that is only observed in a few other forms of lodging systems that enhance cultural interchanges (Rumpapak, 2024).

Like other forms of immersive tourism, one of the primary advantages of homestays is the opportunity for guests to experience life from a local perspective (Singh et al., 2024). This is particularly appealing in contrast to conventional tourism, which often offers a synthetic, consumptive experience designed to meet the superficial needs of tourists without fostering meaningful engagement with the host community (Magrizos, Kostopoulos & Powers, 2020). In a homestay, guests are typically encouraged to participate in daily, enduring activities, such as shared meals, and participate in cultural celebrations. For example, visitors to Zulu or Xhosa homestays in South Africa gain firsthand experience in traditional practices such as singing, dancing, and crafting (Khoza & Mokoena, 2022). This type of engagement provides a richer, more profound cultural experience that is often more impactful than museum visits or passive cultural performances, offering tourists a deeper understanding of local customs and traditions (Richards, 2014; Tussyadiah et al., 2017). Such direct interaction with cultural practices enhances cultural learning, making the experience far more memorable and educational than traditional tourist activities.

From the host's perspective, homestays provide an opportunity to demonstrate the importance of hospitality and the value of welcoming strangers, fostering meaningful interactions that benefit both parties (Woli, 2022). Through hosting, individuals gain a renewed and often more enlightened understanding of their culture. They also potentially receive monetary benefits, particularly in rural, agriculturally rich areas where income sources may be limited (Bhuiyan et al., 2020). In these regions,

homestays can significantly impact local economies by diversifying income streams and offering an alternative source of revenue.

Homestays facilitate cultural exchange, as hosts engage with visitors from diverse backgrounds, thereby enriching their own perspectives through interaction with people from around the world (Hughes, Moshabela, Owen, & Gaede, 2017). This exchange of ideas can lead to broader cultural awareness and mutual understanding, further enhancing the value of the homestay experience for both hosts and guests (Pasanchay & Schott, 2021).

Like any other form of tourism enterprise, homestays face several challenges, which may include, *Inter alia*, The fact that homestays are informal and sometimes poorly furnished than traditional hotels, hosts may find themselves pressured into fulfilling certain expectations of tourists, poor inherent infrastructure in rural settings, poor host's skills such as hospitality and management skills.

An emerging phenomenon within the homestay sector is the increasing business commercialisation, which may undermine its authenticity and erode its competitive advantage (Li, Muhammad, Asrul, 2024). As the homestay model grows in popularity, mainly through platforms like Airbnb, more homeowners are entering the market to capitalise on the financial opportunities, turning what was once a more personal, community-based service into a business venture (Nodiff, 2021). This shift toward commercialisation has led to concerns that homestays could lose their distinctive, authentic qualities, initially setting them apart from traditional hotel accommodations (Quang, Tran, Sthapit & Garrod, 2024).

The commodification of homestays can result in hosts focusing primarily on profit maximisation rather than fostering genuine cultural exchanges (Birendra & Sajani, 2024). As the market becomes more competitive, hosts may begin to tailor their offerings, tailoring them to the preferences of tourists seeking familiar, predictable experiences rather than offering truly unique, local insights (Bhuiyan et al., 2020). The risk here is that as more homestays resemble commercial hospitality services, the experiences may become less authentic and more akin to generic tourism products.

This trend toward standardisation can also reduce the perceived value of homestays as a form of community-based tourism (CBT). Studies indicate that homestays' key attractions are their ability to provide travellers with a more profound, more immersive cultural experience (Pasanchay & Schott, 2021). As the model becomes increasingly commercialized, there is a real risk that homestays may become more commoditized, with hosts focusing on mass appeal rather than cultural preservation, which diminishes the authentic, locally driven character that initially attracted tourists to this form of accommodation (Tussyadiah et al., 2017). This shift could ultimately affect homestays' sustainability and long-term viability as a niche tourism product.

As the popularity of homestays grows, they may be surpassed by other competing accommodation options, potentially losing their unique flexibility and intimacy (Giri, & Kumar, 2024). That is increasingly seen using online platforms to book tours and accommodations that focus on ease and revenue rather than preserving and showcasing culture (Lama, 2024). Occasionally, homeowners find themselves in a situation where they are forced to create a standard that they expect from foreigners, which may deny them their role in promoting credible cultural experiences (Smith, 2019). Widespread commercialisation of homestays hence brings about critical questions of the future of homestays: how to increase commercial returns and yet maintain cultural values (Becklake, 2024).

2.4. THE STATUS OF HOMESTAYS IN SOUTH AFRICA

Homestays are one of the significant features of the tourism sector in South Africa since most of the rural regions in the country lack adequate or customary accommodations such as hotels (Ghimire, 2023). According to Dyakopu (2024), South Africa's homestay market is gaining traction with travelers' increasing preference for immersive and culturally authentic experiences. In the context of cultural tourism, the main advantage of South African homestays is that the country has at least ten officially recognized ethnic groups; thus, traveling to homestays can allow tourists to meet people of different ethnographic types (Pasanchay & Schott, 2020).

These homestays are available in the western cape (Xhosas, Coloureds, Indians, Whites), eastern - Zulu, Indian (Indian homestay in KwaZulu Natal) and Xhosa cultures, central and northern Sotho and Tswana, Venda, and more (Khoza &

Mokoena, 2022). In the Western Cape, it is mainly Airbnb that is available in this sector, and it seems to be soaring with more listings than cities such as Sydney and San Francisco combined. Thorne (2024) states that there are 23,564 active listings in the Mother City. Of this, 19,280 (81.8%) are entire home/apartment listings, 4,062 (17.2%) are private rooms, 79 (0.3%) are shared rooms, and 143 are hotel rooms (0.6%). This surpasses the number sported across numerous popular tourist destinations like San Francisco (7,888), Amsterdam (9,310), Athens (13,274), Berlin (13,759), Sydney (15,548), Tokyo (16,518) and Barcelona (18,925). However, Statssa (2024) indicates that this market is not regulated in South Africa, which means no reliable statistics are available, especially for homestays in rural areas. In September 2023, however, Airbnb signed a memorandum of understanding with the Department of Tourism to collaborate on a national registration system.

Homestays have also been referred to as important vehicles for fostering and sustaining local economic growth, especially in regions where remunerative economic activities are rare, and those boosting tourism are dominant corporate players. Since the Tourism Transformation Fund was established, the South African government put efforts to enhance community-based tourism businesses that would lead to the development of homestays (Department Tourism, 2021). As such, such funding programs are designed to financially assist and educate locals through training and marketing assistance so that local communities can derive tourism benefits directly and independently of outside investors and large-scale tourism organizations. However, these are the supportive efforts being made towards the homestay sector in South Africa despite facing some regulatory problems that affect the quality, reliability, and reputation of the homestay sector. In many areas under consideration, minimal regulatory legal frameworks and compliance mechanisms may be employed to check whether all homestay facilities meet set hospitality standards (Chen & Lee, 2020).

This regulatory gap may create different levels of service delivery, thereby exposing the sector to international tourists who expect standardised services. Further, most, if not all, the homestay operators in South Africa experience problems in marketing and awareness, especially those in rural or semi-rural areas. Like most other homestay businesses that do not have a large chain hotel's financial and marketing

muscle, potential customers are challenging to reach among international visitors. Consequently, they rely more on referrals and local tourism promotion companies; hence, they face challenges in customer flow. Government support and digital tourism programs could also solve these problems, reaching as many clients as possible (Khoza & Mokoena, 2022). Moreover, cultural and practical barriers associated with this kind of accommodation based on local farms are also identified. Most South African hosts can experience mixed feelings when hosting visitors from different cultures (Taylor, 2024). Cross-cultural understanding is best exercised and might pose a lot of problems due to increased differences in rural areas compared to that of global tourists. Homestay tourism could benefit from training programmes that prepare hosts to navigate these encounters in a way that improves gains for guests while respecting cultures.

South Africa has scope for homestay development to act as a catalyst for tourism, especially in regions outside those served by large-scale tourism initiatives. It is therefore envisaged that with the right interventions, the homestay accommodation sub-sector can be a vital player in sustainable tourism development that ensures equal spread of the economic gains accruing from tourism as well as conserve culture within the host communities, as noted in the Department of Tourism (2021).

2.5 KEY STAKEHOLDERS IN HOMESTAYS

The sustainability of homestays as the model of tourism is possible only with the support and cooperation of several key players. Host families are a requirement of any program due to their role as the face of the community; their responsibility is to act as a localisation of extravagant lifestyles and traditions in the eyes of the guests. Thus, homestays are more personal and different from traditional lodging, which is facilitated by the developed surroundings (Chen & Lee, 2020). Federal ministries and departments are also instrumental in ensuring confidence in a destination by establishing the health, safety, and environmental norms and standards and in supporting homestay funding and capacity building (Namibia Tourism Board, 2023). Consequently, the following stakeholders have been identified as key in the homestay sector:

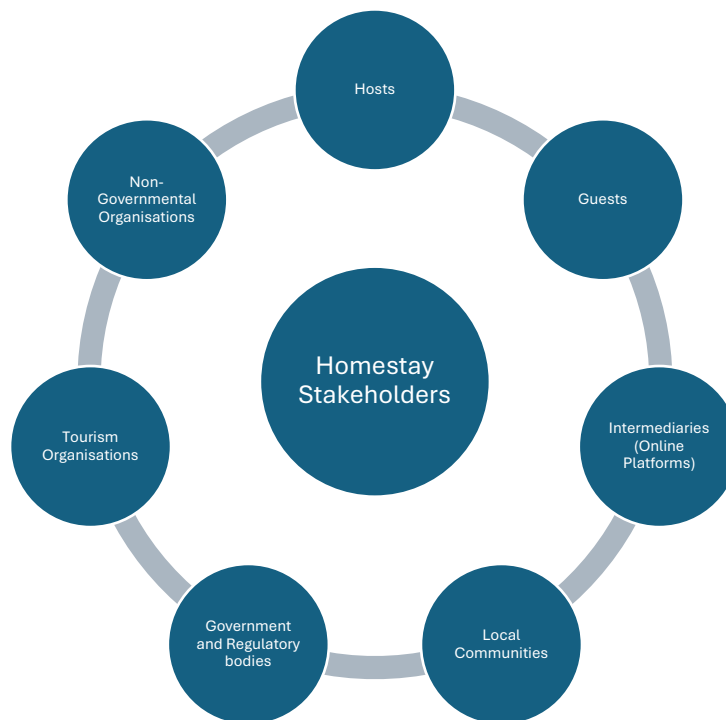


Figure 2.2: Homestay stakeholders

1. **Hosts:** Hosts are the individuals or families who open their homes to guests. They are central to the homestay experience, providing local knowledge, hospitality, and a personalised environment for travellers (Chen & Lee, 2020). Their motivations may include cultural exchange, economic benefits, and the opportunity to engage with a global community (Bhuiyan et al., 2020).
2. **Guests:** Travelers who seek authentic, immersive experiences are the primary customers of homestays. They benefit from gaining insights into local cultures and traditions, often in a more intimate and engaging way compared to traditional forms of tourism (Tussyadiah et al., 2017).
3. **Online Platforms and Intermediaries:** Platforms such as Airbnb, Booking.com, and other short-term rental services have become essential for connecting hosts with guests. These platforms play a crucial role in the marketing, booking, and sometimes even the regulation of homestay services (Guttentag, 2015). They also provide a global reach, allowing local homestays to attract international guests, often significantly expanding the market.
4. **Local Communities:** The broader community where homestays operate can be both a beneficiary and a potential victim of the homestay model. Local communities benefit economically from the influx of tourism revenue but may face challenges, such as housing shortages, gentrification, or cultural

commodification (Bhuiyan et al., 2020). The involvement of local businesses, such as artisans or restaurants, can also enhance the homestay experience for tourists.

5. **Government and Regulatory Bodies:** Local governments and national regulatory bodies are important stakeholders in the homestay sector, as they are responsible for establishing and enforcing zoning, taxes, safety, and consumer protection (Pasanchay & Schott, 2021). Their role is critical in ensuring that homestays are sustainable and beneficial to hosts and communities.
6. **Tourism Organizations:** National and regional tourism organisations often promote homestays as part of broader efforts to diversify tourism offerings. These organisations may provide hosts with marketing support and educational resources and help ensure homestays are integrated into sustainable tourism development strategies (Tussyadiah et al., 2017).
7. **Non-Governmental Organizations (NGOs):** NGOs focused on sustainable tourism and cultural preservation may advocate for the responsible development of homestays. These organisations often work to balance the benefits of tourism with the need to preserve cultural heritage and protect local communities from the adverse effects of mass tourism (Goodwin, 2017).

Each of these stakeholders plays a critical role in shaping the homestay sector, and their interests and perspectives often intersect, influencing the direction and sustainability of homestay tourism. Figure 2 illustrates the interactions between homestay stakeholders:

Other factors influencing demand include customers, with travellers being the most influential clients within the sector who are passionate about sustainability and cultural tourism, boosting the market. The former will assist in promoting the reputation and image of a homestay, whereas the latter is helpful in assessing services and improvements (Kim & Lee, 2021). Last, people get employed, especially in rural areas, since they are the primary beneficiaries of tourism revenue from homestays that generally boost community development (United Nations, 2015).

2.6. HOMESTAYS AS A FORM OF ACCOMMODATION AND TOURISM GROWTH

Homestays as a type of accommodation have gained high popularity in the last two decades as a response to increased demand for non-traditional travel experiences (Thapa, 2017). They offer cheap and real accommodation experiences, which set them apart from boring hotels and resorts, making them ideal for travellers on a tight budget who wish to have a genuine taste of culture. In turn, homestays encourage the diversification of geographic nature in tourism. While traditional hotels can be in large urban areas to cater to the population's tourism needs, homestays can be in rural and remote areas, opening newer areas for visits. It is especially helpful for rural areas that cannot support big hotels and enables visitor flow to discover their landscapes and historical landmarks. This way, through encouraging tourism in these less explored areas, homestays can also generate income for places that might otherwise not see great tourist activity (Richards, 2020). This model supports the South African responsible tourism agenda that guarantees the fair distribution of tourism revenue to economically disadvantaged regions to promote development (Department of Tourism, 2021).

2.7. THE SUSTAINABILITY OF HOMESTAYS

Sustainability cuts across the homestay model in its very essence because it encompasses environmental conservation and socio-economic vulnerability. Homestay accommodation is meant to be eco-friendly in its construction and operation, compared favourably with the large hotels' carbon footprint, which can be impressively large (Park & Kim, 2021). Some of the strategies homestays use to conserve ecosystems and support a self-sustainable economy are solar technologies, waste management systems, and sourcing food nearby (Goodwin, 2017).

First, homestays also provide employment and income diversification in rural areas where employment may be scarce, increasing economic resilience and diversity in various economic imperialist economies mainly relying on agriculture (United Nations, 2015). It makes the women and young people engage in tourism activities that help support their gender and youth advancement of the local socio-economic structures. Additionally, homestays have a significant role in culture retention. Through guest-host interactions, they help guests create awareness of local culture and tradition to avoid being altered by globalisation processes (Bhuiyan et al., 2020). The

homestays also enable the following, thereby making a positive impact: Prevention of rural-to-urban migration due to sustainable income-generating activities, management of adverse social implications resulting from urbanisation, and fostering togetherness of the community (Park & Kim, 2021).

Since locals are managing homestays, proper consideration is required for the use of sustainable features, hence proper conservation, as they are the major stakeholders of their environment and culture. In general, homestays play a very important role in this type of tourism, using green approaches to environmental conservation, financial profitability for the locals, exchange of cultural activities, and engagement of locals in the tourism and hospitality sector.

2.7.1 Aligning Homestays with the Sustainable Development Goals (SDGs)

United Nations SDGs direct the path of sustainable development, and homestays are in synergy with multiple goals, including eradicating poverty, spurring the economy, and promoting sustainability. Homestays offer services closely connected with the United Nations' Sustainable Development Goals. By offering local communities an additional source of income, homestays directly contribute to SDG 1: elimination of poverty, as the hosts get a steady income source, which is helpful for places that may lack many opportunities for persons to earn a living (United Nations, 2015). This additional income can put food on the table and enhance the lives of struggling families and their immediate communities. In addition, homestays support SDG 8: Decent Work and Economic Growth by providing employment within regions to support tourism, which is one of the world's fastest-growing industries. The employment opportunities, both direct and indirect, of homestays thereby contribute positively to the region's economy and help spread the impacts of tourism across the communities. This goal is especially important in South Africa because access to clean-burning fuels decreases in rural areas compared to urban areas. Thus, there is a probable greater incidence of poverty and unemployment in the country's rural areas.

As local, communal-based, and small-scale tourism venturing approaches, homestays can help to reduce regional economic inequality (Woli, 2022; Khoza & Mokoena, 2022) and responsible consumption and production, which speaks to Sustainable Development Goal number 12. Thus, Homestays can improve the standard of living

for those in rural areas by providing a steady income for their families (United Nations, 2015). Hence, homestays create local employment opportunities, which assist in managing imbalances in allocating economic products, especially in the South African countryside, where joblessness is prevalent (Khoza & Mokoena, 2022; Chiwawa, & Wissink, 2023).

Homestays further align with Sustainable Development Goal number 12: Sustainable Management, since most homestay business practices involve reuse, recycling, and use of local materials by our company. For example, homestays may encourage reusable products, avoid plastics, or source their food locally from farmers or markets. Using such activities, homestays can raise the level of tourists' environmental literacy and help them change their consumption patterns in the sphere of tourism responsibly.

The following sustainability goals show some of the ways that homestays support the overall goals of inclusive growth, environmental sustainability, and culture conservation. Thus, incorporating the help of homestays, SDGs will be active instruments for positive change in tourism, which contributes to the well-being of global communities and the environment.

SDG 11: They also retain culture and heritage augmenting individual and social vigour, encouraging citizenship to uphold culture.

SDG 13: Climate action is also supported through sustainable homestays by creating positive carbon footprints and educating guests on environmental issues).

SDG 5: Through economic activities, homestays create employment for women, hence fostering gender equality.

SDG 15: Located in rural areas characterised by high bio density, they preserve the environment and raise awareness to guests about how they can conserve it.

Therefore, homestays satisfy all the sustainability criteria that showcase the essence of sustainable tourism, which seeks to eradicate poverty, generate income, protect the environment, and support culture. It makes them adaptable to sustainable tourism

systems through having the capacity to contribute to the improvement of responsible traveling that has qualities of being ethical to local people and the rest of the environment (Department of Tourism, 2021; Goodwin, 2017; Park & Kim, 2021; Khoza & Mokoena, 2022).

Sustainability is the key principle of the homestay as a form of accommodation for guests. Therefore, it should be considered an essential environmental and socio-economic sustainability aspect. In contrast to large-scale hotels that can utilise large amounts of resources when built, homestays deliberately try to introduce minimal environmental impacts on a global scale as part of sustainable tourism (Park & Kim, 2021). Because homestays are locally made with locally sourced materials, they are, in a way, sensitive to the cultural and physical setting of their region and do not encourage the massive use of environmentally unsustainable construction resources as may be embodied in large tourist accommodation units.

Environmentally, it is possible to make a range of environmentally friendly changes to promote the protection of the surrounding environment, like having solar panels, using environmentally friendly waste disposal methods, and practising water conservation. Some homestays also practice responsible consumption and sourcing of food and other consumables; they buy them from nearby vendors, hence cutting a huge bill on carbon emissions. For instance, rural homestays in South Africa may cook in traditional ways, use minimum energy, or produce their own vegetables, and this will serve as a self-sustaining business that will promote ecology and the local economy (Goodwin, 2017).

From the socio-economic perspective, homestays appear as strong agents of sustainable local development. Homestays also help create different sources of income and employment within communities and districts, within which such opportunities are scarce. This diversification is more significant in the rural areas since many people depend on farming, an industry sensitive to volatile climatic changes. Mainly, homestays can alleviate problems of fluctuating revenues or even overreliance on a specific type of economy. Also, homestay programmes can benefit women and youths who rarely can get decent employment in regular sectors. However, they can

work as hosts or guides or produce cultural souvenirs for tourists (United Nations, 2015).

Homestays also decrease rural-to-urban migration by providing people with sustainable economic activities within their vicinity. That way, they partly address some social problems related to urbanisation density and pressure on the resources in the urbanised areas. Opportunities within communities mean the locals stay put and work, promote stability within that region, and help preserve the cultures and traditions (Park & Kim, 2021).

2.7.2. Characteristics of Responsible Tourism

Sustainable tourism is increasingly recognised as essential for mitigating the adverse effects of tourism on the global environment, society, and economy, while simultaneously enhancing the positive contributions to host communities (Goodwin, 2017; Pasanchay & Schott, 2021). It encompasses environmental stewardship and social and economic equity and celebrates cultural diversity. Homestays, as a form of accommodation, are particularly well-suited to support responsible tourism due to their affordability, lower environmental footprint compared to hotels, and ability to directly connect tourists with local communities. By facilitating intimate cultural exchanges and minimizing the impact on local ecosystems, homestays can play a significant role in fostering sustainable tourism practices that benefit both the environment and host populations (Tussyadiah et al., 2017).

In the management of homestays, measures of environmental sustainability remained effective by practising waste control, water-saving approaches, and furniture construction using regional materials, which reduce the detrimental impacts of tourism on ecology (Park & Kim, 2021). Most homestay hosts take sustainable practices like using renewable energy and minimizing the use of plastics to influence tourists to conserve nature and give up detrimental practices.

Socio-economic integration, one of the key pillars of responsible tourism, is crucial in ensuring that tourism positively impacts local communities, particularly in areas with limited development. Homestays contribute to this integration by generating income, creating employment opportunities, and fostering small businesses, thereby improving

the living standards of host families in economically disadvantaged areas (Goodwin, 2017; Pasanchay & Schott, 2021). By supporting local economies and making tourism more affordable, homestays contribute to both economic growth and cultural exchange in low-income regions. Cultural sensitivity is crucial in tourism as it entails living with the locals by generating homestays. At the same time, traditional practices are retained whenever tourism development threatens to erode them through modernisation) through concepts such as homestays (Bhuiyan et al., 2020; Kim & Lee, 2021). In this way, homestays promote economically, socially, and culturally responsible tourism.

2.7.3. Sustainable Homestays: Economic, Environmental, and Social Dimensions in Tourism Development

According to Pasanchay and Schott (2021), homestays appear to be a crucial component of sustainability in tourism as they benefit the families of the host communities by alleviating poverty. However, it remains unclear whether homestays holistically contribute to all the SDGs. For them to continue being viable, sustainability measures need to be considered. This measure may include economic sustainability. Below is a synthesis of the following strategies for sustainable homestay: environmental sustainability, sociocultural sustainability, marketing and branding sustainability, and some challenges faced by sustainability.

- **2.7.3.1 Economic Sustainability**

Economic sustainability is a fundamental component of homestays as they have become the livelihood of most families, predominantly in rural areas. It depends on the ability of homestays to generate income for the host families. However, this needs to happen with minimal leakages to allow homestays to flourish. The following strategies may amplify economic sustainability:

2.7.3.1.1. Diversification of economic streams

Homestay owners need to find another way to earn an income instead of solely relying on tourist flows and monies generated from occupancy rates (Lund-Durlacher, Seitz, & Haan (2017). There is a need for product diversification. The tourism and hospitality industry is vast, and there could be several options for diversification. A study by Ruan, Li, and Zhou (2023) suggests that homestay owners can also venture into other

tourism and hospitality products, such as cooking classes, tour guides, and arts and crafts, that may assist the dependency on homestay occupancies.

2.7.3.1.2 Community engagement

Engaging other community members in different businesses helps distribute economic benefits. This can be done through partnerships with other local businesses, such as local farmers, local craftsmen, and local shuttles, benefiting the local economy (Tosun, 2006). According to Kaur and Singh (2022), economic sustainability can also be maintained by integrating local products into the homestay experience by local farms' organic produce in their meals or by selling local crafts, such as paintings, etc., to guests.

2.7.3.1.3 Pricing strategy

There should be value for money in the pricing. Guests should be satisfied with what they have paid for. It is of paramount importance that prices must reflect the value of what guests are getting in return and are set at levels that balance affordability for guests and profit for the hosts (Li, & Wang, 2024).

2.7.3.1.4 Training and capacity building

Capacitating the homeowners brings them to par with other accommodation establishment owners. Most of the homestay owners may not have formal education, or if they do, it may be in a different field; therefore, training in areas such as customer service, financial management, and marketing can only make the homestay thrive and give them a competitive advantage (Ahn, 2020). Training leads to better management practices that can lead to the sustainability of the business (Epstein, 2018).

2.7.3.2. Environmental Sustainability

Environmental sustainability by tourism activities remains the biggest challenge in the tourism and hospitality industry. Homestays must find ways to minimise negative impacts on the natural environment. Homestays must find ways to minimise their ecological footprint. Below are some of the strategies:

Energy and water efficiency: Homestays in ecologically sensitive areas are slowly adopting the usage of solar power, slurry, rainwater harvesting, and energy-conserving appliances, thereby reducing environmental impacts and saving costs (Gomez & Ramirez, 2023). Waste management: Devising means and ways to reduce waste or dispose of waste, recycling, and composting have become a common practice in taking care of the environment. Awareness campaigns for guests and hosts on waste reduction tend to see lower waste generation and higher guest satisfaction (Lund-Durlacher et al., 2017; Zhang et al., 2024).

Sustainable Tourism Practices: Homestay owners use sustainable materials such as bamboo, recycled wood, and locally sourced stone for building materials (Becken & Patterson, 2006). It is important that guests are acquainted with responsible practices in tourism, such as minimizing water and energy consumption, avoiding plastic waste, and respecting wildlife and local ecosystems (Lee & Park, 2022; Dymond, Smith & Mitchell, 2020).

2.7.3.3. Social and Cultural Sustainability

To be genuinely sustainable, homestays must strengthen bonds with host communities. The social and cultural sustainability fibre is central to preserving local heritage, values, and traditions. Strategies for enhancing social and cultural sustainability:

Cultural Exchange and Authenticity: Homestays provide a platform for different cultures to meet and exchange. Guests get an opportunity to immerse themselves in the local lifestyle. As guests seek authentic and exotic others, they are exposed to real-life local cultures, heritage, customs, and values (Choi & Sirakaya, 2006). Respect for Local Communities: Sustainable homestays put local communities' welfare first by ensuring equal distribution of tourism benefits. This entails working with local businesses and service providers to create a mutual working relationship (Butler, 1999).

Capacity Building for Local Communities: Homestay operators can offer training opportunities to community members on hospitality management, environmental conservation, and cultural tourism in order to promote long-term social (Ahn, 2020).

2.7.4. Marketing and Branding for Sustainability

Visibility and reputation for homestays play a big part in the sustainability of the business. Referrals and repeat visits are a sign of a good reputation. The following marketing strategies can promote sustainable practices and attract environmentally conscious travelers:

Social Media and Online Platforms: Homestays can now reach a larger audience thanks to social platforms such as Facebook, TikTok, Instagram, X, and websites earmarked for sustainable tourism (Escap, 2024). These platforms allow travellers to share their experiences and review the services, cultural encounters, local interactions, and environmentally conscious activities they engage in during their travel (Ahn, 2020). **Word of Mouth and Reviews:** Positive guest reviews become the selling tool for homestays, especially those that highlight sustainability and authentic experiences, which are crucial for attracting new visitors (Osman, Othman, Musa, & Richard, 2023). Guests are encouraged to share their experiences on online review platforms like TripAdvisor or Airbnb to market the homestay (Zhao & Kim, 2022).

2.7.5. Customer Satisfaction and Sustainable Practices

The guest experience is crucial to the success of sustainable homestays. According to Breiby, Duedahl, Øian, & Ericsson (2020), research has shown that tourists want a more authentic experiences that aligns with their values, including sustainability. Strategies to improve the guest experience while advocating sustainability include:

Eco-friendly Amenities and Services: Homestays are starting to offer eco-friendly services, such as organic toiletries, reusable water bottles, and locally produced food. Guests are often attracted to these practices, which align with their growing concerns about sustainability (Bui & Nguyen, 2022). These practices help reduce environmental impact and improve guest satisfaction and loyalty. **Education and Awareness:** The significance of empowering guests by educating them about sustainable practices is underscored by numerous studies (Vashishth, Sharma, Agarwal, Gupta, Singh, & Sharma, 2024). For example, in rural Thailand, homestays have implemented

educational programs that have raised awareness of the significance of environmental protection and educated guests about local conservation efforts (Sen & Walter, 2020).

Feedback and Continuous Improvement: The feedback loop from homestay guests is indispensable for sustainability strategies (Basak, Bose, Roy, Chowdhury, & Sarkar, 2021). Homestays have the ability to enhance their practice to more effectively satisfy the expectations of sustainability-conscious tourists by utilizing visitor surveys and reviews (Zhao & Zeng, 2023). Involving guests in the sustainability voyage fosters a sense of involvement and responsibility (Waligo, Clarke, & Hawkins, 2013).

2.8 STRATEGIES FOR PROMOTION AND MANAGEMENT OF HOMESTAYS

Homestays appear to be a product of choice, especially for tourists traveling for rural or cultural tourism. Homestay promotion and management require an intricate approach involving cultural representation, operations, and marketing.

2.8.1 Promotional strategies

According to Evans, Bratton, and McKee (2021), the road to social media marketing is indispensable and well-paved. Social media platforms such as TikTok, X, Facebook, space, Trip Advisor, Booking.com, etc., are being used frequently to promote homestays, and electronic word of mouth (eWOM) reviews these homestays. Tourists are using the review to decide on their destination of choice. These reviews also assist homestay owners in tailoring their marketing strategies and identifying trends and service gaps (Dash, 2022; Kunjuraman, 2022). Kunjuraman (2022) also states that there is a gap among homestay operators as there is a lack of digital marketing proficiency, resulting in a need for training interventions. Involving local communities in homestay operations has proven to be effective. To offer authentic experiences to guests, homestay operators can involve local artisans, local farmers, and cultural performances by local groups. Community-driven marketing efforts can improve local tourism, thereby contributing to the sustainability of these operations (Janjua, Krishnapillai, & Rehman, 2023).

Through their marketing agencies, governments support the homestays through their marketing campaigns both locally and internationally, as well as through funding and training. In order to integrate the homestay operators into the broader tourism

ecosystem, partnering with private organisations can help amplify the visibility of homestays (Kiswanto, Sugiarto, Bahri, Hendratono, Susanto, Rohman, & Irawati, 2024).

2.8.2. Management strategies

Providing unique, tailor-made, authentic experiences through local cuisine and cultural performances. Research indicates the value of personalized service offerings in building guest loyalty (Maghembe, & Magasi, 2024). Analysing guests' reviews online allows operators to align their services with customer preferences and trends, resulting in customer satisfaction (Phillips, Barnes, Zigan, & Schegg, 2017). Technology assists homestay operators in aligning with guests' expectations, optimising resources, and enhancing guest satisfaction (Fu, Sriboonlue, & Onputtha, 2024). As previously discussed, the adoption of sustainable practices such as energy renewable energy, responsible tourism, waste reduction, promotion of local culture preservation, and promotion of local crafts benefits the environment and supports the long-term viability of homestays (Agyeiwaah, 2019; Janjua et al., 2023).

2.8.3. Challenges in Promotion and Management Strategies

Limited funding prevents homestay operators from investing entirely in proper marketing or improving their facilities (Bahuguna, 2023). Access to microfinance and government support in terms of subsidies could solve financial challenges. Lack of formal training in the operations of homestays, customer care skills, soft skills, marketing skills, and financial skills may significantly hinder growth (Agyeiwaah, 2018). Well-structured skills training programs can assist operators in running their homestays more effectively, making them more sustainable. These programmes can be offered in collaboration with government and tourism boards.

Homestays in rural areas face high competition from those in urban areas. However, this barrier can be overcome by designing promotion strategies that highlight their unique, authentic cultural experience (Khan, Kamaluddin, Saad, Ismail, Mahmud, & Ibrahim, 2024). Operators must also monitor and manage online presence reviews by addressing concerns promptly before they blow out of proportion and to maintain a positive reputation (Doorley & Garcia, 2015).

2.9. REGULARITIES AND DISPARITIES OF HOMESTAYS IN SOUTH AFRICA

The homestay sector in South Africa is a crucial role player in community-based tourism (CBT). This sector provides an opportunity for cultural exchange and rural economic development (Strydom, Mangope, & Henama, 2018). However, the sector has significant disparities, influenced by geographical, socio-economic, and infrastructural factors (Rathod, 2021).

2.9.1. Disparities in Homestay Development

The development of homestay development has gained global attention as a means to promote sustainable development, foster cultural exchange, and generate economic opportunities for local communities. However, just like any other development, disparities do exist. These disparities are influenced by factors such as access to financial resources, government policies, infrastructure availability, and market demand. Rural and marginalised communities often face limited funding, inadequate marketing channels, and lack of training, which hinder their ability to establish and sustain homestays. Additionally, disparities may arise from unequal tourism flows, where certain areas receive more visitors due to better accessibility and promotion. Addressing these challenges requires targeted policies, investment in capacity-building programs, and inclusive tourism strategies to ensure equitable benefits from homestay development. Below is the discussion of disparities focusing on regional variations, economic and educational gaps, sustainability practices, and technological Inequity

- **2.9.1.1. Regional Variations and Economic and Educational Gaps**

There are disparities in infrastructure, depending on the location of the homestay, access to resources, and tourist footprint, which create uneven development across regions (Bhattarai, Conway, Bhattarai, & Conway, 2021). Rural areas are the most challenged, with limited connectivity and amenities. They face challenges in attracting international tourists compared to urban or peri-urban-based homestays (Li, Westlund, & Liu, 2019). Homestays located and operating in underprivileged areas often lack access to training programs or capital for property upgrades, limiting their ability to meet global tourism standards (Khan, Kamaluddin, Saad, Ismail, Mahmud, & Ibrahim, 2024).

- 2.9.1.2. Sustainability Practices and Technological Inequity

Lack of resources or inadequate knowledge is why some homestays struggle to adopt sustainable tourism models (KC, & Thapa, 2024). This variation affects their competence in catering to environmentally conscious tourists and participating in international certifications like Fair Trade Tourism (Rattan, 2015). Social media and Digital platforms, as well as online booking systems, are more accessible to homestays in developed regions (Anuar & Qian, 2024; Kapri & Sharma, 2024). On the contrary, those in remote areas often lack the digital literacy or internet connectivity needed to market their services effectively; if there is connectivity, it is usually not strong enough (Murniati, Razzaq, Ismail, & Mota, 2023).

2.10. Possible collaborations with government entities

Government plays a crucial role in enhancing the success and sustainability of homestays. Collaboration between homestays and government entities can momentarily ameliorate sustainable tourism, economic development, and cultural preservation. Governments often act as facilitators by offering resources, policies, and training programs for homestay operators to flourish while maintaining alignment with broader tourism strategies.

Some key areas of collaboration

2.10.1 Policy and Regulatory Support

Government can create favourable policies such as tax incentives, access to licensing, and regulatory frameworks that encourage community-based tourism initiatives. Government policies that promote small tourism businesses enhance economic benefits for local communities (Mxunyelwa & Henama, 2019). Some governments have introduced homestay accreditation programs to ensure quality standards, safety, and sustainability. For example, in India, the government has introduced a homestay certification scheme that provides tax relief and promotes rural tourism (Kumar & Hussein, 2014).

2.10.2. Financial assistance and grants

Governments can provide homestay owners subsidies, loans, and grants to improve their infrastructure, upgrade their facilities, and promote sustainable practices. In Nepal, the government offers low-interest loans to homestay businesses in rural areas to motivate tourism entrepreneurship (Bhattarai, 2021). In South Africa, the Department of Tourism provides support through programmes like Tourism Incentive Programme (TIP) to enhance small tourism businesses (Rogerson, 2019).

2.10.3. Infrastructure development and support

Homestays in rural areas often lack adequate infrastructure such as roads, electricity, water supply, sewage systems, and garbage removal services. Government intervention can improve transportation networks, digital connectivity, and waste management systems, making homestays more accessible and sustainable (Rahmandoust, Hafezalkotob, Rahmani Parchikolaei, & Azizi, 2022). For example, in Indonesia, the government collaborates with local municipalities to build eco-friendly tourism infrastructure, benefiting homestays in remote areas (Sukma, 2020).

2.10.4. Training and capacity building

Governments can collaborate with homestay operators to provide training programs in hospitality management, customer service, marketing, and environmental sustainability. Training in tourism management enhances the quality of service and improves guest experiences (Zrnić & Loncar 2023). For instance, the government partners with universities and tourism boards in Thailand to provide capacity-building workshops for homestay owners (Witchayakawin, Aziz, MAHOMED, & Abdullah, 2022). These programs focus on food safety, hygiene, cultural tourism, and digital marketing to improve business performance.

2.10.5. Marketing and promotion

Governments are critical in promoting homestays through national tourism campaigns, digital marketing platforms, and partnerships with travel agencies. In Bhutan, the Tourism Council of Bhutan actively promotes homestays as part of the country's sustainable tourism model (Dendup, Tshering, Choda, 2022).

In South Africa, programmes such as Sho't Left Campaign promote local tourism, encouraging domestic travellers to explore homestays (Rogerson & Visser, 2020).

Government tourism boards can also integrate homestays into national tourism websites, showcasing them as an authentic and eco-friendly accommodation option.

2.11. HOMESTAYS IN THE CONTEXT OF TOURISM DEVELOPMENT

Homestays are private residences where tourists can stay when they are visiting a given area, and they have proven to be an important establishment in the tourism sector. They encourage cultural tourism and offer the visitors a genuine cultural experience willing to see and understand the host community's culture. This chapter provides an analysis of the part that homestays play within cultural tourism, with regard to factors including authenticity, management, and legislation. It also examines the advantages and disadvantages they accord both the tourists and the host countries, including their socio-economic and environmental impacts in South Africa. According to Goodwin (2017), homestays positively impact the sustainable development of tourism through aesthetics, cultural, and economic portions of communities.

2.11.1. Homestays as a Form of Cultural Tourism and Alternative Accommodation

Homestays are increasingly acknowledged as a significant component of cultural tourism, offering travellers and travellers opportunities to engage with local traditions and ways of life in ways that contrast with the standardised experiences often associated with large hotel chains (Richards, 2020; Wang & Ap, 2013). These experiences are deeply rooted in regional practices, allowing guests to immerse themselves in the host community's culture. Kim and Lee (2021) highlight that homestays provide unique experiences influenced by local customs, cuisine, and languages, which are transmitted through direct interactions between guests and host families. Such interactions promote cross-cultural exchanges, offering a richer, more personal connection to the destination than traditional tourism accommodations. By participating in everyday activities and learning from the hosts, guests gain a deeper understanding of the local culture, enhancing their travel experience and fostering cultural appreciation (Tussyadiah & Pesonen, 2020). These dynamics enrich the tourist experience and help preserve and promote local cultural heritage (Petaković et al., 2022).

South Africa, being a rainbow nation, with its diverse culture, has the advantage of engaging guests extensively in its different cultural environments, such as the cultural Zulu villages to the township cultures in Western Cape and Gauteng (Rogerson, 2016). Additionally, homestay tourism encourages guests and host communities to practice responsible tourism through esteemed interaction, offering economical choices and authentic cultural experiences, thereby fostering the growing trend of responsible tourism that centres around sustainable development (Khoza & Mokoena, 2022; Goodwin, 2017).

2.12. EXPLORING CULTURAL TOURISM

Cultural tourism is a big business, with tourists traveling for authentic or exotic reasons. Stainton (2023) suggests that some people seek to embark on their travels with the sole intention of having a ‘cultural’ experience. In contrast, others may experience culture as a byproduct of their trip. Tourists have unintentional encounters with cultural tourism when on holiday in various ways (even when taking an all-inclusive holiday, tourists might try the local beer, meet with the local people, their language, customs, cuisine, etc.); this is an inevitable part of a person’s holiday. Tourism provides endless opportunities to learn about the way other people live, about their society and their traditions, and cultural tourism is one of these opportunities.

Cultural tourism is broadly defined by the World Tourism Organisation (WTO) (1985) as the movements of persons who satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience, and encounters. According to Melanie Kay Smith, Ivett Pinke-Sziva, Zombor Berezvai, and Karolina Buczkowska-Gołabek (2022), cultural tourism has different types of tourists that are differentiated according to whether they are culturally interested, motivated, or inspired. These types of tourists engage in different cultural tourism activities depending on whether the tourist is seeking a profound cultural experience or otherwise (Richards, 2018). There is a wide range of activities that can be classified as cultural tourism, and one of them is staying with a local family in homestays; it was further argued that the nature of cultural tourism requires that such activity takes place in the countryside, with less mainline commercial investment in hospitality services and such has since opened a window of opportunity for the emergence of homestay tourism services (Richards, 2021). As much as cultural tourism positively impacts the

local community by contributing to the local economy, cultural tourism also benefits hosts and the tourists as they educate each other about their ways of life. At the same time, Liu (2014) highlights the positive educational role of living cultural tourism; other studies suggest that tourism can lead to the erosion of cultural values among host communities (Peterson, 1992). However, modern advances in tourism sustainability have presented practical approaches to sustainable tourism management.

Modern sustainable cultural consumption takes various forms. These include staying with a family, touring a village or town, and learning about local employment—for example, through a tour of a tea plantation or factory (Sita, Aji, Hanim, 2021). It also involves volunteering in the local community and taking cooking, art, or embroidery courses. Other activities include visiting museums and religious buildings (such as mosques, which introduce a spiritual element) and socializing with local community members. Additionally, visitors may explore local markets or shopping areas, try traditional food and drinks, attend cultural shows or performances, and visit historic monuments (McKercher, 2020). Moreover, modern tourism planners and managers create an economic tourism environment so local people can get involved. The concept of Homestays tourism was borne out of the need for tourists to experience the lifestyle, culture, and way of living of local people, whilst offering an economic opportunity, especially to female household heads (Pasanchay & Schott, 2021). Tosun (2006) found that the majority (more than 80 %) of the local community in a local destination would like to take the leading role as entrepreneurs and workers at all levels, as well as encourage other locals to invest in and work for the tourism industry and such is seen as a motivating factor for local people to invest in homestays. Lynch (2005) goes on to identify several key characteristics of Homestay tourism. These are:

- Family involvement
- Local community benefits
- Guest engagement with the property
- The sharing of space between guest and host
- The participation of owner-managers in the shaping of the accommodation product
- The involvement of 'lifestyle entrepreneurs'

- The importance of gender, personal networks, social values, and family life cycle.

A homestay tourism can be organised via apps, referral, tour operation, homestay organization, social media, academic institutions, etc. Homestay tourism offers the tourists a chance to integrate into local society.

2.12.1. Authentic Cultural Experience through Homestays

Cohen (2020) suggests homestays offer a more authentic experience than traditional commercial accommodations such as hotels, which often prioritise commercial interests over cultural integrity. In contrast, homestays provide guests with authentic experiences and foster a deeper understanding and appreciation of cultural differences (Tussyadiah & Pesonen, 2020).

The authenticity of cultural experiences is one of the main attractions of homestays in the tourism sector. By staying with local families, travelers gain direct access to the community's daily life, including specific customs, traditions, and practices. This interaction allows hosts to share and capitalise on their cultural heritage, thus contributing to its preservation (Petaković, Hrgović, & Milohnić, 2022). For example, tourists in South Africa staying in homestays may have the opportunity to participate in traditional activities, such as preparing local meals, learning indigenous crafts, or attending cultural ceremonies. These experiences offer travelers a profound understanding of the local culture, going beyond superficial interactions typical of conventional tourism, and contribute to creating local job opportunities and promoting Indigenous cultural practices (Bhuiyan et al., 2020; Joppe, 2010). Furthermore, the financial benefits of homestays are more widely distributed among the local community than traditional hotel accommodations, where profits tend to favour large hotel chains. Homestays, therefore, support a more equitable form of tourism, allowing local families to benefit directly from the influx of visitors while preserving their cultural traditions (Goodwin, 2017).

This immersion aligns with 'experiential tourism,' where travelers participate in activities that foster personal connections with the host community, promoting belonging and mutual respect (Smith, 2019). Such interactions help bridge cultural

divides and enhance appreciation for the local way of life, enhancing social cohesion. However, as homestays become more commercialised, there is a risk of prioritising tourist expectations over cultural authenticity leading to commercialisation (González & Jansen, 2021). Commercialisation may dilute the authenticity of the local culture and guests' experiences. This tension between cultural preservation and tourist satisfaction is a big challenge for homestay operators, especially in contexts where cultural commodification threatens traditional values (Bhuiyan et al., 2020).

2.13. REGULATION, QUALITY CONTROL, AND SUSTAINABILITY IN THE HOMESTAY SECTOR

Effective management and regulation are essential for ensuring the quality and sustainability of homestays. While homestays offer significant benefits, they also face challenges related to regulation, quality control, and the commodification of culture (Chechi & Gallo, 2018). In many countries, regulations are implemented to uphold health, safety, and service standards, enhancing the overall experience for tourists and protecting host families' interests. These regulations typically cover registration, safety protocols, hygiene practices, and other operational standards, aiming to formalise the informal accommodation sector (Chen & Lee, 2020).

The formalisation process benefits hosts and guests by establishing clear operational guidelines, thereby reducing the potential for exploitation and ensuring that high-quality services are consistently provided. By implementing these regulations, governments and regulatory bodies can strike a balance between promoting the economic benefits of homestays and maintaining the authenticity and cultural integrity that make homestays an attractive alternative to traditional tourism (Goodwin, 2017). Furthermore, proper regulation also helps prevent issues such as the commodification of local cultures, which can arise when homestays become overly commercialised in the pursuit of profit (Bhuiyan et al., 2020). Therefore, effective regulation is critical for the sustainable growth of the homestay sector, ensuring that it remains a viable and culturally enriching form of tourism.

The framework for governing homestays in South Africa shows remarkable inconsistency. Certain areas have established comprehensive regulations that

facilitate safe operational practices, whereas others suffer from insufficient oversight that results in discrepancies and compromised service quality. Research by Kwortnik and Thompson (2020) indicates that the differences and negative experiences by guests can adversely affect tourist satisfaction, tarnishing homestays' collective reputation as trustworthy lodging options. This may also lead to an undermining of perceived authenticity as well as cultural tourism experiences.

Effective regulations are also installed to make the homestays' informal characteristics in line with the legal requirements of the tourism industry and ensure that local families benefit from tourism while ensuring a quality experience for the guests (Khoza & Mokoena, 2022). Integration of technology utilising platforms such as Airbnb has given hosts and guests a platform through which they can interact with each other. Such platforms help to market their businesses, reach a wider audience, manage bookings, and allow guests to choose their preferences (Jiang & Wen, 2021; Tussyadiah, 2020). Online marketing can help homestays differentiate themselves from others by giving them a competitive advantage through cultural offerings attracting guests seeking authentic cultural experiences (Li, Wang & Cheng, 2021). Online reviews have the potential to influence host and guest practises whereby positive reviews can enhance the functionality of a homestay. In contrast, negative reviews have the potential to deter potential guests due to a tarnished reputation of a homestay adversely affecting the income (Cheng & Jin, 2022).

