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Transforming Rural Homes into Sustainable Stays through Community-Based Homestay Management in Purwosari, Yogyakarta

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Abstract

Purpose: This study examines the transformation of rural households into sustainable accommodation through community-based homestay management in Purwosari Tourism Village, Yogyakarta, focusing on transformation processes, enabling factors, and operational challenges.

Research Methodology: A qualitative case study employed interviews, observations, and document analysis involving five homestay operators and local stakeholders. Data were thematically analyzed and validated through source triangulation and member checking.

Results: Five key themes emerged: household preparation, collaborative homestay management, cultural integration, sustainable practices, and operational challenges. Homestays diversified livelihoods and promoted cultural exchange, but sustainability remained constrained by inconsistent service quality, limited hospitality and digital marketing skills, inadequate monitoring, accessibility issues, and low youth participation.

Conclusions: Sustainable development of homestays is a gradual social, operational and institutional transformation. Selective professionalization can increase the reliability of the service while retaining the authentic rural hospitality.

Limitations: The cross-sectional, single-case design results in context-specific findings. Broader transferability is limited by unequal representation across stakeholder groups and reliance on qualitative evidence.

Contribution: This study proposes a novel theoretical framework extending Community-Based Tourism and Sustainable Tourism Theories by integrating household adaptation, community coordination, cultural authenticity, and institutional sustainability.

Keywords: *Community-based Homestay, Community-based Tourism, Rural Accommodation, Sustainable Hospitality, Tourism Village*

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1. Introduction

Rural tourism has become more and more promoted as a development strategy to diversify local livelihoods, increase community resilience and conserve natural and cultural resources (Harwindito, Hendratono, & Entas, 2025). One of the most visible forms of community-based accommodation along this development trajectory has been the emergence of homestays, which allow residents to directly participate in tourism by converting part of their private homes into accommodation for visitors (Suardana, Astuti, Jaya, & Taufik, 2024). Homestays differ from conventional accommodation providers – they blend commercial hospitality with domestic life, local identity, host–guest interaction and community relations (Pasanchay & Schott, 2021). Therefore, their success cannot be judged only by occupancy, revenue or physical plant. Other important aspects of sustainable homestay management include service quality, household readiness, environmental responsibility, cultural integrity, benefit distribution and community participation (Tiwari, Devkota, & Lawaju, 2025).

Transforming rural homes into tourist accommodation involves not only physical conversion but also the continuous adaptation of household routines, service standards, guest facilities, hospitality competencies, and visitor management while preserving the authenticity of local life (Harwindito et al., 2025; Sarma, Kumar, & Kumar, 2026). The homestay operators are required to provide acceptable standards of accommodation while maintaining the informal and culturally embedded character that distinguishes homestays from hotels (Pasanchay and Schott, 2021; Pratama, & Diwyarthi, 2025). This creates an inherent managerial tension. Over-commercialization may compromise cultural integrity and change household relations, while under-professionalization may lead to variable service quality, hygiene, restricted market access and low visitor confidence (Gursoy, Akova, & Atsız, 2022; Krasnomovets, 2023). Thus, sustainable homestay development needs to balance professional accommodation management with the preservation of community-based hospitality (Ho-Mai, Tran, Tran, Nguyen, & Nguyen, 2026; Manik, & Sugandhi, 2025).

Community-based tourism is an important basis for grasping this balance. The concept of community-based tourism is based on local ownership, meaningful participation, collective decision-making, equitable distribution of benefits and community control over tourism resources (Kurniawan, Kusumo, Lemy, Hulu, Kurniawan, & Juliana, 2026; Parani, Sitorus, Pramono, & Maleachi, 2021). Homestays here can be more than income generating accommodation units. They can be transformed into community platforms that weave local food, traditional architecture, traditional farming methods, cultural performances, storytelling, handicrafts and the day-to-day life of the countryside into the visitor experience (Juliana, Hubner, Pramezwary, Hidayat, & Djakasaputra, 2026; Pramono, Juliana, Hulu, Djakasaputra, & Jie, 2026). Home-stays can promote local economic linkages, cultural pride and environmental responsibility through the active participation of community members in planning and management. But community participation does not necessarily produce sustainability. Participation demands leadership support, institutional coordination, operational standards, market capabilities, transparent benefit-sharing arrangements and continuous capacity building (Liu, Chiang, & Ko, 2023; Sianipar, Juliana, Hubner, Lemy, & Pramezwary, 2026).