2.14. QUALITY CONTROL AND ACCREDITATION OF HOMESTAYS

Quality assurance and accreditation are important in positioning homestays as credible accommodation options. Accreditation programs evaluate homestays based on various criteria, including cleanliness, safety, and service quality, toward credibility and trust-building among travellers (Park & Kim, 2021). Therefore, the homestays that obtain this accreditation are often required to provide basic amenities and operate within safety protocols to ensure a safe and appropriate experience for visitors. In South Africa, the homestay sector could benefit significantly from implementing a formal accreditation system, as it would standardise service quality, increase guest satisfaction, and reduce the uncertainty associated with assessing homestays in the face of increased global competition and increasing expectations from tourists seeking high-quality experiences that are authentic (Khoza & Mokoena, 2022). However,

establishing accreditation is resource-intensive and requires collaboration between governmental and non-governmental in areas with limited tourism infrastructure.

2.15. BENEFITS AND CHALLENGES OF HOMESTAYS AS A FORM OF ACCOMMODATION

Homestays offer considerable advantages, especially for communities in rural and underdeveloped areas. They provide a viable alternative source of income, allowing local families to participate in tourism without the substantial financial outlay required for building hotels or large-scale accommodations (United Nations, 2015). Additionally, homestays generate employment opportunities, particularly for women and youth, who may otherwise face limited job prospects in these regions. This can help reduce rural-to-urban migration by offering residents viable economic alternatives, thus contributing to the revitalisation of local economies (Bhuiyan et al., 2020). By fostering such socio-economic development, homestays support community resilience and encourage the sustainable growth of rural tourism. Furthermore, the benefits extend beyond direct financial gains, as homestays enable hosts to share their culture and traditions, further enriching the cultural fabric of these areas (Park & Kim, 2021). In South Africa, where tourism is vital, homestays help distribute economic benefits more equitably, reaching communities that might otherwise be excluded from mainstream tourism (Khoza & Mokoena, 2022). For tourists, homestays offer affordable lodging and opportunities for culturally immersive experiences, distinguishing them from traditional hotel stays.

The homestays model attracts environmentally aware and socially responsible tourists who favour sustainable travel practices and seek to bolster local economies (Goodwin, 2017). Nonetheless, obstacles persist. Irregular regulation might lead to different levels of service quality, and the informal features inherent in homestays might blur the lines between hospitality and commercial operations. There is a risk of over-commercialisation as their popularity grows, where hosts may change their ways to cater to tourist preferences, risking the authenticity that first drew tourists (Bhuiyan et al., 2020).

2.16. COMPARISON OF SUSTAINABILITY FRAMEWORK

Sustainability frameworks are essential for guiding organisations, public and private sectors toward environmentally, socially, and economically responsible practices. Various frameworks, such as the Triple Bottom Line (TBL), the United Nations Sustainable Development Goals (SDGs), and the Environmental, Social, and Governance (ESG) criteria, offer distinct approaches to assessing and implementing sustainability initiatives. However, these frameworks differ in scope and applicability across sectors, leading to variations in effectiveness and adoption. Table 4. Below is a comparison of key sustainability frameworks, evaluating their strengths, limitations, and practical implications.

Table 2.4: Comparison of existing sustainability frameworks

Framework	Focus	Key goals	Scope	Strengths	Limitations
Triple Bottom Line (TBL)	Economic, social, and environmental sustainability	Economic growth, social equity, environmental protection	Broad: Applies to tourism businesses and destinations	Balanced approach across all three pillars Easy to understand and implement	It can be difficult to measure and balance all three pillars equally Focused on business rather than community-driven approaches
Global Sustainable Tourism Council (GSTC) Criteria	Global standards for sustainable tourism	Environmental management, cultural preservation, economic and social benefits	Global: Used by destinations and businesses worldwide	Provides clear, actionable standards Widely recognized globally	Requires significant investment in monitoring and certification It may not be feasible for small operators
United Nations SDGs for Tourism	Aligning Tourism with Global Sustainable Development goa	Poverty alleviation, gender equality, climate action, sustainable ecosystems	Global: Supports national and local development strategies.	Aligns tourism with broader global goals Widely accepted and supported by governments	- Not tourism-specific so that implementation can be broad and unspecific to the sector It can be challenging to apply directly in tourism
Social Exchange	Relationship between	Positive economic,	Local/community level	Focuses on the mutual	Can overlook environmental

Theory (SET)	tourists and host communities	social, and cultural exchange		benefits of tourism Emphasises community involvement and cultural exchange	and broader economic concerns Limited by the subjective nature of social exchanges
Carrying Capacity Framework	Managing the environmental and social limits of tourism	Sustainable visitor numbers, preservation of resources	Destination level	Protects natural and cultural resources from overuse Focuses on long-term sustainability	Difficult to define specific carrying capacities Can conflict with economic growth objectives
Natural Capital Approach	Natural resource management and conservation	Protection of ecosystems and biodiversity, sustainable resource use	Destination and business level	Emphasises environmental protection Encourages sustainable management of natural resources	It may not adequately address the social or cultural aspects of tourism It can be challenging to apply in tourism that heavily relies on natural resources
Integrated Sustainability Models	Holistic, all-encompassing sustainability approach	Economic, environmental, and social integration in tourism development	Broad: Applies to planning, development, and operation phases	A holistic approach that integrates sustainability across all stages of tourism Encourages stakeholder collaboration	Requires significant investment and coordination among various stakeholders It can be complex to implement in practice

Source: Author's contribution

Table 4 above summarises tourism sustainability frameworks. A sustainability framework is a set of guidelines or principles that organisations, industries, or communities follow to ensure that their activities contribute positively to long-term environmental, social, and economic goals. These frameworks help balance growth and development by protecting natural resources, social equity, and economic stability. The Triple Bottom Line (TBL) is well-rounded and adaptable but may struggle to equally balance all three pillars of sustainability, GSTC Criteria offers global standards

but may be difficult for smaller operators to implement due to the cost and resource requirements, SDGs for Tourism are universally accepted but are not tourism-specific, meaning their application to specific tourism contexts may require adaptation, Social Exchange Theory (SET) focuses on the social relationship between tourists and hosts, emphasizing mutual benefits, though it lacks emphasis on environmental and economic concerns, Carrying Capacity Framework provides a clear guideline for managing over-tourism and resource degradation but can be hard to define in precise terms and implement, Natural Capital Approach focuses on environmental sustainability and resource management, but it doesn't fully address the social and cultural aspects of tourism, and finally the Integrated Sustainability Models offer a comprehensive approach that combines all areas of sustainability, but their implementation can be complex and resource-intensive. Each framework offers unique strengths and challenges depending on the specific tourism context and objectives, making it important to choose the most relevant framework based on the goals, resources, and scope of the tourism destination or business. However, there is a paucity of a framework that directly addresses homestays, specifically homestays in South Africa, given the diverse environment.

2.17. CONCLUSION

Homestays are emerging as a significant innovation in tourism, especially for those seeking authentic cultural encounters. They have evolved from simple family-run businesses to more standardized rental models, aligning with shifts in the sector. Unlike hotels, homestays allow tourists to engage closely with local communities, providing unique cultural immersion and fostering cultural exchange. In South Africa, while homestays present challenges such as regulatory disparities and marketing constraints, they also offer substantial benefits, including opportunities for economic development in underserved regions through initiatives like the Tourism Transformation Fund. The country's rich cultural and natural diversity makes it an ideal setting for promoting responsible tourism through homestays.

The success and sustainability of homestays rely on the collaboration of stakeholders, including host families, local communities, government agencies, tourists, and others. Enhanced engagement among these groups can strengthen the sector and encourage responsible tourism practices that are profitable and beneficial for all. Moreover,

homestays contribute to the achievement of Sustainable Development Goals by fostering socio-economic inclusiveness and cultural preservation, making them a viable model for sustainable tourism in developing countries like South Africa. However, addressing issues such as quality control, cultural commodification, and the lack of equitable regulatory frameworks is essential to realizing their full potential.

With proper management, regulation, and stakeholder involvement, homestays can continue to evolve into an accessible and sustainable hospitality option. They can offer tourists enriching, culturally immersive experiences while supporting local communities through economic growth and sustainable development. Ultimately, homestays represent a realistic and impactful model for advancing responsible tourism within the global industry.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology employed to achieve the objectives of this study. It describes the research design, data collection methods, sampling techniques, and data analysis procedures used to ensure the reliability and validity of the findings. The choice of methodology is guided by the nature of the research problem and the need for a systematic approach to data gathering and interpretation. Both qualitative and quantitative methods have been employed, to carry out this study. Ethical considerations and limitations of the methodology are also discussed to ensure transparency and rigor in the research process.

3.2 Research paradigm

The research adopted the Interpretivism paradigm, which is rooted in constructivism theory. This paradigm is based on the assumption that reality is socially constructed, subjective, and context-dependent (Creswell & Poth, 2018). Unlike positivist approaches that emphasise objectivity and generalisability, Interpretivism prioritises the exploration of human experiences, meanings, and perspectives within specific social and cultural contexts. By acknowledging the influence of individual and collective interpretations, this paradigm allows researchers to engage deeply with participants' lived experiences to derive meaningful insights. The Interpretivist approach was particularly well-suited for this study, as it aimed to identify, analyse, and interpret patterns or themes in qualitative data. Rather than seeking universal laws or statistical generalisations, the study focused on understanding the depth and complexity of participants' narratives through an inductive, exploratory process (Braun & Clarke, 2006). Thematic analysis was employed as the primary method of data analysis, which aligns with the Interpretivist paradigm by emphasising the identification of themes that emerge from participants' accounts. This method involves systematic coding, categorisation, and theme development, ensuring a rigorous yet flexible approach to qualitative inquiry (Nowell et al., 2017). Furthermore, trustworthiness and credibility were prioritised in this research, as qualitative methods under the Interpretivist paradigm require transparency in data interpretation.

3.3 Research Approach and Design

The study combined qualitative and quantitative approaches, creating a mixed-methods design. Qualitative methods (internet-based research and the case study approach) provided depth and context, while quantitative surveys added rigor and statistical reliability. Together, these methods offered a comprehensive understanding of the research problem.

- Internet-based research

To achieve objective one—profiling the types and characteristics of homestays in South Africa, internet-based research was conducted. This involved surveying online web pages, social media platforms (such as Facebook pages), e-newspapers, e-magazines, and other relevant digital sources related to the topic. The primary search terms included "homestays in South Africa" and "homestay tourism in South Africa." Internet-based research is an increasingly recognised method due to its ability to provide rapid access to diverse and extensive sources of information (Convery & Cox, 2012). In the context of tourism research, this method is particularly relevant, as tourists frequently use online platforms to explore and select travel destinations (Gössling, 2021). Privacy concerns were not an issue since the data collected was publicly available. Instead, the study focused on observing and analysing existing digital content related to homestays, which was subsequently synthesised and presented in this thesis. It is important to note that this approach did not involve conducting surveys through online platforms such as SurveyMonkey; rather, it entailed the systematic collection and examination of pre-existing information on homestays.

- Case study approach

To achieve objective 2—assessing the economic, environmental, and social factors that contribute to the sustainability of homestays, a case study approach was deemed the most appropriate research method. Vaughn and Jacquez (2020) describe the case study as an umbrella term encompassing a range of research methods that share a common focus on an in-depth examination of a particular instance or phenomenon. Similarly, Mouton (2001) highlights that case studies are typically qualitative in nature, aiming to provide a detailed and comprehensive analysis of a small number of cases. In selecting cases, Kuye (1977) and Etikan (2016) suggest that purposive, non-

probability sampling is often employed in case study research. This aligns with the methodology adopted in this study, where opportunity sampling was used to identify suitable homestay cases. The case study method facilitated the development of a rich and detailed understanding of the selected cases, ensuring that all relevant factors are considered to support a well-informed assessment of the research questions.

- Household Survey

To achieve Objective 3, which examined local communities' perceptions and responses to changes brought about by homestays, a household survey was conducted. This survey employed a standardised data collection approach using structured questionnaires and interviews to gather information systematically. The collected data was subsequently analysed statistically to identify patterns, relationships between variables, and overarching trends, thereby facilitating informed conclusions about the target population (Hassan, 2023). Surveys, by nature, involve soliciting participants' opinions and experiences on a given topic to ensure rigorous research and robust findings. According to Young (2015), the most widely used survey method involves administering structured questionnaires designed to elicit participants' perspectives.

3.4 Population and Sampling

The study was conducted on homestays in South Africa represented by the Limpopo, Mpumalanga, and KwaZulu Natal provinces. 6 homestays, one from an urban setting and one from a rural setting in the three provinces, were interviewed. A questionnaire was administered in the three provinces in 120 households around the homestays

3.5 Data Collection Instruments

Data collection is a critical aspect of research, as it directly impacts the quality and reliability of the study's findings (Kothari, 2004). In this study, data was collected through internet-based searches, structured questionnaires, and semi-structured interviews. These instruments are carefully designed to address the study's specific objectives and to ensure that the collected data is both reliable and valid. The data collection instruments used in this study were diverse and tailored to meet its objectives. Internet-based research was one such instrument, where data was gathered from various online sources, including web pages, social media platforms, e-

newspapers, and e-magazines. By using keywords like "homestays in South Africa" and "homestay tourism in South Africa," the study harvested publicly available information to establish a baseline understanding of the types and characteristics of homestays in the region. Another key instrument was in-depth semi-structured interviews. These were conducted with six homestay owners across three provinces, with one urban and one rural homestay selected per province. This qualitative tool allowed the researcher to explore homestay owners' motivations, challenges, and sustainable practices, providing detailed insights into the sustainability of homestays in South Africa.

Finally, structured questionnaires were employed as part of the household surveys. These questionnaires were administered to 120 households across the three selected provinces, focusing on communities around homestays. The standardised nature of the questionnaire enabled the collection of quantitative data, which was analysed to understand how local communities perceived and reacted to the changes introduced by homestays. This combination of instruments ensured a comprehensive approach to data collection, balancing depth with breadth in the study.

3.6 Data Analysis

According to De Vos, Strydom, Fouche, and Delpont (2021), data analysis is the process of adding order, structure and meaning to a significant amount of data. In simple terms, data analysis is a technique for addressing a research problem by using numbers and facts (Anney, 2018). This study used statistical and thematic analysis. Statistical Product and Service Solutions (SPSS) Version 25.0 from IBM was used to analyse the quantitative data gathered through questionnaires and interviews. Following a brief information synthesis, the results are presented in a tabular and charts manner with frequencies and percentages. Thematic analysis was used to analyse data collected through interviews, and the information was presented in narrative form.

3.7. Area of the study

The study was conducted in Limpopo, Mpumalanga, and KwaZulu Natal provinces of South Africa. Limpopo province is in the northern part of South Africa and is known for its diverse landscapes, including the famous Kruger National Park (Kyei & Ramuya, 2021). The province is characterised by its rich biodiversity, wildlife, and cultural heritage (Munzhedzi, Rogawski, McQuade, Guler, Shifflett, Krivacsy, Dillingham & Bessong, 2021). In the context of this study, Limpopo province offers significant potential for responsible tourism and sustainable homestays. Local communities in Limpopo can benefit from participating in homestay programs as a means of generating income and empowering them economically. In promoting and supporting homestays in the region, the study aims to foster community involvement and ensure that the benefits of tourism are distributed more equitably among the residents. Limpopo province's unique natural attractions, like wildlife reserves and national parks, present an opportunity to integrate responsible tourism practices that prioritise conservation and environmental protection. This study explored ways to engage local homestays in sustainable tourism practices, such as promoting eco-friendly initiatives, waste reduction, and wildlife conservation efforts.

Mpumalanga is situated in the eastern part of South Africa and is renowned for its stunning landscapes, which include the breathtaking Blyde River Canyon and the Panorama Route (Kyei & Ramuya, 2021). The province's natural beauty and diverse flora and fauna make it a potential hotspot for responsible tourism and hospitality development (Munzhedzi, Rogawski, McQuade, Guler, Shifflett, Krivacsy, Dillingham & Bessong, 2021). This study focused on leveraging the attractiveness of the area to promote sustainable homestays and responsible tourism practices. Mpumalanga's homestays offer travelers an authentic experience, immersing them in local culture while contributing to the economic growth of the communities. Given Mpumalanga's proximity to popular tourist destinations like Kruger National Park, the study explored ways to establish responsible tourism linkages between formal accommodations and homestays. This integration promoted mutual benefits and enhanced the overall sustainability of tourism in the area.

KwaZulu Natal is in the southeast of South Africa and boasts a diverse cultural heritage, stunning coastline, and natural attractions like the Drakensberg Mountains (Kyei & Ramuya, 2021). The province offers an opportunity for sustainable homestays to thrive in a setting that is rich in cultural experiences and outdoor activities (Smith, Slippers, Hurley & Fourie, 2022). KwaZulu Natal's homestays can play a role in preserving and promoting the local Zulu culture and heritage. Engaging tourists in responsible cultural exchanges, along with supporting local artisans and traditions, could be integral to the study's approach. Added to the above, KwaZulu Natal's proximity to the Indian Ocean allows for the exploration of coastal tourism and marine conservation initiatives.

3.8. Ethical considerations

Research ethics is defined as the ethics involved in planning, conducting, and reporting research. Therefore, it is clear that research ethics should include the protection of human and animal subjects Beckmann (2017:08). Wiid and Diggins (2013:21) state that ethical practices are not a matter of choice when engaging in ethical practices, especially where humans are involved. In this study, the researcher adhered to the required ethical standards. An ethical clearance certificate was obtained from the University of Venda's higher degrees ethical committee. In addition, the researcher obtained the respondents' consent to participate in the study. The respondents were provided with sufficient information for them to make an informed decision regarding whether to participate in the study and to ensure participation without fear. The names of participants, institutions, and organisations were kept confidential. The findings of the research are reported fairly and accurately.

3.9. Limitations and delimitations

The study was conducted in 3 provinces of South Africa, namely, Mpumalanga, Limpopo, and Kwa Zulu Natal. The findings of this study may not be directly applicable to other provinces or countries with different socio-economic and cultural contexts. South Africa has unique characteristics, and the results may not be transferable to homestays in other parts of the world. The availability of resources, such as funding, time, and personnel, impacted the scope of the research and the range of methodologies used. On the delimitations, the study specifically concentrated on

South African homestays, which means it did not encompass other forms of tourism accommodations, such as hotels, resorts, or guesthouses. This research was limited to investigating sustainability practices and responsible tourism within homestays. It did not delve deeply into other aspects of sustainability in the broader tourism industry.

3.10. Summary

The research followed the Interpretivism paradigm, rooted in Constructivism theory. This paradigm assumes that reality is socially constructed and subjective (Creswell & Poth, 2018). It focuses on understanding human experiences, meanings, and perspectives within social and cultural contexts. The Interpretivism paradigm was particularly suitable for this study as it seeks to identify and interpret patterns or themes in qualitative data based on participants' lived experiences (Braun & Clarke, 2006). It values rich, detailed descriptions, which are achieved through thematic analysis involving coding and theme identification (Nowell et al., 2017).

CHAPTER 4: PROFILING HOMESTAY DISTRIBUTION IN SOUTH AFRICA

4.1. INTRODUCTION

Homestays have become an integral part of tourism in South Africa. As traditional types of accommodation face competition from platforms like Airbnb, profiling homestays helps understand this shift and its implications for the tourism market. Homestays offer guests an authentic cultural experience while fostering local economic development, thereby improving the living conditions of local communities. Homestays offer guests an opportunity to immerse themselves in local traditions, lifestyles, and heritage. These offerings differentiate them from conventional accommodation. Homestays are crucial in rural tourism by contributing to job creation, poverty alleviation, and community empowerment. This chapter explores the distribution patterns of homestays in South Africa, identifying key areas where they are located and examining factors that contribute to their existence.

4.2 TYPE OF HOMESTAYS MODELS

Homeowner Host-In homestays

These are homestays where the owner hosts and personally resides with the guests within their home. The owner let out one or more rooms in their family home. The homeowner is typically involved in welcoming and interacting with guests, and guests generally share common areas such as the living room, kitchen, and dining space with the host. At times, the guests may even eat with the homeowner's family, which becomes part of an authentic experience that guests may not get from being accommodated in hotels – for instance. Furthermore, guests get firsthand exposure to the traditions and customs of local residents while having a homelike atmosphere. As the demand for authentic experiences grows, homestays are becoming increasingly popular.

This study revealed that homestays could have an informal arrangement or be structured through organised programmes that connect travellers with local hosts. The informal arrangements are usually privately arranged between the guests and hosts without the involvement of any formal organisation. These may be a result of personal

connections and informal listings through social media, recommendations, and word of mouth. Examples of these types of homestays are couch surfing, student exchange programmes, rural homestays in developing countries, and word of mouth or local arrangements, which are mostly done via the local chiefs. This study revealed that the chief would pick a family that is known by the local community to have frequently hosted visitors in the past.

The formal arrangements are organised through organisations such as tourism boards, travel companies, and cultural exchange programmes, ensuring a regulated and standardised experience for the guests; examples of these are Airbnb and homestay.com in South Africa. The study revealed that these homestays are mainly found in Western and Eastern South Africa. Where they are least found, it is noted that there will be quite a lot of homestays that are not listed, which seem to be a huge factor in determining whether tourists would like to live with the hosts. The findings of the study indicate that the majority, if not all, homestays in rural provinces such as Limpopo and the northwest operate under a host-in model, where the host resides on the property and interacts directly with guests. However, this trend is not exclusive to rural areas, as urban provinces such as the Western Cape, KwaZulu-Natal, and Mpumalanga also demonstrate a predominance of host-in homestays. This suggests that despite urbanisation and the availability of diverse accommodation options, many homestay operators in these provinces continue to adopt a host-in approach, possibly to enhance cultural exchange, provide personalised hospitality, or maintain traditional lodging practices.

Host Away homestays

These are a form of alternative accommodation whereby the homeowners rent out their properties to travellers without being physically present during the stay. Unlike traditional homestays, where hosts interact with guests and provide a more personal experience, host-away homestays operate similarly to vacation rentals, offering guests privacy, flexibility, and independence (Guttentag, 2019). In South Africa, these accommodations are often listed on platforms like Airbnb and Booking.com, making them a popular choice for travellers seeking a home-like environment while enjoying a destination. The characteristics of host away homestays are Guests have exclusive access to the entire property without the host's presence, allowing for a more private

and flexible stay (Guttentag, 2019). These properties typically come equipped with kitchen facilities, laundry services, and living spaces, offering a more comfortable and long-term stay option compared to hotels (Dolnicar, 2021). Many host-away homestays utilise smart locks or key pickup points to allow guests to check in and out conveniently without meeting the host in person (Zervas, Proserpio, & Byers, 2017). These accommodations often provide more space at a lower cost per person than traditional hotels, making them an attractive option for families or group travellers (Gibbs et al., 2018). While guests do not interact directly with the hosts, many hosts provide personalised recommendations for dining, attractions, and different services locally via welcome guides or digital communication (Ert, Fleischer, & Magen, 2016).

Host away homestays can be categorised according to the type of property, level of service, and guest experience. Host away homestays, for example, guests renting the entire apartment or house, and this offers the guests complete privacy. Some homestays are serviced, giving them a similarity to hotels, but are in a homestay setting and may include housekeeping or concierge services. These are often found in high-end and luxury rental properties. Other homestays are self-catering. These types of homestays give their guests full access to a fully equipped kitchen, and guests prepare their own meals, providing a home away from home kind of experience. Then, there are themed homestays that are designed around a specific theme or unique experience, such as eco-friendliness, heritage, or adventure. Some are long-term or corporate stays designed for students or business travellers needing extended stays, such as construction workers. The last one is shared spaces, which are hosts away but have shared spaces with guests sharing common areas. Each type caters to different traveller's needs, be it leisure, business, adventure, or long-term living.

The study indicates that host-away homestays are relatively scarce in South Africa, with their presence being concentrated in specific regions. The majority of these types of homestays are found in the Northern Cape and Gauteng, while other provinces have a limited number. The low prevalence of host away homestays could be attributed to several factors, including competition with conventional type accommodation such as hotels, market preferences, lack of awareness, perceived security concerns, especially given the high crime rate in South Africa, and regulatory policies that are imposed by municipalities and governing bodies. The limited availability of host away

homestays suggests that there is an untapped market potential. With growing interest in private, flexible, and independent, the demand for host away homestays may increase over time.

4.3. HOMESTAYS THEMES AND SPECIALISATION UNDER TYPE OF HOMESTAYS

The themes below are prevalent across both categories of homestays, namely the Host-In and Host-Away models. The Host-In homestay refers to accommodations where the host resides on the premises and interacts directly with guests, providing a more immersive cultural experience. In contrast, the Host-Away homestay involves accommodations where the host does not live on-site, offering guests greater autonomy while still maintaining a local, community-based hospitality model. Despite their structural differences, both homestay types share common themes that influence their operations, sustainability, and guest experiences.

Student-based homestays

Student-based homestays serve as an important accommodation model for international and domestic students seeking temporary or long-term residence while pursuing their studies. This accommodation model provides students with a home-like environment that offers them immersive cultural experiences, language development opportunities, and a supportive environment while providing host families with cultural exchange benefits and supplementary income. This model differs from traditional student accommodation such as dormitories or rental apartments (Smith & Khawaja, 2011). Student homestays typically involve students staying with host families or individuals who offer accommodation, meals, and guidance throughout their stay. Students share all amenities with the host family. These arrangements may be privately organised or facilitated by universities and educational institutions to ensure a safe and structured living environment (Anderson et al., 2015).

The study also revealed that urban-based homestays in provinces such as the Western Cape accommodate a significant number of students. This trend may be attributed to the presence of higher learning institutions within these cities, which attract students from various provinces. Homestay accommodations in urban areas provide an alternative housing option for students, particularly those who relocate from

other regions to pursue their studies. Mpumalanga appears to have a significant number of self-catering homestays, which may be attributed to the nature of tourism in the region. Given that many visitors travel to Mpumalanga for sightseeing and safari experiences, self-catering accommodations offer greater convenience and flexibility, allowing guests to prepare their own meals according to their schedules and dietary preferences. This aligns with the broader trend in tourism, where self-catering lodgings are increasingly preferred in destinations that attract nature-based and adventure travellers (Dolnicar, 2021). The availability of such accommodations also supports extended stays, as tourists exploring game reserves and scenic attractions often require lodging that provides a home-like environment. Student-based homestays play an important role in educational tourism and mobility, offering students a structured, culturally enriching, and cost-effective accommodation solution. Despite some challenges, the model remains a viable alternative to traditional student housing, particularly for those seeking a supportive and immersive experience while studying abroad or away from home.

High-luxury end Homestays

High-luxury end homestays represent a niche that is still expanding in the global accommodation industry. This model offers guests a premium, personalised, serviced, and immersive lodging experience. Unlike traditional homestays, which focus on affordability and cultural exchange, high-luxury homestays cater to affluent travellers seeking exclusivity, superior amenities, and bespoke services (Guttentag, 2019). These accommodations combine the comfort of a private residence with the opulence of luxury hotels, making them an attractive alternative for high-net-worth individuals, celebrities, and business elites (Dolnicar, 2021). High-luxury homestays are often situated in prestigious locations, such as secluded beachfront, private game reserves, mountaintop retreats, or historic estates (Gibbs, Guttentag, Gretzel, Morton, & Goodwill, 2018). Unlike standard homestays, luxury-end homestays offer state-of-the-art facilities, including private pools, jacuzzis, and saunas, personal chefs, butlers, housekeeping services, smart home technology and high-end entertainment systems, spa treatments, and wellness programs, customized concierge services for personalized experiences (Tussyadiah & Pesonen, 2016).

The study also found that the Western Cape province hosts many high-end luxury homestays. This trend can be attributed to several factors, including the region's well-developed tourism infrastructure, high demand for premium accommodations, and its status as a preferred destination for affluent travellers. Firstly, the Western Cape is renowned for its diverse landscapes, wine regions, and coastal attractions, making it an appealing location for luxury travellers seeking exclusive experiences (Rogerson & Rogerson, 2019). The presence of iconic destinations such as Cape Town, Stellenbosch, and Franschhoek has contributed to the rise of upscale homestays, as property owners capitalize on the demand for private, high-quality accommodations with personalized services.

Secondly, the province benefits from a strong real estate and investment market, where property owners leverage luxury homestays as an alternative revenue stream (Guttentag, 2019). Many of these properties feature premium amenities such as private pools, concierge services, and panoramic views, catering to travellers seeking exclusivity and comfort. Additionally, the growth of digital booking platforms like Airbnb and Booking.com has facilitated global exposure for high-end homestays in the region, enabling hosts to attract international clientele willing to pay a premium for privacy and luxury (Dolnicar, 2021). Thus, the presence of high-end luxury homestays in the Western Cape is driven by a combination of natural attractions, market demand, real estate investment opportunities, and technological advancements in the tourism sector.

The Gauteng Province is home to a diverse range of accommodation options, including high-end luxury homestays, which are largely influenced by the province's strategic location and economic significance. As the economic hub of South Africa, Gauteng attracts a high volume of business and leisure travellers, leading to a demand for premium short-term rental accommodations. However, Gauteng's homestay market differs significantly from that of other provinces, as the majority of its homestays operate under a host-away model. Unlike traditional homestays where hosts reside on-site and engage directly with guests, host-away homestays in Gauteng offer guests independent stays, often facilitated through digital platforms such as Airbnb and Booking.com (Dolnicar, 2021). This trend can be attributed to urbanisation, business tourism, and the increasing preference for self-sufficient lodging among travellers (Guttentag, 2019). This distinction sets Gauteng apart from provinces such as

Limpopo, North West, Mpumalanga, KwaZulu-Natal, Free State, and the Northern Cape, renowned for their rich cultural heritage and deep-rooted traditions. These provinces are particularly appealing to travellers seeking authentic cultural experiences, as they offer immersive opportunities to engage with local customs, heritage sites, and traditional practices.

Nature-based and eco homestays

Nature-based homestays are a type of accommodation whereby the homestays are located in natural environments such as forests, mountains, coastal areas, and wildlife reserves. These homestays provide guests with an immersive natural experience while promoting sustainable tourism practices (Kastenholz, Eusébio, & Carneiro, 2018). Nature-based homestays differ from conventional hotels because of their emphasis on environmental conservation, cultural preservation, and community engagement (Buckley, 2018). Nature-based homestays are often found in protected areas, rural landscapes, or ecotourism destinations, offering visitors an opportunity to experience the natural environment firsthand (Boley & Green, 2016). Examples include forest lodges, coastal retreats, mountain cabins, and farm stays that blend with the surrounding ecosystem. Nature-based homestays prioritize eco-friendly practices, such as using solar energy, rainwater harvesting, composting, and biodegradable products (Weaver, 2019). Nature-based homestays benefit the environment by encouraging eco-friendly tourism and helping reduce the carbon footprint of travellers (Weaver, 2019). Nature-based homestay also provides income opportunities for local communities and promotes sustainable livelihoods (Boley & Green, 2016). They help maintain traditional knowledge and local heritage, preventing cultural erosion (Kastenholz et al., 2018). Additionally, nature-based homestays attract eco-conscious travellers and boosts rural tourism, reducing over-reliance on mass tourism (Buckley, 2018).

The study revealed that the Northern Cape, KwaZulu-Natal (KZN), Eastern Cape, and Western Cape provide visitors with a unique combination of sun, sand, and sea, making them popular destinations for coastal and outdoor tourism. Whereas provinces such as Limpopo and Mpumalanga mainly provide visitors with diverse landscapes, forests, mountains, and animals, including the Big Five. These provinces boast diverse landscapes, pristine beaches, and vibrant cultural heritage, enhancing the overall

travel experience. KwaZulu-Natal, Limpopo, and Mpumalanga, in particular, stand out for their rich cultural experiences, deeply rooted in Zulu, Ndebele, Venda, Tsonga, Pedi traditions, historical landmarks, and indigenous heritage. Visitors can explore sites such as the Battlefields Route, and the Zulu cultural villages, which offer insight into the province's history and traditions. Meanwhile, the Northern Cape is known for its untouched coastal beauty along the Atlantic Ocean, with destinations, where visitors can enjoy scenic beachscapes and outdoor adventures. The Western Cape, home to internationally renowned sites such as Cape Town's Table Mountain, the Cape Winelands, and the Garden Route, offers a combination of coastal experiences and rich cultural influences, shaped by Dutch, Malay, and indigenous South African heritage. Together, these provinces provide a diverse and immersive travel experience, catering to visitors who seek both relaxation by the coast and cultural enrichment.

Cultural and heritage homestays

These homestays focus on preserving culture through tourism. Culture and heritage homestays are a growing segment within the tourism and hospitality industry, offering travellers an opportunity to immerse themselves in local traditions, customs, and historical contexts. Cultural and heritage homestays are designed differently from conventional accommodations as they are crafted to provide authentic cultural experiences through interaction with local communities, traditional architecture, and historical narratives (George & Booyens, 2019). These homestays are owned and managed by local families or organisations ensuring equal distribution of tourism benefits within communities (Richards, 2018). These homestays can be identified by key features such as cultural immersion and community involvement, preservation of traditional architecture, cultural festivals, and rituals, and sustainable and responsible tourism (Rogerson & Rogerson, 2020).

South Africa is rich in diverse cultures spread throughout the provinces. This study revealed that these types of homestays are more prevalent in rural settings such as Limpopo, Mpumalanga, and Eastern Cape. However, provinces such as the Western Cape and KZN also have these types of homestay given the rich Zulu culture in KZN and the Cape Malay culture in the Western Cape. Culture and heritage homestays play a significant role in bridging the gap between tourism, cultural preservation, and

sustainable community development. These homestays contribute to the protection of cultural identities while fostering economic growth in local communities by providing immersive, authentic, and historically significant experiences. To ensure their success, these homestays require careful management, ethical tourism practices, and support from local and national stakeholders.

Food and culinary homestays

These types of homestays enhance culture through gastronomy. Food and culinary homestays have gained significant popularity as they provide an immersive gastronomic experience, allowing tourists to engage in local cooking traditions, farming practices, and food-related cultural activities. These homestays offer a unique opportunity for visitors to experience authentic local cuisine, interact with host families, and gain deeper insights into the social and cultural significance of food (Singh, Sajjani & Gupta, 2021). These homestays focus on traditional and regional food experiences, where guests actively participate in cooking and food preparation under the guidance of local hosts (Bhalla, Coghlan, & Bhattacharya, 2016).

The study revealed that the Western Cape is well known for its Cape Malay cuisine and wine routes in the Cape Winelands Stellenbosch, Franschhoek, and Paarl. Visitors experience wine tasting, vineyard, food and wine pairings, and farm-style dining. KZN is known for its Indian-inspired cuisine and Zulu cuisine. Mpumalanga and Limpopo are known for tropical fruit and game meat dishes. The growth of culinary tourism in South Africa does not only attract visitors but also promotes sustainable food practices, supports local farmers, and preserves indigenous culinary traditions (Woyo, 2025).

4.4. BENEFITS OF HOMESTAYS

The benefits of homestays are that the guests have firsthand experience of the daily lives, customs, and traditions of their hosts (Gibson, 2020). They are cost-effective, making an excellent choice for budget travellers (Simth & Brown, 2019). Unlike hotels, homestays provide a warm welcoming environment with a personal touch (Jones, 2018). Many homestays offer home-cooked meals, allowing guests to enjoy authentic local dishes (Williams, 2021). Staying in homestays not only benefits the owners but also contributes to the local economy (Taylor, 2022). The host away homestays have

their own challenges such as maintenance or security concerns (Zervas, Proserpio, & Byers, 2017), restrictions by some body corporates, and municipalities on short-term rentals affecting the availability of homestays (Guttentag, 2019), and also since homestays are managed by individuals or families, quality or lack of amenities and cleanliness may vary (Dolnicar, 2021). Host away homestay cater for guests seeking autonomy, space, and affordability while exploring new destinations.

4.5. MANAGEMENT STYLE AND OWNERSHIP OF HOMESTAYS IN SOUTH AFRICA

Homestays in South Africa offer a unique lodging experience where guests stay in the homes of local residents, providing an authentic cultural immersion. The management styles of these homestays are influenced by a combination of traditional African values, colonial legacies, and contemporary business practices (Whyte, & Shituula-Auala, 2018). A significant aspect of South African management is the Indigenous philosophy of Ubuntu (“I am because you are”), which emphasizes community, mutual respect, and collective well-being (van Norren, 2022). This approach presents a collaborative environment where decisions are made considering the welfare of both the guests and the local community (Sapkota, Palamanit, Techato, Gyawali, Ghimire & Khatiwada, 2024). In the context of homestays, this means hosts often engage guests in communal activities, local traditions, and shared responsibilities, enhancing the visitor's cultural experience.

The study revealed that homestays in all provinces are owned by individuals or families. These families stay with the guests in their properties. However, most of the owners do not have any managerial skills training. Therefore, their management style is guided by their traditions, values, religion, and mutual respect. The management styles of these homestays are a blend of traditional values and modern business practices. By embracing Ubuntu, transitioning to democratic leadership, integrating contemporary business models, emphasising diversity, and focusing on community engagement, South African homestay hosts create enriching and sustainable experiences for their guests.

4.6. UMBRELLA BODIES OF HOMESTAYS

Homestays often affiliate with various umbrella organisations, such as homestay associations, tourism boards, and online platforms, to enhance their operations, marketing, governance, and standardization (Spenceley, 2016). These affiliations provide a structured framework that influences how homestays function and maintain quality standards (Dash, 2022). Homestay associations play a pivotal role in uniting individual homestay operators under a common platform. They offer guidelines on best practices, facilitate training programs, and ensure members adhere to established standards (Supian, 2022). For example, in Malaysia, homestay operators are often part of a coordinating group led by committees responsible for marketing, compliance with government regulations, cooperation with other homestays, task delegation, operator education, and scheduling (Ramele, JUICHI, IBRAHIM, & Shereena, 2020). National and regional tourism boards often oversee homestay programs, providing regulatory frameworks and support mechanisms. These bodies ensure that homestays comply with legal requirements, maintain quality standards, and contribute to sustainable tourism (Bhutia, Bhutia, & Mahapatra, 2022). The increase of online platforms like Airbnb and homestay.com has significantly impacted how homestays operate and market themselves. By joining these platforms, homestay operators can reach a global audience, utilize built-in marketing tools, and benefit from platform-specific guidelines that standardize guest experiences (Babu & Mukhopadhyay, 2022). By affiliating with umbrella bodies, homestay operations are influenced in ways such as standardization, whereby associations and tourism boards often set quality benchmarks that members must meet, ensuring a consistent guest experience.; training and development whereby members have access to training programs that enhance service quality and operational efficiency; marketing support whereby collective marketing initiatives and brand positioning strategies help homestays attract more guests, additionally governance that provides clear governance structures to ensure transparency and accountability in homestay operations (Giddy, Rogerson, & Idahosa, 2020).

The study revealed that in South Africa, there are two dominant online platforms that homestays can affiliate to that utilise built-in marketing tools. These two platforms are Airbnb. However, online presence for homestays is not only limited to these two platforms; there are also platforms such as Booking.com, Agoda, Trivago, and Vrbo

that also offer such services. The study revealed that these other online platforms are mainly used by the urban-based homestays. By virtue of the homestays being located in South Africa, they need to register with the local municipality, the provincial tourism agency. They can also affiliate with the local community tourism association. The umbrella bodies significantly shape the landscape of homestay operations by providing frameworks for standardisation, marketing, governance, and overall quality assurance. These affiliations not only enhance the visibility and credibility of individual homestays but also contribute to the sustainable development of community-based tourism.

4.6. HOMESTAY DISTRIBUTION MAP

A homestay distribution map is a valuable tool that visually represents the geographical spread of homestays in South Africa. The map highlights the homestays' locations and densities. The distribution of homestays can vary significantly depending on factors such as tourism demand, infrastructure, government policies, and community engagement. Mapping the distribution of these establishments helps to understand their spatial patterns, economic impact, and the socio-cultural implications of homestay tourism. By identifying areas with high or low concentrations of homestays, policymakers, researchers, and industry stakeholders can make informed decisions regarding resource allocation, market expansion, and sustainable tourism development.

Figure 4.1. shows a distribution of Homestays across South Africa. The concentration of Homestays can be seen in KwaZulu-Natal, Western Cape, and Gauteng. This could mean that Homestays are prominent in metropolitan areas.



Figure 3: Distribution of Homestays across South Africa

Source: Author's contribution

4.7. HOMESTAYS' ATTRIBUTES ANALYSIS

Below is the analysis of the homestays per province according to, geographical appeal, facilities and services, cultural exchange and community integration, sustainability and local impact.

The table 4 analysis presents a summative analysis of the nature of homestays distribution at a provincial level:

Table 4.1: Homestay Description at provincial level

Province	No. of Homestays	Geographic Location and Appeal	Facility and Service Offering	Cultural Exchange and Community Integration	Sustainability and Local Impact
Western Cape	185	Coastal, urban, and cultural tourism with strong appeal for beach, heritage, and adventure travellers.	Luxury homestays, cultural immersion stays, and nature retreats. Most offer Wi-Fi, parking, and premium services.	Strong emphasis on cultural tourism, language learning, and traditional experiences.	Several eco-lodges and farm stays promoting conservation and local economic development.
Gauteng	55	Business, suburban, and cultural tourism hubs attract corporate travellers and students.	Business and suburban homestays with modern amenities, some offering concierge services.	Cultural diversity among hosts, with business travellers and students engaging in local experiences.	Limited eco-tourism focus; some homestays incorporate sustainability practices.
Eastern Cape	13	Coastal, rural, and eco-tourism destinations, with heritage and adventure tourism.	Heritage-rich accommodations, rural farm stays, and beachfront properties with self-catering and basic hospitality services.	Authentic heritage experiences, indigenous cultural exposure, and immersive rural interactions.	Emphasis on eco-lodges and sustainable rural tourism.
KwaZulu-Natal	17	Urban and nature tourism, including safari and heritage tourism.	Diverse range from urban high-end homestays to eco-lodges and bush camps.	Cultural safaris, local artisan exposure, and indigenous traditions.	Strong focus on nature conservation and eco-tourism in reserves.
Northern Cape	8	Adventure and heritage tourism in remote, scenic locations.	Small-scale lodges with basic hospitality services, often nature-integrated.	Heritage homestays offering insight into rural and historical lifestyles.	Small-scale eco-friendly lodges contributing to conservation.
Free State	2	Business and cultural tourism with heritage-based experiences.	Comfortable guesthouses with historical significance and modern amenities.	Historic and cultural homestays providing insight into local traditions.	Efforts in conservation tourism and heritage preservation.
North West	5	Wildlife and business tourism with proximity to	Mix of business-oriented and nature-focused homestays, often	Cultural safaris and wildlife experiences	Some involvement in eco-tourism and cultural sustainability.

		game reserves.	with outdoor activities.	in traditional settings.	
Limpopo	2	Eco-tourism and cultural heritage experiences.	Rural homestays with cultural immersion and agritourism experiences.	Traditional Venda, Pedi, and Tsonga cultural experiences with homestay hosts.	Agritourism and eco-friendly farming practices in homestays.
Mpumalanga	2	Nature and adventure tourism, with proximity to national parks and hiking trails.	Adventure lodges and nature-oriented stays with eco-friendly accommodations.	Eco-tourism blended with cultural storytelling and local interaction.	High adoption of sustainability in nature-focused accommodations.

Table 4.1: Summative analysis of Homestays in South Africa

Author's contribution

EASTERN CAPE

Homestays in the Eastern Cape province cater to diverse traveller needs by offering unique geographic appeals, varying levels of facilities and services, cultural exchange opportunities, and sustainable tourism initiatives. Whether visitors seek coastal relaxation, urban convenience, rural immersion, or safari adventures, the province's homestays provide enriching, locally integrated, and environmentally conscious accommodations. These homestays' owners are host-ins, meaning the owners live on the property with their guests. Below is the analysis of the homestays according to, geographical appeal, facilities and services, cultural exchange and community integration, sustainability and local impact.

Geographic appeal

The homestays in the Eastern Cape offer diverse geographic settings that appeal to various traveller preferences:

Coastal appeal: For those travellers seeking sun, sea, sand and marine adventures, several homestays provide access to pristine beaches, breathtaking ocean views, and opportunities to experience marine wildlife. The Swell Eco Lodge (Mngcibe - Wild Coast), Travel Loving Host (Wavecrest - Jeffreys Bay), Warm Family Atmosphere (C-Place - Jeffreys Bay), Be My Guest (Sunridge Park - Port Elizabeth) provide access to pristine beaches, ocean views, and marine wildlife experiences. **Urban Appeal:** For

travellers who prefer the vibrancy and convenience of city life, urban homestays provide easy access to entertainment, dining, and cultural attractions. Home Away from Home (Mount Croix - Port Elizabeth), Your Home Away from Home (Westering - Port Elizabeth), and Anna's Accommodation (Rowallan Park - Port Elizabeth) are situated within city environments, providing convenience and access to urban attractions.

Rural & nature appeal: For nature lovers and those seeking a break from urban life can find solace in homestays that emphasise countryside living and off-grid experiences. Surrounded by Nature (Gonubie - East London), Large Rustic Farmhouse (Tsitsikamma - Thornham), Farm Lifestyle in Town (Riversdale - Kruisrivier) offer secluded, off-grid experiences immersed in nature and countryside living. **Safari & Adventure Appeal:** For wildlife adventure, staying close to nature reserves and national parks enhances the travel experience. Dew Drop Inn (Colchester) provides proximity to Addo National Elephant Park, ideal for wildlife enthusiasts.

Facilities and services

Each homestay provides a unique set of amenities and services to enhance the comfort and convenience of guests. These accommodations typically provide a combination of standard and premium facilities, catering to various traveller preferences and needs. **Standard Amenities:** Homestays are equipped with essential amenities to ensure a comfortable stay. Most homestays offer garden access, parking, laundry services, and internet access. **Premium offerings:** Some accommodations provide additional recreational amenities such as swimming pools (Be My Guest, Home Away from Home, Anna's Accommodation), barbecues (Dew Drop Inn, Large Rustic Farmhouse, Your Home Away from Home), and guided tours (Travel Loving Host). **Pet-friendly stays:** Many homestays welcome pets, including Swell Eco Lodge, Travel Loving Host, and Farm Lifestyle in Town. **Self-catering and dining options:** Swell Eco Lodge provides self-catering with catering available upon request, while hosts at Farm Lifestyle in Town and Travel Enthusiasts offer home-cooked meals.

Cultural exchange and community integration

Homestays facilitate cultural immersion by allowing guests to interact with local hosts and experience local culture firsthand. Unlike traditional accommodations, homestay facilitates direct interaction with hosts, allowing travellers to gain insights into local traditions, languages, and lifestyles. Local family Interactions: Several homestays, such as Your Home Away from Home, and Anna's Accommodation, are run by families who share their personal traditions and experiences with guests. Multilingual hosts: Some hosts speak multiple languages, such as Warm Family Atmosphere (English, Afrikaans, Dutch, German), fostering cross-cultural communication. Religious & educational Integration: Home Away from Home is run by theological educators, providing a unique spiritual, cultural, and educational experience for guests interested in faith-based studies.

Sustainability and local impact

A key feature of many homestays in the Eastern Cape is their commitment to sustainable tourism and community involvement. Eco-friendly stays: Swell Eco Lodge and Surrounded by Nature promote green living with eco-friendly designs and off-grid facilities. Support for local communities: Some homestays integrate local economic activities, such as Swell Eco Lodge, which supports sustainable tourism by promoting local culture and natural resources. Agricultural & farm life experiences: Farm Lifestyle in Town and Large Rustic Farmhouse offer guests opportunities to experience traditional South African farm life, including fresh farm produce and countryside living. Wildlife conservation awareness: Dew Drop Inn's proximity to Addo Elephant Park enhances wildlife conservation education and responsible tourism.

KWAZULU-NATAL

These homestays provide to a wide range of travellers, from sun, sand, and sea lovers and city explorers to nature enthusiasts and eco-conscious guests. Options like *Drakensberg Mountains Affordable* and *Hluhluwe Bush Camp* stand out for their sustainability focus, while *The Floridian* and *Beachwalk* appeal to those looking for beachside luxury. Homestays in Pinetown and Kloof offer immersive family experiences, making them ideal for cultural exchanges. Below is the analysis of the homestays according to, geographical appeal, facilities and services, cultural

exchange and community integration, sustainability and local impact. These are host-in homestays.

Geographic appeal

Coastal & beachfront: *The Floridian (Ballito)*, *The Palmnut Vulture (Mtunzini)*, *Beachwalk (Summerstrand, Gqeberha)*, *cheap holiday in South Africa (Tongaat)*; these offer proximity to beaches, ocean views, and outdoor coastal activities. Urban & suburban: *Music Mad Family (Pinetown)*, *home away from home (Lorraine, Gqeberha)*, *fun-loving family (Kloof)*, *Newlands East Home (Durban)* located in well-established neighbourhoods, these provide easy access to city life, malls, and transport. Midlands & rural retreats: *authentic KZN Midlands Hospitality (Sweetwaters-Hilton)*, *The Cottage R (Howick North)* – Ideal for nature lovers and those seeking a quiet, countryside stay. Mountain and adventure destinations: *Drakensberg Mountains Affordable (Estcourt)* – A gateway to adventure, hiking, and eco-tourism in the Drakensberg region. Bush & wildlife experience: *Hluhluwe Bush Camp (Hluhluwe)* – close to wildlife reserves, ideal for safari-goers and nature enthusiasts.

Facilities & services

Luxury & full service: *The Floridian (Ballito)* – multiple units, en-suite rooms, fully equipped kitchen, pool, and family-friendly amenities. Self-Catering with Modern Amenities: *The Palmnut Vulture (Mtunzini)*, *authentic KZN Midlands Hospitality (Sweetwaters-Hilton)*, and *The Cottage R (Howick North)* – offer kitchenettes, private entrances, and cozy accommodations. Basic and budget friendly: *Puleng Granny's Flat (Richards Bay)*, *Cheap Holiday in South Africa (Tongaat)* – simple accommodations with essential services at a lower cost. Unique & Eco-Friendly Stays: *Drakensberg Mountains Affordable (Estcourt)* – features organic farming, alternative building techniques, and sustainable food sourcing.

Cultural exchange and Community integration

Strong family interaction: *Fun-Loving Family (Kloof)*, *Music Mad Family (Pinetown)* – Hosts are engaged with guests, offering activities and local experiences. Creative & artistic influence: *Authentic KZN Midlands Hospitality (Sweetwaters-Hilton)*, hosts provide art workshops and showcase restored antique furniture. Culinary & Homely experiences: *Drakensberg Mountains Affordable (Estcourt)* – Offers homegrown

produce, handmade furniture, and shared dining experiences with hosts. Adventure & local Excursions: *Hluhluwe Bush Camp (Hluhluwe)*, *Fun-Loving Family (Kloof)* – Hosts organise outings like game reserve visits, hikes, and outdoor activities.

LIMPOPO

Limpopo is known for its rich biodiversity, wildlife reserves, and cultural heritage. Homestays in the region cater to different geographic preferences. Limpopo's homestays offer a mix of cultural, natural, and luxurious experiences such as authentic cultural immersion at Makushu Homestay is the best choice, wildlife and nature lovers at Indalo River Lodge and Sterkrivier Cabin provide scenic retreats, township, and modern convenience at Nkowankowa Vacation Home offers a local experience and luxury and privacy at Limpopo Villa delivers an upscale stay. The analysis below categorises the homestays based on geographic appeal, facility and service offerings, cultural exchange and community integration, and sustainability and local impact.

Geographical appeal

Cultural villages & rural homestays: Makushu Homestay (Makushu, Limpopo) – Offers an immersive experience in a traditional rural village, ideal for those seeking cultural engagement. Bushveld & wildlife proximity: Indalo River Lodge - Chalet NO 4 (Phalaborwa) – Located near Kruger National Park, perfect for safari enthusiasts. Sterkrivier Cabin Retreat (Sterkrivier) – Nestled in a secluded natural setting, appealing to outdoor lovers. Urban & township stays: Nkowankowa Vacation Home (Nkowankowa) – A mix of modern conveniences and township culture, providing easy access to town amenities. Luxury & scenic getaways: Limpopo Villa – A high-end property offering a luxurious experience with private facilities, ideal for relaxation.

Facilities & services

Homestays in Limpopo vary from basic traditional stays to high-end accommodations: Authentic & cultural homestays: *Makushu Homestay* – Offers simple accommodations with a focus on traditional living, including local cuisine and cultural activities. Nature-based lodging: Indalo River Lodge – Features chalets with scenic views, self-catering options, and access to outdoor activities like fishing and game drives. Sterkrivier Cabin Retreat – Offers a cozy, nature-immersed experience with modern amenities.

Township & urban comforts: Nkowankowa Vacation Home – A family-friendly home with modern facilities, providing a balance between comfort and local culture. Luxury & private villas: Limpopo Villa – Equipped with upscale amenities such as a private pool and spacious living areas, catering to premium travellers.

Cultural Exchange and community Integration

Some homestays focus on local culture, while others offer a more private experience. Deep cultural Immersion: Makushu Homestay – Encourages guests to engage in traditional activities such as local crafts, food preparation, and storytelling. Township & urban Interaction: Nkowankowa Vacation Home – Provides an opportunity to experience contemporary township life while interacting with locals. Minimal cultural engagement: Indalo River Lodge, Sterkrivier Cabin, and Limpopo Villa – Primarily nature or luxury-focused, with limited community interaction.

Sustainability & local impact

Some homestays in Limpopo contribute to environmental and community sustainability. Eco-friendly and responsible tourism: Makushu Homestay – Supports the local community by employing residents, promoting local crafts, and offering traditional experiences. Indalo River Lodge & Sterkrivier Cabin – Utilise natural settings for eco-tourism while minimizing environmental impact. Community-based support: Nkowankowa Vacation Home – Encourages economic growth within the township by promoting local businesses. Luxury with limited sustainability focus: Limpopo Villa – Primarily designed for comfort and exclusivity, with a lesser emphasis on sustainability or community involvement.

MPUMALANGA

Mpumalanga, known for its breathtaking landscapes, wildlife, and cultural heritage, offers a diverse selection of homestays. Mpumalanga's homestays provide to a wide range of travelers such as luxury and safari experiences at LeoLapa: Mjejane - Kruger National Park is the top choice, nature and peaceful retreats at Schoemanskloof Retreat and The Homestay (Nelspruit) offer a serene getaway, rural and farm stays, Rest, Relax, Recharge at Farm Stay in Secunda provides an immersive experience, wildlife enthusiasts at Marloth Park Riverside Retreat offers a close-to-nature bush experience and town and convenient stays, Hazyview Country Cottages and White

River vacation home provide easy access to local sites. The analysis below categorizes the homestays based on geographic appeal, facility and service offerings, cultural exchange and community integration, and sustainability and local impact.

Geographic appeal

Mpumalanga's homestays cater to different geographic preferences, from wildlife safaris to farm stays and tranquil countryside retreats. Bushveld & wildlife proximity: LeoLapa: Mjejane - Kruger National Park (Hectorspruit) – Located on the Crocodile River, this luxury lodge offers incredible views of Kruger's wildlife. Marloth Park Riverside retreat – Positioned within Marloth Park, where guests can spot animals like zebras and giraffes roaming freely. Scenic nature & countryside retreats: Schoemanskloof Retreat – Set amidst Mpumalanga's lush, rolling hills, provides a tranquil getaway for nature lovers. The Homestay (Nelspruit) – A secluded escape within a wildlife-rich property, ideal for relaxation. Farm stays & grassland escapes: Rest, Relax, Recharge – Farm Stay in Secunda (Charl Cilliers) – A working farm experience in the Highveld region, offering wide-open spaces and a rural atmosphere. Urban & town stays: White River Vacation Home – Located in White River, close to tourist attractions and urban amenities. Hazyview Country Cottages – A charming cottage stay near key attractions like the Panorama Route and Kruger National Park.

Facilities & services

Homestay accommodations in Mpumalanga range from rustic farm stays to high-end lodges. Luxury bush lodge experiences: LeoLapa: Mjejane - Kruger National Park – A 5-star accommodation featuring plush interiors, riverfront views, and private amenities, ideal for a high-end safari experience. Nature & wildlife retreats: The Homestay (Nelspruit) – Offers a boutique-style self-catering retreat in a nature-rich environment. Marloth Park Riverside Retreat – A riverside homestay where guests can observe wildlife from their porch. Farm & rural stays: Rest, Relax, Recharge – Farm Stay in Secunda (Charl Cilliers) – A working farm experience, allowing visitors to explore open landscapes and farm life. Town & convenient stays: Hazyview Country Cottages – Comfortable self-catering cottages near local attractions. White River Vacation Home – A modern home with easy access to town conveniences.

Cultural exchange and community integration

Some homestays offer opportunities for deep cultural exchange, while others focus more on nature or luxury experiences. Authentic cultural and rural experiences: Rest, Relax, Recharge – Farm Stay in Secunda – A hands-on farm stay where guests can experience local agriculture and rural life. Minimal cultural exchange (Nature-Oriented Stays): Schoemanskloof Retreat, The Homestay, and Marloth Park Riverside Retreat – These prioritise nature and relaxation rather than cultural immersion. Luxury with limited cultural Interaction: LeoLapa: Mjejane - Kruger National Park – A high-end private lodge experience with a focus on wildlife rather than local culture. Town-based stays with moderate cultural Interaction: Hazyview Country Cottages & White River vacation home – These offer proximity to local markets, restaurants, and towns, providing some cultural exposure.

Sustainability & local impact

Homestays in Mpumalanga vary in their commitment to environmental sustainability and local community support. Eco-friendly and nature conservation-focused stays: The Homestay (Nelspruit) – Located within a gated wildlife sanctuary, helping to preserve local fauna. Schoeman Kloof Retreat – Minimally invasive accommodation, blending into the natural landscape. Community & local business support: Rest, Relax, Recharge – Farm stay in Secunda – A locally operated farm that helps promote agricultural tourism. Hazyview Country Cottages – Supports local businesses through nearby attractions and partnerships. Luxury with limited sustainability Focus: Leo Lapa: Mjejane - Kruger National Park – While designed for luxury, it benefits conservation efforts through its proximity to Kruger National Park.

FREE STATE

Analysis of homestays in the Free State province based on geographic appeal, facility and service offerings, cultural exchange and community integration, and sustainability and local impact. Nothando Seleka and Lapeng Lodge and Guest House provide authentic township homestay experiences in Botshabelo. They provide to business and leisure travellers looking for comfortable, culturally immersive stays while contributing to the local economy. While they may lack high-end amenities and natural attractions, they compensate with community engagement, warmth, and an opportunity to experience everyday life in the Free State's township areas. Both

homestays provide a personalized experience with basic yet comfortable facilities. They are suitable for visitors seeking a quiet and authentic stay rather than a luxury getaway. These stays provide a unique perspective on life in a South African township, making them valuable for visitors interested in social and cultural immersion.

Geographic appeal

Both Nothando Seleka and Lapeng Lodge and Guest House are located in Botshabelo, one of the largest townships in the Free State. The area offers visitors a mix of urban convenience and rural charm. While it may not have the same natural attractions as the Drakensberg or the Vaal River, Botshabelo provides an authentic township experience, making it ideal for travellers interested in local culture and history. Proximity to major cities: Close to Bloemfontein, the economic and administrative hub of the province. Access to local attractions: Limited access to nature reserves but offers cultural and historical experiences within the township setting.

Facilities and services

Nothando Seleka: Offers a cozy and comfortable stay, catering primarily to business travellers and tourists looking for a local experience. While it is a homestay, it provides essential amenities and a relaxed environment. Lapeng Lodge and Guest House: More structured as a guest house, it offers enhanced services, including friendly staff, housekeeping, and potentially meals upon request. This makes it appealing to both leisure and business travellers.

Cultural exchange and community integration

Nothando Seleka: As a homestay, it allows guests to experience daily life in Botshabelo, interact with locals, and possibly participate in community activities. The informal setting encourages cultural exchange and a deeper understanding of township life. Lapeng Lodge and Guest House: While still offering a warm and welcoming environment, the experience is slightly more structured compared to a typical homestay. However, guests can still engage with the local community and learn about township culture, food, and traditions.

Sustainability and local impact

Community support: Both accommodations contribute to the local economy by providing employment opportunities and using locally sourced products and services. Cultural preservation: The homestays promote the rich heritage and identity of the Free State's township communities. Environmental considerations: As township-based homestays, they are not heavily focused on eco-tourism. However, sustainable practices like waste management and energy conservation may be encouraged depending on the property owners' initiatives.

WESTERN CAPE

The Western Cape, known for its stunning landscapes, rich cultural heritage, and thriving tourism sector, offers a diverse array of homestays catering to a wide range of visitor preferences. From coastal retreats to mountain hideaways and vibrant city accommodations, the province is an ideal destination for those seeking a variety of experiences. The homestays in the Western Cape reflect this diversity, with offerings ranging from simple, budget-friendly accommodations to luxurious stays, making the region accessible to both budget-conscious travellers and those seeking high-end, immersive experiences. This analysis delves into the geographic appeal, facility and service offerings, cultural exchange and community integration, and sustainability and local impact of homestays in the Western Cape.

Geographic location and appeal

The Western Cape homestays are distributed across coastal, urban, and rural tourism locations. Coastal areas: Plettenberg Bay, Gordon's Bay, Saint Helena Bay, and Muizenberg attract beach and adventure tourists. Urban areas: Cape Town homestays in Rugby, Churchill Estate, Zonnebloem, and Fresnaye provide proximity to business hubs, entertainment, and cultural experiences. Rural and cultural immersion: Oudtshoorn, Paarl, and Riebeeck West focus on agritourism and historical experiences.

Facilities and Services

Most offer basic hospitality services like Wi-Fi, parking, and laundry. Luxury-oriented: Gordon's Bay and Oudtshoorn's Alchemist's Place offer high-end accommodations with concierge services and swimming pools. Cultural immersion: Cape Town Heritage Homestay emphasizes language learning and multicultural interactions. Nature and

adventure homestays: Plettenberg Bay and Saint Helena Bay integrate adventure sports, wildlife experiences, and beach activities. Rural farm stays: Riebeek West and Oudtshoorn's homestays provide authentic farm life experiences.

Cultural exchange and community integration

Hosts are often multilingual, particularly in Oudtshoorn. Cape Town's heritage homestays provide deeper engagement with historical narratives such as District 6. Some homestays encourage guest interaction with locals, traditional meals, and participation in community events.

Sustainability and local impact

Many homestays contribute to the local economy by promoting small-scale businesses and locally sourced products. Homestays offering guided tours and cultural experiences support local businesses. Pricing models vary, from budget-friendly options in Muizenberg to premium offerings in Gordon's Bay.

GAUTENG

Gauteng, often referred to as the economic and political heart of South Africa, is a province defined by its urban energy, diverse culture, and rapid pace of development. As the smallest yet most populous province in the country, Gauteng offers a variety of homestay experiences, catering to different tastes, preferences, and budgets. From luxurious homestays in Sandton to more accessible and authentic stays in townships like Soweto, Gauteng presents a wide array of opportunities for visitors. This analysis explores homestays in Gauteng province, considering geographic appeal, facility and service offerings, cultural exchange and community integration, and sustainability and local impact.

Geographic location and appeal

Gauteng's homestays cater to business travellers, cultural tourists, and long-term residents. Key areas: Sandton (business hub), Randburg, Centurion, Pretoria, Midrand, Benoni, Roodepoort, and Johannesburg South. Suburban locations such as Bryanston and Benoni provide quieter residential options.

Facilities and services

The majority provide Wi-Fi, parking, laundry, and entertainment facilities. Business-focused: Sandton and Centurion homestays offer proximity to financial hubs. Luxury stays: Pretoria's Santa Monica homestay and Bryanston's flatlet provide premium accommodation with concierge services. Family-friendly: Johannesburg South, Benoni, and Elands Park cater to families with larger accommodations.

Cultural exchange and community integration

Some hosts offer insights into South African cultures, with Zulu-speaking hosts in Sandton. A homestay in Klerksdorp is run by a qualified tour guide, offering wildlife and cultural tours.

Sustainability and local impact

Johannesburg South homestays engage in local tourism partnerships and city tours. Some homes emphasize security and exclusivity due to crime concerns in urban areas. Eco-friendly practices are minimal in comparison to rural homestays.

NORTHERN CAPE

In the Northern Cape province, which is renowned for its immense territory, special species, and people, homestay experiences are diverse. The following is an assessment of the homestays using the criteria of geographic appeal, facility and service offerings, cultural exchange and community integration, and sustainability and local impact. The Northern Cape has diverse geographical regions, which include the Karoo – a region famous for its calmness, the beaches and the mountains that offer a lot of adventure. These homestays meet various travelers' needs, from simple night stops to luxury beach holidays, historic guest houses, and homely nature lodges. Cultural exchange is encouraged through food, history, and local traditions, and visitors get to engage with rural and coastal people. From affordable layovers in Noupoot to star gazing retreats in Sutherland to those who enjoy rough nature in the Karoo and Cederberg or the Atlantic coast – there is something for everyone. The best for a stopover is Luyt, the Greatest Overnight Stay (Noupoot), The Blue Moon (Sutherland) for cultural and heritage experience, peaceful retreats in nature, tranquillity in the Karoo (Williston), Hantamland Cottage (Calvinia) and adventure seekers: Witkruis @ De Pakhuys (Clanwilliam).

Geographic appeal

Luyt the Greatest Overnight Stay (Noupoort): Noupoort is a small railway town in the eastern Northern Cape, serving primarily as a stopover destination. Its appeal lies in its affordability and convenient location for travellers passing through. The Blue Moon (Sutherland): Sutherland is famous for its clear night skies and the South African Astronomical Observatory, making this homestay ideal for stargazing and astro-tourism. Tranquillity in the Karoo (Williston): Williston is situated in the arid Karoo and offers a peaceful retreat with stunning open landscapes, attracting travellers looking for isolation and relaxation. Witkruis @ De Pakhuys (Clanwilliam): Located in the Cederberg mountains, this homestay is perfect for rock climbers, hikers, and adventure seekers looking to explore the rugged terrain. Hantamland Cottage (Calvinia): Calvinia is known for its Namaqualand flowers in spring, offering a nature-driven experience that attracts eco-tourists. Elands Bay & Saint Helena Bay Homestays: These properties provide beachfront retreats ideal for surfing, fishing, and coastal relaxation. The Beachhouse (Port Nolloth): A family-friendly coastal escape along the Atlantic Ocean, known for its diamond-diving history and unique marine life.

Facilities and services

Budget-friendly with basic accommodations. Offers a TV, a garden, laundry, and parking. Ideal for travellers looking for a quick and affordable stopover. The Blue Moon (Sutherland): Set in a 96-year-old heritage home with antique furniture. Includes a restaurant and coffee shop, providing meals and drinks. It offers Wi-Fi, laundry, and parking and is wheelchair accessible. Ideal for travellers interested in history, astronomy, and a cozy guesthouse experience. Tranquillity in the Karoo (Williston): A full-house rental providing privacy and space for families. Perfect for nature lovers looking to escape to the quiet Karoo. Witkruis @ De Pakhuys (Clanwilliam): A cabin-style accommodation with rustic charm. Located near famous rock climbing sites in the Cederberg region. Hantamland Cottage (Calvinia): A nature-focused retreat, great for experiencing the Namaqualand wildflower season. Coastal homestays (Elands Bay, Saint Helena Bay, Port Nolloth): Modern beachfront accommodations with direct beach access. Great for water sports, marine life viewing, and family vacations.

Cultural exchange and community integration

Luyt the Greatest Overnight Stay: Owned by an Afrikaans-speaking family, providing insight into local traditions and culture. Offers interaction with locals in a small-town setting. **The Blue Moon:** Showcases Northern Cape history through its restored antique-style house. The restaurant serves traditional Karoo cuisine, offering an immersive cultural experience. **Tranquillity in the Karoo & Hantamland Cottage:** Located in rural settings where guests can experience authentic Karoo hospitality. Encourages interaction with local farmers and communities. **Witkruis @ De Pakhuys:** Set in Clanwilliam, a town with deep Khoisan heritage. Offers opportunities to explore San rock art sites and experience the Rooibos tea farming industry. **Coastal Homestays:** Some offer insight into local fishing communities and marine conservation efforts. Port Nolloth has a history tied to diamond diving and indigenous fishing cultures.

Sustainability and local impact

Luyt the Greatest Overnight Stay: Supports small-town tourism, helping sustain local businesses. Encourages budget-conscious travel, making tourism more accessible. **The Blue Moon:** Heritage conservation by restoring and maintaining a 96-year-old home. Uses locally sourced food and coffee, supporting regional businesses. **Tranquillity in the Karoo & Hantamland Cottage:** Located in the ecologically sensitive Karoo, emphasising low-impact tourism. Helps promote sustainable travel through small-scale rural accommodations. **Witkruis @ De Pakhuys:** Supports eco-tourism through adventure activities (rock climbing, hiking). Encourages conservation of Cederberg's unique landscapes and indigenous plants. **Coastal Homestays:** Many promote eco-friendly tourism, minimizing environmental impact. Support marine conservation efforts by educating guests on sustainable fishing.

NORTHWEST

These homestays are located in the Northwest province and include natural experiences and cultural tastes. The homestays in the Northwest province, especially in Rustenburg and surrounding areas, are diverse. The Letsatsing Homestay and the Well-Informed Tourist Guide & Host are great for comfort, outdoor adventure, and wildlife experience seekers. Adorable Unique House is particularly attractive to nature lovers and those who want to take part in wellness activities, while Cozy House in

Phokeng gives a more personal community experience. Some of them have excellent facilities, but the sustainability and community engagement are different.

Below is an analysis based on various criteria:

Geographic appeal

Letsatsing Homestay in Rustenburg is situated in a suburban setting with easy access to nearby attractions like Pilanesberg National Park and Sun City. This makes it an attractive option for tourists seeking both relaxation and adventure. Well-informed tourist Guide and host in Klerksdorp offers access to the natural beauty of the Northwest Region and is located close to popular sites such as Pilanesberg and Sun City. The proximity to these destinations makes it ideal for tourists looking for wildlife experiences and outdoor adventures. Adorable Unique House in Kalkheuwel is located in the Rhenosterspruit Conservancy near the Lion & Safari Park, offering a secluded nature retreat that is ideal for guests seeking tranquillity and an African wildlife experience. Cozy House in Phokeng is situated in a community-oriented area with personal interactions facilitated by the host. Guests can expect a more intimate experience, offering a peaceful, suburban environment with the opportunity to meet new people.

Facility and service offerings

Letsatsing Homestay: The house has 3 bedrooms and 2 bathrooms, a swimming pool, garden, air conditioning, internet access, and parking. The facilities cater to families and groups, offering comfort in a relaxing environment. Well-Informed Tourist Guide & Host: This homestay offers a large family home with private bathrooms for guests, a garden, barbecue facilities, internet access, and even a study area with computers for guests who need to work or stay connected. Adorable Unique House: Features amenities such as a garden, swimming pool, computer, and a patio. The additional option of Reiki treatments adds a unique aspect for guests seeking wellness during their stay. Cozy House in Phokeng: Provides essential amenities such as a garden, laundry, parking, and internet access, ideal for a comfortable and community-centric stay.

Cultural exchange and Community Integration

Letsatsing Homestay: The homestay does not have specific sustainable practices (e.g., eco-friendly initiatives), but the guests are encouraged to enjoy the natural environment. Nevertheless, the feeling of being close to nature makes for a connection to the local environment. A Well-Informed Tourist Guide and host: Provides wildlife and cultural tours, which may contribute to the awareness of conservation. Nevertheless, there is no information on sustainability, and the guests might have to ask the staff. Adorable Unique House: Located in a conservancy, this homestay is conducive to wildlife conservation. The environment is sustainable by engaging with wildlife and encouraging eco-tourism. Guests might be able to participate in conservation activities. A Cozy House in Phokeng: There are no specific sustainability initiatives mentioned, but the home is set in a local community-oriented environment, so it has a low environmental impact due to being suburban and community-focused rather than geared towards mass tourism.

Sustainability and Local Impact

Well-informed tourist guide and host: Offers wildlife and cultural tours, potentially raising awareness about conservation efforts. However, sustainability details are not outlined, and guests may have to inquire directly. Adorable unique house: Situated in a conservancy, this homestay promotes nature conservation. The environment encourages sustainability through interaction with wildlife and the promotion of eco-tourism. Guests may have opportunities to engage in conservation efforts. Cozy house in Phokeng: There is no direct mention of sustainability efforts, but the home's integration into a local community-oriented environment suggests a low environmental impact due to its suburban setting and focus on community over mass tourism.

4.8. Conclusion

In conclusion, this chapter has provided a comprehensive profile of homestays in South Africa, highlighting their diverse characteristics, geographical distribution, and the factors influencing their development. The study also uncovered significant variations in the distribution and operation of homestays, influenced by regional factors such as infrastructure, government policies, and community engagement.

CHAPTER 5: SOCIO-ECONOMIC AND ENVIRONMENTAL FACTORS DETERMINING SUSTAINABILITY OF HOMESTAYS IN SOUTH AFRICA

This chapter outlines the analytical techniques that have been adopted and followed in the analysis of data that was collected. Data was collected using semi-structured interviews with 06 participants; semi-structured interviews are interviews wherein the interviewer asks key-study questions and probes for further information (Clarke & Braun, 2013). The interview guide used was composed of six sections, with Section A discussing the demographic profile of the participants; Section B discussing the social factors of Homestays; Section C discussing the economic factors of Homestay; Section D discussing Environmental factors of Homestays; and Section E discussing sustainable practices of Homestays. One-to-one interviews were selected over focus groups since participants in the study are generally busy, and it may be challenging to bring them together. Interviews lasted an average of 60 minutes and were recorded and transcribed verbatim.

Theoretical Thematic analysis was used as a data analysis procedure for the study. Theoretical Thematic analysis can be defined as a top-down process of identifying patterns and themes within the qualitative data to answer research questions (Maguire & Delahunt, 2017). This deductive approach is guided by pre-existing theories, frameworks, or research questions (Fife & Gossner, 2024). The data analysis followed a six-step framework suggested by Braun and Clarke (2006) and Maguire and Delahunt (2017). The six steps that are discussed subsequently include (1) Becoming familiar with the data; (2) Generation of initial codes; (3) Searching for themes; (4) Reviewing themes ; (5) Defining themes and identification of relationships and patterns; and (6) Write up.

5.1. PARTICIPANTS PROFILE

The table below presents data about six rural and urban-based homestay owners, including their gender, age, business duration, and roles.

Table 5.1: Respondent profiling

Demographics	Homestay 1	Homestay 2	Homestay 3	Homestay 4	Homestay 5	Homestay 6
Gender	Female	Female	Male	Female	Female	Female
Province	Limpopo (Rural)	Mpumalanga (Rural)	Mpumalanga (Urban)	KZN (Urban)	Limpopo (Urban)	KZN (Rural)
Age	72	59	34	53	73	40
How long have you been in business	3 years	5 years	2 years	8 months	2 years	1 year
Other roles	Home hosting, cooking, entertaining	Home Hosting	Hosting – away Maintenance	Home hosting, cooking, finances, Everything	Home Hosting, marketing, training staff (empowering others),	Home Hosting, cooking, finances, entertainment

Table 5.1 shows that most homestay owners are women, five (5) out of six (6), with only one male; this imbalance may reflect broader trends in the homestay sector, where women often take caregiving and hosting roles. This suggests that women predominantly manage these homestays, reflecting their involvement in the tourism and hospitality sector; such a finding is in line with Quang, Tran, Sthapit, Nguyen, Le, Doan, & Thu-Do, 2023 Panta & Thapa, 2018; Acharya and Halpenny, 2013 who found that majority of homestay enterprise operators are females and primarily from rural areas. The single male homestay owner provides an opportunity to investigate variable gender perspectives on operating homestays.

The age ranges from 34 to 73 years, and there is a mix of older and middle-aged homestay owners. The youngest homestay owner was 34 years old, and the oldest was 73 years old. Homestay owners in their 50s to 70s make up the majority, possibly indicating that older individuals find homestay hosting suitable as a later-life career or income source. Such a bias of age toward mature females may likely be an influencing factor in homestay business challenges.

The duration of operating a homestay ranges from 8 months to 5 years. Homestay owners with 1-2 years' operating experience dominate, possibly indicating that homestay businesses are relatively new for most individuals, especially rural-based individuals. Home hosting, cooking, and financial management are typical roles amongst homestay owners, reflecting the personal and multitasking nature of managing a homestay. Women's roles tend to be multi-dimensional (e.g., cooking,

finance, entertaining), aligning with traditional gender expectations in caregiving and hospitality. The average years of operating a homestay business are also directly related to the Homestay owner's age; most homestay owners operate the business at a later age (+50 years), meaning that the business is less likely to be over 10 years in operation. The further analysis of the data follows a six-step approach as suggested by Braun & Clarke (2006) and recommended by Maguire & Delahunt (2017). The six steps recommended include: (1) Getting to know the data; (2) Generation of initial codes; (3) Searching and Identification of themes; (4) Theme review; (5) Definition of Themes; (6) Write-up. The steps as observed and discussed below.

5.2. STEPS FOLLOWED IN DATA ANALYSIS

Step 1: Getting to know the data

In the first step, the researcher reviewed each transcript in detail. The primary objective of this procedure was to acquaint the researcher with the substance of the data and provide a thorough comprehension of each transcript's thematic flow. By becoming familiar with the data, the researcher ensured a solid foundation for the subsequent data analysis stages. At this stage, the researcher used a notebook to identify and note early impressions of the data; the notebook was critical in identifying potential codes as recurrent issues were noted in the notebook.

Step 2: Generation of initial codes

Coding is a qualitative data analysis technique wherein a portion of the data is given a descriptive label, enabling the researcher to identify relevant information throughout the data (Clark, 2017). This stage involved systematically identifying and highlighting important texts for research questions and study objectives. These codes were designed to capture important concepts, ideas, or patterns that stood out during the interviews and were used as the foundation for constructing more prominent themes. The codes that were created, along with their descriptions and frequency, are listed in the table below.

Table 5.2: Data coding

CODE	DESCRIPTION	FREQUENCY
Social-cultural issues	Social and cultural exchanges	33
Financial challenges	Lack of or minimal funding to expand their businesses	46
Lack of government support	Lack of or poor infrastructure and funding	58
Staffing issues	Finding reliable, skilled staff	36
Ownership	Family-owned or sole ownership	23
Marketing skills	Online promotion of businesses	51
Environmental issues	Taking care of the environment	24

Step 3: Theme generation

In the third step, the researcher reviewed and refined the initial codes developed in step 2. To generate themes, the researcher grouped similar codes, thereby identifying potential themes that could encompass key concepts emerging from the data. Before primary theme generation, sub-themes were first identified by grouping codes together, and then the sub-themes were later used to generate main themes. The usage of codes to generate sub-themes and main themes was based on Braun & Clarke (2006:10), who argued that “a theme captures something important about the data about a research question and represents some level of patterned response or meaning in the data set,” it was therefore seen as important that codes serve as building blocks for code generation. This phase required careful examination to ensure that the identified themes accurately reflected the participants' experiences and were sufficiently distinct from one another. It also involved assessing whether the themes represented meaningful patterns that could contribute to answering the research questions. The table below illustrates the key themes that emerged and the codes per each theme.

The researcher identified three themes as shown below:

Table 5.3: Theme Extraction

THEME	Sub-theme description	KEY RESEARCH AREA
THEME 1: CULTURAL EXCHANGE AND RECIPROCAL COMPREHENSION		
SUB-THEMES		
1: Customer service and guest experience	The sub-theme deals with customer service and guest experience. Such is based on the nature and quality of service rendered at the homestay.	Socio-Cultural Factors of Homestays
2: Tourism and socio-cultural exchange	Service interactions between guests and homestay owners typically involve cultural exchanges at the social level.	
3: Cultural authenticity	Homestays offer authentic cultural experiences that are not commoditised. The host-guest interactions involve cultural consumption by both service agents.	
4: Tourist participation as a form of respect	It highlights the idea that tourists can respect the local culture, values, traditions, and environment through active participation. This suggests that rather than tourists passively observing, they must interact with the locals responsibly.	
5: Tourist behaviour and cultural boundaries	Explore the interaction between tourists and their host communities' cultural norms or values. It focuses on how tourists navigate or sometimes challenge the boundaries set by local culture and how the host communities perceive these behaviours.	
6: Mutual respect and host neutrality	Creating an environment where tourists and locals can interact with understanding and fairness without one dominating or imposing its values on the other. It emphasises that tourists and the hosts should engage with each other with equal respect and consideration, acknowledging cultural differences while fostering a healthy relationship.	
THEME 2 COMMUNITY EMPOWERMENT		
SUB-THEMES		
1: Rural and cultural awareness	Highlights the importance of understanding and appreciating rural communities' unique characteristics and practices. It encourages tourists to engage sensitively and thoughtfully with rural areas, where traditions, lifestyles, and values may differ significantly from urban experiences.	
2: Community engagement and local employment	Emphasise the importance of involving local communities in the tourism process and ensuring that tourism generates economic benefits for the locals and improves their livelihood. It highlights how meaningful participation in tourism can benefit both the locals and tourists, fostering mutual respect, sustainable development, and cultural exchange.	

3: Tourism, cultural commodification, and economic sustainability	Explore the complex relationship between tourism and the commercialisation of culture, as well as its long-term impact on the economic viability of local communities. This sub-theme addresses how tourism can transform local traditions, arts, and customs into marketable products or experiences, sometimes leading to the loss of authenticity but also offering opportunities for economic growth.	
THEME 3: OWNERSHIP AND FAMILY DYNAMICS IN HOMESTAYS		Economic Factors of Homestays
SUB-THEMES		
1: Sole ownership and legacy building	It focuses on the role of individual or sole ownership in tourism and its potential to create lasting, positive impacts on both the owner and the community. It highlights the importance of individuals or small businesses in tourism having control over their enterprises, which allows them to shape their offerings in ways that align with their values, preserve their culture, and contribute to the long-term sustainability of the homestay.	
2: Limited family involvement and family support	The dynamics within tourism ventures where the participation of family members in the business is either restricted or actively supported influence the homestay's success and sustainability. It focuses on how family structure can shape the efficiency of running a homestay, tourists' experiences, the level of control and collaboration within the homestay, and the overall well-being of those involved.	
3: Family ownership with paid labour integration	Explores the dynamic where a homestay incorporates nonfamily, paid employees into its operations. This sub-theme aims to bring in skilled or non-skilled, passionate workers to fill roles outside the family's expertise or capacity. It creates employment for the locals, thereby improving their livelihood.	
THEME 4: ECONOMIC INTEGRATION AND COMMUNITY INVOLVEMENT		
SUB-THEMES		
1: Facilitated supply chains through partnerships and tour organisers	It focuses on collaborative efforts between homestays, tour operators, chiefs, tour guides, and other stakeholders to create streamlined, efficient supply chains. It highlights how partnerships and strategic alliances can enhance the sourcing, distribution, and delivery of goods and services, particularly in tourism and hospitality.	
2: Economic Factors of Homestays	Examines the financial dynamics and contributions of homestays to local and regional economies. Highlights the role of homestays as an alternative accommodation option, driving income generation for locals. It explores aspects such as employment opportunities, multiplier effect, economic sustainability, etc., of tourism spending within host communities.	
3: Cultural authenticity and experiential value in supply chains	Emphasise integrating genuine cultural elements into every stage of the supply chain to enhance the overall tourist experience. It focuses on preserving and promoting local traditions and	

	heritage craftsmanship while ensuring the products and services resonate with cultural integrity.	
4: Employment creation and capacity building	Focuses on creating jobs and enhancing the skills and capabilities of local people. It emphasises the role of training, education, and empowerment in fostering skilled employees that meet customer expectations and industry demands.	
5: Support local services and infrastructure	It highlights the role of homestays in strengthening local economies and enhancing local community infrastructure. It explores how homestays contribute to developing essential services such as transportation, sanitation, health care, and public amenities by attracting tourism-related revenue.	
THEME 5: SUSTAINABLE RESOURCE MANAGEMENT		ENVIRONMENTAL FACTORS OF HOMESTAY
SUB-THEME		
1: Resource management practices	It focuses on the sustainable and efficient use of natural, financial, and human resources to achieve long-term goals while minimizing environmental impacts. It highlights the strategies of conserving resources, optimizing operational efficiency, and promoting sustainable practices.	
2: Energy Management	It focuses on monitoring and optimising energy use to improve efficiency, reduce costs, and minimize environmental impacts. It emphasizes the adoption of sustainable energy solutions such as renewable energy sources, energy-efficient technologies, and smart systems for monitoring consumption.	
3: Waste Management and Recycling	Focuses on sustainable ways to manage waste generated by homestays while promoting recycling and reducing environmental impacts. The sub-theme emphasises the importance of responsible waste segregation and disposal and adopting eco-friendly alternatives to minimize waste production.	
THEME 6: CAPACITY BUILDING		
SUB-THEME		
Theme 1: Lack of capacity and awareness	It focuses on homestay owners' challenges due to lacking human resources, awareness, and support. This highlights the inadequate staffing, customer care, best practices, hospitality management, and marketing.	
THEME 7: LOCAL ECONOMIC AND COMMUNITY SUSTAINABILITY		SUSTAINABLE PRACTICES & AND ANY OTHER SUSTAINABLE PRACTICES
SUB-THEMES		
1: Local Economic Empowerment and Community Sustainability	It focuses on how local communities, particularly rural or marginalized areas, can benefit economically through sustainable practices involving communities and other initiatives prioritising long-term growth without compromising the environment and local cultures.	

2: Lack of Explicit Sustainable Practices	This focuses on homestays that lack or do not implement clear strategies that prioritize environmental, social, and economic sustainability.	
THEME 8: CULTURAL AND HERITAGE PRESERVATION		
SUB-THEMES		
1: Cultural and heritage sustainability	It focuses on the preservation, promotion, and responsible management of culture and history to ensure they are safeguarded for future generations while allowing communities to benefit economically and socially from their cultural heritage.	
2: Lack of explicit sustainable practices practices (cultural and heritage-related practises)	The absence or insufficient application of deliberate, clear strategies that ensure the protection and sustainability of culture and heritage can lead to the erosion of culture and the weakening of cultural identity over time.	

The table above shows a total of 8 themes that have been generated; the generated themes include (1) Cultural exchange and reciprocal comprehension; (2) Sustainability and community empowerment; (3) Ownership and family dynamics; (4) Economic integration and community involvement; (5) Sustainable resource management; (6) Capacity building; (7) Local economic and community sustainability; (8) Cultural and heritage preservation. The generated themes are further reviewed and discussed below.

Step 4: Theme review

The fourth step involved the refinement and definition of the themes. At this stage, the researcher revisited the coded data to ensure that each theme was well-supported by the data and appropriately represented the underlying patterns in the interviews. The researcher further clarified the boundaries of each theme, ensuring that the themes were coherent and internally consistent. Each theme was defined explicitly to capture the essence of the data it represented, and attention was paid to ensuring that the themes were conceptually distinct and relevant to the research objectives. The following theme definitions were subsequently created:

Table 5.4: Theme definition

THEMES	DEFINITION
THEME 1: CULTURAL EXCHANGE AND RECIPROCAL COMPREHENSION	The elements of customer service, guest relations, cultural authenticity, socio-cultural exchanges, guests' behaviour and political ideologies, and mutual understanding between the hosts and guests.
THEME 2: SUSTAINABILITY AND COMMUNITY EMPOWERMENT	Fostering local development and preservation through rural setting and cultural awareness, community involvement, employment for the local community, economic sustainability, and the commodification of culture.
THEME 3: OWNERSHIP AND FAMILY DYNAMICS IN HOMESTAYS	Roles of families, communities, individuals and operational models of homestays on how they influence legacy building, labour integration and support structure.
THEME 4: ECONOMIC INTEGRATION AND COMMUNITY INVOLVEMENT	Economic and social dimensions of homestays, including supply chain, employment creation, and support by government for local infrastructure and service delivery.
THEME 5: SUSTAINABLE RESOURCE MANAGEMENT	Practises and challenges related to resource management, including waste, energy, and recycling.
THEME 6: CAPACITY BUILDING	Addressing the gaps in capacity and awareness required to implement sustainable practices.
THEME 7: LOCAL ECONOMIC AND COMMUNITY SUSTAINABILITY	The roles of homestays are to foster economic empowerment and support for the local community and ensure sustainable development that benefits the locals.
THEME 8: CULTURAL AND HERITAGE PRESERVATION	Maintaining cultural and heritage authenticity within homestay practices while integrating sustainable approaches to protect and enjoy local traditions is important.

Step 5: Theme definition (relationship)

Wroblewski (2024) states that a theme is a significant idea and sometimes a reoccurring idea, which can be a topic or a subject that keeps appearing in a written work; Wroblewski (2024) further states that themes are dominant. They reveal the work and how useful or helpful it is in informing insights and analysis. The fifth step focused on writing up the results of the thematic analysis. This phase entailed synthesising the identified themes into a cohesive narrative that provided a clear and comprehensive understanding of the data. Using illustrative passages from the interview transcripts, the researcher thoroughly interpreted each theme. The researcher identified a total of eight (8) themes, and the themes are discussed below:

Theme 1: Cultural exchange and reciprocal comprehension

Homestays are an excellent platform for cultural exchange due to their homely nature. In this study, cultural artifacts add to the silent cultural exchange that takes place during a stay by guests. One homeowner said, *“Homestay 5: I have Artifacts in my house bought from local artists, my helper makes local foods such as Magwinya (fat cakes), I also buy chicken dust (Barbequed chicken) from a local street vendor, and my guests visit local street hawkers who sell unique items like termites”*, this reflect a focus on the consumption of local cuisine(culture). Encouraging guests to buy food and artifacts from locals links tourism to economic sustainability. The inclusion of traditional dances, traditional foods, and the ambiance (houses polished with cow dung) positions the homestay as a heritage tourism gateway.

By emphasising traditional foods and dances, the homestay preserves and valorises local traditions while offering them as cultural tourism products. *“Homestay 1: local foods (e.g. Majulu, Muvhazwi (Mountain Nettle), Dovhi, Phuri, Nzie, Tshidzimba, Thongolifha (Stinkbunk) and traditional dances (Domba, Tshifasi, Malende) are key to homestay experience. Local language and cultural awareness further enhance the authenticity of the experience. Homestay 5: Artifacts, local foods (Magwinya, Chicken dust), and visits to local street hawkers sell unique items like termites reflect a focus on the consumption of local cuisine(culture)”*. Encouraging guests to buy food and artifacts from locals links tourism to economic sustainability. The homestay environment allows hosts and guests to engage in mutual learning and appreciation.

This exchange enhances the guests' experience, fosters social cohesion, and promotes a sense of global citizenship. However, for such interactions to bear fruit, there must be mutual respect, whereby the guests and hosts respect each other's cultural boundaries and adhere to ethical tourism practices, aligning closely with heritage preservation and community sustainability. Cultural authenticity is the core, and if not considered, homestays risk becoming superficial commodification of culture, undermining their socio-cultural value. Due to the concept of homestays being relatively new in this study, there were minimal mentions of the negative impacts of tourism development (Acharya, 2021). The study, however, maintains that any form of tourism development ought to ensure that the negative impacts of tourism are avoided. In areas where tourism development is unchecked, there are increasing risks of over-commercialisation, exploitation of host communities, and the commodification of culture, where cultural expressions may be staged or exaggerated to meet tourist expectations, thus threatening cultural authenticity. Overcrowding caused by high tourist demand can strain resources and reduce the quality of guest-host interactions. Host communities may feel exploited if they perceive that the benefits of tourism are unevenly distributed, leading to hostility toward tourists. Additionally, a lack of safety and security measures may pose risks for hosts and guests.

Theme 2: Sustainability and community empowerment

The overarching goal for homestays is to achieve sustainability while empowering local communities and contributing to their livelihood. One participant affirms this statement by saying, “ *Homestay 2: “I buy everything from food to linen from local businesses. I also give my guests rusks, which are typical South Africans with their teas and coffees. During significant holidays like Ester, I also give them a gift related to that holiday”*. There is a clear emphasis on buying locally for food and items such as grass mats, linen, and homegrown produce. This reliance on local markets and informal suppliers reinforces the embeddedness of homestay businesses within local economies. However, the over-commercialisation of tourism can lead to the exploitation of host communities, where locals may be pressured to cater to tourist demands at the expense of their well-being. This could also challenge rural-based homestays, as many households depend on them for their livelihoods. They may face a dilemma between sustaining their income and discontinuing homestay operations

due to the over-commercialisation of tourism, which can lead to the exploitation of host communities. Overcrowding caused by increased tourist traffic can also strain infrastructure and resources, undermining community sustainability. Sometimes, a lack of safety and security measures can increase vulnerability, affecting hosts and tourists.