Recent studies have shown that community-based homestays have the potential to support sustainable rural development. Homestays can provide an additional source of household income, generate local employment, encourage the safeguarding of culture and enable closer ties between guests and host communities (Harwindito et al., 2025). However, the literature also points out persistent problems such as dependence on government support, poor financial management, weak marketing capabilities, uneven participation, inadequate infrastructure and poor coordination between stakeholders. For instance, in rural Malaysia, studies showed that homestay operations' economic sustainability was compromised due to poor marketing and financial management despite the presence of community resources (Pratama & Diwyarthi, 2025). Studies on pro-poor homestay tourism suggest that economic benefits could be offset by bureaucratic constraints, environmental pressures, unequal ownership and weak institutional support (Madandola, & Boussaa, 2023; Sinulingga, Marpaung, Sibarani, Amalia, & Kumalasari, 2024). In addition, information and communication technology capabilities, sustainable marketing practices and support of local authorities were found to be important factors to improve the competitiveness of rural homestays (Fusté-Forné & Hussain, 2025).

Collaborative management is essential to community-based homestays because their development involves household operators, village institutions, community groups, local businesses, tourism authorities, universities, and external partners. These stakeholders contribute policy support, training, infrastructure, promotion, product development, and local knowledge. Consequently, sustainable homestay development depends on supportive policies, collaborative governance, active community participation, adequate resources, and equitable benefit-sharing arrangements (Baena, & Cerviño, 2026; Tiwari, Prentice, & Khoo, 2025). The results suggest that the sustainable performance of a homestay is affected not only by the individual operator but also by the institutional environment where the accommodation services are developed.

Despite these academic progressions, several notable research gaps still exist. First, much of the existing literature is focused on outcomes. Previous studies usually look at the level of income generation, empowerment, cultural preservation or environmental conservation of homestays (Baena and Cerviño, 2026; Das, & Mishra, 2026). The operational change process that typical rural homes go through so that they can become sustainable and market-ready accommodation has received relatively little attention. The process involves decisions about preparing rooms, sanitation, procedures for service, communicating with guests, serving food, pricing, interpreting cultures, dealing with waste, handling complaints, and working with other tourism businesses (De, Reynolds, Koenig-Lewis, & Bosangit, 2025; González-Sánchez, Alonso-Muñoz, Medina-Salgado, & Torrejón-Ramos, 2023). Without looking at these everyday practice's sustainability is in danger of being an abstract principle and not an operational reality.

Second, previous researches frequently discuss homestays from a general perspective of community-based tourism but do not give sufficient attention to the particularities of accommodation management (Robinson, 2023; Song, Zhang, & Wu, 2024). The sustainability of homestays depends on the ability of operators to combine standards of hospitality service, routines of domestic life and community values (Strippoli, Gallucci, & Ingrao, 2024). The key issues in accommodation performance are cleanliness, safety, comfort, service consistency, professionalism of the host, privacy of the guest and booking management. However, operational dimension is often considered as a supporting issue rather than a core component of sustainable rural hospitality. Therefore, little is known about the interaction between accommodation management practices and economic, socio-cultural, environmental and institutional sustainability.

The relationship between household-level management and community governance remains underexplored. Although individual families operate homestays, the visitor experience is collectively shaped by transportation, guiding, food, attractions, cleanliness, information, community interaction, and village-wide service consistency. Sustainable homestays therefore require community mechanisms to coordinate standards, distribute visitors and benefits, integrate tourism packages, manage shared resources, provide training, monitor performance, and resolve operational problems. Without such mechanisms, even strong community participation may result in fragmented services and unequal outcomes (Hosseini, & Almeida, 2023; Schlesinger, Cervera-Taulet, & Pérez-Cabañero, 2020).