Theme 3: Ownership and family dynamics in homestays

Ownership structures vary; however, a sole proprietorship, family-managed setup, or community-integrated business directly influence homestays' operational dynamics and sustainability. It appeared in this study that most homestay owners are sole owners, some of whom get help from family members or the local community. When asked if your homestay is a family business, One of the participants responded, "Homestay 6: I am the only one involved in the business. However, I intend to build a *legacy for their children. I will introduce my children into the business when they grow up*". Family-owned businesses often face the challenges of professionalism and scalability, yet they offer a unique appeal rooted in authenticity and personalised service. The study also revealed the complexities of succession planning in family businesses. While the desire to build a legacy is strong, actual intergenerational involvement remains limited, as with other homestays. "*Homestay 4: The host's response was, " Yes, not that my daughter will take it on, but she certainly helps when she is not at school."* " *I certainly get help from my father every now and then."*

While family ownership strengthens ties to local traditions and reinforces heritage preservation, the pressures of over-commercialization can undermine these dynamics by shifting focus toward profit maximization (George, Haas, McGahan, Schillebeeckx, & Tracey, 2021). This may lead to the commodification of culture and exploitation of host communities when locals feel compelled to cater to tourist preferences. Overcrowding can place additional strain on family-run businesses, while limited economic benefits for locals can fuel resentment and hostility toward tourists (Smith, 2023). Additionally, a lack of safety and security protocols can leave hosts and guests vulnerable to potential risks.

Theme 4: Sustainability and community empowerment

Homestays are essential micro-enterprises that contribute significantly to the local economy. Homestays believe in giving back to the community and demonstrate a strong commitment to community upliftment through tourism, which has direct economic and cultural benefits. By providing employment for the locals and preserving local cultures, the homestay owners position themselves as agents of social development and protection, aligning with principles of sustainable tourism development and reinvesting in the local economy to drive economic integration.

Partnerships with private and public sectors enhance the socio-cultural and economic impacts. However, the absence or lack of awareness and capacity building can limit operators to maximize economic benefits. For instance, inadequate resource management and marketing training often prevent homestays from competing effectively in the tourism market. “Homestay 5: Directly connects guests to local communities through employment, eating out at the local hawkers’ food stalls (the homestay owners gave an example of sending guests to go buy “chicken dust” from a local food stall). “Chicken dust” is chicken barbequed on an open wood fire alongside a road. *“A young guy along the main road sells delicious chicken dust. He is the best, and this comes from an old white woman, hey!”* The homestay owner also organises walks for guests, has a strong relationship with local artists, and has a role in securing funding for cultural initiatives. Whilst economic empowerment is a desired outcome of tourism development, over-commercialization can lead to the exploitation of host communities, with economic benefits disproportionately favouring external stakeholders or a few community members. Overcrowding may exacerbate social tensions, and cultural practices’ commodification can erode local traditions’ authenticity (Khater, Mahmood Al-Leheabi & Faik, 2024). Hostility toward tourists can emerge when locals feel marginalised or exploited (Guo, & Jordan, 2021). Additionally, safety and security issues can arise from increased tourist traffic without appropriate infrastructure or regulation.

Theme 5: SUSTAINABLE RESOURCE MANAGEMENT

Resource management is pivotal in mitigating the environmental impacts of homestays. Effective practices in waste management, energy saving, and water conservation help the homestays by reducing operating costs and aligning homestays with the growing demand for responsible tourism. Several respondents indicated that the water resource management strategies are characterised by water harvesting, behavioural change, and reliance on natural water sources. Out of the interviews, these are the views of the homestay owners on the use the following sustainable methods:

1. Participant One, who is in an urban setting, and Participant 3, who is in a rural setting, indicated that they harvest rainwater and store the water in water tanks, which aligns with sustainable water management practices in resource rural areas. Participant One also indicated using water from a direct stream next to the homestay. Participant 5 indicated that they use borehole water. However, according to Geris, Comte, Franchi, Petros, Tirivarombo, Selepeng, & Villholth (2022), boreholes and natural streams and having direct access to streams and underground water that ensure self-sufficiency also raise concerns about the depletion of water resources if it is not managed correctly. Participant 1 indicated they focus on behavioural adjustment, limiting the usage of water by removing bathtub plugs and encouraging guests to use showers and basins.
2. Participant 3 indicated they use solar power but are not entirely off the grid. Hassan, Algburi, Sameen, Salman, and Jaszczur (2023) indicate that using solar systems reduces the dependence on the conventional energy grid, contributing to carbon neutrality. Participants 2 and 5 in a rural setting indicated that they use open fires, slurry, and traditional wood and cow dung methods. These methods of using wood and cow dung reflect low-cost solutions but raise concerns about deforestation and indoor air pollution (Carvalho, Lindgren, García-López, Nyambane, Nyberg, Diaz-Chavez, Boman, 2019). Participant 6 also indicated energy-saving technologies; the use of energy-saving bulbs, gas heaters, and gas stoves indicates an effort to reduce energy consumption.
3. All participants indicated the use of recycle bins and encouraging waste segregation practices whilst also composting; organic waste is repurposed as

animal feed or compost, aligning with circular economy principles. Traditional disposal methods, usage of waste pits, and burning of waste show cost-effective methods. However, these methods may pose risks to the environment, such as air pollution and soil contamination (Siddiqua, Hahladakis & Al-Attiya, 2022).

Some of these methods may have negative impacts in the long run. Therefore, these efforts are closely tied to capacity building, as many operators lack the technical expertise to implement sustainable practices. The study further holds the view that Over-commercialisation and the unchecked exploitation of natural resources for economic gain can jeopardise sustainability. Safety and security concerns may arise as overcrowding puts pressure on public services and increases exposure to health risks. Without proper capacity building, these challenges can undermine the long-term resilience of host communities and the sustainability of homestays

Theme 6: CAPACITY BUILDING

Capacity building forms the backbone of sustainable homestay development. Training in general management, cooking, customer service, soft skills, marketing, and sustainability enables homestay owners to improve service quality and expand market reach. Empowering local communities through the sharing of resources, employment, and education ensures that the benefits of tourism are equally distributed, thereby strengthening local economic and community sustainability. When asked if they have employed locals? One participant said, *“Homestay 1: “Yes, and community – because there is a person who helps with the transportation of the guests’ luggage, there are traditional dancers and local tourist guides who move around the villages with guests.”* This response reflects on broader community integration and also highlights how the business involves the local community through transport services, traditional dances, and local guides. Moreover, empowered communities are better equipped to preserve their cultural heritage. The study found a link between poor capacity building and over-commercialization, as well as other negative impacts. A lack of capacity building can contribute to over-commercialisation, where cultural authenticity is compromised for profit (Freitas & Koskowski, 2020). Inadequate training can also lead to safety and security concerns for both hosts and tourists. Empowered communities are better

positioned to preserve their cultural heritage while managing potential risks such as overcrowding, exploitation, and social tension (Masini & Soldovieri, 2017).

Theme 7: LOCAL ECONOMIC AND COMMUNITY SUSTAINABILITY

Economic sustainability in homestays involves creating opportunities for income generation, employment, and economic diversification at the local level. One participant said, “*I employ two people. One does the cooking and the cleaning, and the other does administrative work, buys groceries, and takes care of the guests. I want them to get trained to take over when I am gone*”. This statement shows homestays' ability to contribute to local people's livelihoods by creating jobs and, in this instant, by creating an opportunity for inheritance. Homestays create jobs for locals, including cooking, maintenance, and guiding roles. Homestays also contribute to the economic resilience of communities, especially in rural areas where there is a scarcity of jobs. Diversified streams of income from tourism help the communities withstand external shocks like natural disasters.

The active participation of locals in homestays fosters a sense of ownership and pride. Homestays often act as custodians of cultural heritage, providing a platform for communities to share their traditions, cuisine, and lifestyles with visitors. This cultural exchange reinforces community identity and motivates residents to preserve their heritage and. Example of this are the cultural performance by local groups that do not only reinforce local culture but also gain finically and brings back a sense of belonging to the local community. Whilst homestays effectively contribute to economic resilience in rural areas where employment opportunities are limited, it could lead to over-commercialisation which can result in market saturation and economic inequalities, with benefits concentrated among a few stakeholders (Woli, 2022). Overcrowding can place strain on local infrastructure, while economic exploitation can leave communities feeling marginalised (Nyathi, Balogun, De Lange, Human-Hendricks, Khaile, October, Roman, 2024). Hostility toward tourists can arise when locals perceive that they are excluded from the benefits of tourism (García-Buades, García-Sastre, Alemany-Hormaeche, 2022). Additionally, safety and security concerns may escalate if resources are insufficient to manage increasing tourist numbers (Senoamadi & Harris, 2022).

Theme 8: CULTURAL AND HERITAGE PRESERVATION

The preservation of local cultures and heritage is an integral part of the identity and appeal of homestays. This study shows some homeowners using traditional material to decorate their homestays whilst others use artefacts as well for deco and other use traditional pots for cooking. Other homestay owners also include story telling in their packages. By offering these authentic experiences to guests, homestays not only attract conscious guests, but also create incentives for communities to protect their traditions. Heritage driven tourism often becomes the significant source of income. However, it also comes with its challenges and homestay owners need to be mindful not to commercialise or misrepresent cultural practices that may lead to cultural authenticity erosion. It is also a challenge to those homestay owners that are hosting away as indicated by Homestay 3 that “ I do not have much interaction with my guests, those that want privacy are okay with it , however, there are some who feel that I should engage more with them so that they can learn more about local cultures”. This shows that there is need to create a more positive, inclusive and supportive social environment especially in the urban based homestays with host away, hosting approach. However, it also comes with its challenges and homestay owners need to be mindful not to commercialise or misrepresent cultural practices that may lead to cultural authenticity erosion. There is a need to balance between heritage preservation and economic viability. However, over-commercialisation can lead to the commodification of culture, where authentic practices are altered or staged for tourist consumption. This commodification threatens the authenticity of cultural expressions and can contribute to the exploitation of host communities. Overcrowding can further degrade heritage sites and limit access for residents (Hugo, 2020). Additionally, when economic benefits fail to reach host communities, feelings of resentment and hostility toward tourists can arise (Sheikhi & Jafari, Xiao, 2015). A lack of adequate safety and security measures can also compromise the well-being of both hosts and guests, underscoring the need for balanced and sustainable cultural preservation practices (Brooks & Waterton, Saul & Renzaho, 2023).

THEMATIC MAP The thematic map below provides an illustration of the relationship within the generated theme

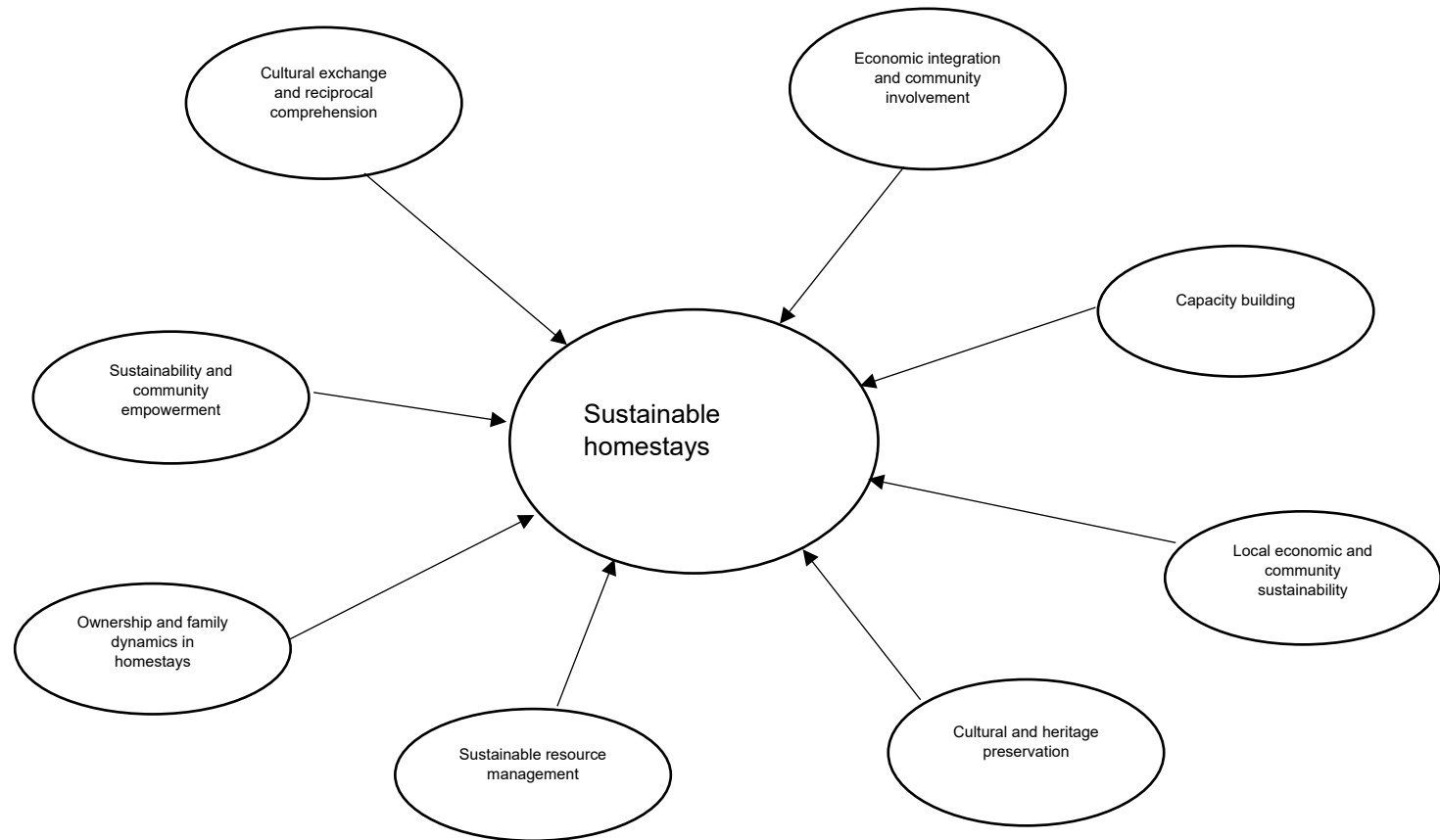


Figure 5.1: Thematic Map

Below are the discussions of the generated themes that illustrate the relationship between generated themes that promote sustainable homestays. These themes are as follows:

Local economic and community sustainability – This is a key theme that significantly contributes to the success of homestays. This theme focuses on ensuring that the economic benefits of tourism are distributed relatively within the communities while preserving the area's cultural and social fabric. This may be achieved by providing direct or indirect employment to the locals, such as cleaning, tour guiding, and kitchen assistants.

Economic integration and community involvement – this theme contributes towards sustainable homestays by creating jobs for local residents, generating revenue, attracting guests, and allowing communities to earn additional income through accommodation, tour guiding, and selling local produce.

Capacity building – this theme plays a significant role in promoting sustainable homestays, as it focuses on developing the hosts' and the local community's skills, knowledge, and resources. This can be achieved by training homestay owners in sustainable practices, customer care, managerial skills, financial skills, and other relevant skills.

Cultural and heritage preservation – This theme shows the efforts made to protect, maintain, and promote the traditions, artifacts, languages, and historical sites that define a community's identity.

Sustainable resource management – This theme plays a big role in ensuring homestays remain environmentally, economically, and socially viable over the long term. It involves adopting responsible practices such as energy use, water conservation, waste management, and community engagement to minimise the ecological footprint of tourism while maximising benefits to local communities.

Ownership and family dynamics in homestays play a critical role in the sustainability of homestays as a family-run homestays are deeply embedded in local culture and community values, making them well-positioned to offer authentic and sustainable tourism practices.

Sustainability and community empowerment are key pillars in promoting and managing homestays. By embedding environmental, social, and economic sustainability with active community participation, homestays can contribute to long-term development while offering authentic travel experiences.

Cultural exchange and reciprocal comprehension are fundamental principles in promoting sustainable homestays. They emphasise mutual understanding between hosts and guests, fostering meaningful interactions beyond mere accommodation services. Through the facilitation of cultural immersion and appreciation, homestays contribute to sustainable tourism that benefits both the locals and guests.

CHAPTER 6: LOCAL COMMUNITY PERCEPTIONS ON HOMESTAYS

6.1. INTRODUCTION

This chapter presents the analysis of quantitative data. Data was collected by means of a questionnaire. A total of 119 questionnaires were completed and thus formed part of the analysis. The questionnaire was composed of five sections, with section 1 addressing demographic data; section 2 dealing with awareness and usage of Homestays; section 3 dealing with perceptions of homestays; section 4 dealing with perceived impacts of homestays on local communities; and section 5 dealing with suggestions and recommendations on the improvement of homestays.

6.2. Perceptions of local communities to the sustainability of homestays

Local community perceptions play an important role in the sustainability of homestays as they can influence their success or their failure. According to Lama (2020), when communities view homestays positively, they see homestays as being beneficial to the local economy, environment, and culture. This way, local communities are likely to support and promote the homestays, ensuring their long-term viability. However, negative perceptions such as concerns about cultural erosion, environmental degradation, and unequal economic benefits can lead to resistance from the community, creating operational challenges and irritation, threatening the survival of homestays (Bhat, dar, Raina & Wani, 2024). Therefore, fostering positive and beneficial relationships between homestay owners and local communities is paramount. Involving the local communities in decision-making processes, ensuring equitable economic benefits, and implementing sustainable practices can enhance community support leading to the sustained success of homestay initiatives.

6.3. DEMOGRAPHIC PROFILE OF RESPONDENTS

A demographic profile looks at key traits of a group, such as age, gender, education, income, and job status (Hayes, 2024). These details help us understand the makeup of the population being studied. This study will focus on analysing factors like the participants' age, gender, education, income, and any other relevant details. These insights will help unpack patterns and provide a clear picture of the group's characteristics in relation to the research.

Gender

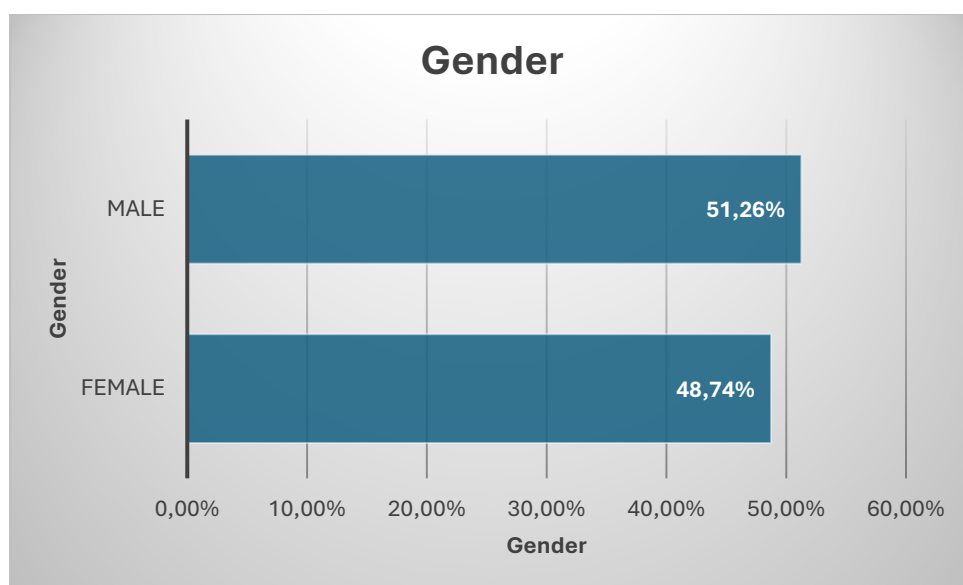


Figure 6.1: Gender distribution

The bar chart above depicts the gender distribution (male or female) with corresponding percentages. The bar chart shows that males represent 51.26%, whereas females represent 48.74% of the sample population. Slightly more than half of the population are males. This population sample is relatively balanced, with a small gap of 2.52%. This suggests near parity in gender representation. This balanced gender representation could indicate equal participation across genders. Recent studies highlight the importance of gender-balanced representation in tourism-related research, especially when assessing community impacts and participation. Gender parity in sampling allows for more equitable insights into how tourism development affects both men and women (Moswete & Saarinen, 2018). Equal participation ensures that gender-specific perspectives on economic benefits, cultural preservation, and social dynamics are adequately captured (UNWTO, 2022). According to Rogerson

and Rogerson (2023), gender-sensitive research in tourism helps uncover nuanced roles that men and women play in tourism enterprises, decision-making, and household dynamics, particularly in African contexts. Therefore, the near-equal gender distribution in this sample strengthens the reliability of the findings and supports inclusive, gender-aware policy recommendations.

Age

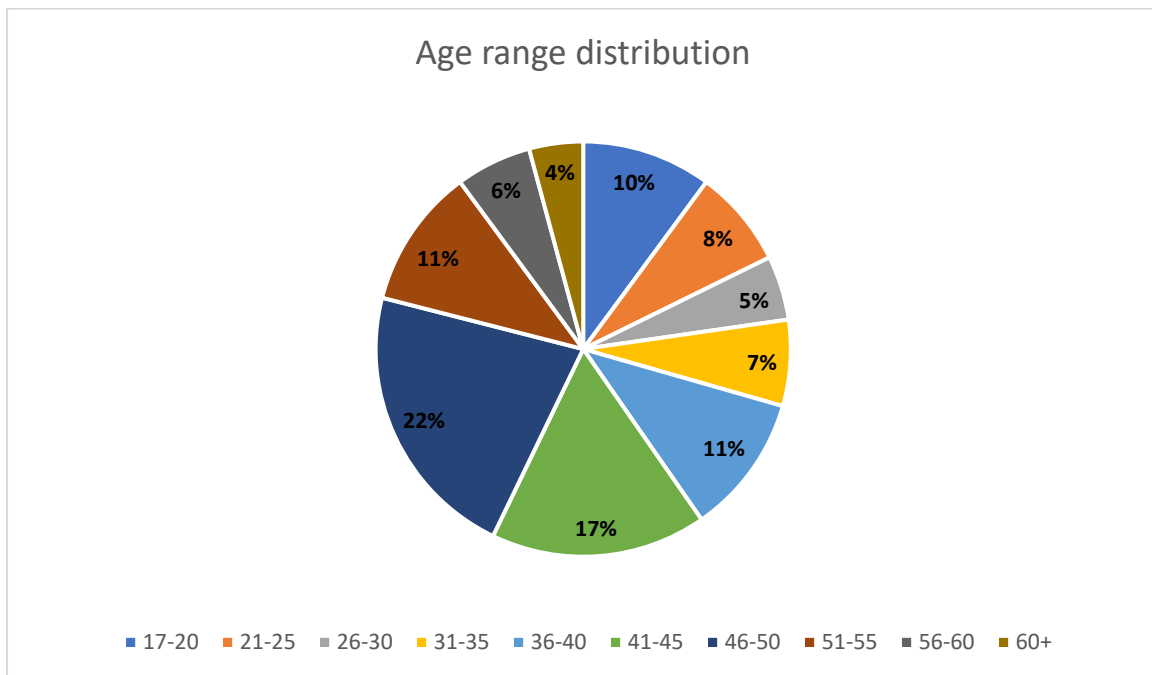


Figure 4.2: Age Range Distribution

The above bar chart depicts the frequency distribution of participants across various age groups segmented into 5-year intervals from 17 years old upwards. The dominant age group is 40–50 years, with the highest frequency of approximately 45 participants. This peak suggests that middle-aged individuals represent the core demographic in this study. Research confirms that this group often constitutes the largest segment in tourism due to their stable income, career stage, and interest in leisure travel (Ozturk et al., 2024; Loureiro & Kastenholz, 2023).

Moderately represented groups include those aged 30–40 and 50–60, possibly indicating younger professionals and older individuals approaching retirement, who remain economically active and interested in cultural and community-based tourism experiences (Andersson & Mossberg, 2023). In contrast, underrepresented age groups—particularly 0–10, 10–20, 60–70, and 70–80—show minimal participation. Younger age groups may be dependent and lack agency in tourism decisions, while older adults may face mobility issues or digital literacy barriers that limit participation (Chen et al., 2023; Tavitiyaman & Qu, 2024).

Studies show that senior tourists are increasingly interested in travel, particularly when health and finances allow, yet technological gaps and accessibility concerns remain limiting factors (Villar et al., 2024). Additionally, youth engagement in tourism is often low due to economic dependency and fewer leisure opportunities (Eurostat, 2023). The predominance of the middle-aged population thus aligns with literature identifying them as key socio-economic contributors and decision-makers, particularly in settings where community-based tourism, such as homestays, thrives (Haven-Tang & Jones, 2024).

Occupational Status

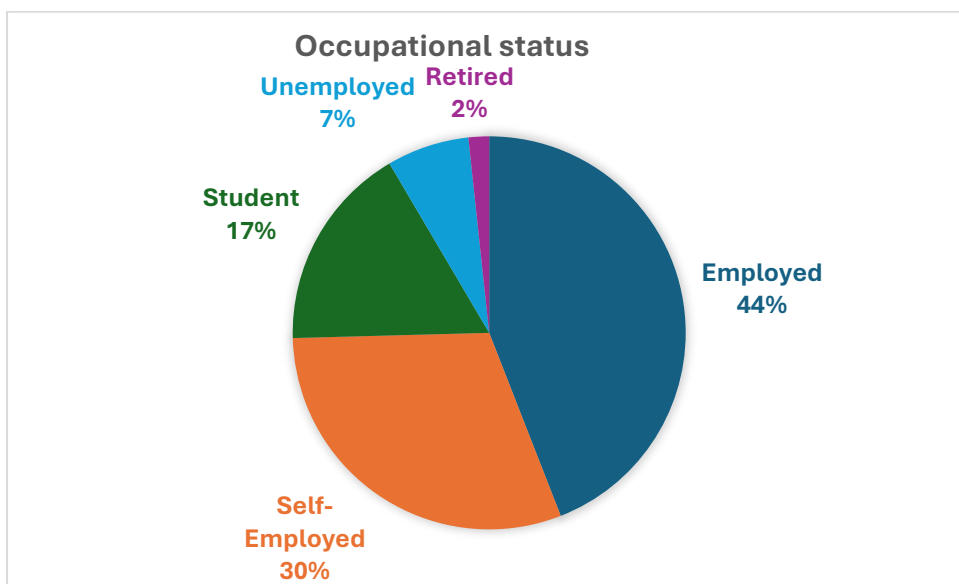


Figure 6.3: Occupational Status

The above pie chart illustrates the distribution of respondents across different occupational categories: self-employed, employed, student, unemployed, and retired. The data reveals that 44% of respondents are employed, making this the largest group represented. This category reflects individuals participating in the formal economy, engaged in salaried or wage-based employment. Such high

employment levels contribute to socio-economic stability, tax generation, and structured economic development (Mtapuri & Giampiccoli, 2023; OECD, 2024). Notably, 30% of respondents are self-employed, indicating a strong entrepreneurial presence within the community. This may include informal traders, micro-enterprise owners, or individuals running home-based tourism businesses such as homestays. Recent studies suggest that in contexts of limited formal employment, self-employment often serves as a critical livelihood strategy, especially in tourism-dependent communities (Rogerson, 2023; van der Merwe & Saayman, 2022). This trend also illustrates economic resilience and adaptability, particularly among individuals leveraging local resources for income generation (George et al., 2024).

Combined, the employed and self-employed (74%) reflect a predominantly economically active population, essential to driving local production, consumption, and service delivery. Students constitute 17% of the sample, representing ongoing investment in human capital development. Their future integration into the workforce or entrepreneurial ventures like homestays highlights the importance of aligning education with practical, community-based opportunities (UNWTO, 2023; Tassiopoulos & Haydam, 2024). Unemployed individuals account for 7%, indicating socio-economic vulnerabilities within the community. This figure may reflect broader structural challenges such as the aftereffects of the COVID-19 pandemic, skill mismatches, or limited access to formal employment (ILO, 2023). It may also suggest an untapped opportunity for informal entrepreneurship, particularly in community-based tourism initiatives (Lapeyre, 2022). Retired individuals constitute only 2% of respondents, pointing toward a generally younger demographic profile in the study area.

Geo-type of residence area

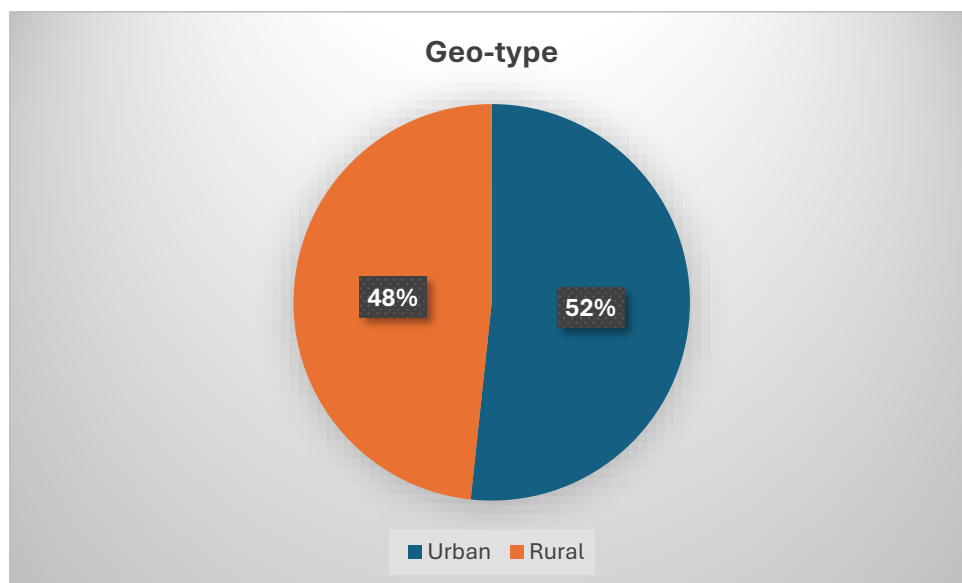


Figure 6.4: Respondents' Geo-type residence

The above chart shows a near-equal distribution of respondents, with 48% from rural areas and 52% from urban areas. This balance presents a valuable opportunity for comparative analysis of socio-economic dynamics, cultural outlooks, and development disparities. It enables exploration of the intersection between traditional rural lifestyles and modern urban influences, shedding light on how tourism, livelihoods, and sustainability differ across spatial contexts (Mtapuri & Giampiccoli, 2023). The data is particularly significant in the context of tourism and homestay development, where rural and urban communities often experience unequal access to infrastructure, technology, and market exposure (Rogerson & Visser, 2022). This balanced distribution allows for deeper insight into the challenges and opportunities for sustainable development in both environments. In rural contexts, the 48% representation aligns with Sustainable Development Goals (SDGs) such as SDG 4 (quality education), SDG 8 (decent work and economic growth), and SDG 10 (reduced inequalities). Rural development remains central to inclusive tourism models that empower local communities and foster socio-economic equity (Scheyvens & Biddulph, 2018; George et al., 2023). Homestay programs in these areas can play a pivotal role in sustaining local culture and generating income, particularly in marginalised regions. On the other hand, the 52% urban representation aligns closely with SDG 11 (sustainable cities and communities), emphasizing the need for inclusive urban planning that supports tourism-related growth without compromising social and environmental integrity (UN-Habitat, 2023). Urban areas often act as hubs for cultural exchange, blending diverse traditions and lifestyles, while rural regions tend to preserve indigenous knowledge systems and cultural heritage (van Niekerk, 2023). The interplay between rural preservation and urban dynamism has critical implications for policy formulation, resource allocation, and tourism planning that respects cultural identities while promoting balanced development.

Homestay awareness in community

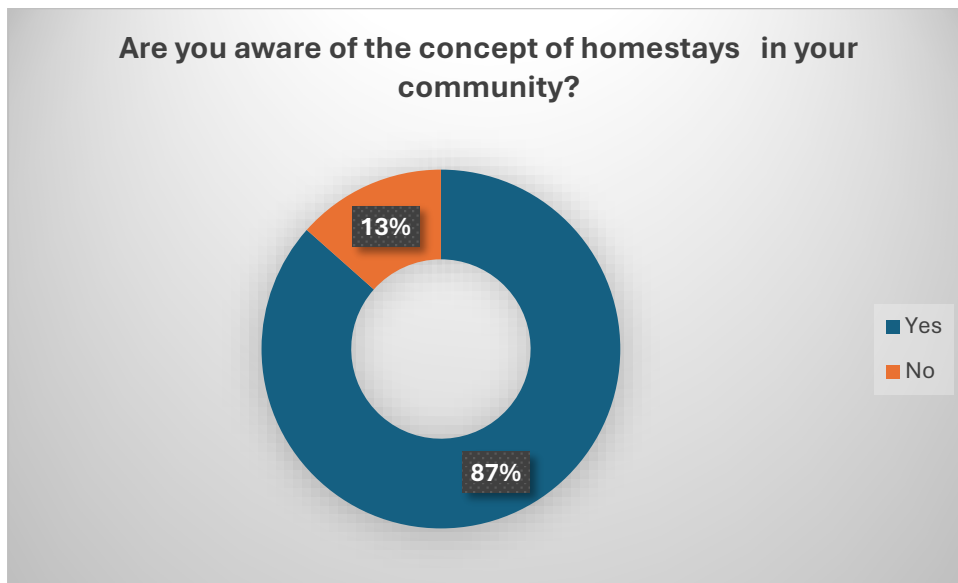


Figure 6.5: Homestay awareness

The figure indicates that 87% of respondents are aware of homestays in their local communities, whereas 13% are not. This high level of awareness reflects the penetration of alternative accommodation models within the community context and underscores the growing presence of the sharing economy in the local tourism landscape (Pappas, 2022). Platforms such as Airbnb and Homestays.com have facilitated the integration of informal accommodation into local economies, reshaping the traditional hospitality sector by enabling ordinary residents to participate in tourism-based income generation (Guttentag, 2021).

The widespread recognition of homestays signals the diffusion of digital accommodation platforms into socio-economic structures, particularly in tourism-prone areas. The growth of these platforms has been linked to increased internet accessibility, digital literacy, and social networks that amplify their visibility (Lalicic & Weismayer, 2023). Word-of-mouth marketing, especially in smaller or close-knit communities, along with the influence of local tour guides and repeat visitors, also contributes significantly to homestay awareness (Sigala, 2020).

However, the 13% of respondents who are unaware of homestays point to persistent gaps in digital access and socio-economic participation. This could be attributed to barriers such as age, digital illiteracy, economic marginalisation, or geographic

remoteness—particularly among residents of rural or underdeveloped areas (Rogerson & Rogerson, 2022). These individuals may not engage directly with tourism or digital platforms and may experience exclusion from the benefits of tourism-based development (George, 2023). This lack of awareness highlights the need for inclusive policies that ensure all community members have the knowledge and tools to participate in and benefit from tourism innovations.

Homestay lodging experience

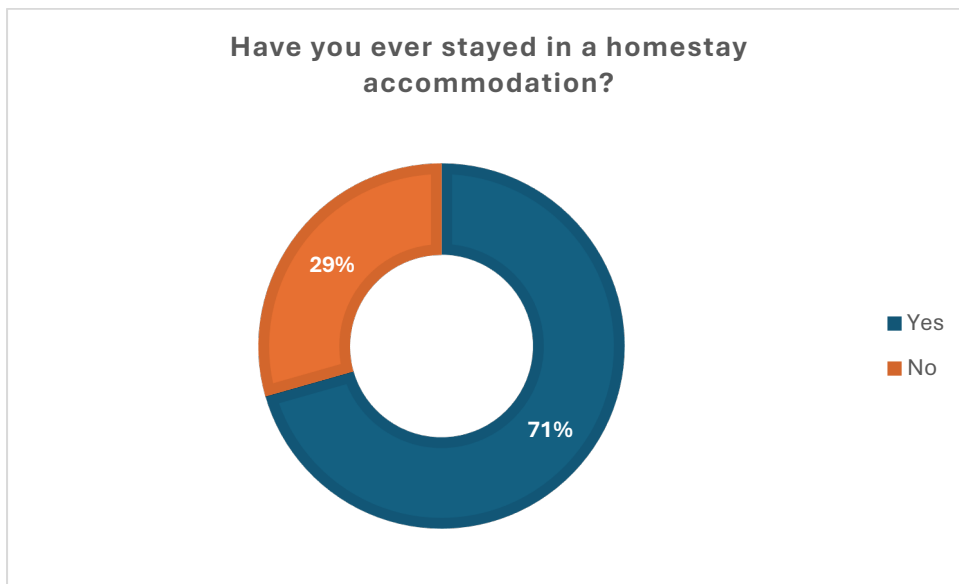


Figure 6.6: Homestay Lodging Experience

The chart above indicates that 71% of respondents have stayed in a homestay, reflecting increasing adoption and utilization of alternative accommodation models within contemporary tourism. This trend signifies the mainstreaming of the sharing economy within the tourism and hospitality sectors, particularly through platforms such as Airbnb and Homestay.com (Pappas, 2022). The shift from traditional accommodations to homestays highlights evolving consumer preferences towards more personalized, flexible, and culturally immersive travel experiences (Guttentag, 2021; Lalicic & Weismayer, 2023). Particularly in rural areas, the appeal of “the exotic other” and the quest for authenticity contribute to the attractiveness of community-based accommodations (Scheyvens & Biddulph, 2018). Homestays are increasingly perceived as viable alternatives that offer affordability, local interaction, and unique cultural insights—features that align with the growing demand for experiential and responsible tourism (George, 2023).

The 29% of respondents who have not stayed in homestays may reflect persistent gaps in awareness or limited exposure to alternative accommodation options. Factors such as lack of travel, reliance on conventional hotels, or cultural and religious attitudes can significantly influence accommodation preferences (Kabadayi & O'Connor, 2020). Concerns about safety, privacy, and inconsistent quality standards may also deter potential guests (Tussyadiah & Pesonen, 2018). Moreover, socio-economic barriers such as limited digital access in rural areas and the digital divide can hinder the ability to engage with booking platforms that are integral to the sharing economy (Rogerson & Rogerson, 2022). For some, staying in a stranger's home may also raise concerns related to cultural differences, religious practices, or personal comfort (Chen & Xie, 2017). These findings underscore the need for greater awareness, education, and trust-building strategies to promote homestay tourism as a sustainable and inclusive model.

Rating experience of lodging in a homestay (Scale: 1-5, with 5 being highly satisfactory)

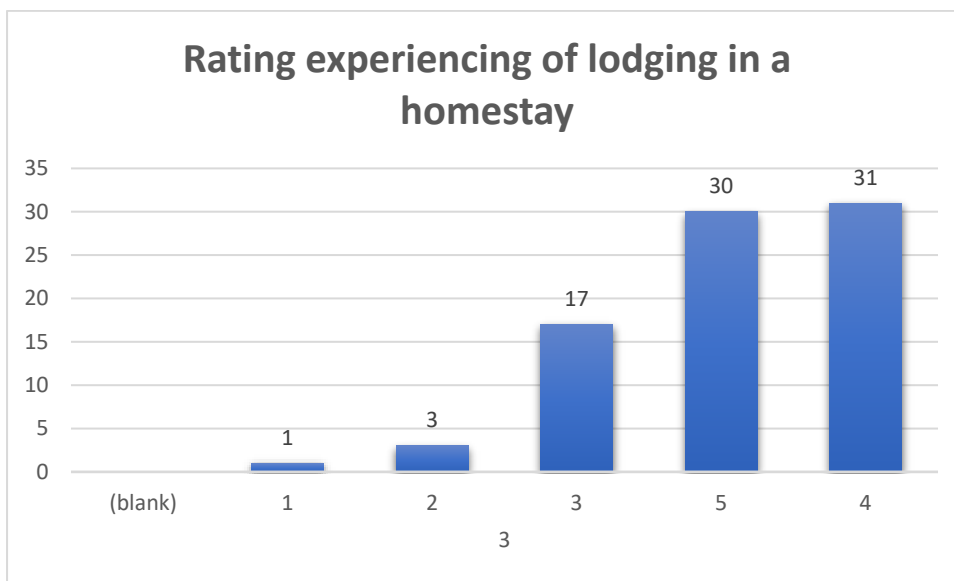


Figure 6.7: Rating homestay Experience

Figure 6.7 illustrates the distribution of respondent ratings for the lodging experience in homestays using a Likert scale from 1 to 5, with an additional “blank” category representing non-responses. A notable concentration of high satisfaction is evident, as 31 respondents rated their experiences as 5 and 30 gave a rating of 4. This suggests a strong overall positive sentiment toward homestay experiences. These findings align with recent studies indicating that homestays tend to be favorably received due to their personalized service, cultural immersion, and sense of local authenticity (Guttentag, 2021; George, 2023). The moderate rating of 3, received by 17 participants, reflects a neutral stance, suggesting that while expectations were

met, they may not have been exceeded. Very low ratings (1 and 2) were rare, received by only one and three respondents respectively, highlighting minimal dissatisfaction within the sample. The predominance of high ratings underscores the potential strengths of homestays in areas such as comfort, hospitality, host-guest relationships, and opportunities for cultural exchange (Lalicic & Weismayer, 2023; Scheyvens & Biddulph, 2018). These findings also support previous work which asserts that positive emotional experiences in peer-to-peer accommodation are often driven by the “home away from home” feel and the personalized interaction with hosts (Tussyadiah & Zach, 2017). The minimal presence of negative feedback could also reflect self-selection bias or a hesitancy to report dissatisfaction, as suggested by Pappas (2022), who noted that travelers may sometimes underreport negative experiences in informal accommodation contexts. The “blank” responses likely indicate non-engagement with homestay accommodations, possibly from respondents who have never stayed in such establishments. This distinction emphasizes the importance of accounting for non-users in future evaluations of tourism satisfaction. Overall, the data supports the broader narrative that homestays offer a generally favorable lodging alternative, particularly for travelers seeking affordability, local authenticity, and host engagement (Rogerson & Rogerson, 2022).

Have you ever hosted guests as part of a homestay?

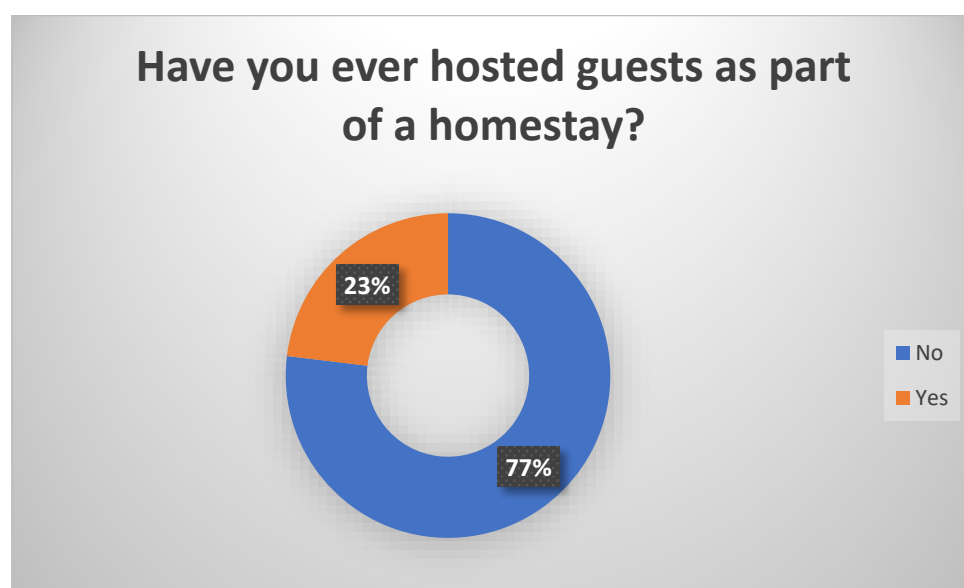


Figure 6.8: Hosting guests in homestays

The pie chart illustrates respondents' experiences with hosting guests in a homestay setting, with 77% indicating they have hosted guests and 23% stating they have not. This binary distribution suggests a strong engagement in the practice of homestay hosting within the community. The high participation rate may point to the economic and social benefits associated with hosting, such as supplementary income, employment creation, and enhanced community-based tourism (George, 2023; Rogerson & Rogerson, 2022). Moreover, the willingness to host guests may also reflect favorable community attitudes toward intercultural interactions, suggesting openness to cultural exchange and hospitality as a form of soft diplomacy (Scheyvens & Biddulph, 2018). The data aligns with literature suggesting that peer-to-peer accommodation offers not only financial opportunities but also meaningful interpersonal connections and cultural engagement (Lalicic & Weismayer, 2023; Tussyadiah & Pesonen, 2018). The 77% participation may also be attributed to increased digital literacy and marketing capabilities, such as leveraging platforms like Airbnb, Facebook, and WhatsApp for promotion and bookings, particularly in regions with improving access to digital tools (Rogerson & Rogerson, 2022).

Conversely, the 23% who have not participated in hosting may indicate the presence of barriers such as limited space, security concerns, or cultural and religious reservations about welcoming strangers into the home (Pappas, 2022; Guttentag, 2021). In some cases, apprehensions about regulatory compliance, safety risks, or unfamiliarity with technology can further discourage participation (George, 2023). This segment of the population warrants further exploration to uncover constraints and develop targeted support mechanisms, such as training in digital marketing, cultural sensitivity, and small business operations to broaden participation and enhance inclusivity in the homestay economy (Scheyvens & Biddulph, 2018).

Do you know someone who has hosted guests in their homes as part of a homestay arrangement?

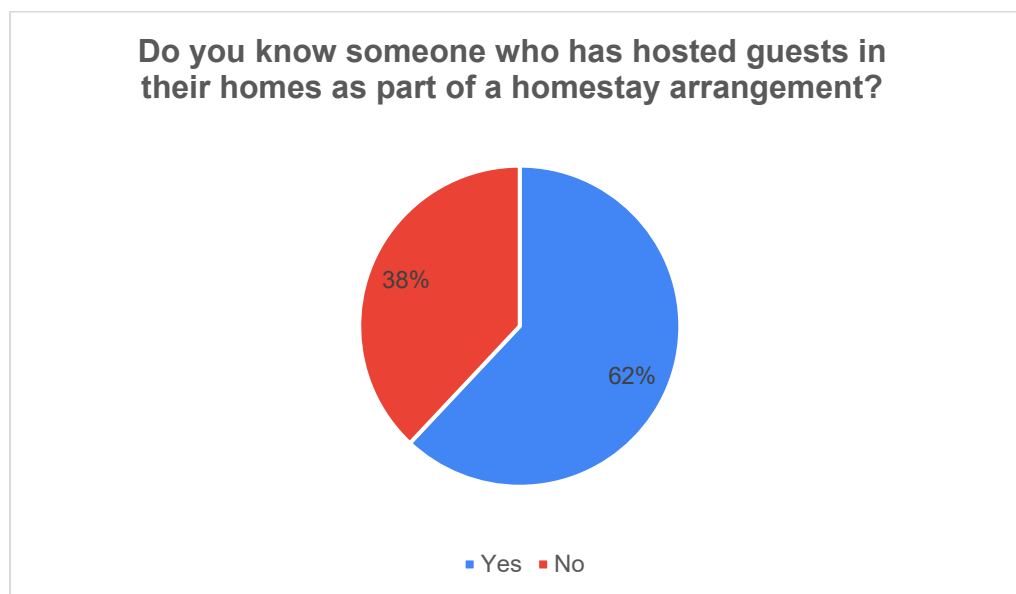


Figure 6.9: Knowing homestay guest hosts

The data presented in the pie chart reveals that a majority of participants (62%) are familiar with someone who has hosted guests through a homestay, indicating that such practices are relatively common within their social networks. This reflects the growing normalization and social acceptance of homestay hosting as part of the broader peer-to-peer accommodation and sharing economy model (Lalicic & Weismayer, 2023; Guttentag, 2021). The widespread awareness may be attributed to the expansion of digital platforms such as Airbnb, Homestays.com, and Booking.com, which have increased the visibility of non-traditional forms of tourism accommodation (Rogerson & Rogerson, 2022). Additionally, cultural traditions of hospitality, particularly within rural or community-based tourism contexts, may play a role in the proliferation of homestays among certain groups (George, 2023; Scheyvens & Biddulph, 2018). The data supports the idea that homestays are not only an economic alternative but also a socially embedded practice tied to cultural norms of hosting and communal living. The growing appeal of cultural and immersive experiences among tourists has also encouraged local participation, further fueling the spread of homestays through word of mouth and social endorsement (Tussyadiah & Pesonen, 2018). Students and young professionals, particularly in tourism-prone areas, are often early adopters of these platforms either as guests or hosts (Lalicic & Weismayer, 2023).

On the other hand, the 38% who indicated unfamiliarity with anyone hosting through a homestay may reside in regions where such practices are less common, either due to limited tourism activity, technological barriers, or socio-economic constraints that prevent engagement with digital platforms (Pappas, 2022; George, 2023). These respondents may also represent more traditional or private social settings where

hosting strangers is culturally less acceptable, or where homestays have not yet reached critical levels of adoption.

6.4. What benefits do you perceive homestays bring to the local community

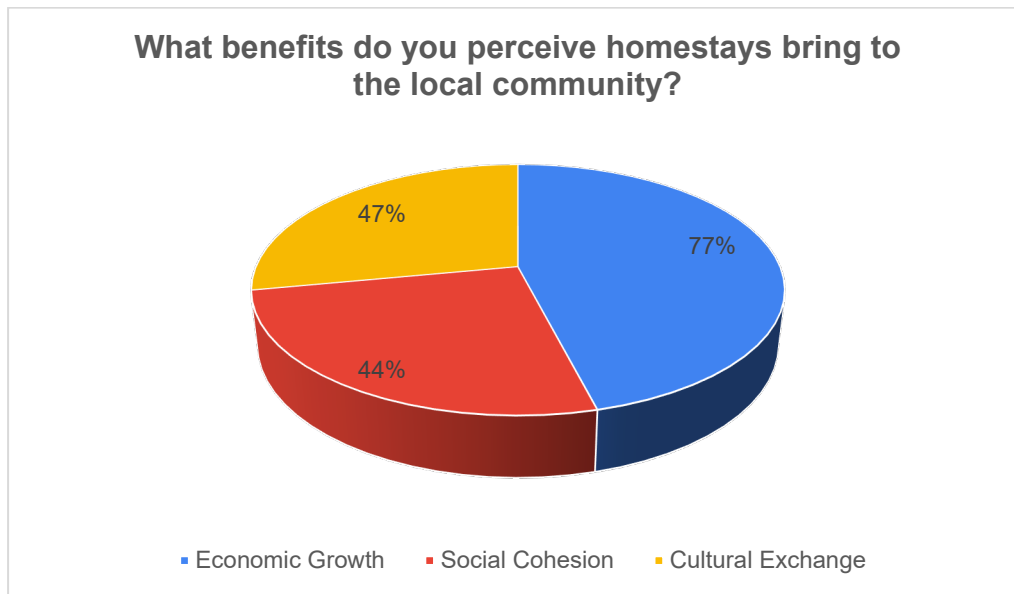


Figure 6.10: Benefits of homestays to the local community

The pie chart indicates that 77% of respondents believe homestays contribute positively to economic growth within their local communities. This strong majority suggests that homestays are perceived as valuable sources of income for local homeowners and entrepreneurs, thereby supporting local livelihoods. The role of homestays in stimulating economic activity is well-documented, particularly through job creation, local procurement, and guest expenditure within communities (George, 2023; Rogerson & Rogerson, 2022). Homestays often lead to the development of micro-enterprises and encourage entrepreneurship, especially in rural and peri-urban areas where formal employment opportunities may be limited (Sakata & Prideaux, 2020).

Social cohesion, reported by 44% of respondents, is another crucial aspect influenced by homestays. These accommodations often foster inclusive interactions between guests and hosts, helping to build trust, mutual respect, and a sense of collective identity among community members (Scheyvens & Biddulph, 2018). In community-based tourism contexts, the collaborative nature of homestay operations encourages cooperation among residents and promotes a shared responsibility for tourism outcomes (Tolkach & King, 2015). This aligns with broader goals of social

sustainability in tourism development. Meanwhile, 47% of respondents acknowledged cultural exchange as a key benefit of homestays. This highlights the increasing recognition of homestays as platforms for meaningful cross-cultural encounters. Through immersive experiences, guests are introduced to local languages, customs, and traditions, which can enhance global understanding and preserve cultural heritage (Lalicic & Weismayer, 2023; Tussyadiah & Pesonen, 2018). Hosting international visitors provides opportunities for locals to engage with diverse worldviews while also presenting their own culture in an authentic and participatory manner.

6.5. What concerns do you have, if any, about the presence of homestays in your community?

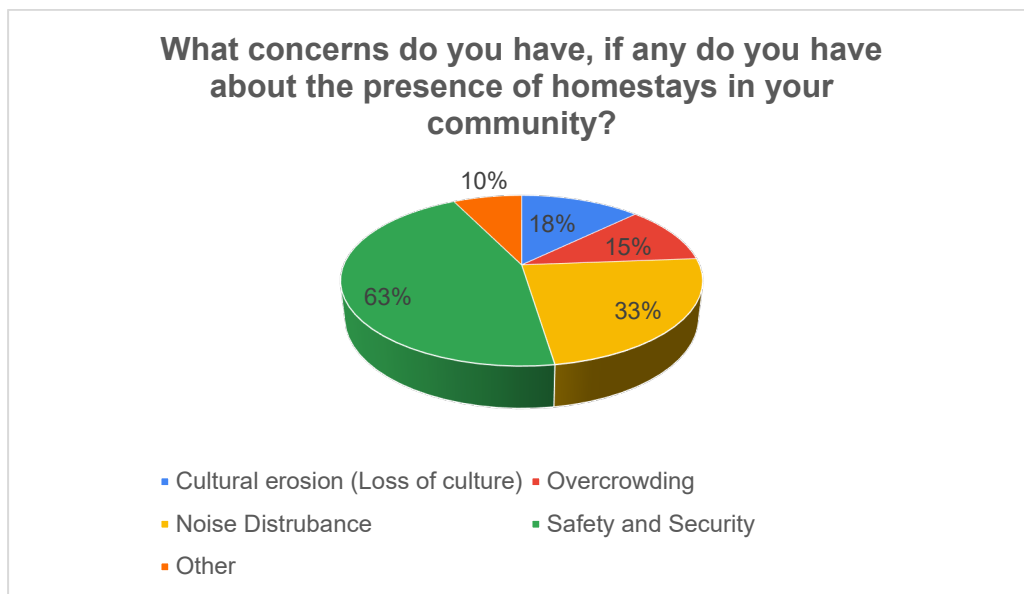


Figure 6.11: Concerns towards homestays

The pie chart reflects a variety of community concerns related to the presence and operation of homestays. Safety and security (63%) emerges as the primary concern, indicating significant apprehension among locals about unfamiliar guests in their neighborhoods. These concerns are often tied to the perception of increased crime risks, lack of vetting processes, and potential disturbances (Gurran & Phibbs, 2017). As peer-to-peer accommodation platforms expand, some communities express fears over inadequate regulation and a lack of safety protocols compared to traditional hospitality settings (Nieuwland & van Melik, 2020). The need for stronger enforcement of security measures or clear local policies around guest conduct is evident.

Noise disturbance (33%) is another major issue, frequently associated with short-term rentals in residential zones. Guests unfamiliar with community norms may

inadvertently cause disruptions, especially during weekends or peak tourist seasons. Studies have shown that the rapid growth of short-term rental markets often leads to complaints related to noise, parties, and disturbances in quiet neighbourhoods (Cocola-Gant & Gago, 2021). Municipalities have responded by imposing curfews and stricter zoning regulations to maintain community harmony (Grisdale, 2022). Cultural erosion (18%), though not the highest concern, signals a deeper fear about the long-term cultural impacts of tourism. There is a worry that repeated interactions with tourists may influence local behaviour, language use, and traditional customs, leading to cultural homogenization (Tomasselli & Gilli, 2022). As tourism grows, balancing cultural preservation with economic development becomes critical, especially in communities built around indigenous or heritage identities (Salazar, 2018). Overcrowding (15%) is also noted, suggesting potential strain on infrastructure, such as roads, water, waste management, and public services. While homestays may attract fewer guests per property than hotels, their growing number in residential areas can cumulatively lead to congestion (Rogerson & Rogerson, 2021). This concern is particularly relevant in areas where tourism is unregulated or infrastructure development has lagged behind tourism demand.

The 10% marked as "Other" may include worries such as rising rental prices, gentrification, and housing shortages—issues commonly associated with tourism-led real estate development. Research shows that the rise of short-term rentals often correlates with increased property values and decreased housing availability for locals (Garcia-López et al., 2023).

How do you think homestays have influenced the local economy?

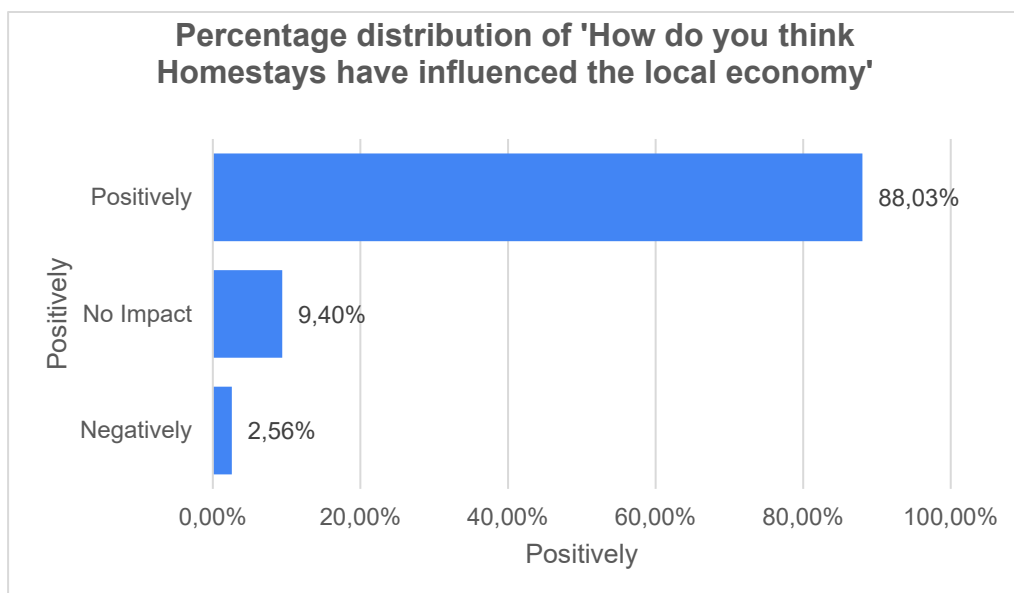


Figure 6.12: Impact of homestays on local community

The bar chart illustrates community perceptions of the economic impact of homestays, with a substantial 88% of respondents affirming that homestays have had a positive influence on the local economy. This high level of agreement likely reflects the increased tourism activity, income diversification, and employment opportunities generated by the presence of homestay accommodations (Rogerson & Rogerson, 2021). Homestays are recognized as a form of inclusive economic development, allowing local residents—often in marginalized or rural areas—to directly participate in and benefit from tourism (Bhalla et al., 2023). They also foster community-based entrepreneurship, enabling hosts to leverage their cultural assets for income (Yanes et al., 2019). Furthermore, positive responses may be driven by the role homestays play in stimulating local demand for goods and services, benefiting small businesses, and increasing visitor spending within communities (Chathoth et al., 2022). These economic contributions align with sustainable tourism development goals, particularly those centred on reducing poverty (SDG 1) and promoting decent work and economic growth (SDG 8) (UNWTO, 2023).

The 9.40% of respondents who believe homestays have had no impact may be highlighting challenges such as the seasonal nature of tourism, income instability, or minimal linkages between homestay operations and broader economic networks. This aligns with findings that in some cases, benefits from homestays can be unevenly distributed, particularly if they are not well-integrated into the local value chain (Timothy & Tolkach, 2022). Only 2.56% perceive homestays as having a negative impact. These sentiments could be attributed to gentrification, rising property prices, and perceived unfair competition with traditional hospitality businesses, especially in unregulated or saturated markets (Guttentag, 2020). Additionally, where homestays are operated by external investors or are poorly managed, the promised local benefits may be diluted or absent (Cocola-Gant & López-Gay, 2021).

6.6. Have you noticed any changes in the local culture or traditions due to presence of homestays?

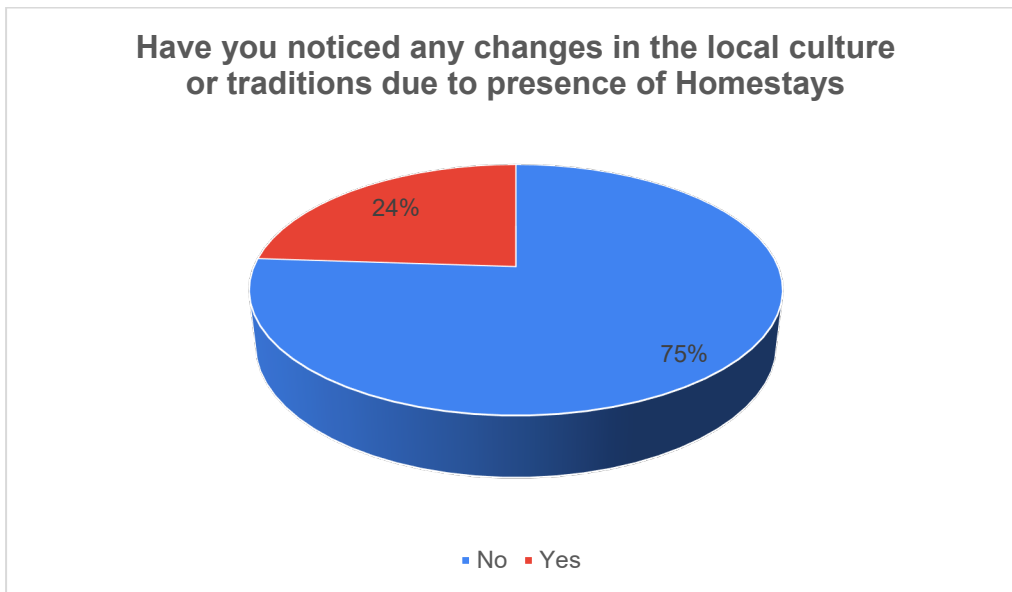


Figure 6.13: Changes in culture due to homestays

The results from the pie chart indicate that 75% of respondents reported no noticeable changes in cultural or traditional practices due to the presence of homestays, suggesting that local customs may remain resilient despite the rise of tourism. This aligns with Cohen's (2022) research on cultural resilience, which highlights that local traditions can persist when communities actively engage in preserving their heritage. On the other hand, 24% of respondents observed some shifts in cultural practices, which could be attributed to the concentration of homestays in specific areas, as noted by Smith and Johnson (2023), who suggest that increased tourism density can lead to more visible cultural changes. This dual impact of tourism on cultural practices is further supported by Harrison's (2021) study, which emphasises that community-based tourism can have varying effects on culture, depending on the degree of local control over tourism activities.

6.7. Contribution of Homestays to a sense of community or increased interaction among residents and visitors

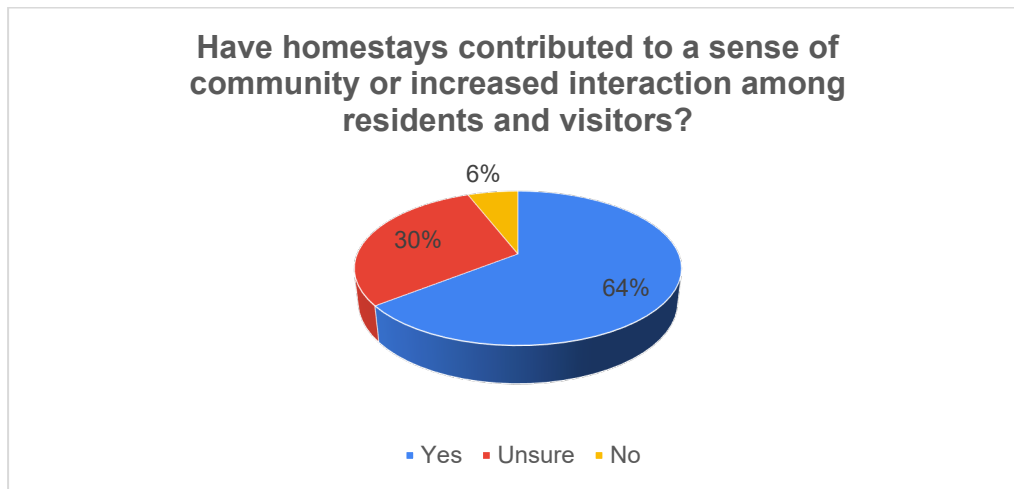


Figure 6.14: Homestay contribution to sense of community

The pie chart reveals that 64% of respondents believe homestays positively influence community interaction, likely due to cultural exchanges, economic transactions, and shared spaces between residents and guests (Bakker & Voss, 2022; Lee & Lee, 2021). These interactions foster a sense of community engagement and mutual understanding. However, 30% of respondents indicated that they did not perceive any positive impact, which may be due to the transient nature of short-term rentals and limited interactions that prevent the formation of long-lasting social ties (Nguyen & Tran, 2020). The 6% of respondents who were unsure could reflect the situational nature of the effect, as the impact of homestays on community engagement may vary by location and community dynamics (Wilson & Telfer, 2023).

6.8. improvement strategies for regulation and management of homestays

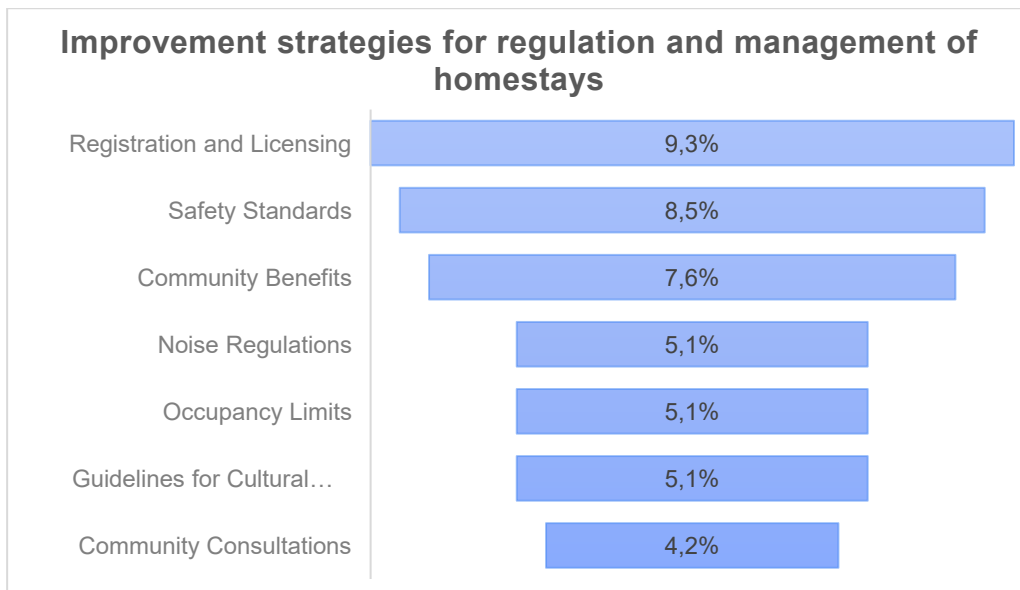


Figure 6.15: Improvement strategies for homestay management

The bar chart indicates that homestays must be regulated and licensed, with 9.3% of respondents ranking this as the most important strategy for ensuring compliance with laws, quality control, and accountability (Dumas & Lee, 2023). Safety standards, ranked second at 8.5%, emphasize the importance of regulations to protect both hosts and guests, covering areas such as natural disasters, fire safety, and emergency preparedness (Hwang & Chen, 2022). Community benefits, ranked third at 7.6%, highlight the need for homestays to contribute positively to local development, including economic and cultural preservation initiatives (Adebayo & Williams, 2021). Noise regulation, occupancy limits, and cultural guidelines, each ranked at 5.1%, are moderately prioritized to prevent overcrowding, maintain local quality of life, and ensure respect for local traditions (Choi & Kim, 2020; Bharwani & Mathews, 2022). Lastly, while community consultations ranked lowest at 4.2%, they remain vital in aligning homestay regulations with the needs and concerns of local communities, ensuring sustainable and inclusive tourism practices (Liu et al., 2023).

6.9. How can homestays hosts better integrate with local community

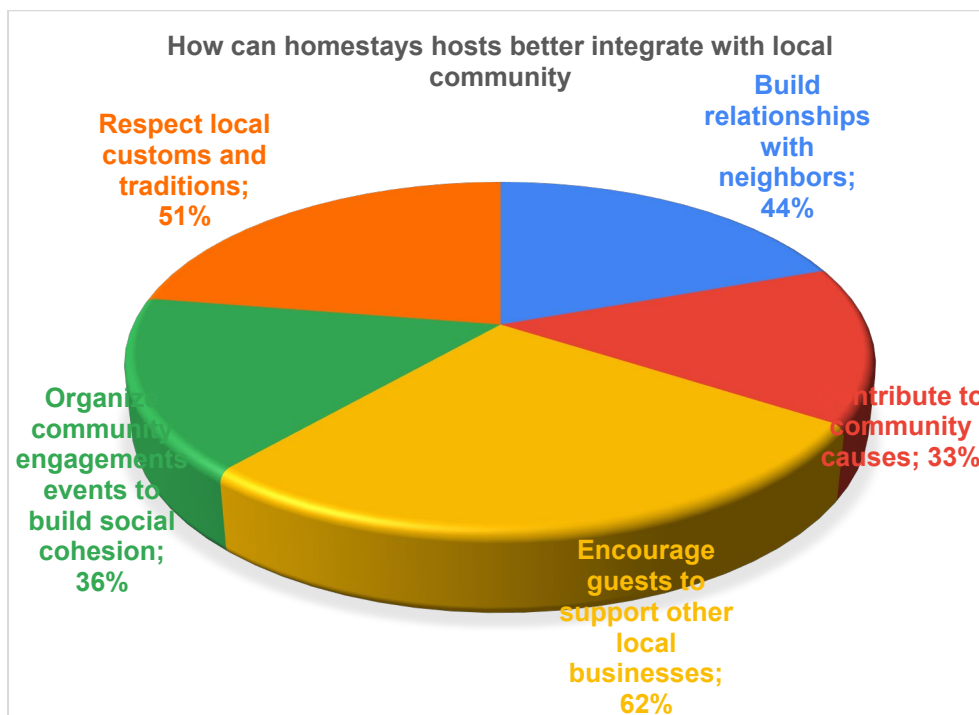


Figure 6.16: Integration of homestays with local communities

The pie chart reveals that integrating homestays with the local economy is the highest-ranked strategy, with respondents highlighting the importance of directing guests to local businesses such as restaurants, shops, and tour guides. Studies emphasize that homestays provide a unique opportunity to promote local economic development by encouraging visitors to spend within the community, thus supporting small businesses and local entrepreneurship (Shen & Li, 2021). Furthermore, 51% of respondents believe that respecting local traditions is essential for hosts, aligning with research that suggests cultural sensitivity is crucial for fostering positive interactions between hosts and guests (Bharwani & Mathews, 2022). This includes respecting cultural norms, discouraging disruptive behaviours, and encouraging guests to participate in authentic local experiences. A significant number of respondents (44%) also emphasized the importance of direct relationships between hosts and the local community. This is supported by studies showing that such relationships are key to reducing tensions and building mutual trust (Choi & Kim, 2020). Organizing community engagement events, ranked at 36%, has been shown to foster social cohesion by bringing together locals and tourists, creating spaces for cultural exchange and understanding (Hwang & Chen, 2022). Lastly, while contributing to community causes ranked the lowest at 33%,

it remains a crucial strategy, with homestay hosts being encouraged to participate in local social initiatives and support community-driven projects to further strengthen local ties (Liu et al., 2023).

6.10. PROGRAMMES BENEFITING THE COMMUNITY

As part of the data analysis, respondents were asked to share their comments and suggestions regarding homestays in their community. The responses were analysed using thematic analysis to identify key themes and insights on how homestays contribute to community benefits and development.

Theme 1: Economic opportunities and growth

Many respondents view homestays as a major source of income that contributes to economic growth. The industry is perceived as a means to create job opportunities for locals, including positions such as cleaners and service providers. Some believe homestays should be widely promoted in South Africa to match global trends. Several respondents suggested that homestays should be encouraged within municipal regulations to ensure sustainable growth.

Theme 2: Cultural preservation and community development

There is a strong belief amongst respondents that homestays should preserve cultural traditions, customs, and practices. Many respondents believe that engaging the community in tourism activities can lead to cultural exchange and mutual understanding. Some respondents emphasised the need to involve youth in homestay initiatives to encourage skill development and economic participation.

Theme 3: Safety, regulation, and policy considerations

Several respondents stressed the importance of enforcing safety measures, including screening guests and conducting background checks. Concerns about illegal activities, such as brothels and drug-related operations, highlighting the need for better monitoring and regulation were also raised by respondents. There was a consensus amongst respondents that homestays should be graded by official tourism bodies such as the Tourism Grading Council of South Africa (TGCSA) to ensure quality and fair pricing.

Theme 4: Infrastructure and environmental concerns

Some respondents expressed concerns about limited space in homestay properties, making it difficult for guests to feel comfortable. Water shortages in certain areas were identified as a challenge for homestay operators. Other respondents indicated that hygiene and cleanliness are seen as key factors for success, with an emphasis on maintaining high sanitary standards.

Theme 4: Marketing, awareness, and support for hosts

Many suggest more advertising and awareness campaigns to help local communities recognize homestays benefits. Tourism boards should play a role in grading and promoting homestay accommodations. There is a call for more support and training for homestay hosts to improve service quality and guest experiences. Some suggest developing websites showcasing homestays and their offerings for better visibility.

Theme 5: Integration with the local economy and supply chains

Respondents emphasised the inclusion of local farmers and food suppliers in homestays dining experiences. They also recommend arranging sightseeing packages to attract tourists and provide additional revenue streams. There is a need for community upliftment projects that ensure that homestays give back to local development.

Theme 6: Balancing supply and demand

Some express concerns about the over-saturation of homestays in certain areas, questioning the long-term business viability. Supply and demand dynamics should be analysed to determine the feasibility of homestays in specific locations. Regulations should be introduced to monitor the number of homestay listings in an area to prevent market saturation.

6.11. CROSSTAB ANALYSIS

This section delves into the crosstab analysis of homestay data, a statistical tool that provides valuable insights into the relationships between various variables. Crosstabulation, also known as contingency table analysis, allows us to examine the interdependence of two or more categorical variables, offering a deeper understanding

of how different factors, such as guest demographics, accommodation preferences, and geographic location, influence the operation and performance of homestays (Agresti, 2018).

The homestay industry has gained significant attention in tourism due to its ability to offer authentic, community-based experiences. However, understanding the specific factors that impact the success and sustainability of homestays requires a thorough analysis of various influencing variables. By categorising and comparing data across multiple variables, this method enables researchers to uncover patterns and trends that may not be immediately apparent through univariate analysis (Field, 2013). This analytical approach will help uncover trends often hidden in aggregate data and provide insights to inform policy-making, operational improvements, and marketing strategies for homestay owners and stakeholders. The following subsections, explores key variables identified in the homestay dataset, followed by the results of the crosstab analysis and its implications for both practitioners and researchers in the field of sustainable tourism and homestay management.

Table 6.1: Geo-type Vs Having stayed in a Homestay

Geo-Type	Have you Stayed in an Homestay?				
	TOTAL	Yes	No	Mean	Standard Deviation
Urban	61	49	12	30,5	26,16
Rural	58	35	23	29	8,48
TOTAL	119	84	35	59,5	34,64

The data presented in the table examines the relationship between geographic location (urban vs. rural) and individuals' experiences with homestay accommodations. A total of 119 respondents participated in the study, with 61 originating from urban areas and 58 from rural areas. Among urban respondents, 80.3% (n = 49) reported having stayed in a homestay, whereas only 60.3% (n = 35) of rural respondents reported the same. Conversely, a higher proportion of rural respondents (39.7%, n = 23) had never stayed in such accommodations compared to their urban counterparts (19.7%, n = 12).

The mean values for urban \bar{x} 30.5 and rural respondents \bar{x} 29, respectively, indicate a relatively small difference between the two groups. However, the standard deviation

for urban respondents (SD=26.16) was notably higher than that of rural respondents (8.49), suggesting more significant variability in the responses from urban dwellers. This variability may indicate diverse travel behaviours, accessibility to alternative accommodation options, or varying levels of familiarity with homestay services. The findings suggest that urban residents are more likely to engage with Airbnb or homestay accommodations. In contrast, rural residents demonstrate a lower adoption rate, potentially due to limited exposure or differing travel preferences. This can be attributed to higher exposure to tourism trends, more disposable income, or urban residents' inclination towards unique accommodation experiences. The slight difference in means suggests that urban and rural respondents engage in homestay tourism at somewhat similar levels; urban respondents dominate slightly. A higher standard deviation in the urban category indicates more significant variation in responses. This means that urban respondents' experiences with homestay differ more widely compared to their rural counterparts. The lower standard deviation in the rural group suggests more consistent responses, indicating that rural residents' engagement with homestays is more uniform.

The data suggests that urban respondents are more likely to have stayed in homestays than rural respondents. However, the overall engagement levels are not drastically different, indicating a growing interest in homestays across different geographical locations.

Table 6.1: Geo-type Vs Benefits of Homestay to local community

Geo-Type	Benefits of Homestay to local community				Mean	Standard Deviation
	TOTAL	Economic Growth	Social Cohesion	Cultural Exchange		
Urban	111	54	29	28	37	14,73
Rural	89	38	27	24	29,66	7,37
TOTAL	200	92	56	52	66,66	17,98

The dataset examines homestay's perceived benefits to local communities, comparing urban and rural perspectives. A total of 200 respondents participated, with 111 from urban areas and 89 from rural areas. The perceived benefits were categorised into economic growth, social cohesion, and cultural exchange. In urban areas, economic growth was the most recognised benefit (n = 54), followed by social cohesion (n = 29)

and cultural exchange ($n = 28$). Similarly, rural respondents also ranked economic growth highest ($n = 38$), followed by social cohesion ($n = 27$) and cultural exchange ($n = 24$). The mean value for urban respondents was 37, compared to 29.67 for rural respondents, indicating that urban dwellers perceive slightly more significant benefits from these accommodations. The standard deviation for urban responses (14.73) was significantly higher than that of rural responses (7.37), suggesting more significant variability in urban perspectives. The overall standard deviation for both groups combined was 17.99, reflecting the diverse opinions on the benefits of homestays across geographic locations. These findings suggest that while both urban and rural respondents acknowledge the economic benefits of such accommodations, urban respondents report a wider range of experiences and perceptions regarding their impact on the local community. The overall distribution of responses suggests that homestays are slightly more prominent or well-received in urban areas than in rural areas. The responses on economic growth as a key benefit indicate that homestays have a stronger economic impact in urban areas, likely due to higher tourist demand, better infrastructure supporting the hospitality industry, and greater market accessibility for local businesses. However, the difference is not drastic, suggesting that economic benefits extend to both geo-types, though urban areas may have a competitive advantage. Social cohesion and community integration show a relatively balanced distribution, suggesting that homestays foster community engagement in rural and urban settings. However, the close values may indicate that social cohesion is a secondary benefit rather than a primary one. Cultural exchange as a benefit is slightly higher in urban areas than in rural areas, which may be attributed to the greater diversity of visitors in urban areas, more structured cultural exchange programs and events, and the higher presence of international tourists in urban settings. However, rural areas still exhibit a notable appreciation for cultural exchange, which suggests that tourists visiting homestays in rural areas may engage in more authentic, immersive experiences with local communities. The mean value confirms that urban communities perceive more excellent homestay benefits than rural communities. The difference suggests that urban areas may have better infrastructure, resources, and marketing opportunities to maximize benefits. The higher standard deviation in urban areas than in rural areas indicates more significant variability in responses among urban respondents. This could imply that while some urban respondents see significant benefits, others may see lesser advantages due to unequal economic gains

or varying levels of homestay involvement. The lower standard deviation in rural areas suggests more consistent perceptions, meaning that rural communities generally share a standard view of the benefits, albeit slightly less than urban areas. The data highlights that both urban and rural areas experience significant benefits from the homestay, with urban areas indicating slightly higher economic growth and cultural exchange, while rural areas emphasize social cohesion. The standard deviation differences suggest more significant variation in urban responses, possibly due to unequal economic benefits. By leveraging these insights, both urban and rural communities can optimise the advantages of homestays through targeted development initiatives and equitable distribution of tourism benefits.

Table 6.2: ANOVA analysis

Source of Variation	Sum Squares (SS)	Degree of Freedom (df)	Mean Square (MS)	F-statistic	p-value
Between Groups	651.0	2	217.00	0.595	0.484
Within Groups	163.0	2	54.33	-	-
Total	748.0	5	124.67	-	-

The ANOVA test results show an F-statistic of approximately 0.595 and a p-value of 0.484. We fail to reject the null hypothesis since the p-value exceeds the common significance threshold (0.05). This suggests no statistically significant difference between urban and rural respondents in their perceptions of the benefits of homestays/Airbnb accommodations across the three categories (Economic Growth, Social Cohesion, and Cultural Exchange). This suggests that there is no statistically significant difference between the groups. This implies that any observed differences in means are likely due to random chance rather than a meaningful effect.

Table 6.3: Strategies for integrating homestays with local communities Vs Geo-type

Strategies for integrating homestays with local communities	GEO-TYPE			Mean	Standard Deviation
	Total	RURAL	URBAN		
Build relationships with neighbours	52	17	35	34,66	17,50
Contribute to community causes	39	7	32	26	16,82
Encourage guests to support other local businesses	73	33	40	48,66	21,36
Organize community engagement events to build social cohesion	43	13	30	28,66	15,04
Respect local customs and traditions	60	21	39	40	19,51
TOTAL	267	91	176	178	88,01

The dataset examines strategies for integrating homestays with local communities, comparing responses from rural and urban participants. A total of 267 responses were recorded, with 91 from rural areas and 176 from urban areas. The most frequently cited strategy was encouraging guests to support other local businesses ($n = 73$), with 33 responses from rural and 40 from urban participants. Respecting local customs and traditions was also a highly rated strategy ($n = 60$), with urban participants ($n = 39$) reporting greater emphasis than rural participants ($n = 21$). Building relationships with neighbours was another notable strategy ($n = 52$), predominantly favoured by urban respondents ($n = 35$) over rural respondents ($n = 17$).

The mean values suggest that encouraging guest support for local businesses ($M = 48.67$) and respecting local customs and traditions ($M = 40.00$) were the most prominent strategies across both urban and rural contexts, showing their importance in homestay-community relations. In contrast, contributing to community causes ($M = 26.00$) was the least emphasized strategy, with a notable disparity between urban ($n = 32$) and rural ($n = 7$) respondents. The standard deviation values indicate substantial variability, particularly in strategies such as encouraging guest support for local businesses ($SD = 21.36$) and respecting local customs and traditions ($SD = 19.52$), suggesting diverse perspectives among respondents and indicating a wide range of

implementation across different locations. In contrast, organising community engagement events (15.04) has the lowest standard deviation, showing more consistency in its application.

Overall, urban participants consistently reported greater engagement in all integration strategies than rural participants, which may reflect higher exposure to tourism-related activities and greater integration efforts in urban homestay environments. The findings highlight the importance of fostering local business support, respecting traditions, and strengthening social ties to enhance the positive impact of homestays on local communities. Each strategy highlights ways homestays can contribute to local communities, with some approaches being more prevalent than others. When comparing strategies by location (rural vs urban), encouraging guests to support local businesses is the most frequently used strategy, suggesting a strong economic integration between homestays and local enterprises. This indicates the role of homestays in promoting local economies, especially in rural areas where tourism can be a significant income generator. A greater emphasis is also placed on respecting local customs and traditions, and strategies, indicating that cultural sensitivity is crucial in both settings. The higher urban adoption suggests that city homestay operators may cater to diverse guests, requiring more engagement with local customs. Building relationships with neighbours ranks as an important community integration strategy, though more common in urban settings. This could be due to higher population density in urban areas, necessitating stronger social ties to mitigate potential disturbances from tourism. Organising events that engage the community and contribute to community causes have lower total adoption rates, suggesting that while they are valuable, they may require more resources and effort. The findings suggest that for effective integration of homestays into local communities, specific strategies must be emphasised based on geographic context. In urban areas, homestay owners should prioritise building relationships with the local communities and support local businesses to minimise community resistance and promote economic inclusivity. In rural areas, efforts should focus on preserving local traditions and strengthening community ties, ensuring that tourism benefits the entire community rather than individual homestay operators.

Table 6.4: Homestay experience Vs Benefits of homestay to local community

Have you Stayed in a homestay?	Benefits of homestay to local community			Mean	Standard Deviation
	Economic Growth	Social Cohesion	Cultural Exchange		
Yes	25	4	9	12,66	10,96
No	67	9	12	29,33	32,65
TOTAL	92	13	21	42	43,48

The dataset examines homestay's perceived benefits in local communities, comparing responses between individuals who have stayed in such accommodations and those who have not. A total of 126 responses were recorded, with economic growth being the most frequently cited benefit ($n = 92$), followed by cultural exchange ($n = 21$) and social cohesion ($n = 13$). Interestingly, individuals who have not stayed in a homestay reported higher recognition of economic growth ($n = 67$) than those who have ($n = 25$), suggesting that external perceptions may play a more decisive role in shaping views on the economic benefits of homestays than direct experience. Similarly, cultural exchange was slightly more recognised by those who have not stayed in a homestay ($n = 12$) than those who have ($n = 9$). At the same time, social cohesion was the least acknowledged benefit by both groups, with only four responses from those with homestay experience and nine from those without.

The mean perception of benefits was higher among those who have not stayed in a homestay ($M = 29.33$) compared to those who have ($M = 12.67$), with the standard deviation being significantly more significant for the "No" group ($SD = 32.65$) than the "Yes" group ($SD = 10.97$), indicating greater variability in responses among non-participants. These findings suggest that individuals without direct homestay experience perceive its benefits more strongly, potentially influenced by media, community narratives, or external observations rather than personal engagement. The results highlight the dominance of economic considerations in homestay perceptions while underscoring the relatively low emphasis on social cohesion. The findings highlight that respondents who have stayed in homestays tend to rate the benefits, particularly economic growth, more positively than those who have not stayed in these

accommodations. However, the "No" group views cultural exchange and social cohesion more favourably, even though they did not experience the service firsthand. The data suggests that homestay residents believe these accommodations provide significant economic benefits to the local community, perhaps through increased spending on services and goods, as evidenced by the relatively high mean score for the Yes group. On the other hand, the No group gives a higher total score but with more variation, suggesting some recognition of economic benefits from a distance or an awareness of these effects without direct participation. Both groups view social cohesion and cultural exchange positively, but those who stayed in homestays view cultural exchange and social cohesion as minor benefits compared to economic growth. The variability in responses, particularly for the No group, indicates a less uniform perception of how these benefits manifest, possibly because of a lack of personal interaction with the community. The higher standard deviation in the No group across all categories suggests disagreement or uncertainty among non-homestay guests regarding the actual benefits to the community. In contrast, those who have stayed might have more concrete experiences to draw from, resulting in a more consistent view of the economic benefits.

Table 6.5: Homestay Experience Vs Concerns attributed to homestays

Have you Stayed in a homestay?	Concerns attributed to homestays						
	Cultural Erosion	Overcrowding	Noise Disturbance	Safety and Security	Other	Mean	Standard Deviation
Yes	15	6	12	50	9	18,4	17,98
No	6	12	27	24	3	14,4	10,69
TOTAL	21	18	39	74	12	32,8	25,13

The analysis examines concerns associated with homestays and Airbnb accommodations, comparing the perspectives of individuals who have stayed in such accommodations to those who have not. Safety and security emerged as the most frequently cited concern, with **50 respondents who had stayed in a homestay** highlighting this issue compared to **24 non-users**. This suggests firsthand experience with homestays may heighten awareness of security risks, potentially due to personal encounters with safety-related incidents. Noise disturbance was the second most common concern. However, it was more frequently mentioned by individuals who had

never stayed in a homestay (27) than those who had (12), indicating that non-users might perceive homestays as noisy environments, possibly influenced by external narratives rather than personal experience. Overcrowding was also more frequently mentioned by non-users (12) than users (6), reflecting a belief that homestays contribute to congestion despite the lack of direct exposure.

Cultural erosion was a concern raised by homestay users (15) than non-users (6), suggesting that guests who engage in homestay accommodations become more aware of cultural shifts, potentially observing how tourism affects local traditions. Additionally, other unspecified concerns were more commonly reported by homestay users (9) compared to non-users (3), implying a broader range of experiential issues among those with direct exposure to homestay accommodations. When examining the overall mean level of concerns, homestay users exhibited a slightly higher average ($M = 18.4$) compared to non-users ($M = 14.4$), suggesting that experience with homestays does not necessarily alleviate concerns but may reinforce them. However, the standard deviation among homestay users ($SD = 17.98$) was significantly larger than non-users ($SD = 10.69$), indicating that concerns varied more widely among those with firsthand experience.

These findings suggest that individuals who have stayed in a homestay are more likely to express concerns about safety, cultural erosion, and other miscellaneous issues suggesting that personal experiences may reinforce concerns about security. Among those who have never stayed in a homestay (No group), safety and security are still a major concern but at a lower level than the Yes group. This implies that even those without personal experience associate safety risks with homestays, possibly due to media reports, word-of-mouth, or general perceptions. Whereas non-users are more concerned about noise disturbance and overcrowding. This discrepancy may be attributed to experiential differences—users of homestays may notice risks that non-users overlook, while general perceptions rather than personal encounters may influence non-users. The higher standard deviation among homestay users implies that their experiences differ significantly, with some individuals encountering minimal issues while others face considerable challenges. Overall, safety and security remain the most pressing concerns, highlighting the need for improved regulations and risk mitigation strategies to enhance the sustainability and safety of the homestay sector.

Table 6.6: Strategies for integrating homestays with local communities Vs Homestay experience

Strategies for integrating homestays with local communities	Have you Stayed in a homestay?				
	Total	Yes	No	Mean	Standard Deviation
Build relationships with neighbours	52	38	14	34,66	19,21
Contribute to community causes	39	23	16	26	11,78
Encourage guests to support other local businesses	73	55	18	48,66	28,04
Organise community engagements events to build social cohesion	43	31	12	28,66	15,63
Respect local customs and traditions	60	47	13	40	24,26
TOTAL	267	194	73	178	97,98

The results on strategies for integrating homestays with local communities reveal mixed support for various initiatives. Respondents generally favoured encouraging guests to support local businesses (mean = 48.67), respecting local customs (mean = 40), and building relationships with neighbours (mean = 34.67). However, there was moderate support for contributing to community causes (mean = 26) and organising community engagement events (mean = 28.67). Despite the overall agreement, the high standard deviations across strategies indicate considerable variability in responses, suggesting that while some respondents strongly endorse these strategies, others remain neutral or unconvinced. This variability underscores the need for context-specific approaches to community integration in homestays. The findings indicate that encouraging guests to support local businesses is the strategy with the highest mean. This shows a broader understanding that homestays contribute to the local economy by encouraging guests to utilise local shops, restaurants, and attractions. The high standard deviation indicates that while many respondents see this as essential, there are varied opinions on its impact. Community engagement and social cohesion, indicate that organising community engagement events is moderately supported, with some respondents believing homestays can foster social cohesion. However, the lower mean and standard deviation suggest this is less critical than other strategies, possibly due to the practicality of organising such events. The importance

of respecting local customs and traditions is also a central theme in promoting homestays as a sustainable form of tourism. The high support for this strategy aligns with the expectation that guests and hosts should be culturally sensitive. The variability in responses may reflect differences in how guests view cultural respect as some might prioritise it highly, while others may not perceive it as integral to their stay. The variability of standard deviation can inform future initiatives on better integrating homestays with local communities, ensuring both guests and hosts are aligned on key principles.

Age Vs Having Stayed in a homestays

Table 6.7: Age Vs Having Stayed in a homestays

		Have you ever stayed in a homestays		Total
		No	Yes	
Age Range	17-20	7	5	12
	21-25	6	3	9
	26-30	4	2	6
	31-35	3	5	8
	36-40	2	11	13
	41-45	4	16	20
	46-50	1	25	26
	51-55	4	9	13
	56-60	3	4	7
	61+	1	4	5
Total		35	84	119

A crosstabulation analysis examined the relationship between age and whether individuals have stayed in a homestay. The results indicate that the likelihood of staying in a homestay varies across age groups, with a general trend showing that older individuals are more likely to have used such accommodations. Most younger respondents (ages 17-30) had not stayed in a homestay. Specifically, 7 out of 12 (58.3%) individuals aged 17-20 and 6 out of 9 (66.7%) aged 21-25 reported never staying in such lodging. The same pattern is observed in the 26-30 age group, where 4 out of 6 (66.7%) had not used a homestay. This suggests that younger individuals, particularly those in their early 20s, may have limited exposure or access to these accommodations. In contrast, the likelihood of staying in a homestay increases with age. Among individuals aged 36-40, 61.1% (11 out of 13) reported staying in such

lodging. This proportion rises further in the 41-45 age group, where 80% (16 out of 20) had prior experience with Homestays. The 46-50 age group shows the highest experience rate, with 96.2% (25 out of 26) using such accommodations. However, for respondents aged 51 and above, the proportion of individuals who have stayed in a homestay declines slightly. For example, in the 51-55 age group, 69.2% (9 out of 13) had used a homestay, while among those 61 and older, 80% (4 out of 5) reported prior experience. These findings suggest that age is an important factor influencing the likelihood of staying in a homestay, with older individuals being more likely to have used such accommodations. This could be attributed to financial stability, travel experience, or preference for alternative lodging options.