Despite its rich tourism resources and strong community participation, Purwosari faces limitations in homestay service standards, hospitality skills, digital promotion, infrastructure, and human-resource development. The novelty of this study lies in shifting attention from the benefits of homestays to the process of transforming rural households into sustainable accommodation. It proposes an integrated framework comprising household adaptation, community-based service coordination, local experience integration, and sustainability institutionalisation. This framework demonstrates how selective professionalisation can improve service reliability while preserving the authenticity of rural life. The research question can be formulated as How do rural households and community actors in Purwosari Tourism Village convert rural houses into sustainable homestays, and what are the supporting and inhibiting conditions?

2. Literature Review

2.1 Sustainable Rural Accommodation and the Conversion of Homestays

Rural homestays are a distinctive form of accommodation in that they combine commercial provision of accommodation with the domestic, social and cultural life of host households (Bellato & Pollock, 2025; Gursoy et al., 2022; Shrestha, L'Espoir Decosta, & Whitford, 2025). Unlike hotels, which are largely commercial spaces of uniformity, homestays are embedded in private homes and community settings. Guests do not simply rent rooms; they enter worlds in which household routines, family relations, local food, cultural values and the everyday life of the countryside are part of the experience of hospitality. Therefore, transforming a rural home into a sustainable stay involves more than just physical renovation or providing beds, bathrooms and basic amenities. It implies a reorganisation of the domestic space, the routines of service, the household chores, the interactions with guests, the financial practices, the environmental behaviour and the relations with other actors of tourism (Velasco-Muñoz, López-Felices, Román-Sánchez, & Hernández-Rojas, 2025).

Sustainable homestay management is thus defined as the ability of host households and community institutions to provide accommodation which is economically sustainable, socially responsible, culturally significant, environmentally sound and operationally dependable over time (Ravichandran, 2025). The economic dimension refers to the ability of homestays to generate adequate and fairly distributed benefits for host families and the local businesses that are connected to them (Mardani et al., 2020). Sustainable homestays require socio-cultural preservation, meaningful community interaction, and responsible management of local resources. However, these conventional dimensions must be supported by operational and institutional capacity. Without service standards, managerial competencies, coordination, continuous learning, and local governance, sustainability may remain an aspiration rather than an everyday practice (Cranmer, Tom Dieck, & Jung, 2023; Geng, Zhang, Gao, Yan, & Chen, 2024).

In this study, homestay transformation is defined as the process in which a rural household adapts its physical space, domestic routines, hospitality practices, local relationships and environmental behaviour to provide a sustainable visitor experience. Transformation doesn't mean taking away the identity of a rural home and replacing it with the characteristics of a conventional hotel. Rather, there is selective professionalisation, in which the basic standards of cleanliness, safety, comfort, communication, and reliability are honed, and local authenticity and household identity are preserved (Bag, Gupta, & Kumar, 2021; Rodrigues, Eusébio, & Breda, 2023).

2.2 Community-based Tourism

The theoretical basis for understanding rural homestays is mainly community-based tourism. It focuses on local ownership, resident participation, community control of resources, equitable distribution of benefits and protection of local socio-cultural and environmental assets. In this view, local people should not be viewed merely as employees, cultural performers or passive beneficiaries. They should be involved as owners, decision makers, service providers, knowledge holders and evaluators of tourism development (Camilleri, 2021; Ruggerio, 2021).

Community-based homestays strengthen rural economies by retaining tourism expenditure within local households and businesses. However, local ownership does not automatically ensure inclusive participation or equitable benefits. Their sustainability must therefore be assessed through inclusive decision-making, fair opportunity distribution, and the community's capacity to shape tourism development (Ponnapureddy, Priskin, Ohnmacht, Vinzenz, & Wirth, 2020).