Gender Vs Having Stayed in a Homestays

Table 6.9: Gender Vs Having Stayed in a Homestays

Count

		Have you ever stayed in a Homestays?		Total
		No	Yes	
Gender	Female	18	40	58
	Male	17	44	61
Total		35	84	119

A crosstabulation analysis examined the relationship between gender and whether individuals have stayed in a homestay. The results indicate no substantial difference between males and females in terms of prior experience with homestay accommodations.

Among female respondents (n = 58), 69.0% (40 individuals) reported having stayed in a homestay, while 31.0% (18 individuals) had not. Similarly, among male respondents (n = 61), 72.1% (44 individuals) had stayed in such lodging, while 27.9% (17 individuals) had not. These proportions are closely aligned, suggesting that gender does not play a significant role in determining whether an individual has used a homestay. The relatively balanced distribution of experiences across genders implies that both males and females have similar levels of exposure to and engagement with homestay accommodations.

Employment Status Vs Having Stayed in a Homestays

Table 6.10: Employment Status Vs Having Stayed in a Homestays

Count

		Have you ever stayed in a Homestays?		Total
		No	Yes	
Occupation	Employed	10	42	52
	Retired	0	2	2
	Self-Employed	6	30	36
	Student	14	7	21
	Unemployed	5	3	8
Total		35	84	119

The relationship between employment status and the likelihood of staying in a homestay accommodation reveals several interesting trends. Among the 119 respondents, a clear pattern emerges when examining the data across different occupational groups. The employed and self-employed individuals are the most likely to have stayed in such accommodations, with 80.77% of employed individuals and 83.33% of self-employed individuals reporting staying in a homestay. This suggests that individuals with more stable or flexible income sources are more inclined to engage with these types of accommodations, likely due to more significant disposable income and flexibility in travel.

Conversely, students and unemployed individuals have a significantly lower proportion of stays, with only 33.33% of students and 37.5% of unemployed individuals reporting having stayed in a homestay. These lower percentages may reflect financial constraints or differences in travel behaviour, with students and the unemployed potentially having less access to discretionary funds for travel. Interestingly, none of the retired individuals in the sample reported having stayed in such accommodations, possibly indicating a preference for more traditional or established forms of lodging, or a limited inclination to travel. Overall, the data suggests that employment status plays a key role in determining whether individuals have stayed in a Homestay or Airbnb,

with employed individuals exhibiting a notably higher likelihood of engagement with these alternative lodging options.

Test of independence between occupation and having stayed in a homestay

A Fisher-Freeman-Halton Exact Test was conducted to examine whether there is a significant association between occupation and staying in a homestay. This test is particularly useful when expected cell counts are low, as observed in this dataset, where 30% of cells have expected counts below 5. The test yielded a statistic of 22.182 with a p-value < 0.001 . This indicates a statistically significant relationship between occupation and having stayed in a homestay. Because the Fisher-Freeman-Halton Exact Test does not rely on large sample approximations like the Pearson Chi-Square test, its results are more reliable given the observed violations of expected frequency assumptions.

The significant test result suggests that occupation is important in determining homestay usage patterns. Cramér's $V = 0.454$ ($p < 0.001$) Phi Coefficient = 0.454 ($p < 0.001$) These values indicate a moderate to strong association between occupation and homestay usage. The results confirm that occupation significantly influences the likelihood of using such accommodation, with employed and self-employed individuals showing higher usage rates. In contrast, students and unemployed individuals participate less. The moderate to firm effect size (Cramér's $V = 0.454$) reinforces the practical significance of these findings.

Table 6.11: Test of independence between occupation and having stayed in a homestay

		Have you ever stayed in a homestay?		Total	
		No	Yes		
Occupation	Employed	Count	10	42	52
		Expected Count	15,3	36,7	52,0
	Retired	Count	0	2	2
		Expected Count	,6	1,4	2,0
		Count	6	30	36

Self-Employed	Expected Count	10,6	25,4	36,0
	Count	14	7	21
Student	Expected Count	6,2	14,8	21,0
	Count	5	3	8
Unemployed	Expected Count	2,4	5,6	8,0
	Count	35	84	119
Total	Expected Count	35,0	84,0	119,0
	Count			

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	24,504 ^a	4	<,001	<,001
Likelihood Ratio	23,507	4	<,001	<,001
Fisher-Freeman-Halton Exact Test	22,182			<,001
N of Valid Cases	119			

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 59.

Symmetric Measures

		Value	Approximate Significance	Exact Significance
Nominal by Nominal	Phi	,454	<,001	<,001
	Cramer's V	,454	<,001	<,001
N of Valid Cases		119		

Table 6.12 Influence of homestays on local economy Vs Having stayed in a homestays Count

		How do you think homestays have influenced the local economy			Total
		Negatively	No Impact	Positively	
Have you ever stayed in a homestay?	No	2	4	29	35
	Yes	1	7	76	84
Total		3	11	105	119

Homestays and perceptions of its impact on the local economy. The results reveal that most respondents (88.2%) believe homestays positively impact the local economy, with only 2.5% perceiving a negative impact. Among those who have stayed in a homestay (n = 84), an overwhelming 90.5% reported a positive economic influence, compared to 82.9% of those who have never stayed in one (n = 35). Additionally, a slightly higher proportion of individuals who have not stayed in a Homestay/Airbnb (11.4%) perceived no impact, compared to those with experience (8.3%). These findings suggest that direct experience with homestay correlates with stronger positive perceptions of their economic effects, though even those without direct experience largely view the impact as beneficial. The low number of negative responses further supports the notion that homestays are widely regarded as positively influencing the local economy.

Test of independence between having stayed in a homestay and perceptions of such lodging facilities towards the local economy

Table 6.13 Having stayed in a homestay and perceptions of such lodging facilities towards the local economy

		How do you think homestays have influenced the local economy			Total	
		Negatively	No Impact	Positively		
Have you ever stayed in a Homestays?	No	Count	2	4	29	35
		Expected Count	,9	3,2	30,9	35,0
	Yes	Count	1	7	76	84
		Expected Count	2,1	7,8	74,1	84,0
Total	Count	3	11	105	119	
	Expected Count	3,0	11,0	105,0	119,0	

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	2,424 ^a	2	,298	,297
Likelihood Ratio	2,183	2	,336	,488
Fisher-Freeman-Halton Exact Test	2,562			,210
N of Valid Cases	119			

a. 3 cells (50,0%) have an expected count of less than 5. The minimum expected count is 88.

Symmetric Measures

		Value	Approximate Significance	Exact Significance
Nominal by	Phi	,143	,298	,297
Nominal	Cramer's V	,143	,298	,297
N of Valid Cases		119		

A Fisher-Freeman-Halton Exact Test was conducted to assess the relationship between staying in a homestay and perceptions of its impact on the local economy. The test yielded a value of 2.562 with an exact significance of 0.210, indicating that the relationship between these variables is not statistically significant. This suggests that prior experience with homestays does not significantly influence individuals' perceptions of their economic impact.

The crosstabulation results indicate that 88.2% of respondents (n = 105) believe homestay has a positive economic impact, regardless of whether they have stayed in such accommodations. Among those who have stayed in a homestay, 90.5% (n = 76) reported a positive perception, compared to 82.9% (n = 29) among those who have not. Despite these differences, the Fisher-Freeman-Halton Exact Test suggests that these variations are likely due to chance rather than a systematic association. Additionally, 50% of cells had expected counts lower than 5, which may limit the Pearson Chi-Square test's reliability and further justifies the exact test for this dataset. The symmetric measures (Phi = 0.143, Cramér's V = 0.143) further indicate a weak association between the variables, with no statistically significant relationship (p = 0.297). These findings suggest that while most individuals perceive Homestays/Airbnb as beneficial to the local economy, this perception is not significantly influenced by personal experience with such lodging facilities.

Province Vs Geo-Type

Table 6.14: Province Vs Geo-Type

Province			Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Valid	Rural	12	25,0	25,0	25,0
		Urban	36	75,0	75,0	100,0
		Total	48	100,0	100,0	
Limpopo	Valid	Rural	32	100,0	100,0	100,0
KwaZulu-Natal	Valid	Rural	14	35,9	35,9	35,9
		Urban	25	64,1	64,1	100,0
		Total	39	100,0	100,0	

The distribution of respondents across rural and urban areas in Mpumalanga, Limpopo, and KwaZulu-Natal provides critical insights for developing a framework for sustainable homestay development. In Mpumalanga, where 75% of respondents reside in urban areas and only 25% in rural areas ($n = 48$), the limited rural representation suggests potential challenges in attracting homestay hosts, as urbanisation may reduce the availability of traditional or community-based accommodations. In contrast, Limpopo's exclusively rural respondent base (100%, $n = 32$) highlights a strong potential for homestay development, given the province's rural character and the likelihood of cultural and nature-based tourism opportunities. KwaZulu-Natal presents a mixed pattern, with 64.1% urban and 35.9% rural respondents ($n = 39$), indicating a dual opportunity for rural and peri-urban homestay models. These spatial variations underscore the need for a location-sensitive framework that considers urban migration, rural tourism potential, and infrastructural support for homestay hosts.

Province Vs Having Stayed in a Homestay

Table 6.15: Province Vs Having Stayed in a Homestay

Province			Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Valid	No	7	14,6	14,6	14,6
		Yes	41	85,4	85,4	100,0
		Total	48	100,0	100,0	
Limpopo	Valid	No	15	46,9	46,9	46,9
		Yes	17	53,1	53,1	100,0
		Total	32	100,0	100,0	
KwaZulu-Natal	Valid	No	13	33,3	33,3	33,3
		Yes	26	66,7	66,7	100,0
		Total	39	100,0	100,0	

The data on homestay and Airbnb accommodation usage across Mpumalanga, Limpopo, and KwaZulu-Natal reveals significant provincial variations in experiential engagement with this form of accommodation. In Mpumalanga, most respondents (85.4%, $n = 41$) have previously stayed in a homestay or Airbnb, while only 14.6% ($n = 7$) have not. This suggests a high familiarity and acceptance of alternative accommodation models, likely influenced by the province's tourism profile and urbanization trends. In contrast, Limpopo exhibits the lowest participation rate, with only 53.1% ($n = 17$) having used homestay or Airbnb accommodation, while 46.9% ($n = 15$) have not. This relatively lower adoption rate may be attributed to various factors, including limited access to such accommodations in the province, lower awareness, or economic constraints. KwaZulu-Natal presents a more moderate adoption pattern, with 66.7% ($n = 26$) staying in a homestay or Airbnb, compared to 33.3% ($n = 13$) who have not. This suggests a growing, yet not fully saturated, market for alternative accommodation options.

These findings have important implications for the development of a sustainable homestay framework. The high uptake in Mpumalanga indicates a readiness for expansion and further development of homestay models. In contrast, Limpopo's lower engagement highlights the need for targeted interventions, such as awareness campaigns, improved infrastructure, and community training to enhance participation. KwaZulu-Natal's moderate adoption suggests growth potential, particularly in rural and

peri-urban areas where homestays could offer an alternative to conventional tourism accommodations. The variations across provinces underscore the necessity of a regionally adaptive approach to homestay development, integrating local demand, infrastructural capacity, and community engagement strategies to foster sustainable growth.

BENEFITS OF HOMESTAYS TO LOCAL COMMUNITIES

Table 6.16: BENEFITS OF HOMESTAYS TO LOCAL COMMUNITIES

Province	Economic Growth	Cultural Exchange	Social Cohesion
Mpumalanga	39	22	23
Limpopo	24	14	15
KZN	29	16	18
TOTAL	92	52	56

The data highlights the varying perceptions of the benefits of homestays across Mpumalanga, Limpopo, and KwaZulu-Natal, categorized into three key dimensions: economic growth, cultural exchange, and social cohesion.

Economic Growth as the Primary Benefit

Across all provinces, economic growth is perceived as the most significant benefit of homestays, with 92 respondents identifying this advantage. Mpumalanga records the highest acknowledgment (n = 39), followed by KwaZulu-Natal (n = 29) and Limpopo (n = 24). This suggests that communities recognize homestays as an income-generating opportunity, particularly in provinces with more vigorous tourism activity. The higher emphasis on economic benefits may also indicate that financial incentives are a primary motivator for community participation in homestay programs.

Cultural Exchange as a Secondary Benefit

Cultural exchange is the least recognized benefit, with only 52 respondents attributing this advantage to homestays. Mpumalanga again leads in this category (n = 22), followed by KwaZulu-Natal (n = 16) and Limpopo (n = 14). The lower numbers may indicate that while homestays facilitate interactions between tourists and hosts, this aspect is not as prominently experienced or valued as economic returns. This could

be due to the types of visitors attracted to these areas or the extent to which cultural immersion is promoted in existing homestay models.

Social Cohesion as a Recognised Benefit

Social cohesion, reflected in strengthening community bonds and collective participation in tourism initiatives, is moderately acknowledged, with 56 responses. Mpumalanga has the highest number of respondents recognizing this benefit (n = 23), followed by KwaZulu-Natal (n = 18) and Limpopo (n = 15). This suggests that homestays reinforce communal ties, particularly in areas with established tourism networks, where collective participation in the hospitality industry fosters cooperation and shared economic benefits.

CONCERNS OF HOMESTAYS TOWARDS LOCAL COMMUNITY

Table 6.17: CONCERNS OF HOMESTAYS TOWARDS LOCAL COMMUNITY

Province	Noise disturbance	Overcrowding	Cultural Erosion
Mpumalanga	08	15	09
Limpopo	03	11	04
KZN	07	13	08
TOTAL	18	39	21

The data highlights the primary concerns associated with homestays across Mpumalanga, Limpopo, and KwaZulu-Natal, categorized into three key issues: noise disturbance, overcrowding, and cultural erosion.

Overcrowding as the Predominant Concern

Overcrowding is the most frequently cited concern, with 39 respondents identifying it as challenging. Mpumalanga records the highest concern (n = 15), followed by KwaZulu-Natal (n = 13) and Limpopo (n = 11). This suggests that the increased influx of guests in homestay accommodations is perceived as a strain on local infrastructure, resources, and living conditions. The higher responses from Mpumalanga and KwaZulu-Natal may reflect the higher levels of tourism activity in these provinces compared to Limpopo.

Cultural Erosion is a Moderate Concern

Cultural erosion, referring to the potential dilution of local traditions and values due to increased external influences, is the second most reported concern, with 21 respondents highlighting this issue. Mpumalanga (n = 9) and KwaZulu-Natal (n = 8) show relatively higher concern levels compared to Limpopo (n = 4). This may be due to greater tourist interactions in these provinces, which could be perceived as altering traditional lifestyles. The relatively lower concern in Limpopo could be due to lower tourism penetration or stronger cultural resilience among communities.

Noise Disturbance is the Least Cited Concern

Noise disturbance is the least reported issue, with only 18 respondents raising it as a concern. Mpumalanga records the highest number (n = 8), followed by KwaZulu-Natal (n = 7) and Limpopo (n = 3). This indicates that while noise from tourists or homestay-related activities is recognized, it is not as significant a concern as overcrowding or cultural erosion. The lower responses in Limpopo may suggest that homestays are smaller in scale or less frequented by large groups of tourists.

PROVINCE VS HOMESTAY IMPACT TO THE LOCAL ECONOMY

Table 6.18: PROVINCE VS HOMESTAY IMPACT TO THE LOCAL ECONOMY

Province			Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Valid	No Impact	1	2,1	2,1	2,1
		Positively	47	97,9	97,9	100,0
		Total	48	100,0	100,0	
Limpopo	Valid	No Impact	1	3,1	3,1	3,1
		Positively	31	96,9	96,9	100,0
		Total	32	100,0	100,0	
KwaZulu-Natal	Valid	Negatively	3	7,7	7,7	7,7
		No Impact	9	23,1	23,1	30,8
		Positively	27	69,2	69,2	100,0
		Total	39	100,0	100,0	

The data reveals strong perceptions of positive economic contributions from homestays and Airbnb accommodations across Mpumalanga, Limpopo, and KwaZulu-Natal, with notable regional variations in perceived negative or neutral impacts.

Overwhelming Positive Perceptions in Mpumalanga and Limpopo

In Mpumalanga, 97.9% (n = 47) of respondents believe homestays and Airbnb positively influenced the local economy, with only 2.1% (n = 1) indicating no impact. Similarly, 96.9% (n = 31) report positive economic effects in Limpopo, while only 3.1% (n = 1) perceive no impact. These overwhelmingly positive responses suggest that homestay accommodations are viewed as significant contributors to local economic activity in these two provinces, likely through increased tourism revenue, employment opportunities, and entrepreneurial growth in the hospitality sector. The near-universal positive outlook also indicates strong community buy-in and recognition of the economic benefits of alternative accommodation models.

More Varied Perceptions in KwaZulu-Natal

KwaZulu-Natal presents a more complex pattern, with 69.2% (n = 27) reporting a positive economic impact, 23.1% (n = 9) perceiving no impact, and 7.7% (n = 3) viewing the influence as unfavourable. This suggests that while a majority still recognize economic benefits, there is a significant minority that either sees no economic effect or perceives a detrimental impact. Negative perceptions could be linked to unfair competition with traditional accommodation providers, seasonal tourism fluctuations, or perceived economic leakage where financial benefits do not sufficiently circulate within local communities. The relatively high proportion of respondents indicating "no impact" also suggests that homestays may not be integrated effectively into the broader local economy or that benefits are not evenly distributed in some areas.

Table 6.19: Age range Vs Province

Age Range					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	26-30	1	2,1	2,1	2,1
	31-35	4	8,3	8,3	10,4
	36-40	6	12,5	12,5	22,9
	41-45	15	31,3	31,3	54,2
	46-50	21	43,8	43,8	97,9
	51-55	1	2,1	2,1	100,0
	Total	48	100,0	100,0	
Limpopo	17-20	5	15,6	15,6	15,6
	21-25	6	18,8	18,8	34,4
	26-30	5	15,6	15,6	50,0
	31-35	4	12,5	12,5	62,5
	36-40	7	21,9	21,9	84,4
	41-45	5	15,6	15,6	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	17-20	7	17,9	17,9	17,9
	21-25	3	7,7	7,7	25,6
	46-50	5	12,8	12,8	38,5
	51-55	12	30,8	30,8	69,2
	56-60	7	17,9	17,9	87,2
	61+	5	12,8	12,8	100,0
	Total	39	100,0	100,0	

The analysis of age distribution across Mpumalanga, Limpopo, and KwaZulu-Natal reveals distinct demographic patterns. In Mpumalanga, the majority of respondents are middle-aged, with the **46-50** age group comprising **43.8%** and the **41-45** category accounting for **31.3%**, indicating that **75%** of respondents fall between **41 and 50 years old**. Younger age groups are minimally represented, suggesting a predominantly older respondent base. In contrast, Limpopo exhibits a more evenly distributed age profile, with the highest proportion found in the **36-40** age range (**21.9%**), while younger respondents (**17-30 years old**) collectively make up **50%** of the sample. This suggests a more diverse generational spread in Limpopo compared to Mpumalanga. KwaZulu-Natal presents a markedly older respondent profile, with **30.8%** in the **51-55** category, **17.9%** in the **56-60** range, and **12.8%** aged **61 and above**, resulting in over **60%** of respondents being **51 years or older**. The limited

representation of younger individuals in KwaZulu-Natal suggests an aging sample, possibly indicative of regional demographic or socio-economic factors. Overall, the findings demonstrate that Mpumalanga and KwaZulu-Natal have an older respondent base, whereas Limpopo has a relatively balanced age distribution with a notable proportion of younger participants. These variations may reflect differences in economic activity, migration patterns, or employment opportunities across the provinces.

Table 6.20: Gender Vs Province

Gender					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Female	23	47,9	47,9	47,9
	Male	25	52,1	52,1	100,0
	Total	48	100,0	100,0	
Limpopo	Female	13	40,6	40,6	40,6
	Male	19	59,4	59,4	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	Female	22	56,4	56,4	56,4
	Male	17	43,6	43,6	100,0
	Total	39	100,0	100,0	

The gender distribution of respondents across Mpumalanga, Limpopo, and KwaZulu-Natal reveals a balanced but regionally varied representation of male and female participants, which may have implications for the development of a homestay sustainable development framework.

In Mpumalanga, the gender split is relatively even, with 52.1% male and 47.9% female respondents, indicating near-equal participation in discussions surrounding homestay development. Similarly, Limpopo has a male majority (59.4%) and a lower female representation (40.6%), suggesting that men may have a stronger influence or participation in tourism-related initiatives in the province. In contrast, KwaZulu-Natal exhibits a female majority (56.4%) compared to males (43.6%), which could indicate that women are more involved or interested in homestay and Airbnb-related activities in this region.

These variations could reflect socioeconomic and cultural dynamics that influence women's participation in tourism entrepreneurship. In KwaZulu-Natal, the higher

female representation may suggest that women are more engaged in homestay operations, potentially as hosts or key decision-makers in their households, aligning with global trends where women often play leading roles in community-based tourism. Meanwhile, Limpopo’s male dominance may indicate that men hold a stronger role in the formal aspects of tourism entrepreneurship or decision-making in the region.

For a sustainable homestay development framework, these findings suggest the need for gender-sensitive policies and capacity-building initiatives. In Limpopo, strategies to encourage and empower female entrepreneurs could help balance participation and ensure that women benefit from homestay tourism opportunities. In KwaZulu-Natal, policies should leverage the strong female presence by providing training, networking opportunities, and financial support to further enhance women’s contributions to homestay tourism. Meanwhile, in Mpumalanga, the nearly equal gender split presents an opportunity to develop inclusive policies that support both men and women equally in homestay entrepreneurship.

Table 6.21: Geo-type Vs Province

Do you reside in Rural or Urban Area?					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Rural	12	25,0	25,0	25,0
	Urban	36	75,0	75,0	100,0
	Total	48	100,0	100,0	
Limpopo	Rural	32	100,0	100,0	100,0
KwaZulu-Natal	Rural	14	35,9	35,9	35,9
	Urban	25	64,1	64,1	100,0
	Total	39	100,0	100,0	

The residential distribution of respondents across Mpumalanga, Limpopo, and KwaZulu-Natal provides critical insights into the potential for homestay sustainable development, particularly in the context of rural and urban tourism dynamics.

In Mpumalanga, the majority of respondents (75.0%) reside in urban areas, with only 25.0% in rural areas. This suggests that homestay operations in Mpumalanga may be more urban-oriented, potentially catering to business travellers, tourists seeking city-based accommodations, or visitors looking for alternative lodging options in peri-urban areas. Given the lower rural representation, there may be fewer homestay

establishments in rural Mpumalanga, highlighting an opportunity to promote rural tourism development through targeted interventions such as community-based tourism initiatives.

In contrast, Limpopo presents a starkly different scenario, with 100% of respondents residing in rural areas. This aligns with Limpopo's well-known rural landscape and its potential for homestays as a key driver of rural economic development. The rural dominance suggests that homestays in Limpopo could serve as an essential tool for job creation, cultural exchange, and the promotion of indigenous and agritourism experiences. However, it may also indicate a lack of urban market penetration, meaning that policy efforts should focus on improving infrastructure, digital access, and marketing strategies to attract both domestic and international tourists to rural homestays.

KwaZulu-Natal presents a more balanced distribution, with 35.9% of respondents from rural areas and 64.1% from urban areas. This suggests a diverse homestay market, where both urban and rural homestay models coexist. The relatively high rural representation indicates that homestays could be an important economic driver for rural communities, while the strong urban presence suggests potential demand for short-term rentals in metropolitan areas.

Table 6.22: Occupation Vs Province

Occupation					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Employed	29	60,4	60,4	60,4
	Self-Employed	18	37,5	37,5	97,9
	Unemployed	1	2,1	2,1	100,0
	Total	48	100,0	100,0	
Limpopo	Employed	11	34,4	34,4	34,4
	Self-Employed	7	21,9	21,9	56,3
	Student	11	34,4	34,4	90,6
	Unemployed	3	9,4	9,4	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	Employed	12	30,8	30,8	30,8
	Retired	2	5,1	5,1	35,9
	Self-Employed	11	28,2	28,2	64,1
	Student	10	25,6	25,6	89,7
	Unemployed	4	10,3	10,3	100,0

	Total	39	100,0	100,0	
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The occupational distribution across Mpumalanga, Limpopo, and KwaZulu-Natal provides critical insights into the potential for developing a **homestay sustainable development framework**. In Mpumalanga, a **high employment rate (60.4%)** and significant **self-employment (37.5%)** suggest that many residents have the financial stability and entrepreneurial experience necessary to participate in and sustain homestay ventures. The low unemployment rate (2.1%) indicates economic stability, which may support investment in homestay infrastructure and tourism services. In contrast, Limpopo presents a more diverse occupational profile, with **employment (34.4%)** and self-employment (21.9%) lower than in Mpumalanga, while **students constitute 34.4%** of respondents. This suggests an opportunity to integrate youth into homestay initiatives through skills development, training programs, and digital marketing efforts to attract visitors.

The **9.4% unemployment rate** may pose a challenge, but it also highlights the potential for homestay programs to generate local employment. KwaZulu-Natal exhibits a similarly balanced occupational distribution, with **30.8% employed, 28.2% self-employed, and 25.6% students**, alongside a **notable retired segment (5.1%)**. This mix suggests that a homestay framework could leverage the **entrepreneurial and student populations for service innovation**, while also incorporating retired individuals as cultural knowledge bearers to enhance the authenticity of visitor experiences.

The 10.3% unemployment rate underscores the need for sustainable economic opportunities. Overall, the feasibility of a homestay framework varies across provinces: Mpumalanga presents a financially stable and business-oriented population, Limpopo offers a youth-driven and skill-development focus, and KwaZulu-Natal combines entrepreneurial potential with cultural and heritage tourism prospects. A successful homestay sustainable development framework should be province-specific, leveraging employment strengths while addressing economic vulnerabilities through tourism-driven income generation, training programs, and community engagement initiatives.

Table 6.23: Homestay awareness Vs Province

Are you aware of the concept of homestays in your community?					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	No	3	6,3	6,3	6,3
	Yes	45	93,8	93,8	100,0
	Total	48	100,0	100,0	
Limpopo	No	11	34,4	34,4	34,4
	Yes	21	65,6	65,6	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	No	2	5,1	5,1	5,1
	Yes	37	94,9	94,9	100,0
	Total	39	100,0	100,0	

The level of awareness of the homestay concept across Mpumalanga, Limpopo, and KwaZulu-Natal reveals critical insights for developing a homestay sustainable development framework. In Mpumalanga, an overwhelming 93.8% of respondents are aware of homestays, indicating a well-established familiarity with the concept. This high level of awareness suggests that homestay initiatives in Mpumalanga can focus more on expansion, formalization, and quality enhancement rather than introductory education. Similarly, KwaZulu-Natal exhibits a strong awareness (94.9%), suggesting that the province is ripe for the scaling of homestay programs, with an already receptive community that may require only minor interventions in capacity building and marketing strategies.

In contrast, Limpopo shows a significantly lower awareness level (65.6%), with 34.4% of respondents unfamiliar with the concept. This suggests that for homestay development to succeed in Limpopo, a strong community awareness campaign is essential, focusing on education, training, and stakeholder engagement to build understanding and acceptance of the model. The provincial differences highlight the need for a context-specific approach to homestay development: Mpumalanga and KwaZulu-Natal require initiatives aimed at enhancing service quality, digital integration, and regulatory frameworks, while Limpopo needs foundational awareness-building and capacity development to ensure that community members understand the benefits and operational aspects of homestays. These insights

emphasize the necessity of targeted policy interventions, tailored training programs, and strategic marketing efforts to optimize the success of homestay tourism across provinces.

Table 6.24: Hosting Vs Province

Have you ever hosted guests as part of a homestay?					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	No	35	72,9	72,9	72,9
	Yes	13	27,1	27,1	100,0
	Total	48	100,0	100,0	
Limpopo	No	25	78,1	78,1	78,1
	Yes	7	21,9	21,9	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	No	32	82,1	82,1	82,1
	Yes	7	17,9	17,9	100,0
	Total	39	100,0	100,0	

The data on prior participation in homestay hosting across Mpumalanga, Limpopo, and KwaZulu-Natal highlights varying degrees of community engagement in informal tourism accommodation. Mpumalanga has the highest participation rate, with 27.1% of respondents having hosted guests, suggesting a relatively developed homestay market with some level of practical experience in hosting. However, the majority (72.9%) have never hosted, indicating that while awareness is high in the province (as seen in the previous analysis), actual participation remains limited. Limpopo follows with 21.9% of respondents having hosted guests, meaning that while a smaller portion of the population has direct experience, there is an emerging interest in homestay hosting. However, the 78.1% non-participation rate aligns with the previously observed lower awareness levels, reinforcing the need for capacity-building initiatives, incentives, and education on homestay benefits. KwaZulu-Natal has the lowest participation rate (17.9%), with 82.1% of respondents never having hosted guests. Despite the high awareness levels in the province, this suggests barriers to entry, possibly due to a lack of infrastructure, financial constraints, regulatory challenges, or limited market access. The overall trend across all three provinces reveals that while homestay awareness is relatively high, actual participation remains low, suggesting that knowledge does not directly translate into engagement.

To develop a sustainable homestay framework, targeted interventions are needed to bridge the gap between awareness and participation. Mpumalanga may benefit from business development support and marketing initiatives to expand its homestay network, while Limpopo requires foundational training, financial support, and promotional efforts to encourage participation. In KwaZulu-Natal, a deeper investigation into the barriers preventing participation is crucial, followed by interventions such as infrastructure development, financial incentives, and business mentorship programs. Addressing these province-specific challenges will be essential in creating a scalable and sustainable homestay development model.

Table 6.25: Knowing Homestay owner Vs Province

Do you know someone who has hosted guests in their home as part of a homestay arrangement?					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	No	13	27,1	27,1	27,1
	Yes	35	72,9	72,9	100,0
	Total	48	100,0	100,0	
Limpopo	No	17	53,1	53,1	53,1
	Yes	15	46,9	46,9	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	No	16	41,0	41,0	41,0
	Yes	23	59,0	59,0	100,0
	Total	39	100,0	100,0	

The data on whether respondents know someone who has hosted guests as part of a homestay or Airbnb arrangement provides insight into the social diffusion and community presence of homestay practices across Mpumalanga, Limpopo, and KwaZulu-Natal. Mpumalanga exhibits the highest level of indirect exposure to homestays, with 72.9% of respondents knowing someone who has hosted guests. This aligns with the province's relatively high awareness and participation rates, indicating that homestays are somewhat established within social networks, which may facilitate further growth through word-of-mouth promotion and peer influence. In contrast, Limpopo has the lowest level of exposure (46.9%), with 53.1% of respondents not knowing anyone who has participated in homestay hosting. This suggests that homestay adoption is still in its early stages and that the lack of social

proof and community examples may be a limiting factor in encouraging new hosts. KwaZulu-Natal falls in between, with 59.0% of respondents knowing someone who has hosted and 41.0% lacking such exposure. Despite high awareness of homestays in this province, actual participation remains low, as reflected in previous analyses, which may indicate barriers to entry such as financial constraints, regulatory issues, or limited access to the tourism market.

The data suggests that social influence and familiarity with homestays play a crucial role in encouraging participation. In developing a homestay sustainable development framework, Mpumalanga can leverage its existing networks to promote best practices and mentorship programs, while Limpopo and KwaZulu-Natal require community-based awareness campaigns, pilot projects, and success stories to foster trust and encourage adoption. Addressing these social diffusion dynamics will be essential in scaling homestay initiatives and ensuring their long-term sustainability across different provincial contexts.

Table 6.26: Homestay Experience Vs Province

Have you ever stayed in a homestay accommodation?					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	No	7	14,6	14,6	14,6
	Yes	41	85,4	85,4	100,0
	Total	48	100,0	100,0	
Limpopo	No	15	46,9	46,9	46,9
	Yes	17	53,1	53,1	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	No	13	33,3	33,3	33,3
	Yes	26	66,7	66,7	100,0
	Total	39	100,0	100,0	

The experience of staying in a homestay accommodation varies significantly across Mpumalanga, Limpopo, and KwaZulu-Natal, reflecting differences in tourism awareness, economic factors, and regional accommodation preferences.

In Mpumalanga, an overwhelming majority (85.4%) of respondents have stayed in a homestay, indicating high exposure and engagement with the short-term rental market. This suggests that homestays are well-integrated into the province's tourism

and accommodation landscape, likely benefiting from urbanization, business travel, and the presence of major tourist attractions such as the Kruger National Park. The low percentage (14.6%) of respondents who have never used such accommodations implies a well-established demand for homestay services, which could encourage further investment in this sector and policy support for its sustainable growth.

In Limpopo, 53.1% of respondents have stayed in a homestay, while 46.9% have not, suggesting a more moderate level of market penetration. Given Limpopo's predominantly rural profile, the relatively lower participation may be due to limited availability of homestay options, weaker digital platform adoption, or cultural preferences for traditional accommodation types. However, the fact that over half of respondents have experienced a homestay suggests growing market acceptance. Policies aimed at improving homestay infrastructure, digital visibility, and training programs for hosts could enhance homestay sustainability and community participation in the local tourism economy.

In KwaZulu-Natal, 66.7% of respondents have used homestay accommodation, while 33.3% have not. This indicates a relatively strong engagement with the homestay model, likely driven by urban tourism in cities such as Durban and cultural tourism in rural areas. KwaZulu-Natal's diverse tourism offerings, including coastal, cultural, and heritage tourism, may contribute to this significant uptake. However, the one-third of respondents who have never stayed in such accommodations highlights potential barriers such as affordability, trust issues, or lack of awareness.

Table 6.27: Homestay experience rating Vs Province

How would you rate your experience? (Scale: 1-5, with 5 being highly satisfactory)		Count	Column N %	
Province	Mpumalanga	Highly unsatisfactory	0	0,0%
		Unsatisfactory	2	4,9%
		Indifferent	10	24,4%
		Satisfactory	14	34,1%
		Highly Satisfactory	15	36,6%
		Total	41	100,0%
	Limpopo	Highly unsatisfactory	1	5,9%
		Unsatisfactory	1	5,9%
		Indifferent	2	11,8%
		Satisfactory	5	29,4%
		Highly Satisfactory	8	47,1%

		Total	17	100,0%
	KwaZulu-Natal	Highly unsatisfactory	0	0,0%
		Unsatisfactory	0	0,0%
		Indifferent	6	23,1%
		Satisfactory	13	50,0%
		Highly Satisfactory	7	26,9%
		Total	26	100,0%

The perceived satisfaction levels of homestays users in Mpumalanga, Limpopo, and KwaZulu-Natal provide insights into the quality of services, guest expectations, and potential areas for improvement in the short-term rental sector.

In Mpumalanga, the majority of respondents rated their experience as either satisfactory (34.1%) or highly satisfactory (36.6%), indicating generally positive experiences. However, 24.4% of guests were indifferent, and 4.9% found the experience unsatisfactory. The absence of highly unsatisfactory ratings suggests that while most guests were content, there are areas for improvement in service consistency and guest satisfaction enhancement. Given that Mpumalanga has a high level of homestay participation, providers should focus on personalized services, improved amenities, and stronger community engagement to shift indifferent guests toward satisfaction.

In Limpopo, guest experiences were largely positive, with 47.1% rating their stay as highly satisfactory and 29.4% as satisfactory, making a combined 76.5% satisfaction rate. However, 5.9% reported highly unsatisfactory experiences, and another 5.9% were unsatisfied, suggesting isolated cases of poor service delivery. Given that Limpopo has lower overall homestay participation, these results indicate that while those who engage with the sector generally find value in it, there are inconsistencies that need to be addressed. Improvements in quality assurance, host training, and infrastructure development could enhance guest experiences and further encourage homestay adoption.

In KwaZulu-Natal, guest satisfaction was also largely positive, with 50% rating their stay as satisfactory and 26.9% as highly satisfactory. However, 23.1% were indifferent, indicating that while most guests had a good experience, a significant

portion found the stay neither good nor bad. Notably, there were no highly unsatisfactory or unsatisfactory ratings, suggesting that while experiences were not always exceptional, they were at least acceptable. This highlights an opportunity to differentiate and improve service offerings to convert indifferent guests into satisfied ones.

Table 6.28: Homestay influence to local economy vs Province

How do you think homestays have influenced the local economy					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	No Impact	1	2,1	2,1	2,1
	Positively	47	97,9	97,9	100,0
	Total	48	100,0	100,0	
Limpopo	No Impact	1	3,1	3,1	3,1
	Positively	31	96,9	96,9	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	Negatively	3	7,7	7,7	7,7
	No Impact	9	23,1	23,1	30,8
	Positively	27	69,2	69,2	100,0
	Total	39	100,0	100,0	

The data on perceived economic impact of homestays reveals a strong consensus on their positive contributions to local economies, though with some variations across Mpumalanga, Limpopo, and KwaZulu-Natal.

Mpumalanga and Limpopo exhibit overwhelming agreement on the positive economic impact of homestays, with 97.9% and 96.9% of respondents, respectively, believing these accommodations have benefited the local economy. Only a negligible proportion in each province (2.1% in Mpumalanga and 3.1% in Limpopo) perceives no economic impact. This suggests that in these regions, homestays are seen as effective economic drivers, likely through job creation, increased spending in local businesses, and support for local service providers.

In contrast, KwaZulu-Natal presents a more mixed view, with 69.2% of respondents acknowledging positive economic contributions, but a higher proportion (23.1%) seeing no impact, and 7.7% perceiving negative effects. The negative perception may be linked to concerns such as competition with traditional accommodation providers,

rising property costs, or uneven distribution of economic benefits. The relatively high percentage of respondents seeing no impact suggests that homestays may not yet be fully integrated into the broader local economy, or that their effects are not as visible compared to Mpumalanga and Limpopo.

From a homestay sustainable development framework perspective, these findings indicate that while homestays are largely seen as economic assets, their benefits must be better distributed and reinforced, particularly in KwaZulu-Natal. Efforts should focus on strengthening linkages between homestays and local businesses, ensuring fair competition with established tourism enterprises, and addressing any negative externalities such as rising housing costs or regulatory gaps. In Mpumalanga and Limpopo, where perceptions are already highly positive, policy efforts should aim to sustain and expand these economic benefits, possibly by incentivizing new entrants into the homestay market and enhancing destination marketing to attract more guests. These insights underscore the role of homestays as an emerging pillar of local economic resilience, but also highlight the need for region-specific strategies to maximize their contributions while mitigating potential drawbacks.

Benefits of homestays

Table 6.29: Benefits of homestays Vs Province

Province	Economic Growth	Cultural Exchange	Social Cohesion
Mpumalanga	39	22	23
Limpopo	24	14	15
KwaZulu-Natal	29	16	18
TOTAL	92	52	56

The perceived benefits of homestays in Mpumalanga, Limpopo, and KwaZulu-Natal were assessed across three key dimensions: economic growth, cultural exchange, and social cohesion. The data provides insights into how homestays contribute to socioeconomic development and community integration, which is essential for designing a sustainable homestay development framework.

1. Economic Growth as the Most Recognized Benefit

Across all provinces, economic growth was identified as the most significant benefit, with 92 respondents selecting it as an advantage of homestays. This indicates that

homestay accommodations are widely perceived as a driver of local economic activity, supporting small businesses, job creation, and income generation for host families.

- Mpumalanga had the highest recognition of economic growth (39 respondents), reflecting the greater level of homestay awareness and participation in this province.
- KwaZulu-Natal followed with 29 respondents, indicating that the province also sees notable economic benefits.
- Limpopo had the lowest number (24 respondents), which aligns with the lower levels of homestay engagement in the province.

This trend suggests that economic incentives remain a primary driver for homestay adoption. Policies aimed at fostering small-scale tourism enterprises, improving infrastructure, and enhancing financial support for homestay operators could further amplify this economic impact.

2. Cultural Exchange as a Secondary Benefit

Cultural exchange was recognized as a benefit by 52 respondents, making it the least identified benefit among the three categories. While this suggests that homestays facilitate cultural learning and interaction, they are not yet fully utilized as a tool for promoting cultural heritage and local traditions.

- Mpumalanga again led with 22 respondents, reflecting a relatively strong engagement in cultural tourism activities.
- KwaZulu-Natal (16) and Limpopo (14) followed closely, suggesting a moderate level of cultural engagement through homestays.

This finding highlights an opportunity to strengthen cultural tourism by integrating local storytelling, heritage tours, and immersive experiences into homestay offerings. Encouraging guests to participate in cultural activities and engage with local traditions could enhance this benefit further.

3. Social Cohesion as a Growing Benefit

Social cohesion was identified by 56 respondents, indicating that homestays foster community interactions, build relationships, and encourage cooperation between residents and visitors.

- Mpumalanga led again (23 respondents), followed by KwaZulu-Natal (18) and Limpopo (15).
- The recognition of social cohesion benefits suggests that homestays contribute to community integration and collective tourism development.

However, while homestays are acknowledged as promoting social ties, further efforts are needed to maximize this impact. Strategies such as community-hosted events, local participation in tourism planning, and joint business ventures with local artisans and service providers could enhance social cohesion and create a more inclusive homestay ecosystem.

Concerns of homestays

Table 6.30: Concerns of homestays vs Province

Province	Over-Crowding	Noise Disturbance	Safety and Security	Cultural Erosion
Mpumalanga	08	15	29	09
Limpopo	03	11	25	04
KwaZulu-Natal	07	13	20	08
TOTAL	18	39	74	21

The concerns surrounding homestay accommodations in Mpumalanga, Limpopo, and KwaZulu-Natal highlight critical socio-economic and cultural tensions that must be addressed within a sustainable homestay development framework. Safety and security emerged as the most pressing concern, with 74 respondents expressing apprehensions regarding unregulated guest movements, potential criminal activities, and a general sense of vulnerability within residential areas. Mpumalanga exhibited the highest concern (29 respondents), followed closely by Limpopo (25) and KwaZulu-Natal (20), underscoring the need for stringent security measures such as guest screening protocols, surveillance systems, and community-based safety initiatives. Noise disturbance was the second most frequently reported issue, with 39 respondents identifying it as disruptive, particularly in provinces with a mix of urban and rural settlements where traditional lifestyles may conflict with transient guest behaviours.

Mpumalanga (15) reported the highest concern, suggesting that homestay operations in this province may require stricter noise regulations and guest conduct policies.

Cultural erosion, though a relatively less emphasized concern (21 respondents), remains significant in regions where traditional customs and community values are central to social cohesion. The introduction of external influences through homestay tourism may lead to shifts in cultural norms, particularly in Mpumalanga (9) and KwaZulu-Natal (8), necessitating interventions that promote cultural preservation through structured guest engagement with local traditions. Overcrowding, cited by 18 respondents, was the least prominent concern but remains relevant in areas where rapid tourism expansion could strain local infrastructure and resources. Addressing these multifaceted concerns requires a holistic approach that balances the economic benefits of homestays with the imperative to protect community well-being, cultural integrity, and social harmony. Implementing regulatory frameworks, fostering community participation, and integrating sustainability principles into homestay models will be essential to mitigating these challenges while maximizing the positive impact of the sector.

Table 6.31: Homestay integration strategies Vs Province

How can homestay hosts better integrate with the local community?					
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Mpumalanga	Build relationships with neighbours	22	45,8	45,8	45,8
	Contribute to community causes	6	12,5	12,5	58,3
	Encourage guests to support other local businesses	12	25,0	25,0	83,3
	Organize community engagements events to build social cohesion	3	6,3	6,3	89,6
	Respect local customs and traditions	5	10,4	10,4	100,0
	Total	48	100,0	100,0	
Limpopo	Build relationships with neighbours	11	34,4	34,4	34,4
	Contribute to community causes	8	25,0	25,0	59,4

	Encourage guests to support other local businesses	8	25,0	25,0	84,4
	Organize community engagements events to build social cohesion	1	3,1	3,1	87,5
	Respect local customs and traditions	4	12,5	12,5	100,0
	Total	32	100,0	100,0	
KwaZulu-Natal	Build relationships with neighbours	19	48,7	48,7	48,7
	Contribute to community causes	5	12,8	12,8	61,5
	Encourage guests to support other local businesses	6	15,4	15,4	76,9
	Organize community engagements events to build social cohesion	3	7,7	7,7	84,6
	Respect local customs and traditions	6	15,4	15,4	100,0
	Total	39	100,0	100,0	

The data on how homestay hosts can better integrate with the local community provides crucial insights into the social sustainability of homestay tourism across Mpumalanga, Limpopo, and KwaZulu-Natal. Across all three provinces, building relationships with neighbors emerges as the most frequently suggested strategy, with 45.8% in Mpumalanga, 34.4% in Limpopo, and 48.7% in KwaZulu-Natal supporting this approach. This underscores the importance of community acceptance and social cohesion in the success of homestay models, highlighting that hosts need to engage positively with their immediate surroundings to ensure a supportive environment for guests.

Encouraging guests to support local businesses is also a significant recommendation, with 25.0% in Mpumalanga and Limpopo, and 15.4% in KwaZulu-Natal emphasizing this. This suggests that homestays have the potential to function as economic multipliers, directing visitor spending to local artisans, restaurants, and service providers, thereby fostering a broader economic impact beyond direct accommodation services.

Contributing to community causes ranks notably higher in Limpopo (25.0%) compared to Mpumalanga (12.5%) and KwaZulu-Natal (12.8%), indicating that in some regions, direct community investment, such as donations or participation in social initiatives, is perceived as a key method of integration. Meanwhile, respecting local customs and traditions is slightly more emphasized in KwaZulu-Natal (15.4%) and Limpopo (12.5%) than in Mpumalanga (10.4%), which may reflect the stronger role of cultural heritage and traditional norms in shaping homestay experiences in these areas.

Organizing community engagement events to build social cohesion is the least common response, with low support across all three provinces (6.3% in Mpumalanga, 3.1% in Limpopo, and 7.7% in KwaZulu-Natal). This suggests that while formal community events have potential benefits, hosts and communities may prefer more organic, day-to-day forms of interaction.

To develop a sustainable homestay framework, these findings suggest that local integration strategies should be tailored by region. Mpumalanga and KwaZulu-Natal emphasize neighbour relations and cultural respect, while Limpopo exhibits a stronger interest in community contributions and economic linkages. Policies should therefore promote social cohesion through informal relationship-building, enhance economic integration through guest spending in local businesses, and encourage cultural sustainability by respecting local traditions. These measures will help position homestays as inclusive, community-cantered enterprises that generate social and economic benefits for host communities.