Research on community-based homestays suggests that collaborative management, resident representation, supportive policies, adequate funding, cultural respect and equitable distribution of benefits are important for sustainability (Liu, Chiang, & Ko, 2023; Nova, 2021; Rachão, Breda, Fernandes, & Joukes, 2019). Studies have also found that community-based homestays can also face unresolved managerial, institutional and environmental problems while contributing to conservation and rural livelihoods (Suharti, Sirine, & Martono, 2023). The findings demonstrate that local ownership alone does not ensure successful community-based accommodation. Sustainable homestay

management requires community institutions to coordinate household enterprises through shared standards, visitor experiences, capacity building, promotion, environmental practices, and benefit-sharing mechanisms. Thus, each homestay operates independently, but its sustainability and reputation depend on the collective performance of the destination (Crăciun, Dezsi, Pop, & Cecilia, 2022).

2.3 Accommodation Sustainable Operations

Although community-based tourism literature emphasises participation and empowerment, the operational management of homestays remains underexplored. Sustainable homestays must consistently meet basic standards of cleanliness, sanitation, safety, comfort, privacy, communication, food hygiene, and reservation reliability. These standards do not diminish authenticity; instead, they enable guests to experience local life safely and comfortably (Makiya, Susanto, Noviati, & Haryanto, 2024). Homestay operations involve interconnected activities before, during, and after the guest's stay, including providing accurate information, preparing rooms, maintaining sanitation, serving food, communicating local norms, ensuring safety, collecting feedback, managing reviews, and arranging future bookings. These responsibilities require technical hospitality skills as well as interpersonal and cultural competencies (Lakhera, Kumar, Tripathy, & Dixit, 2025). A central management challenge is balancing service standardisation with local authenticity. Sustainable homestays require minimum standards for hygiene, safety, pricing transparency, service reliability, and guest protection without creating uniform, hotel-like experiences. Individual households should retain their distinctive architecture, cuisine, family histories, agricultural practices, and hospitality styles (Sanyal, Kumari, & Siddiqui, 2023).

The value of homestays is closely related to the connectedness and emotional significance of the guest experience. Previous studies have shown that connected homestay experiences can affect tourists' feelings and loyalty, and the uniqueness of local features enhances the relationship between emotion and loyalty (Harwindito, Hendratono, & Entas, 2025; Nor, & Awang, 2021). Operational professionalism should strengthen rather than replace host–guest interaction. Reliable services, cleanliness, safety, and accurate information build visitor trust, while storytelling, shared meals, cultural exchange, and participation in village life create authentic experiential value. This balance, termed authenticity-enabled professionalisation, improves service quality while preserving the distinctive household and community identity of homestays (Juliana, Hubner, Pramono, Indra, & Krismawintari, 2025; Sarwoprasodjo, Sunkar, Putra, Khofsah, Syifa, & Tandio, 2026).

2.4 Environmental Responsibility and Collaborative Governance

Environmental responsibility signals the inextricability of household action and collective governance. Operators can reduce single-use plastics, save water and energy, sort waste, source food locally, compost organic material and communicate appropriate behavior to guests. Such activities can be cost-reducing and make sustainability visible (Takaendengan, Avenzora, Darusman, & Kusmana, 2022). Evidence from rural Malaysia demonstrates that homestay operators may become overly dependent on government funding and do not have effective marketing and financial-management practices, thus limiting income generation and long-term viability (Sugandi, Paturusi, & Wiranatha, 2020; Walter, Regmi, & Khanal, 2018). External assistance can support homestay development through funding, equipment, and training, but prolonged dependence may weaken local initiative and entrepreneurship. Sustainable support should therefore prioritise community capacity and independence rather than continued reliance on external assistance (Janjua, Krishnapillai, & Rehman, 2023). Environmental sustainability must therefore be institutionalised through village agreements, shared infrastructure, operator monitoring, visitor education, and cooperation with relevant authorities (Gabriel-Campos, Werner-Masters, Cordova-Buiza, & Paucar-Caceres, 2021). It should also include resiliency to climate-related risks including extreme rainfall, landslides, water shortages, changes to agricultural cycles and damage to access routes. Sustainability of accommodation in rural and highland settings is not only about minimising environmental impact but also about preparing households and visitors for local environmental vulnerabilities (Favretto, & Stringer, 2024; Kapri, & Sharma, 2024 ;Singh, Sajnani, & Gupta, 2020; Ramlan, & Ismail, 2025).