Conclusion

This chapter has provided a data-driven analysis of the cornerstones influencing the sustainability of homestays, focusing on economic viability, environmental responsibility, and socio-cultural integration. The findings indicate that while homestays contribute positively to local economies through income generation and employment, challenges such as lack of skills training, resource management, and community participation remain critical concerns. Statistical analyses have revealed significant correlations between sustainable tourism practices and the long-term viability of homestays. Additionally, environmental sustainability remains a pressing issue, with data suggesting that while some homestays implement eco-friendly

practices, others struggle with waste management, water consumption, and biodiversity conservation.

Overall, the quantitative findings highlight the need for policy interventions, capacity-building programs, and improved regulatory frameworks to enhance the sustainability of homestays. These insights provide a foundation for further qualitative exploration, which can offer deeper perspectives on the lived experiences of homestay owners and the local community.

CHAPTER 7: HOMESTAY SUSTAINABILITY FRAMEWORK

This framework responds to the Main Objective on developing an enhancement framework for sustainable tourism practices in South African homestays.

7.1. Introduction

Sustainable tourism development has increasingly become a focal point in academic discourse, particularly in relation to community-based tourism initiatives such as homestays. These initiatives provide economic sustainability to local communities and contribute to cultural preservation and environmental conservation. However, the sustainability of homestay programs depends on various factors, including governance, capacity building, stakeholder involvement, and market dynamics. This chapter presents a comprehensive sustainability framework for homestay tourism in South Africa, integrating theoretical perspectives and empirical findings to establish guidelines for long-term viability.

The framework outlined in this chapter is based on analysing key cornerstones that influence the sustainability of homestay programs. These cornerstones include economic resilience, sociocultural integrity, environmental stewardship, and institutional support. By examining these elements, the study aims to provide a structured approach to evaluating and enhancing the sustainability of homestays in South Africa and to promote responsible, environmentally friendly, socially inclusive, and economically viable practices for homestays within the tourism industry.

This chapter is structured as follows: The first section introduces the proposed framework, detailing its components and the rationale behind its inclusion. The second section provides an overview of the key dimensions of sustainable tourism pertaining to homestays. The third section discusses the practical implications of the framework for policymakers, tourism practitioners, and community stakeholders. Finally, the chapter concludes with a reflection on the broader significance of the framework and its potential application in various tourism contexts. By developing a sustainability framework for homestay tourism, this study seeks to contribute to the growing body of literature on sustainable community-based tourism. The insights derived from this

framework are expected to inform decision-making processes at multiple levels, ensuring homestay programs can achieve long-term sustainability while delivering meaningful benefits to host communities and visitors

THE SUSTAINABILITY OF SOUTH AFRICA HOMESTAYS

Homestay sustainability cornerstones

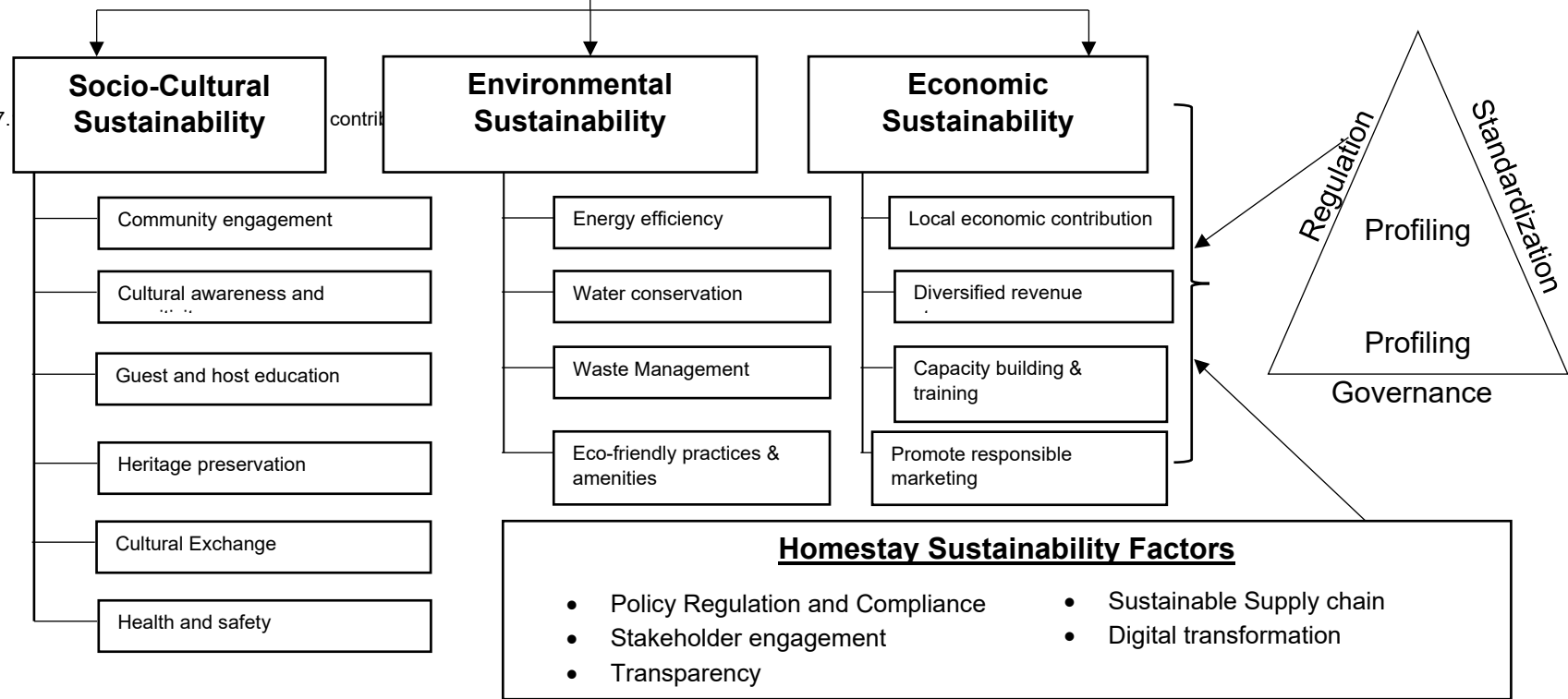
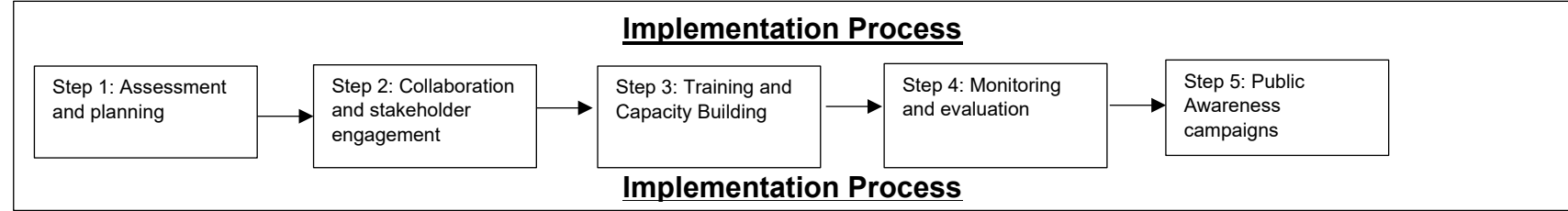


Figure 7.1 Sustainability framework, factors & contribution

Figure 7.



This framework focuses on sustainability cornerstones and strategies, that is: Socio-cultural sustainability, Economic sustainability and environmental sustainability. By aligning homestay operations with sustainable principles, the framework ensures long term viability, positive impacts and benefits such as regulated standards, training on aspects such as financial management and environmental awareness for hosts communities, tourists, and the environment. The framework takes a holistic approach to not only enhance guests experiences but also foster community development, cultural preservation and environmental conservation. Below is the discussions of the homestay sustainability cornerstones.

7.2 KEY SUSTAINABILITY DIMENSIONS

SOCIO-CULTURAL SUSTAINABILITY

This sustainability cornerstone aims to create a positive, inclusive, supportive social environment for hosts and guests. This study's findings revealed a need to create a more positive, inclusive, and supportive social environment, especially in the urban-based homestays with host away hosting approach, as mentioned in 5.8 under theme 8. This gap can be bridged through community engagement. One of the most successful ways to infuse homestays into the local economy is by inspiring owners to use locally sourced products and services. Homestay owners support local businesses by partnering with local food suppliers, arts and crafts, and other services and offer guests a more authentic experience. This approach benefits the local economy and sustainability efforts by reducing the environmental impact of imported goods. Cultural awareness and sensitivity are also crucial for the host and the guests, as they come from different backgrounds, cultures, beliefs, and values. Though most rural-based homestays excel in this front, urban-based homestays have room to improve by offering an opportunity for guests to immerse themselves in the region's culture. Creating environments where guests can learn about local traditions, values, and norms is crucial. This can be achieved by providing structured cultural activities such as language lessons, guided heritage walks, or storytelling sessions. Guest and host education eliminates exclusion and hostile environments. For a successful homestay experience, guests and hosts should know about sustainable tourism practices. This can be done through awareness campaigns. Topics such as minimising carbon neutrality, carbon footprints, respecting local cultural traditions, and reducing waste

should be covered through awareness campaigns or information brochures. A consequential interaction between hosts and guests is important for a mutually enriching experience. Participation by guests in activities such as cooking traditional meals together, participating in household chores, or sharing stories with the host family helps foster tolerance and understanding. By encouraging these activities, homestays can bridge cultural gaps and promote global harmony. Cultural heritage is an important part of any community, and homestays can play a role in its preservation. Fostering guests to participate in local events such as traditional ceremonies or conservation projects can help sustain these practices. Homestay owners can also collaborate with local veterans, historians, or artisans to educate guests about the region's heritage. Providing health and safety measures for both guests and hosts is a fundamental aspect of homestay management. Compliance with hygiene protocols, emergency evacuation plans, and safety regulations must be maintained. Regular training sessions on hygiene, first aid, and disaster preparedness can help enhance the safety of the homestay environment.

A well-structured homestay program that focuses on community engagement, cultural awareness, education, exchange, heritage preservation, and safety can offer an enriching experience for both guests and hosts. By implementing these best practices, homestay owners can enhance their services while promoting sustainable tourism.

ECONOMIC SUSTAINABILITY

This sustainability cornerstone seeks to establish a sustainable and equitable source of income for homestay hosts while benefiting the broader community. The study findings indicate that most homestay owners are women, many of whom serve as primary breadwinners, with homestays representing their sole source of income. This trend may indicate the ownership dynamics of homestays in South Africa, particularly in rural areas, where women and local entrepreneurs predominantly manage these establishments. The reliance on homestays as a primary source of income underscores the importance of economic sustainability as a key pillar in ensuring these businesses' long-term viability and success. By implementing sustainable financial models, such as diversified income streams, local economic distribution, capacity building and training, and promoting responsible marketing, homestay enterprises can achieve greater resilience against economic fluctuations. Additionally, fostering local

entrepreneurship, access to financial support, and skill development programs can further enhance the economic sustainability of homestays, ultimately benefiting both hosts and their surrounding communities. Local economic contribution is one of the key benefits of homestay tourism, and it has the potential to boost the local economy. Homestay owners and visitors can ensure economic benefits remain within the community by encouraging guests to prioritise utilising local services and products. This means dining at local restaurants, purchasing handicrafts from local artisans, and using transportation services provided by community members. By doing so, tourists help sustain livelihoods, preserve traditional craftsmanship, and create job opportunities. As indicated above, it is crucial for homestay owners to diversify their revenue streams. Relying solely on accommodation income may not be sustainable for homestay owners in the long run. To ensure financial stability, hosts should consider diversifying their income by offering guided tours, cultural experiences (such as cooking classes or traditional music performances), and selling locally made crafts and organic produce, which can enhance the guest experience while generating additional revenue. Homestay owners should be exposed to capacity building and training for skills development. This study indicates that most homestay owners are not trained in business management, customer care, and financial management skills. Providing homestay owners with the necessary skills training is essential for maintaining high standards in sustainable tourism. The training programs should cover customer service, business management, financial literacy, and sustainable tourism practices. Homestay businesses can enhance guest satisfaction and longevity by equipping hosts with these skills. Promoting responsible marketing is an important aspect of economic growth. Sustainable and effective marketing plays a significant role in attracting responsible travellers. Homestay owners should adopt green marketing strategies that highlight their commitment to sustainability. Digital platforms, including social media, travel blogs, and eco-tourism websites, offer cost-effective ways to reach potential guests. Homestays can appeal to conscious travellers who prioritize sustainable tourism by promoting environmentally friendly practices.

ENVIRONMENTAL SUSTAINABILITY

This sustainability cornerstone seeks to alleviate the negative impacts of homestay on the environment and to support the conservation and preservation of natural resources. The environment is fundamental to sustainability, serving as the foundation

upon which economic, social, and cultural activities depend. If not properly managed, environmental degradation can lead to long-term consequences, including the depletion of natural resources, loss of biodiversity, and climate change impacts. In sustainable tourism and homestay operations, environmental sustainability involves responsible resource management, conservation efforts, and adopting eco-friendly practices. Without these measures, issues such as deforestation, water pollution, excessive waste generation, and ecosystem destruction may arise, ultimately compromising the long-term viability of tourism destinations. One of the most crucial aspects of sustainability is energy efficiency. Encourage more people to use renewable energy sources such as solar, wind, and biogas (from slurry). Investing in solar panels and wind turbines can significantly reduce dependence on fossil fuels. Switching to energy-saving appliances, such as LED lighting, can also lower energy consumption. Water is a finite resource, and homestays should prioritise conserving it. Small gestures like taking showers instead of baths can significantly reduce water waste. Removing bath plugs from bathtubs encourages the use of showers. Harvesting rainwater allows households and businesses to collect and reuse rainwater, decreasing dependency on municipal water sources. Installing low-flow fixtures and showers can also reduce water consumption without compromising comfort. Waste management is crucial, and small changes can significantly impact environmental sustainability. Recycling and composting help reduce landfill waste while ensuring that materials are repurposed efficiently. The overuse of single-use plastics has become a global crisis. Sorting waste properly into plastic bins, bottle bins, paper bins, and perishable bins, and minimizing disposable items in daily life can go a long way. Businesses and governments take more decisive action, such as banning certain plastics or offering incentives for sustainable packaging. Cleaning with non-harmful, biodegradable products prevents harmful chemicals from polluting water sources. Natural toiletries, such as soaps made with castile soap and shampoos with coconut oil and rosemary extract, provide a sustainable alternative to synthetic chemicals. Furthermore, sustainable furniture and décor—such as bamboo-based furnishings reduce deforestation and environmental damage. There should be policies promoting the use of sustainable materials in construction and home design. Sustainability is a collective effort that requires everyone's commitment. While small actions, like using eco-friendly products or reducing water waste, make a difference, large-scale change comes from policies, awareness campaigns, and innovation.

7.3. FACTORS INFLUENCING HOMESTAYS SUSTAINABILITY

Sustainable homestays provide not only unique, immersive experiences for visitors but also prioritise addressing key factors for sustainability. Understanding these sustainability factors is crucial in ensuring that homestay tourism contributes positively to the host community and the environment, while simultaneously offering a rewarding experience for guests. This discussion explores the critical sustainability factors that can enhance homestay tourism's long-term success and positive impact.

Policy and regulation compliance

For sustainability practices to be effective and long-lasting, they must align with legal frameworks and regulatory guidelines designed to protect the environment, support local economies, and promote social equity. Compliance with environmental policies is crucial for safeguarding natural resources. Regulations such as environmental impact assessments (EIAs), waste management laws, and biodiversity protection ensure that businesses and communities reduce their ecological footprint. Sustainability is also linked to social policies that promote the well-being of local communities. Regulations related to fair wages, working conditions, and community engagement help to confirm that businesses contribute positively to the local economy and society.

Stakeholder engagement

Stakeholder engagement involves all relevant parties, such as local communities, governments, businesses, non-governmental organizations (NGOs), and tourists, in decision-making, planning, and implementation processes. Effective stakeholder engagement confirms that various perspectives and interests are considered, leading to more inclusive, responsible, and sustainable outcomes.

Sustainable supply chain

A sustainable supply chain refers to the management and coordination of processes, resources, and operations in a way that reduces environmental impact, promotes social responsibility, and ensures economic viability throughout the supply chain. This approach not only aims to reduce carbon footprints and carbon neutrality but also aims

to advance ethical labour practices, promote resource efficiency, and ensure that all stages, from when the tourist books a trip until they consume tourism products, including accommodation at the destination, are designed with long-term sustainability in mind.

Transparent reporting

Transparent reporting is an important factor in promoting sustainability across various sectors, including tourism, business, and environmental conservation. It refers to the clear, honest, and accountable communication of homestays' environmental, social, and economic impacts. Transparent reporting involves providing stakeholders such as customers, investors, regulators, and the public with accurate, clear, timely, and easy-to-follow information regarding a homestay's sustainability efforts, goals, and performance.

Digital transformation

Integrating digital technologies into the homestay sector reshapes how hosts manage their properties, attract guests, and deliver services. Digital transformation enhances efficiency, visibility, and sustainability, enabling homestays to compete in an increasingly technology-driven tourism market. By leveraging digital tools, homestays can improve guest experiences, streamline operations, and promote sustainable tourism practices. One of the most significant impacts of digital transformation in the homestay industry is the expansion of online booking and marketing platforms. Websites, social media, and third-party platforms such as Airbnb, Booking.com, and Expedia provide homestay owners with a global reach, enabling them to attract diverse tourists. Online presence is crucial for homestays as it gives them a competitive advantage over conventional accommodations such as hotels.

7.5. PROFILING ATTRIBUTE OF HOMESTAYS

Homestays have emerged as a significant component of alternative tourism, offering travellers an immersive and culturally rich experience while providing economic and social benefits to local communities. Unlike traditional hotels, homestays are characterized by personalized hospitality, cultural exchange, and integration into local communities (UNWTO, 2021). The profiling of homestays involves examining their key

attributes, which include ownership structure, location, target market, cultural significance, sustainability practices, and regulatory frameworks. These attributes influence the success, authenticity, and sustainability of homestay operations.

Standardisation

It emerged in this study that homestays in South Africa are not standardised. However, the literature chapter indicates that plans are underway to standardize them. It is crucial for homestays to be standardized to ensure quality, safety, and consistency across different accommodations. It serves as a key profiling attribute that allows guests to make informed choices while helping hosts maintain operational efficiency and competitiveness. By establishing clear guidelines and benchmarks, standardisation enhances guest satisfaction, regulatory compliance, and sustainability within the homestay industry. One of the primary functions of standardisation in homestays is to maintain quality and service uniformity. This is particularly important for guests who seek a predictable and reliable experience regardless of location.

Regulation

Regulation plays a crucial role in the homestay sector by establishing legal, operational, and ethical guidelines that govern the industry. Proper regulation ensures that homestays operate structured, providing both hosts and guests safety, quality assurance, inclusivity, and sustainability. Homestays risk becoming unstandardised without adequate regulation, potentially leading to safety concerns, unfair competition, and environmental degradation. Regulation in the homestay sector serves multiple economic, social, and environmental purposes, ensuring that, hosts comply with local laws and licensing requirements, promoting fair business practices, tourists receive quality accommodation that meets safety and service standards, and communities benefit economically while preventing negative social impacts, such as over-tourism or cultural exploitation, and environmental sustainability is maintained by enforcing waste management, energy conservation, and eco-friendly construction practices.

Governance

Governance plays a crucial role in shaping homestays' success, sustainability, and regulation. Effective governance ensures that homestays operate ethically, legally, and efficiently, providing economic benefits to hosts while safeguarding the interests of

guests and local communities. Homestay governance frameworks include policy regulations, stakeholder collaboration, community involvement, and sustainability guidelines to create a well-regulated and responsible industry. The role of governance in homestay management refers to the systems, policies, and practices that guide their operation. It involves multiple stakeholders, including Government authorities, responsible for creating policies, issuing permits, and ensuring compliance with tourism regulations; local municipalities, overseeing zoning laws, safety standards, and community integration of homestays; tourism organisations, provide training, marketing support, and quality control guidelines; homestay owners and hosts, ensure adherence to ethical hospitality standards and community-based tourism principles; guests' feedback and reviews help in shaping policies that improve service quality and guest experiences. Effective governance fosters transparency, accountability, and long-term sustainability in the homestay sector.

7.6. IMPLEMENTATION PROCESS

Step 1: Assessment and planning

Conduct a sustainability audit of existing homestays to assess their current state and identify areas for improvement. Establish measurable goals and timelines to implement sustainable principles and objectives, ensuring long-term environmental, social, and economic viability within the homestay sector. The assessment and planning of a homestay framework involves multiple stakeholders working together to ensure that homestays work efficiently, sustainably, and in alignment with local, national, and global tourism objectives. These stakeholders play an important role in the process, with responsibilities ranging from developing regulations and policies to implementing practices on the ground.

Step 2: Collaboration and stakeholder engagement

Enhance collaboration with relevant local government authorities, non-governmental organisations (NGOs), tourism institutions, local communities, and key stakeholders to promote the integration of sustainable homestay practices. Establish strategic partnerships with environmental, cultural, and social organizations to strengthen and support sustainability initiatives, ensuring long-term viability and positive community impact.

Step 3: Training and capacity building

To enhance their operational effectiveness, continuously educate, train, and support homestay owners in sustainability, marketing, and community engagement. A recognition system should also be implemented by awarding certificates and accolades to homestays that achieve predefined sustainability standards, encouraging best practices and long-term commitment to sustainable tourism. An example of training could be those that focus on structured training to effectively navigate racial and cultural differences with guests. This training should include conflict resolution strategies, inclusive communication, and cultural awareness programs.

Step 4: Monitoring and evaluation

Establishing systematic monitoring mechanisms is essential for evaluating achievements and assessing the extent of participation in sustainability initiatives. This process requires regular data collection and analysis from guests and hosts to identify potential challenges and develop appropriate solutions. Periodic assessments will facilitate informed decision-making, enabling continuous improvement in sustainability practices. Monitoring and evaluation are typically carried out by government bodies, local municipalities, tourism organisations, NGOs, and other relevant stakeholders.

Step 5: Public awareness campaigns

Promote sustainable tourism and homestay through various platforms, including social media, official websites, and community meetings. Encourage tourists to select environmentally responsible accommodations and participate in sustainable activities that support local communities and minimise ecological impact.

7.7. FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

Objective 1 To profile types and characteristics of homestays in SA.

Conclusions

This study profiled the types and characteristics of homestays in South Africa in Chapter 4. It revealed that there are several homestays, especially in the Western Cape and Gauteng provinces, with other provinces having few homestays. These

findings also confirm the statistics in the literature review Chapter 2 that indicated that 'in the Western Cape it is mainly the Airbnb that is available in this sector, and it seems to be soaring with more listing than cities such as Sydney and San Francisco combined'(c.f . Airbnb is a type of homestay referred to as hosting away in this study. This could be because the two provinces are the economic hubs of South Africa. The number of homestays in other provinces might not necessarily be fewer, but it could be that they are not documented and are not active on social media, or they do not have websites.

Recommendations

The mitigation strategy could be to enhance their digital presence and accessibility. In the world of advanced technology, it is crucial, especially for rural-based homestays, to increase their digital presence in order to reach out to a more tech-savvy generation and a wider audience. Online presence through websites, social media platforms, and online booking systems makes it easier for potential guests to find their desired homestay and make reservations.

Some of the homestay's product offerings lack diversification. Home owners need to diversify their products to attract a broader range of tourists. Homestays should expand their product offerings to suit the diverse interests of tourists visiting South Africa. With the evolution of tourists' interests, it is essential for tourists to incorporate new activities and new experiences. This could mean introducing specialised cultural experiences, spiritual retreats, and gastronomy. To enrich guests' experience and also create deeper connections between guests and the local community, homestay owners can enhance culture integration and community participation by increasing cultural immersion through cultural integration and participation by tourists. More homestays should involve themselves and their guests in local social activities, cultural exchanges, and storytelling to make the experience more authentic for the guests. Increase participation in sustainability and green practices: Rural-based homestays have a unique opportunity to promote sustainability and green practices. Most homestays are in pristine natural areas, making preserving the environment important for future generations. Homestays that have not started to use renewable energy, reduce waste, promote local food sourcing, and educate their guests on preserving the environment must consider doing so.

The homestays in provinces such as Limpopo, Mpumalanga, Eastern Cape, and KwaZulu Natal can heighten the access to adventure and nature tourism by increasing the number of guided tours, wildlife safaris, and other outdoor activities that they offer as they are the provinces in South Africa that are rich in natural beauty and wildlife. Partnership with other local businesses is crucial for a more sustainable and inclusive tourism economy; homestays should emphasise local businesses such as local farmers, street hawkers, tour guides, language specialists, etc. Collaboration helps create a network of local businesses, helping the economy grow while maintaining the authenticity of the destination.

South Africa is rich with cultural and historical attractions and destinations. Homestays can emphasise the areas with high cultural and historical significance as this might attract tourists that are interested in learning about the history and traditions of South Africa. This study revealed that the current ownership of homestays is mainly women. This could include barriers women homestay owners face, such as access to fiancé, training, and networks, and the impact of female entrepreneurship on households and community development. Therefore, future research could explore the role of gender in the success of homestays in South Africa. A comparative study of homestays in South Africa and other countries is also imperative.

Objective 2 To assess the socio-economic and environmental factors that contribute to the sustainability of homestays.

Conclusions

In Chapter 3 (c.f 2.7.3.1 and 2.2.3.2, 2.7.3.3) of the literature chapter, it is indicated that there are significant disparities within the sector, influenced by geographical, socio-economic, and infrastructural factors. These homestay owners are not trained to run businesses; they have no managerial, customer care, or culinary skills. There is a gap in skills empowerment. These homestays need to be socially and culturally sustainable, as some of the reasons tourists make homestays their number one choice for accommodation are to integrate into the local communities, to quest for authenticity, to have local cuisine, to have local traditions, and to have heritage. There

is still a gap in how these homestays integrate all these. Additionally, the study further revealed that for homestays to be sustainable, they must take care of the environment. Most of the homestays already had measures in place for saving energy, water, and waste management. However, some of these measures can cause further damage to the environment in the long run. Furthermore, there is potential for the homestays to be economically sustainable. However, at this point, most of the homestay owners do not have formal training in finance issues, environmental issues, or general rules and regulations of the accommodation sector.

Recommendations

Therefore, this study recommends that the government identify the current sustainability cornerstones of homestays and their impact and effectiveness on sustainability. Develop policies that achieve greater sustainable practices. Since most homestay owners indicated that they receive a sizeable number of international tourists, there is a need for future research to assess the carbon footprint of homestay operations. This could explore the relationship between carbon emissions and sustainable homestay tourism, looking at transport options, energy consumption, and other aspects of environmental impact. Therefore, this study recommends that homestay owners adopt the following: Compare the financial feasibility of homestays to traditional accommodations using cost-benefit analysis awareness campaigns, determine the economic effects of homestays in rural regions by evaluating the income earning opportunities for hosts, analyse the contribution of government aid toward the support of homestays, determine the economic benefits of tourism for professional networks, associations, and social media influencers for the viability of homestays, estimate the quantitative effects on employment and the qualitative effects on the standard of living. Furthermore, this study recommends that there is a need to investigate further how homestays foster a sense of cultural interaction and encourage participation at the community level. Assess the potential of homestays to cater to tourists of all ages and genders. Assess how homestays could impact the local cultures and traditions and how over-commercialisation could potentially impact cultural traditions and their preservation. Measure the local participants' engagement in the stewardship and governance of the area and determine ownership of the affairs. Describe host and guest relationships and how class structures mediate between

cultures by regulating cultural intermixing and unsociability. Assess the roles of women and localised groups in facilitating homestays. Finally, this study recommends adopting eco-friendly practices among homestays regarding the use of solar energy, water, and waste management. Provide suggestions to improve the environmental impacts associated with homestays. Furthermore, analyze the ability of homestays to adapt to climate change and extreme weather events.

Objective 3 is to assess the perceptions and reactions of local communities to changes brought about by homestays.

Conclusions were drawn from Chapter 6

As outlined in Chapter 6 (c.f 6.4), this study provides valuable insights into the local community's perception of homestays, indicating an overall positive outlook. Most respondents reported that they had not noticed any significant changes brought about by the presence of homestays in their area. This finding suggests a relatively stable community environment despite the introduction and growth of homestay accommodations. The absence of noticeable changes could be interpreted in several ways, including the possibility that the homestay model has been integrated into the local culture in a manner that does not disrupt existing social, economic, or environmental dynamics. It is noteworthy, however, that the absence of perceived changes does not necessarily imply that homestays do not have an impact. Local communities might not immediately perceive changes due to the gradual and possibly subtle nature of these transformations, or they may have adapted to the new developments without acknowledging them explicitly. Therefore, further research could explore whether long-term changes—such as shifts in local economic activities, alterations in social structures, or environmental modifications—might become more apparent over time. Moreover, the positive perception of homestays may reflect the benefits they bring to local communities, such as increased tourism revenue or enhanced cultural exchange, without generating significant disruptions. In conclusion, while the perception of homestays by local communities in this study appears to be favourable, with no overt negative changes observed, it remains crucial to continue monitoring and assessing homestays' broader, long-term impacts. Such an approach

will help to ensure that this form of tourism continues to benefit local communities sustainably, balancing economic development with cultural and environmental preservation. It would be beneficial for future studies to investigate these aspects more comprehensively, examining both the tangible and intangible effects of homestays on local populations

Recommendations

Therefore, this study recommends that to effectively evaluate how local communities perceive and react to the changes brought about by homestays, there is a need to develop structured surveys targeting community homestay hosts, non-hosting residents, local businesses, youth, and elders) assessing economic impact (e.g., job creation, income changes), social and cultural effects (e.g., cultural preservation or dilution, social cohesion), environmental concerns (e.g., waste management, resource usage), and overall sentiment (positive, neutral, or negative) toward homestays. Focus group discussions are also ideal with diverse community members to encourage open discussions, facilitate group conversations on both positive and negative experiences related to homestays, explore changes in daily life due to increased tourism, conflicts or benefits arising from homestays, local expectations versus actual experiences, interview key people in the community such as local leaders, government officials, tourism operators, and long-time residents, raise issues such as regulatory concerns, and cultural shifts, capture expert opinions on long-term sustainability and community resilience, monitor local discussions on social media, community forums, and local news regarding homestays, use sentiment analysis tools to gauge public opinions and concerns and facilitate discussions on ways to maximise benefits and minimise challenges.

Future research could investigate the extent to which homestay tourism influences local cultural practices, traditions, and social norms, looking at the perception of local communities on their cultural identity by homestays. There is also a need to explore local communities' awareness and attitudes toward the environment.

7.7. CONCLUSION

The **Homestay Sustainability Framework** has been developed to address the unique challenges homestays face in South Africa, considering the country's diverse cultures, rich heritage, and environmental landscapes. As the homestay sector continues to grow, there is a pressing need for structured approaches to ensure long-term sustainability while balancing economic, socio-cultural, and environmental factors. Unlike other frameworks, this model focuses explicitly on profiling homestays in South Africa and offers actionable steps for implementation. It aligns closely with models such as the Triple Bottom Line (Elkington, 1994), the Sustainable Livelihoods Framework (Chambers & Conway, 1992), and the Global Sustainable Tourism Council Criteria while prioritising community engagement and cultural preservation. Unlike Carrying Capacity or Doughnut Economics frameworks, it does not limit tourism numbers. Instead, it promotes responsible behaviour and education, making it highly inclusive and adaptive to the needs of South African homestays.

The study highlights that homestays operate both formally and informally in South Africa. While some adhere to registration and regulatory standards, many remain unregistered, relying on informal marketing methods like word-of-mouth. To enhance their long-term viability, it is critical to establish a structured regulatory framework that ensures proper documentation, standardisation, and compliance with industry best practices. This formalisation will create opportunities for government and private sector interventions, offering homestay operators access to training, financial support, and marketing resources. Additionally, capacity-building initiatives will empower homestay owners to improve service quality, adhere to safety and health standards, and become competitive players in the tourism market.

Regulatory oversight is also pivotal in fostering socio-cultural, economic, and environmental sustainability. Targeted awareness campaigns can promote responsible tourism practices, cultural preservation, and environmentally friendly initiatives such as waste management and resource conservation. Sustainable tourism policies should address potential challenges like overcrowding, cultural dilution, and environmental degradation, ensuring homestays remain sustainable and beneficial in the long term. A collaborative, multi-stakeholder approach is essential to achieving these goals. This includes participation from government bodies,

municipalities, NGOs, rural and urban communities, private sector actors, individual homestay owners, and academia. Each stakeholder plays a crucial role in ensuring homestays thrive within a framework promoting inclusive development and sustainability. Through effective governance, partnerships, and engagement with local communities, homestays can emerge as a sustainable model for community-based tourism in South Africa. They offer enriching cultural experiences for tourists while fostering economic growth, cultural preservation, and environmental responsibility in host communities.

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ANNEXURES

ANNEXURE A: QUESTIONNAIRE GUIDE

Homestays Questionnaire

Section 1 : Demographics

1. Gender:

- Male
- Female
- Other (please specify)

2. Age:

3. Occupation:

- Employed
- Self-employed
- Student
- Retired
- Unemployed
- Other (please specify)

4. Length of residency in the area in years:

Section 2: Awareness and Usage of Homestays

5. Are you aware of the concept of Homestays in your community?

- Yes
- No

6. Have you ever stayed in a Homestay accommodation?

- Yes
- No

7. If yes, how would you rate your experience? (Scale: 1-5, with 5 being highly satisfactory)

- Highly unsatisfactory – 1
- Unsatisfactory – 2
- Indifferent – 3
- Satisfactory – 4

Highly satisfactory - 5

8. Have you ever hosted guests as part of a homestay?

- Yes
- No

9. Do you know someone who has hosted guests in their home as part of a Homestay arrangement?

- Yes
- No

Section 3: Perceptions of Homestays

8. What benefits do you perceive Homestays bring to the local community? (Select all that apply)

- Economic growth
- Cultural exchange
- Social cohesion
- Other (please specify)

9. What concerns, if any, do you have about the presence of Homestays in your community? (Select all that apply)

- Overcrowding
- Cultural erosion
- Safety and security
- Noise disturbance
- Other (please specify)

Section 4: Impact on the Community

10. How do you think Homestays have influenced the local economy?

- Positively
- Negatively
- No impact

11. Have you noticed any changes in the local culture or traditions due to the presence of Homestays? -

- Yes
- No

If yes, please describe:

12. Do you believe Homestays have contributed to a sense of community or increased interaction among residents and visitors? –

- Yes
- No
- Unsure

Section 5: Suggestions and Recommendations

13. What improvements or changes would you like to see regarding the regulation or management of Homestays in your community?

- Registration and licensing
- Occupancy limits
- Noise regulations
- Community consultations
- Safety standards
- Community benefits
- Guidelines for cultural preservation

14. How can Homestay hosts better integrate with the local community?

- Build relationships with neighbours.
- Contribute to community causes.
- Respect local customs and traditions.
- Encourage guests to support other local businesses.
- Organise community engagement events to build social cohesion.

15. Any additional comments or suggestions regarding Homestays in your community?

ANNEXURE B: INTERVIEW GUIDE



University of Venda

Dear Respondent

My name is Ms Tondani Nethengwe. I am a PhD student at the University of Venda. My study is titled: Sustainability of South African Homestays: An Integrated Approach for Tourism & Hospitality Development, and I would like you to participate in the research. **The main objective of this study is** to develop an enhancement framework for sustainable tourism practices in South African Homestays.

Please note the following:

- The interview should take approximately 40-60 minutes to complete.
- Your answers are confidential and will not be used for any other purpose than for this study.
- Your socio-demographic information will not be used to single you out from the sample but will instead be used as part of a collective socio-demographic profile of participants. This will help me better understand the participants with which I am working.
- Your participation is highly valuable and completely voluntary. Please note that you will receive no compensation for your participation.
- If you feel, at any time, that you want to halt participation in this study, please feel free to do so without judgment.
- With your permission, I would like to record this interview. The recording will be stored in a secure location and will only be used when transcribing the data for further analysis.
- All data will be stored on a secured, access-controlled server at the University of Venda.

- You may ask for clarity regarding any questions asked.

Thank you for your participation.

Specific research objectives

To profile types and characteristics of Homestays in SA.

To assess the socio-economic and environmental factors that contribute to the sustainability of Homestays.

To assess the perceptions and reactions of local communities to changes brought about by homestays.

Interview questions for Homestay owners

Section A: Biography

- (i) What is your gender?
- (ii) How old are you?
- (iii) How long have you been in this business?
- (iv) Other than being the owner what are your roles in the business?

Section B: Social Factors of Homestay

1. What do you consider to be the social factors of your Homestay facility in general?
 - a. *If the respondent gives a detailed answer, which includes a breakdown of social factors, follow up on each given factor to get the specifics from the respondent.*
 - b. *If the respondent gives scanty answer, without any breakdown of social factors, proceed to number 2.*
2. In what ways do you find your homestay exhibiting local culture?
 - a. *Follow-up questions, if necessary, to include the exact type of local tradition exhibited, the activities of the homestay that embed such a local tradition, and how they have found tourists to react on the same.*
 - b. *Depending on the mood of the interview, a flipside of this question may be diplomatically posed to the respondent. It can be done as follows: Have you found any of your homestay services misaligned with some aspects of local traditions? If yes, which ones?*
- 3.
3. From your perspective, do you find tourists respectful of the local culture and traditions?

Section C: Economic Factors of Homestays

4. Is your homestay a family business?

(a) If yes, has it grown to employ local residents?

(b) If no, what form of business ownership does it have and does it provide local employment?

5. May you tell me about the supply chain of most inputs for your homestay?

(a) Follow up, if necessary, on how the supply chain benefits local economic development.

(b) If the sense is that most inputs are sourced from far away, follow-up should be directed at how the homestay can benefit local suppliers.

6. What has the homestay's role in supporting local infrastructure such as utilities and community services?

Section D: Environmental Factors of Homestays

7. How does your homestay ensure the efficient use of (a) water, (b) energy, and (c) other resources to reduce waste?

8. What are the waste management strategies used by the homestay?

(a) Follow up, if necessary, on whether the homestay recycles any waste to resurge waste.

(b) Follow up, if necessary, on waste disposal of the homestay.

9. Does your homestay educate guests about environmental stewardship?

Section E: Any other Sustainable Practices

10. Do you have any other sustainable practices that your homestay engages on that you would like to bring to my attention?

END!! THANK YOU!

ANNEXURE C: LETTER OF INFORMED CONSENT

Combined Letter of Introduction and Informed Consent

Department of Tourism and Hospitality Management

ENHANCING SUSTAINABILITY IN SOUTH AFRICAN HOMESTAYS: AN INTEGRATED APPROACH FOR RESPONSIBLE TOURISM AND HOSPITALITY DEVELOPMENT

Research conducted by: Ms Tondani Nethengwe, Student number: 23038831, a candidate for Doctor of Philosophy, Department of Tourism and Hospitality Management, Faculty of Management, Commerce and Law at the University of Venda. Contact Number: 0725675965

Dear Participant

You are invited to participate in an academic research study conducted by Ms Tondani Nethengwe, Student number: 23038831, a candidate for Doctor of Philosophy, Department of Tourism and Hospitality Management, Faculty of Management, Commerce and Law at the University of Venda.

The main objective of the study is to develop a framework that may be applied to enhance the sustainability of homestays in South Africa

Please note the following:

1. This is an anonymous study, and your personal information will not appear on any transcript. The responses you give will be treated as strictly confidential as you cannot be identified in person based on the answers you give.
2. Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
3. I understand that all data collected for this study will be stored on a safe and secure platform as governed by the University of Venda Data Management Policy.
4. Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 20 minutes of your time.
5. The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
6. Please contact my supervisors, Prof G. Dafuleya gift.dafuleya@univen.ac.za and Dr M. Mokabe

mamotse.mokabe@univen.ac.za if you have any questions or comments regarding the study.

In research of this nature, the study leader may wish to contact respondents to verify the authenticity of data gathered by the researcher. It is understood that any personal contact details that you may provide will be used only for this purpose and will not compromise your anonymity or the confidentiality of your participation.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

Participant's signature

Date

ANNEXURE F: SOUTH AFRICA'S HOMESTAY PROFILED LIST

EASTERN CAPE

1. **Swell eco lodge, homestay in Mngcibe- Wild coast**
<https://www.homestay.com/south-africa/wild-coast/102708-homestay-in-mngcibe-wild-coast> [accessed 21 Feb. 25].
2. **Home away from home, homestay in Mount Croix- Port Elizabeth**
<https://www.homestay.com/south-africa/port-elizabeth/183261-homestay-in-mount-croix-port-elizabeth> [accessed 21 Feb. 25].
3. **Your home away from home, homestay in Westering- Port Elizabeth**
<https://www.homestay.com/south-africa/port-elizabeth/37101-homestay-in-westering-port-elizabeth> [accessed 21 Feb. 25].
4. **Travel loving host Jeffreys bay, homestay in Wavecrest- Jeffreys bay**
<https://www.homestay.com/south-africa/jeffreys-bay/40761-homestay-in-wavecrest-jeffreys-bay> [accessed 21 Feb. 25].
5. **Anna's accommodation, homestay in Rowallan Park, Port Elizabeth**
<https://www.homestay.com/south-africa/port-elizabeth/212492-homestay-in-rowallen-park-port-elizabeth> [accessed 21 Feb. 25].
6. **Travel enthusiasts, homestay in Malabar- Port Elizabeth**
<https://www.homestay.com/south-africa/port-elizabeth/32645-homestay-in-malabar-port-elizabeth> [accessed 21 Feb. 25].
7. **Be my guest, homestay in Sunridge park – Port Elizabeth**
<https://www.homestay.com/south-africa/port-elizabeth/150236-homestay-in-sunridge-park-port-elizabeth> [accessed 21 Feb. 25].
8. **Surrounded by nature-farm stay, homestay in Gonubie – East London**
<https://www.homestay.com/south-africa/east-london/216626-homestay-in-gonubie-east-london> [accessed 21 Feb. 25].
9. **Large rustic farmhouse, homestay in Tsitsikamma- Thornham**
<https://www.homestay.com/south-africa/thornham/205754-homestay-in-tsitsikamma-thornham> [accessed 21 Feb. 25].
10. **Dew drop inn, homestay in Colchester**
<https://www.homestay.com/south-africa/colchester/5261-homestay-in-colchester> [accessed 21 Feb. 25].

11. Warm family atmosphere, homestay in C-place – Jeffreys bay

<https://www.homestay.com/south-africa/jeffreys-bay/15548-homestay-in-c-place-jeffreys-bay> [accessed 21 Feb. 25].

12. Farm live style in town, homestay in Riversdale, Kruis river

<https://www.homestay.com/south-africa/kruisrivier/224191-homestay-in-riversdale-kruisrivier> [accessed 21 Feb. 25].

13. Home away from home, peaceful home, homestay in Lorraine Gqeberha

<https://www.homestay.com/south-africa/gqeberha/233624-homestay-in-lorraine-gqeberha> [Accessed 22 Feb. 25].

FREE STATE,

1. Nothando Seleka

Botshabelo, South Africa

Situated in the tranquil Botshabelo-F area, this homestay provides a comfortable and cozy environment, ideal for business travellers or tourists seeking an authentic local experience.

BNB Finder, Accessed 25 February 2025

2. Lapeng Lodge and Guest House

Botshabelo, South Africa

Located in Botshabelo, this establishment offers exceptional service with friendly staff, ensuring a homely atmosphere for both business and leisure travellers.

BNB Finder, Accessed 25 February 2025

Gauteng,

1. **Home away from home, homestay in Johannesburg – Birchacres**

https://www.booking.com/hotel/za/home-away-from-home-johannesburg1.en-gb.html?aid=1181029&label=msn-gcVjL0pTt0McRgdfwnCZNg-79852223638890%3Atidat-2331651846082638%3Aloc-168%3Aneo%3Amtb%3Alp136828%3Adec%3Aqshome%20away%20from%20home%2C%20homestay%20in%20johannesburg%20%E2%80%93%20birch%20acres&sid=42791ce804ab3fd1a62f6d4d4d9e8592&dest_id=-1240261&dest_type=city&dist=0&group_adults=2&group_children=0&hapos=1&hpos=1&no_rooms=1&req_adults=2&req_children=0&room1=A%2CA&sb_price_type=tal&sr_order=popularity&srpoch=1740129225&srpvid=a80340dc4a2a04bb&type=tal&ucfs=1& [accessed 21 Feb. 25].

2. **Contemporary studio in Emmarentia, homestay in Emmarentia-Randburg**

https://homes.net.za/rooms_1_randburg-c452270/for-rent_i43517208 [accessed 21 Feb. 25].

3. **Mordent South African home, homestay in the wild's estate Pretoria**
<https://www.homestay.com/south-africa/pretoria/162958-homestay-in-the-wilds-estate-pretoria> [accessed 21 Feb. 25].

4. **A cozy home away from home, homestay in Eland spark- Johannesburg**
<https://www.homestay.com/south-africa/johannesburg-south/110834-homestay-in-elandspark-johannesburg-south> [accessed 21 Feb. 25].

5. **Room to rent, homestay in Roseville- Pretoria**
<https://www.homestay.com/south-africa/pretoria/252601-homestay-in-roseville-pretoria> [accessed 21 Feb. 25].

6. **Home away from home, homestay in North Cliff- Johannesburg**
<https://www.homestay.com/south-africa/johannesburg/68804-homestay-in-north-cliff-johannesburg> [accessed 21 Feb. 25].

7. **Clivia cottage, homestay in Roodepoort**
<https://www.homestay.com/south-africa/roodepoort/143638-homestay-in-roodepoort-roodepoort> [accessed 21 Feb. 25].

8. **Cozy country condo, homestay in Eimenhof**
<https://www.homestay.com/south-africa/eikenhof/231558-homestay-in-eikenhof-eikenhof> [accessed 21 Feb. 25].

9. **Top of the ridge-Pretoria, homestay in Waterkloof ridge-Pretoria**
<https://www.homestay.com/south-africa/pretoria/196883-homestay-in-waterkloof-ridge-pretoria> [accessed 21 Feb. 25].

10. **Erica's home, homestay in Farrarmere- Benoni.**
<https://www.homestay.com/south-africa/benoni/225797-homestay-in-farrarmere-benoni> [accessed 21 Feb. 25].

11. **Palatial villa in Johannesburg, homestay in Kew Johannesburg**
https://homes.net.za/rooms_1_johannesburg-c452362/for-rent_i43449162 [accessed 21 Feb. 25].

12. **Mzansi guesthouse close to Sandton, homestay in Bramley - Johannesburg**
<https://www.homestay.com/south-africa/johannesburg/68156-homestay-in-bramley-view-johannesburg> [accessed 21 Feb. 25].

13. **Garden cottage, homestay in Brackendowns- Alberton**
<https://www.homestay.com/south-africa/alberton/164615-homestay-in-brackendowns-alberton> [accessed 21 Feb. 25].