Collaborative governance is the institutional mechanism to address these interdependencies. Homestay systems include operators, family members, village government, tourism awareness groups, local enterprises, young residents, tourism agencies, educational institutions, and external partners. Their resources are complementary. Households provide accommodation and cultural knowledge; community organizations coordinate products and participation; government provides infrastructure, regulation and legitimacy; external organizations provide training, technology and market connections (Silitonga, Juliana, Rini, & Sitohang, 2025). A more robust approach is the combination of homestays with local food, agricultural learning, nature activities, heritage interpretation, crafts, guiding and transportation. Such integration enhances the value of tourism packages and allows residents without suitable accommodation to be incorporated into the tourism economy (Parani, 2023). Economic success should be assessed not merely by homestay or visitor numbers, but by how tourism value is retained, circulated, and equitably distributed within the community. Relevant indicators include household income, local procurement, employment, women's and youth participation, collaboration with micro-enterprises, business continuity, and balanced visitor distribution among operators (Pramono, Juliana, Hulu, Djakasaputra, & Jie, 2026).

2.5 Socio-Cultural Sustainability and the Homestay Experience

Homestays are not culturally neutral forms of accommodation. They offer direct contact between visitors and the everyday life of host communities. The visitor experience could include local food preparation, household architecture, language, religious practices, agricultural routines, music, dance, storytelling, and community celebrations. Such engagement can reinforce cultural pride, instigate intergenerational knowledge transfer and provide an economic justification for the conservation of local cultural practices (Qu, Timothy, Wang, & Su, 2025; Sindakis, & Showkat, 2024;Bonina, Koskinen, Eaton, & Gawer, 2021).

Central to this process is host-guest interaction. Operators are accommodation providers, cultural interpreters, household members and destination ambassadors all rolled into one. Their capacity to interpret traditions, communicate expectations of behaviour and to facilitate respectful participation, affects both visitor satisfaction and community comfort. Storytelling, shared culinary experiences, agricultural participation, and guided village activities, when accurately and sensitively delivered, can deepen cultural understanding (Tse, 2024).

Younger residents may have the digital, language and creative skills to communicate local culture to contemporary markets. At the same time, they may view homestay work as seasonal, low status or economically unattractive. Younger generations need to see participation in sustainable homestay development as meaningful, linking cultural knowledge to entrepreneurship, digital content, guiding, event management and creative product development (Devkota, 2024). Environmental sustainability in homestays starts at the household level, but cannot be attained by individual operators alone (Sarwoprasodjo, Sunkar, Putra, Khofsah, Syifa, & Tandio, 2026). Water, energy, food, cleaning products, packaging and transportation are consumed by homestays and wastewater and solid waste are created. Even small accommodation units can create cumulative pressure on the environment through increased number of visitors or when the infrastructure of the village is limited (Giri, Kumar, & Maindola, 2025 ;Nor, Awang, & Faisal, 2025;Chen, Lin, Chen, Chao, & Pandia, 2021).

. Household environmental practices may include waste separation, reduction of single-use plastics, water conservation, energy-saving behaviour, local sourcing of food, composting, use of environmentally friendly cleaning products, and maintenance of gardens or traditional landscapes (Zamroni, Noviana, Azizah, Izzati, & Laili, 2024). Such practices may reduce running costs and enhance the environmental profile of the lodging. Hosts can also help shape guest behaviour through clear information, refill facilities, appropriate waste bins and opportunities to participate in conservation or agricultural activities (Chairunissa, Tomo, Rosadi, Putra, Hussein, & Supartono, 2023 ;Qiu, & Mok, 2023 ;Mulyaningsih, 2021).

But without collective systems, individual environmental behaviour is not very effective. Without village-level waste collection that differentiates waste types, waste separation in a homestay will not

achieve valuable results (Dogru, Marchio, Bulut, & Suess, 2019). Water saving practices may not be sufficient if the development of the destination outpaces the local water capacity. The credibility of environmental messages can be undermined also if tourism attractions, public spaces, transport services and food businesses do not adhere to the same principles (Papageorgiou, 2025; Bhattacharya, Sharma, & Sharma, 2026 ; Su, Lin, & Huang, 2025).

2.6 Integrative Framework and Positioning of the Research

It has been identified in the literature that rural homestays can contribute to income generation, livelihoods diversification, cultural continuity, environmental awareness and meaningful visitor experiences. It also underscores ongoing issues of inconsistent services, weak financial management, digital shortcomings, external reliance, uneven engagement and fragmented stakeholder coordination. Research on pro-poor homestays also suggests there could be economic opportunities along with institutional barriers, environmental degradation and unequal ownership structures (Bonina, Koskinen, Eaton, & Gawer, 2021). It follows that homestays should not automatically be regarded as sustainable just because they are locally owned or located in rural places.

Three clear limitations remain in the literature. First, many studies report on sustainability outcomes (income, empowerment, cultural preservation, or conservation) without articulating the operational processes that lead to those outcomes. Second, accommodation-management practices tend to be considered in isolation from community participation and destination governance. Third, little attention has been paid to the institutionalisation of individual household practices into a coherent system of community-based housing.

The present study tries to overcome these limitations by combining three complementary perspectives: Community-based tourism, which explains local ownership, participation, empowerment and distribution of benefits. Sustainable accommodation management discussing service quality, household adaptation, operational reliability, environmental practices and guest experience. Collaborative governance (explaining coordination, institutional support, shared standards, capacity development, and continuity of collective practices) (Supian, Ahmad, & Munir, 2022).

From this synthesis, the transformation of rural homes into sustainable stays can be understood through four interconnected processes. The adaptation of living space refers to the physical and functional readiness of living space (Hu & Zhang, 2024). Community-based service coordination includes shared standards, visitor management, training and quality assurance. Local experience integration means incorporating food, culture, agriculture, nature and storytelling into the stay. Sustainability institutionalisation is the process of embedding economic, sociocultural, environmental, digital and governance practices into the daily routines of communities (Ghani, Ghazali, Ghani, Roslan, Gunawan, & Zain, 2025).

These processes are expected to generate interdependent outcomes including household livelihood resilience, reliable accommodation services, meaningful guest experiences, cultural continuity, local value retention, environmental responsibility, and increased community capacity (Gautam & Thapa, 2023). However, poor infrastructure and limited managerial capacity, inadequate market access, unequal participation, limited youth engagement, and dependence on external support may limit their effectiveness.

Therefore, the current study is not only concerned about whether homestays contribute to sustainable tourism. The research explores the co-creative conversion of rural dwellings into sustainable accommodation experiences by community groups and rural households. The process-oriented view offers a more solid theoretical and practical foundation to comprehend the management of community-based homestays in Purwosari, Yogyakarta. Figure 1 illustrates how household accommodation adaptation, community-based service coordination, local experience integration, and sustainability institutionalisation interact to transform rural homes into sustainable stays