14. It is a comfortable six room house, homestay in hillcrest, Qiniselani Manyuswa
-our house is your home, homestay in Benoni

<https://www.homestay.com/south-africa/benoni/177165-homestay-in-benoni-benoni>
[accessed 21 Feb. 25].

15. **Bayt al'umi, homestay in Maraisburg, Randburg**

<https://www.homestay.com/south-africa/randburg/239785-homestay-in-maraisburg-randburg> [accessed 21 Feb. 25].

16. **Host family in Pretoria, homestay in Meyers park-Pretoria**

<https://www.homestay.com/south-africa/pretoria/132668-homestay-in-meyerspark-pretoria> [accessed 21 Feb. 25].

17. **The gemstone, homestay in Florida lake-Roodepoort**

https://www.booking.com/hotel/za/guest-house-florida-lake.en-gb.html?aid=1181029&label=msn-gcVjL0pTt0McRgdfwnCZNq-79852223638890%3Atidat-2331651846082638%3Aloc-168%3Aneo%3Amtb%3Alp136828%3Adec%3Aqs-the%20gemstone%2C%20homestay%20in%20Florida%20lake-Roodepoort&sid=42791ce804ab3fd1a62f6d4d4d9e8592&dest_id=1305570&dest_type=city&dist=0&group_adults=2&group_children=0&hapos=1&hpos=1&no_rooms=1&req_adults=2&req_children=0&room1=A%2CA&sb_price_type=tal&sr_order=popularity&sreporch=1740137411&srpvid=725b50da6d1d04e5&type=tal&ucfs=1& [accessed 21 Feb. 25].

18. **Secure, quiet n beautiful complex, homestay in northern suburb of Rivonia Sandton**

<https://www.homestay.com/south-africa/sandton/111938-homestay-in-northern-suburb-rivonia-sandton> [accessed 21 Feb. 25].

19. **Spiritual retreat, homestay in Brooklyn – Pretoria**

<https://www.homestay.com/south-africa/pretoria/82540-homestay-in-brooklyn-pretoria> [accessed 21 Feb. 25].

20. **Comfortable home the hill, homestay in The Hill-Johannesburg**

<https://www.homestay.com/south-africa/johannesburg/44657-homestay-in-the-hill-johannesburg> [accessed 21 Feb. 25].

21. **Sunny south Africa, homestay in Sophia town-Johannesburg**

<https://www.homestay.com/south-africa/johannesburg/96626-homestay-in-sophiatown-johannesburg> [accessed 21 Feb. 25].

22. **English homestay /holiday homestay, homestay in Henley on Klip-Meyerton**

<https://www.homestay.com/south-africa/meyerton/237443-homestay-in-henley-on-klip-meyerton> [accessed 21 Feb. 25].

23. Modern and very clean, homestay in Suiderberg- Pretoria

<https://www.homestay.com/south-africa/pretoria/134533-homestay-in-suiderberg-pretoria> [accessed 21 Feb. 25].

24. Tranquil and spacious, homestay in Boskrun, Fairlands, Northcliff Randburg

<https://www.homestay.com/south-africa/randburg/123537-homestay-in-boskruin-fairlands-northcliff-randburg> [accessed 21 Feb. 25].

25. Self-catering, for longer stays, homestay in Waterkloof ridge-Pretoria

<https://www.homestay.com/south-africa/pretoria/95379-homestay-in-waterkloof-ridge-pretoria> [accessed 21 Feb. 25].

26. Safe, clean with lots of love, homestay in Glenvista- Johannesburg South Africa

<https://www.homestay.com/south-africa/johannesburg-south/171446-homestay-in-glenvista-johannesburg-south> [accessed 21 Feb. 25].

27. Little piece of heaven, homestay in Marister- Benoni

<https://www.homestay.com/south-africa/benoni/174070-homestay-in-marister-benoni> [accessed 21 Feb. 25].

28. Family home away from home, homestay in birch acre Ext 4- Kempton Park.

<https://www.homestay.com/south-africa/kempton-park/159748-homestay-in-birch-acres-ext-4-kempton-park> [accessed 21 Feb. 25].

29. Patzerella's cozy best, homestay in Krugersdorp west.

<https://www.homestay.com/south-africa/krugersdorp/179205-homestay-in-krugersdorp-west-krugersdorp> [accessed 21 Feb. 25].

30. Room in Sandton Johannesburg, homestay in Buccleuch Sandton

Access. <https://www.homestay.com/south-africa/sandton/159497-homestay-in-buccleuch-sandton> [accessed 21 Feb. 25].

31. Host family enjoys theatre, homestay in Kilner park-Pretoria

<https://www.homestay.com/south-africa/pretoria/48147-homestay-in-kilner-park-pretoria> [accessed 21 Feb. 25].

32. Naisar holiday home & cottage, homestay in it's a quiet residential area behind Bedfordview- Germiston

<https://www.homestay.com/south-africa/germiston/163106-homestay-in-its-a-quiet-residential-area-behind-bedfordview-germiston> [accessed 21 Feb. 25].

33. Near all amenities and transport, homestay in secure village with patrol and access control – Centurion

<https://www.homestay.com/south-africa/centurion/88897-homestay-in-secure-village-with-patrol-and-access-control-centurion> [accessed 21 Feb. 25].

34. luminous landing, homestay in linden-Randburg

<https://www.homestay.com/south-africa/randburg/240211-homestay-in-linden-randburg> [accessed 21 Feb. 25].

35. lovely room in Pretoria, homestay in Retvalleirand- Pretoria

<https://www.homestay.com/south-africa/pretoria/201324-homestay-in-rietvalleirand-pretoria> [accessed 21 Feb. 25].

36. Cozy retreat: your home away from h, homestay in Tulisa park-Johannesburg

<https://www.homestay.com/south-africa/johannesburg-south/243565-homestay-in-tulisa-park-johannesburg-south> [accessed 21 Feb. 25].

37. Stay in our humble abode, homestay in Nordhoff, Randburg

<https://www.homestay.com/south-africa/randburg/123537-homestay-in-boskruin-fairlands-northcliff-randburg> [accessed 21 Feb. 25].

38. Specious rooms in quiet area, homestay in Riviera – Pretoria

<https://www.homestay.com/south-africa/pretoria/172914-homestay-in-riviera-pretoria> [Accessed 21 Feb. 25].

39. Apartment safeguarded neighbourhood, homestay in Randburg-Jukskei park

<https://www.homestay.com/south-africa/jukskei-park/204919-homestay-in-randburg-jukskei-park> [accessed 21 Feb. 25].

40. Parking, homestay in CBD Johannesburg-Germiston

<https://www.homestay.com/south-africa/germiston/180350-homestay-in-cbd-jhn-germiston> [accessed 21 Feb. 25].

41. 2-bedroom cottage, homestay in Kyalami Midrand

<https://www.homestay.com/south-africa/midrand/116609-homestay-in-kyalami-midrand> [accessed 21 Feb. 25].

42. Santa Monica, homestay in Irene – centurion

<https://www.homestay.com/south-africa/centurion/113810-homestay-in-irene-centurion> [accessed 21 Feb. 25].

43. Home away from home, homestay in Winchester hill-Johannesburg

<https://www.homestay.com/south-africa/johannesburgguateng/99741-homestay-in-winchesterhills-johannesburgguateng> [accessed 21 Feb. 25].

44. **Comfortable, friendly, homely, neat, homestay in Sandton**
<https://www.homestay.com/south-africa/sandton/133306-homestay-in-sandton-sandton> [accessed 21 Feb. 25].
45. **Holiday with city tours, homestay in Bochendal complex units 6, Johannesburg – Midrand**
<https://www.homestay.com/south-africa/johannesburg-midrand/71910-homestay-in-bochendal-complex-unit-6-johannesburg-midrand>
46. **Semi-attached spacious townhouse, in Weltevreden park – Roodepoort**
47. **Oakdene host family, homestay in oakdene – Johannesburg South Africa**
<https://www.homestay.com/south-africa/johannesburg-south/160247-homestay-in-oakdene-johannesburg-south> [accessed 21 Feb. 25].
48. **Private room close to airport, homestay in Glen Marais, Kempton Park**
<https://www.homestay.com/south-africa/kempton-park/119898-homestay-in-glen-marais-kempton-park> [accessed 21 Feb. 25].
49. **South African hospitality at its best, homestay in little falls – Roodepoort**
<https://www.homestay.com/south-africa/roodepoort/125738-homestay-in-little-falls-roodepoort> [accessed 21 Feb. 25].
50. **Townhouse, homestay in Vorna valley – Midrand**
<https://www.homestay.com/south-africa/midrand/169288-homestay-in-vorna-valley-midrand> [accessed 21 Feb. 25].
51. **Secure living near or tambo airport, homestay in Glen Marais-Kempton Park**
<https://www.homestay.com/south-africa/kempton-park/119898-homestay-in-glen-marais-kempton-park> [accessed 21 Feb. 25].
52. **Cosy room available, homestay in Claremont – Pretoria**
<https://www.homestay.com/south-africa/pretoria/141021-homestay-in-claremont-pretoria> [accessed 21 Feb. 25].
53. **A common for you, homestay in Coronation Ville- Johannesburg**
<https://www.homestay.com/south-africa/johannesburg/126507-homestay-in-coronationville-johannesburg> [accessed 21 Feb. 25].
54. **Cute in the eastern suburbs, homestay in Croydon Kempton Park**
<https://www.homestay.com/south-africa/kempton-park/174926-homestay-in-croydon-kempton-park> [accessed 21 Feb. 25].
55. **Rosebank accommodation, homestay in Rosebank – Johannesburg**
<https://www.homestay.com/south-africa/johannesburg/159518-homestay-in-rosebank-johannesburg> [accessed 21 Feb. 25].

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1. The Palmnut vulture, homestay in Mtunzini

<https://www.homestay.com/south-africa/mtunzini/157586-homestay-in-mtunzini-mtunzini> [accessed 22 Feb. 25].

2. The Florida, homestay in Ballito

<https://www.lekkeslaap.co.za/accommodation/the-floridian> [accessed 22 Feb. 25].

3. Fun-loving family who love hosting, homestay in Kloof.

<https://www.homestay.com/south-africa/kloof/163678-homestay-in-kloof-kloof> [accessed 22 Feb. 25].

4. Beachwalk, homestay in Summerstrand-Gqeberha

<https://www.guestreservations.com/beachwalk-bed-and-breakfast/booking?msclkid=5048a8a8035e132fe7e7cf11af4b606a&ctTriggered=true> [accessed 22 Feb. 25].

5. Authentic KZN Midlands hospitality, homestay in Sweetwaters- Hilton

<https://www.homestay.com/south-africa/hilton/208001-homestay-in-sweetwaters-hilton> [accessed 22 Feb. 25].

6. Drakensberg mountains affordable, homestay in Drakensberg – Estcourt

<https://www.homestay.com/south-africa/estcourt/74545-homestay-in-drakensberg-estcourt> [accessed 22 Feb. 25].

7. Puleng granny's flat, homestay in Birdswood- Richards Bay

<https://www.homestay.com/south-africa/richards-bay/212826-homestay-in-birdswood-richards-bay> [accessed 22 Feb. 25].

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9. Newlands east home with nice views, homestay in Newlands east-Durban

<https://www.booking.com/hotel/za/newlands-east-home-with-a-beautiful-view.en-gb.html?aid=357028&label=bin859jc-1FCAso-wFCKG5ld2xhbmRzLWVhc3QtaG9tZS13aXRoLWVhYmVhdXRpZnVsLXZpZXdlM1g>

[DaPsBiAEBmAEJuAEXyAEM2AEB6AEB-AEDiAIBqAIDuAK-6-a9BsACAdICJDMwYTczMDcyLWY1NTAtNDY0OS1hNmFjLWUwNjkwNWM4YTY3ZdgCBeACAQ&sid=3c675b8e2fc2a2ac6604e862c23d1570&all sr blocks=338790503 232129123 2 0 0&checkin=2025-03-01&checkout=2025-03-02&dest id=-1224926&dest type=city&dist=0&group adults=2&group children=0&hapos=1&high lighted blocks=338790503 232129123 2 0 0&hpos=1&matching block id=338790503 232129123 2 0 0&no rooms=1&req adults=2&req children=0&room1=A%2CA&sb price type=total&sr order=popularity&sr pri blocks=338790503 232129123 2 0 0 81000&sreepoch=1740223954&srpvid=0419511f84f503a1&type=total&ucfs=1](https://www.airbnb.com/rooms/338790503?checkin=2025-03-01&checkout=2025-03-02&dest_id=1224926&dest_type=city&dist=0&group_adults=2&group_children=0&hapos=1&highlighted_blocks=338790503_232129123_2_0_0&hpos=1&matching_block_id=338790503_232129123_2_0_0&no_rooms=1&req_adults=2&req_children=0&room1=A%2CA&sb_price_type=total&sr_order=popularity&sr_pri_blocks=338790503_232129123_2_0_0_81000&sreepoch=1740223954&srpvid=0419511f84f503a1&type=total&ucfs=1) [accessed 22 Feb. 25].

10. Cheap holiday in South Africa: fun, homestay in Tongaat
<https://www.homestay.com/south-africa/tongaats/67090-homestay-in-tongaats-tongaats> [accessed 22 Feb. 25].

11. **The cottage , homestay in Howick north**
<https://www.homestay.com/south-africa/howick-north/238965-homestay-in-howick-north-howick-north> [accessed 22 Feb. 25].

12. **Breathtaking your own nature reserve, homestay in Watercrest**
<https://www.homestay.com/south-africa/kloof/109999-homestay-in-watercrest-kloof> [accessed 22 Feb. 25].

13. **Private room in a garden setting, homestay in Howick**
<https://www.homestay.com/south-africa/howick/190233-homestay-in-howick-howick> [accessed 22 Feb. 25].

14. **A beautiful home on top of the hill, homestay in Amanzimtoti Durban**
<https://www.homestay.com/south-africa/durban/155258-homestay-in-amanzimtoti-durban> [accessed 22 Feb. 25].

15. **Lovely en-suite on the Berea, homestay in Berea/Morningside – Durban**
<https://www.homestay.com/south-africa/durban/243837-homestay-in-bereamorningside-durban> [accessed 22 Feb. 25].

16. **Claire’s room, homestay in Howick**
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<https://olievenhoutsrusguestandgamefarm.hotelwin.top/> [accessed 22 Feb. 25].

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2. The blue moon, homestay in Sutherland

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3. Tranquillity in the Karoo

Williston, South Africa

[Airbnb](#)

4. Witkruis @ de Pakhuys

Clanwilliam, South Africa

[Airbnb](#)

5. Hantamland Cottage

Calvinia, South Africa

[Airbnb](#)

6. Elandsbay Beachfront Surf Retreat

Elands Bay, South Africa

[Airbnb](#)

7. Beach Haven Cottage

Saint Helena Bay, South Africa

[Airbnb](#)

8. The Beachhouse

Port Nolloth, South Africa

[Airbnb](#)

NORTHWEST

1. Natural selection, homestay in Elusrand-Brits

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2. Letsatsing homestay, homestay in Geelhoutpark ext4-Rustenburg

<https://www.homestay.com/south-africa/rustenburg/168197-homestay-in-geelhoutpark-ext-4-rustenburg> [accessed 24 Feb. 25].

3. Well informed tourist guide & host, homestay in Klerksdorp

<https://www.homestay.com/south-africa/klerksdorp/68532-homestay-in-klerksdorp-klerksdorp> [accessed 24 Feb. 25].

4. Adorable unique house, homestay in Kalkheuwel-Madibeng

<https://www.homestay.com/south-africa/madibeng/225290-homestay-in-kalkheuwel-madibeng> [accessed 24 Feb. 25].

5. Cozy house! homestay in Phokeng-Rustenburg

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WESTERN CAPE

1. Home away from home, homestay in Milnerton – cape town

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2. Lovely cosy double store house, homestay in Fresnaye – cape town

<https://www.homestay.com/south-africa/cape-town/96738-homestay-in-fresnaye-cape-town> [accessed 24 Feb. 25].

3. Muizenberg home away, homestay in false bay – Muizenberg

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4. warm vibrant family home, homestay in Woodstock – cape town

<https://www.homestay.com/south-africa/cape-town/16198-homestay-in-woodstock-cape-town> [accessed 24 Feb. 25].

5. Cape Town accommodation, homestay in Kenwyn – cape town

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6. Outgoing family, homestay in Claremont – cape town

<https://www.homestay.com/south-africa/cape-town/25672-homestay-in-claremont-cape-town> [accessed 24 Feb. 25].

7. du Preez villa, homestay in Cape Town

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8. Getaway studio apartment, homestay in Edge Mead Cape Town

<https://www.homestay.com/south-africa/cape-town/161050-homestay-in-edgemead-cape-town> [accessed 24 Feb. 25].

9. Room and bedroom apartment, homestay in safe- Cape Town

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10. Safe and comfortable family home, homestay in zonnebloem- Cape Town

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11. Langa friendly host, homestay in Langa- Cape Town

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12. A true home away from home, Ottery- Cape Town

13. Carpe Diem house, homestay in central- Knysna

<https://www.homestay.com/south-africa/knysna/118584-homestay-in-central-knysna> [accessed 24 Feb. 25].

14. naïve's homestay, homestay in Ottery- Cape Town

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15. In suburbs of cape town. homestay in rugby Cape Town

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15. Cape Town marina views, homestay in Muizenberg

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16. Double bedroom in Plumstead, homestay in Plumstead – Cape Town
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17. Table Mountain apartment, homestay in vredehoek- Cape Town
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18. Fun family in near Cape Town, homestay in die wingerd- Cape Town
<https://www.homestay.com/south-africa/cape-town/77359-homestay-in-die-wingerd-cape-town> [accessed 24 Feb. 25].

19. Victorian sea town heritage home, homestay in Knysna
<https://www.rentbyowner.com/property/homestay-victorian-sea-town-heritage-home/KY-2814094> [accessed 24 Feb. 25].

20. loving family in cape town, RSA, homestay in Churchill estate-Cape Town
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21. Me gussa, su gussa, homestay in Milnerton- Cape Town
<https://www.homestay.com/south-africa/cape-town/113494-homestay-in-milnerton-cape-town> [accessed 24 Feb. 25].

22. Petra's place, homestay in Courtrai-Paarl
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23. A room by the sea, homestay in Vermont
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24. Room with a view I Woodstock, homestay in Woodstock – Cape Town
<https://www.homestay.com/south-africa/cape-town/16198-homestay-in-woodstock-cape-town> [accessed 24 Feb. 25].

25. Warm loving family in south Africa, homestay in Kenilworth, Cape Town
<https://www.homestay.com/south-africa/cape-town/16198-homestay-in-woodstock-cape-town> [accessed 24 Feb. 25].

26. Fantastic stay surrounded by nature, homestay in flamingo Cape Town
<https://www.homestay.com/south-africa/cape-town/93254-homestay-in-flamingo-vlei-cape-town> [accessed 24 Feb. 25].

27. Easy accommodation, homestay in Gordan bay-strand
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28. 245 main road, homestay in kleinmond
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29. Comfortable bedroom in private home, homestay in Garfield village- Cape Town
<https://www.homestay.com/south-africa/cape-town/241574-homestay-in-harfield-village-cape-town> [accessed 24 Feb. 25].

30. modern home with dad and daughter, homestay in Bloubergstrand-cape town
<https://www.homestay.com/south-africa/cape-town/226748-homestay-in-bloubergstrand-cape-town> [accessed 24 Feb. 25].

31. Home away from home at wilgray, homestay in Bayview- cape town
<https://www.homestay.com/south-africa/cape-town/251343-homestay-in-bayview-cape-town-cape-town> [accessed 24 Feb. 25].

32. Heritage bungalow room on main rd., homestay in Paarl.
<https://www.homestay.com/south-africa/paarl/167174-homestay-in-paarl-paarl> [accessed 24 Feb. 25].

33. Home away from home, homestay in table view – Cape Town
<https://www.homestay.com/south-africa/cape-town/197597-homestay-in-table-view-cape-town> [accessed 24 Feb. 25].

34. Your home away from home, homestay in Brackenfell- Cape Town
<https://www.homestay.com/south-africa/cape-town/188559-homestay-in-brackenfell-cape-town> [accessed 24 Feb. 25].

35. Separate entrance close 2 cape town, homestay in Goodwood-Cape Town
<https://www.homestay.com/south-africa/cape-town/103896-homestay-in-goodwood-cape-town> [accessed 24 Feb. 25].

36. A is pour la vie, homestay in mountainside-Gordon's Bay

37. Seaside and country living, homestay in Overberg, Gansbaai Western Cape

<https://www.homestay.com/south-africa/gansbaai-western-cape/79789-homestay-in-overberg-gansbaai-western-cape> [accessed 24 Feb. 25].

38. Noble household, homestay in Mitchells' plain- Cape Town

<https://www.homestay.com/south-africa/cape-town/78384-homestay-in-mitchells-plain-cape-town> [accessed 24 Feb. 25].

39. Home away from home, homestay in Stellenbosch, Paarl, Franschhoek- Cape Town

<https://www.homestay.com/south-africa/cape-town/181314-homestay-in-stellenbosch-paarl-franschoek-cape-town> [accessed 24 Feb. 25].

40. Friendly outgoing couple by the sea, homestay in Gordan bay

<https://www.homestay.com/south-africa/gordons-bay/15436-homestay-in-gordons-bay-gordons-bay> [accessed 24 Feb. 25].

41. Mantra, homestay in Newlands- Cape Town.

<https://www.homestay.com/south-africa/cape-town/80269-homestay-in-newlands-cape-town> [accessed 24 Feb. 25].

42. Cosy private room in farm style home, homestay in Gordan bay – Cape Town

<https://www.homestay.com/south-africa/cape-town/211887-homestay-in-gordons-bay-cape-town> [accessed 24 Feb. 25].

43. Room to move, homestay in lakeside- Cape Town

<https://www.homestay.com/south-africa/cape-town/200635-homestay-in-lakeside-cape-town> [accessed 24 Feb. 25].

44. District 6 house, homestay in Cape Town

<https://www.homestay.com/south-africa/cape-town/248345-homestay-in-cape-town-cape-town> [accessed 24 Feb. 25].

45. Family friendly home, homestay in Somerset West- Cape Town

<https://www.homestay.com/south-africa/cape-town/79688-homestay-in-somerset-west-cape-town> [accessed 24 Feb. 25].

46. Simply the best, homestay in district six, Zonnebloem- Cape Town

<https://www.homestay.com/south-africa/cape-town/250203-homestay-in-district-six-zonnebloem-cape-town-cape-town> [accessed 24 Feb. 25].

47. Goblins Creek, homestay in stompneus bay-saint Helena Bay

<https://www.homestay.com/south-africa/saint-helena-bay/96605-homestay-in-stompneus-bay-saint-helena-bay> [accessed 24 Feb. 25].

48. **Studio loft apartment for two, homestay in Somerset West – Cape Town**
<https://www.homestay.com/south-africa/cape-town/206713-homestay-in-somerset-west-cape-town> [accessed 24 Feb. 25].

49. **Cape Town home with a Sotho culture, homestay in Parow- Cape Town**
<https://www.homestay.com/south-africa/cape-town/44959-homestay-in-cape-town-cape-town> [accessed 24 Feb. 25].

50. **Overlooking nature reserve, secure, homestay in Golden Hill- Cape Town**
<https://www.homestay.com/south-africa/cape-town/193196-homestay-in-golden-hill-cape-town> [accessed 24 Feb. 25].

51. **Stunning and affordable Cape Town, homestay in Helderberg-Gordons Bay**
<https://www.homestay.com/south-africa/gordons-bay/100043-homestay-in-helderberg-gordons-bay> [accessed 24 Feb. 25].

52. **Room with a view – Table Mountain, homestay in table view – Cape Town**
<https://www.homestay.com/south-africa/cape-town/197597-homestay-in-table-view-cape-town>

53. **Private units by beach /shop, homestay in Bloubergstrand- Cape Town**
<https://www.homestay.com/south-africa/cape-town/183811-homestay-in-bloubergstrand-cape-town> [accessed 24 Feb. 25].

54. **Happy home with beautiful views, homestay in Somerset West – Cape Town**
<https://www.homestay.com/south-africa/cape-town/22023-homestay-in-somerset-west-cape-town> [accessed 24 Feb. 25].

55. **Memorable homestay accommodation, homestay in Athlon – Cape Town**
<https://www.homestay.com/south-africa/cape-town/31503-homestay-in-athlone-cape-town> [accessed 24 Feb. 25].

56. **Cape Town holiday accommodation, homestay in Bellville**
<https://www.homestay.com/south-africa/cape-town/132368-homestay-in-bellville-cape-town> [accessed 24 Feb. 25].

57. **Fun loving family with love to shar, homestay in Elfindale- Cape Town**
<https://www.homestay.com/south-africa/cape-town/61976-homestay-in-elfindale-cape-town> [accessed 24 Feb. 25].

58. **Quiet suburb, homestay in Durban Ville- Cape Town**
<https://www.homestay.com/south-africa/cape-town/134181-homestay-in-durbanville-cape-town> [accessed 24 Feb. 25].

59. **Spezzaturo guest house, homestay in Simon's Town – Cape Town.**
<https://www.homestay.com/south-africa/cape-town/197674-homestay-in-simons-town-cape-town> [accessed 24 Feb. 25].

60. Cosy and comfortable, homestay in retreat – Cape Town

<https://www.homestay.com/south-africa/cape-town/137524-homestay-in-retreat-cape-town> [accessed 24 Feb. 25].

61. Warm diverse Muslim home, homestay in Penlyn Estate – Cape Town

<https://www.homestay.com/south-africa/capetown/164916-homestay-in-penlyn-esate-capetown> [accessed 24 Feb. 25].

62. Pool side apartment, homestay in Stellenryk- Cape Town

<https://www.homestay.com/south-africa/cape-town/113205-homestay-in-stellenryk-cape-town> [accessed 24 Feb. 25].

63. Loves cooking Cape Town, homestay in Plumstead- Cape Town

<https://www.homestay.com/south-africa/cape-town/32568-homestay-in-plumstead-cape-town> [accessed 24 Feb. 25].

64. Spectator mountain view, homestay in Hout Bay

<https://www.homestay.com/south-africa/hout-bay/166715-homestay-in-hout-bay-hout-bay> [accessed 24 Feb. 25].

65. Friendly couple in south Africa, homestay in Ottery-Cape Town

<https://www.homestay.com/south-africa/cape-town/66115-homestay-in-ottery-cape-town> [accessed 24 Feb. 25].

66. Enjoy nature, homestay in Strandfontein- Cape Town

<https://www.homestay.com/south-africa/cape-town/39238-homestay-in-strandfontein-cape-town> [accessed 24 Feb. 25].

67. Watching movies enthusiasts, homestay in retreat – Cape Town

<https://www.homestay.com/south-africa/cape-town/35920-homestay-in-heathfield-cape-town> [accessed 24 Feb. 25].

68. A comfortable stay with the luxury, homestay in Agulhas

<https://www.homestay.com/south-africa/agulhas/187475-homestay-in-agulhas-agulhas> [accessed 24 Feb. 25].

69. Elderly couple who enjoy guest, homestay in Somerset West

<https://www.homestay.com/south-africa/somerset-west/58967-homestay-in-somerset-west-somerset-west> [accessed 25 Feb. 25].

70. Your home away from home, homestay in Plettenberg bay

<https://www.homestay.com/south-africa/plettenberg-bay/166491-homestay-in-plettenberg-bay-plettenberg-bay> [accessed 25 Feb. 25].

80. The Alchemist's place, homestay in Oudtshoorn

<https://www.homestay.com/south-africa/oudtshoorn/160613-homestay-in-oudtshoorn-oudtshoorn> [accessed 25 Feb. 25].

81. Riverside cottage, homestay in Pinelands – Cape Town

<https://www.homestay.com/south-africa/cape-town/205678-homestay-in-pinelands-cape-town> [accessed 25 Feb. 25].

82. Guest suite with parking & garden, homestay in Cape Town

<https://www.homestay.com/south-africa/cape-town/183919-homestay-in-cape-town-cape-town> [accessed 25 Feb. 25].

83. Love theatre and the outdoors, homestay in Diep River—Cape Town

<https://www.homestay.com/south-africa/cape-town/32370-homestay-in-diep-river-cape-town> [accessed 25 Feb. 25].

84. Lyronne guesthouse, homestay in Cape Town

<https://www.homestay.com/south-africa/cape-town/212851-homestay-in-cape-town-cape-town> [accessed 25 Feb. 25].

85. Awesome host in Somerset West, homestay in Steyn Rust- Somerset West

<https://www.homestay.com/south-africa/somerset-west/49019-homestay-in-steynsrust-somerset-west> [accessed 25 Feb. 25].

86. Camelot in constantia, homestay in Constantia- Cape Town

<https://www.homestay.com/south-africa/cape-town/173438-homestay-in-constantia-cape-town> [accessed 25 Feb. 25].

87. Stay in Muizenberg by the sea, homestay in Muizenberg – Cape Town

<https://www.homestay.com/south-africa/cape-town/118151-homestay-in-muizenberg-cape-town> [accessed 25 Feb. 25].

88. The perfect beach and adventure venue, homestay in Plettenberg bay

<https://www.homestay.com/south-africa/plettenberg-b-ay/68232-homestay-in-plettenberg-bay-plettenberg-bay> [accessed 25 Feb. 25].

89. Modern home ensuite rooms, homestay in Bellville – Cape Town

<https://www.homestay.com/south-africa/cape-town/203401-homestay-in-bellville-cape-town> [accessed 25 Feb. 25].

90. **Beautiful – appointed, sunny house, homestay in Knysna heights – Knysna**

<https://www.homestay.com/south-africa/knysna/65139-homestay-in-knysna-knysna>
[accessed 25 Feb. 25].

91. **A sun filled cosy bedroom, in Salt river- Cape Town**

<https://www.homestay.com/south-africa/cape-town/165022-homestay-in-salt-river-cape-town> [accessed 25 Feb. 25].

92. **Experience life on a beautiful farm, homestay in farm- Riebeer west**

<https://www.homestay.com/south-africa/riebeeck-west/98211-homestay-in-farm-riebeeck-west> [accessed 25 Feb. 25].

93. **The wife house, homestay in Strandfontein- Cape Town**

<https://www.homestay.com/south-africa/cape-town/112044-homestay-in-strandfontein-cape-town> [accessed 25 Feb. 25].

94. **A place to explore, homestay in Cape Town**

<https://www.homestay.com/south-africa/cape-town/37295-homestay-in-cape-town>
[accessed 25 Feb. 25].

95. **Student rooms, homestay in Cape Town**

<https://www.homestay.com/south-africa/cape-town/41662-homestay-in-kuils-river-cape-town> [accessed 25 Feb. 25].

96. **Exciting vibrant outdoors family, homestay in Kleinmond park, Paarl**

<https://www.homestay.com/south-africa/paarl/67011-homestay-in-klein-parys-paarl>
[accessed 25 Feb. 25].

97. **Outgoing family that loves travel, homestay in Hout bay- Cape Town**

<https://www.homestay.com/south-africa/cape-town/66756-homestay-in-hout-bay-cape-town> [accessed 25 Feb. 25].

98. **@home, homestay in safe and clean neighbourhood – Cape Town**

<https://www.homestay.com/south-africa/cape-town/142805-homestay-in-safe-and-clean-neighbourhood-cape-town> [accessed 25 Feb. 25].

99. **Art guest house, homestay in Lutzville**

<https://www.homestay.com/south-africa/lutzville/126939-homestay-in-lutzville-lutzville>
[accessed 25 Feb. 25].

100. **Guest room – 15 minutes for uct, homestay in Plumstead- Cape Town**

<https://www.homestay.com/south-africa/cape-town/125916-homestay-in-plumstead-cape-town> [accessed 25 Feb. 25].

101. Private rooms away from the city, homestay in Ottery- Cape Town

<https://www.homestay.com/south-africa/cape-town/40174-homestay-in-ottery-cape-town> [accessed 25 Feb. 25].

102. Wine lands getaway, homestay in Fairview- Cape Town

<https://www.homestay.com/south-africa/cape-town/100335-homestay-in-fairview-cape-town> [accessed 25 Feb. 25].

103. Thandie, homestay in Cape Town

<https://www.homestay.com/south-africa/capetown/71920-homestay-in-capetown> [accessed 25 Feb. 25].

104. Twin palms home stay, homestay in Belleville – Cape Town

<https://www.homestay.com/south-africa/cape-town/152310-homestay-in-bellville-cape-town> [accessed 25 Feb. 25].

105. Where life and travel meet, homestay in Oak Glen- Cape Town

<https://www.homestay.com/south-africa/cape-town/248057-homestay-in-oakglen-cape-town> [accessed 25 Feb. 25].

106. At limbs of peace, in Sea point – Cape Town

<https://www.homestay.com/south-africa/cape-town/224258-homestay-in-sea-point-cape-town> [accessed 25 Feb. 25].

107. Garden, homestay in Cape Town

https://www.booking.com/hotel/za/mama-africa.en-gb.html?aid=1181029&label=msn-GkFu_AszBiOynTGuvYJ0Iq-79989662293554%3Atidat-2331789285054639%3Aloc-168%3Aneo%3Amtb%3Alp136828%3Adec%3Aqsgarden%2C%20homestay%20in%20cape%20town%20south%20africa&sid=b66e576df86c79952d80a112f59e20b4&dest_id=-1217214&dest_type=city&dist=0&group_adults=2&group_children=0&hapos=1&hpos=1&no_rooms=1&req_adults=2&req_children=0&room1=A%2CA&sb_price_type=total&sr_order=popularity&sreepoch=1740479724&srpvid=46714a723f3e01f4&type=total&ucfs=1& [accessed 25 Feb. 25].

108. 6th avenue residence, homestay in Rondebosch east- Cape Town

<https://www.homestay.com/south-africa/cape-town/245088-homestay-in-rondebosch-east-cape-town> [accessed 25 Feb. 25].

109. Cosy, home away from home, homestay in Cape Town

<https://www.homestay.com/south-africa/cape-town/96738-homestay-in-fresnaye-cape-town> [accessed 25 Feb. 25].

110. Homestay near Century city, Ratunga, homestay in N1 city, Century city – Cape Town

<https://www.homestay.com/south-africa/cape-town/168342-homestay-in-n1-city-century-city-cape-town> [accessed 25 Feb. 25].

111. Friendly outdoors sport lovers, homestay in Lansdowne – Cape Town

<https://www.homestay.com/south-africa/cape-town/29097-homestay-in-lansdowne-cape-town> [accessed 25 Feb. 25].

112. Bedroom with own en-suite, homestay in Athlone – Cape Town

<https://www.homestay.com/south-africa/cape-town/119982-homestay-in-athlone-cape-town> [accessed 25 Feb. 25].

113. Hosting, homestay in Grassy Park – Cape Town

<https://www.homestay.com/south-africa/cape-town/201392-homestay-in-grassy-park-cape-town> [accessed 25 Feb. 25].

114. A home away from home, homestay in quiet area – Cape Town

<https://www.homestay.com/south-africa/cape-town/138682-homestay-in-quiet-area-cape-town> [accessed 25 Feb. 25].

115. Awesome dwelling, homestay in good and social neighbourhood – Western Cape

<https://www.homestay.com/south-africa/western-cape/195309-homestay-in-good-and-sociable-neighbourhood-western-cape> [accessed 25 Feb. 25].

116. Room in Bergvliet, homestay in quiet – Cape Town

<https://www.homestay.com/south-africa/cape-town/155633-homestay-in-quiet-cape-town> [accessed 25 Feb. 25].

117. Shared accommodation with a live-in, homestay in Lansdowne – Cape Town

<https://www.homestay.com/south-africa/cape-town/127548-homestay-in-lansdowne-cape-town> [accessed 25 Feb. 25].

118. Homely delight, homestay in Oakdale – Cape Town

<https://www.homestay.com/south-africa/cape-town/131861-homestay-in-oakdale-cape-town> [accessed 25 Feb. 25].

119. Affordable royalty homestay in Parklands- Cape Town

<https://www.homestay.com/south-africa/cape-town/169257-homestay-in-parklands-cape-town> [accessed 25 Feb. 25].

120. Real Oudtshoorn family love reading, homestay in central town – Oudtshoorn

<https://www.lekkeslaap.co.za/accommodation/oudtshoorn-homestay-accommodation/rooms> [accessed 25 Feb. 25].

<https://www.homestay.com/south-africa/cape-town/69330-homestay-in-bellville-cape-town> [accessed 25 Feb. 25].

121. Great food, because husband is a chef, homestay in Grassy park – Cape Town

<https://www.homestay.com/south-africa/cape-town/42203-homestay-in-grassy-park-cape-town> [accessed 25 Feb. 25].

122. Home away from home, homestay in good – Cape Town

<https://www.homestay.com/south-africa/cape-town/56294-homestay-in-good-cape-town> [accessed 25 Feb. 25].

123. Close to the beach & coffee shops, homestay in Sea point – Cape Town

<https://www.homestay.com/south-africa/cape-town/248946-homestay-in-sea-point-cape-town> [accessed 25 Feb. 25].

124. Tranquil home in the northern subur, homestay in Parow-cape north – Cape Town

<https://www.homestay.com/south-africa/cape-town/66061-homestay-in-parow-north-cape-town> [accessed 25 Feb. 25].

125. Spacious room in quiet area, homestay in salt river – Cape Town

<https://www.homestay.com/south-africa/cape-town/100368-homestay-in-salt-river-cape-town> [accessed 25 Feb. 25].

<https://www.homestay.com/south-africa/cape-town/125714-homestay-in-salt-river-cape-town> [accessed 25 Feb. 25].

126. House on the park, homestay in Athlone – Cape Town

<https://www.homestay.com/south-africa/cape-town/196629-homestay-in-athlone-cape-town> [accessed 25 Feb. 25].

127. Fun loving home filled with lighter, homestay in Claremont – Cape Town

<https://www.homestay.com/south-africa/cape-town/74799-homestay-in-claremont-cape-town> [accessed 25 Feb. 25].

128. Rhoda's home away from home, homestay in Grassy park – Cape Town

<https://www.homestay.com/south-africa/cape-town/139060-homestay-in-grassy-park-cape-town> [accessed 25 Feb. 25].

129. Cosy furniture room, homestay in Salt river – Cape Town

<https://www.homestay.com/south-africa/cape-town/165022-homestay-in-salt-river-cape-town> [accessed 25 Feb. 25].

130. A host family that is so great, homestay in Woodstock – Cape Town

<https://www.homestay.com/south-africa/cape-town/227402-homestay-in-woodstock-cape-town> [accessed 25 Feb. 25].

131. Olympus, homestay in Kleinman

<https://www.homestay.com/south-africa/kleinmond/236107-homestay-in-kleinmond-kleinmond> [accessed 25 Feb. 25].

132. Carly, homestay in Rondebosch/Claremont – Cape Town

<https://www.homestay.com/south-africa/cape-town/157792-homestay-in-rondebosch-claremont-cape-town> [accessed 25 Feb. 25].

133. House for rent to student, homestay in Macassar- Cape Town

<https://www.homestay.com/south-africa/cape-town/209023-homestay-in-macassar-cape-town> [accessed 25 Feb. 25].

134. Room to rent, homestay in Kraaifontein- Cape Town

<https://www.rentuncle.co.za/kraaifontein-industria/2-bedroom-apartment-in-buh-rein-estate/4201206> [accessed 25 Feb. 25].

135. Copy homestay, homestay in Athlone – Cape Town

<https://www.homestay.com/south-africa/cape-town/170436-homestay-in-athlone-cape-town> [accessed 25 Feb. 25].

136. Gourmet homestay, homestay in southern suburbs- Cape Town

<https://www.homestay.com/south-africa/cape-town/153029-homestay-in-southern-suburbs-cape-town> [accessed 25 Feb. 25].

137. Holiday makers/student lodge / homestay in Grassy park – Cape Town

<https://www.homestay.com/south-africa/cape-town/208337-homestay-in-grassy-park-cape-town> [accessed 25 Feb. 25].

138. Gay homestay Cape Town, homestay in Bloubergstrand- Cape Town

<https://www.bing.com/travel/hotels/detail?q=Beautiful+Rondebosch+East+Home+-+Gay+Friendly&id=YN8202x1115877088995926790&hname=Beautiful+Rondebosch>

[+East+Home+-+Gay+Friendly&cin=2025-04-13&cout=2025-04-15&guests=2A0C&age=&displaytext=Bloubergstrand%2C+Western+Cape&loc=Bloubergstrand%2C+Western+Cape&hotellistid=&lat=-33.963943&lon=18.515194&type=rental&hi=2&form=HTLHDE&showNightlyPrice=1&entrypoint=RTSEHL](#) [accessed 25 Feb. 25].

139. Real Cape Town cape maly family, homestay in Rondebosch east- Cape Town

<https://www.homestay.com/south-africa/cape-town/47325-homestay-in-rondebosch-east-cape-town> [accessed 25 Feb. 25].

140. Cozy modern atmosphere, homestay in Southern suburb- Cape Town

<https://www.homestay.com/south-africa/cape-town/82923-homestay-in-southern-suburbs-cape-town> [accessed 25 Feb. 25].

150. Home within house chef and good fam, homestay in sea point, Greenpoint, tambores loo, gardens, Camps bay – Cape Town

<https://www.homestay.com/south-africa/cape-town/245270-homestay-in-seapointgreenpointtamboreskloofgardenscamps-bay-cape-town> [accessed 25 Feb. 25].

151. Enjoy table view with us, homestay in Table view – Cape Town

<https://www.homestay.com/south-africa/cape-town/40249-homestay-in-table-view-cape-town> [accessed 25 Feb. 25].

152. Welcome to Cape Town, homestay in my neighbours is very quiet and friendly – Cape Town

<https://www.homestay.com/south-africa/cape-town/140385-homestay-in-my-neighbors-are-very-quiet-and-friendly-cape-town> [accessed 25 Feb. 25].

153. Friendly outgoing family in city, homestay in Highlands- Cape Town

<https://www.homestay.com/south-africa/cape-town/29592-homestay-in-highlands-estate-cape-town> [accessed 25 Feb. 25].

154. Table Mountain Garden cottage, homestay in Devils peak Vredehoek- Cape Town

<https://www.homestay.com/south-africa/cape-town/63977-homestay-in-devilspeak-vredehoek-capetown> [accessed 25 Feb. 25].

155. Authentic cape coloured home, homestay in Coniston park -, homestay in Cape Town

<https://www.homestay.com/south-africa/cape-town/100105-homestay-in-coniston-park-cape-town> [accessed 25 Feb. 25].

156. Great location in the city centre, homestay in city and surrounds- Cape Town.

<https://www.homestay.com/south-africa/cape-town/240980-homestay-in-city-and-surrounds-cape-town> [accessed 25 Feb. 25].

157. Student accommodation R8000. p/m, homestay in Zonnebloem- Cape Town

<https://www.homestay.com/south-africa/cape-town/121143-homestay-in-zonnebloem-cape-town> [accessed 25 Feb. 25].

158. Friendly – help guests all the way, homestay in Plumstead- Cape Town

<https://www.homestay.com/south-africa/cape-town/25145-homestay-in-plumstead-cape-town> [accessed 25 Feb. 25].

159. Friendly & cosy place Milnerton, homestay in Milnerton

<https://www.homestay.com/south-africa/milnerton/69432-homestay-in-milnerton-milnerton> [accessed 25 Feb. 25].

160. A home away from home, homestay in Claremont – Cape Town

<https://www.homestay.com/south-africa/cape-town/193081-homestay-in-claremont-cape-town> [accessed 25 Feb. 25].

161. Foreigner travellers welcome, homestay in table view – Cape Town

<https://www.homestay.com/south-africa/cape-town/197597-homestay-in-table-view-cape-town> [accessed 25 Feb. 25].

170. Family home close to UCT, homestay in Rondebosch – Cape Town

<https://www.homestay.com/south-africa/cape-town/207434-homestay-in-rondebosch-cape-town> [accessed 25 Feb. 25].

171. Heritage home, homestay in Plumstead- Cape Town

<https://www.homestay.com/south-africa/cape-town/202331-homestay-in-plumstead-cape-town> [accessed 25 Feb. 25].

172. Host family enjoys meeting people, homestay in Grassy park – Cape Town

<https://www.homestay.com/south-africa/cape-town/39014-homestay-in-grassy-park-cape-town> [accessed 25 Feb. 25].

173. Sea point lodge, homestay in Sea point – Cape Town

<https://www.homestay.com/south-africa/cape-town/248946-homestay-in-sea-point-cape-town> [accessed 25 Feb. 25].

174. Your home away from home, homestay Milnerton – Cape Town

<https://www.homestay.com/south-africa/cape-town/7867-homestay-in-milnerton-cape-town> [accessed 25 Feb. 25].

175. Warm and homely with lots of fun, homestay in Bloubergstrand- Cape area- Cape Town

<https://www.homestay.com/south-africa/cape-town/105358-homestay-in-bloubergstrand-area-cape-town> [accessed 25 Feb. 25].

177. Fun loving family, homestay in Upper mill street, gardens – Cape Town

<https://www.homestay.com/south-africa/cape-town/17043-homestay-in-upper-mill-street-gardens-cape-town> [accessed 25 Feb. 25].

178. Be part of us! homestay in Kenwyn – Cape Town

<https://www.homestay.com/south-africa/cape-town/5279-homestay-in-kenwyn-cape-town> [accessed 25 Feb. 25].

179. Arty family home, homestay in Platte Kloof glen, Cape Town

<https://www.homestay.com/south-africa/cape-town/166566-homestay-in-plattekloof-glen-cape-town> [accessed 25 Feb. 25].

180. Location close to the township vibe, homestay in behind the Baptist church-Cape Town

<https://www.homestay.com/south-africa/cape-town/54950-homestay-in-behind-the-baptist-church-cape-town> [accessed 25 Feb. 25].

181. Loving Muslim home, homestay in district six, Bo-Kaap, Salgriver- Cape Town

<https://www.homestay.com/south-africa/cape-town/117418-homestay-in-district-six-bo-kaap-saltriver-cape-town> [accessed 25 Feb. 25].

182. Fun outgoing family in Woodstock, homestay in Woodstock – Cape Town

<https://www.homestay.com/south-africa/cape-town/74670-homestay-in-woodstock-cape-town> [accessed 25 Feb. 25].

183. Goold residence, homestay in Athlone – Cape Town

<https://www.homestay.com/south-africa/cape-town/149959-homestay-in-athlone-cape-town> [accessed 25 Feb. 25].

184. Cape town international backpackers, homestay in Cape Town

<https://www.homestay.com/south-africa/cape-town/59130-homestay-in-cape-town-cape-town> [accessed 25 Feb. 25].

185. A home within a home, homestay in Maitland – cape town

<https://www.homestay.com/south-africa/cape-town/169792-homestay-in-maitland-cape-town> [accessed 21 Feb. 25].