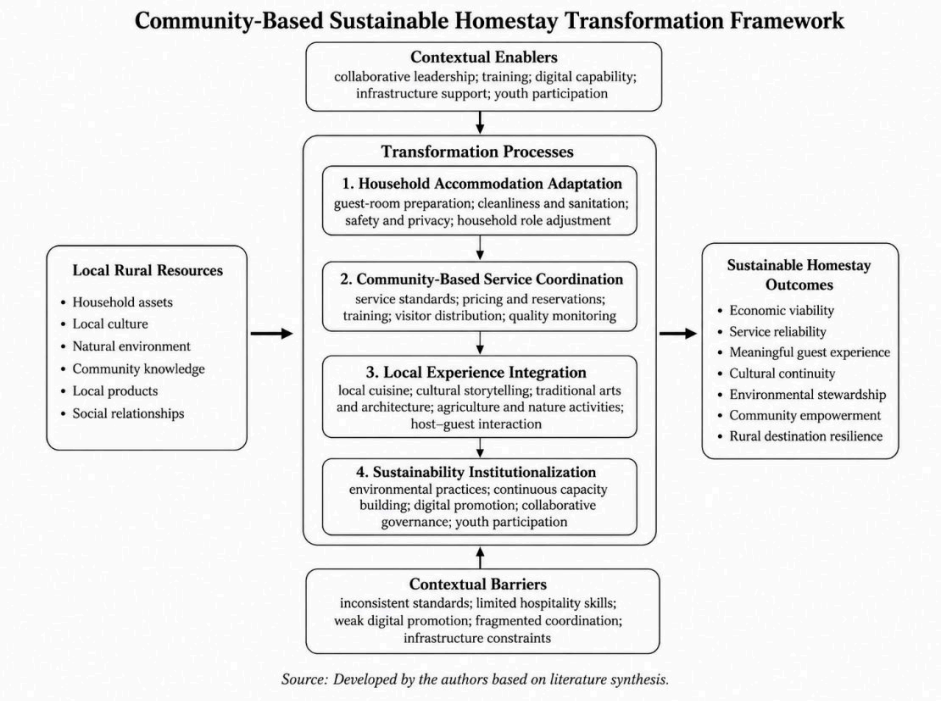


Figure 1. Community-based sustainable homestay transformation framework

3. Research Methodology

3.1 Research Design and Study Context

This study employed an interpretive qualitative single-case-study design to explore how rural households are transformed into sustainable accommodation through community-based homestay management. Purwosari Tourism Village, Kulon Progo, Yogyakarta was deliberately selected as it is a combination of active community and various rural tourism resources (Campbell, Greenwood, Prior, Shearer, Walkem, & Young, 2020). At the same time it still faces challenges in terms of accommodation standards, hospitality competencies, digital promotion, infrastructure, monitoring, accessibility, and youth involvement. This made Purwosari an information-rich case to study the relationship between household adaptation and community level governance.

3.2 Participants and Sampling

Purposive sampling was used to select the participants. Participants were eligible if they: were involved in homestay operations or tourism governance in Purwosari; had at least 2 years/months of relevant experience; had direct knowledge of homestay development, visitor services, community programs, or tourism-related decision-making; and agreed to participate voluntarily.

The participants were selected purposively and were directly involved in managing homestays and tourism development. The informants consisted of 5 homestay operators, 3 village government officials, 2 Pokdarwis members, 5 youth representatives, 5 local tourism entrepreneurs, and 5 other relevant stakeholders. Data collection continued until sufficient thematic depth had been reached and no substantial new information was emerging from the interviews (Ahmed, 2024).

3.3 Data Collection

Data were collected from April 2026 to July 2026 through semi-structured interviews, field observations and document analysis. Interviews were conducted face to face with an interview guide that covered household adaptation, accommodation operations, service standards, cultural integration, environmental practices, digital promotion, stakeholder coordination and operational challenges. Each interview lasted [minimum–maximum] minutes, with a mean duration of 45 minutes.

Interviews were audio-recorded and transcribed with the consent of participants. Field notes captured conditions of accommodation, cleanliness, guest facilities, host-guest interactions, waste-management practices and linkages between homestays and village tourism activities. Documents reviewed were tourism profiles, promotional documents, meeting records, training documents and homestay information. To enrich and cross-check the interview findings, documents related to village tourism such as village tourism profiles, promotional materials, meeting records, training documents, and homestay information were examined (Fuchs, 2023).

3.5 Validity of Saturation and Reflexivity of the Researcher

Recruitment and data collection continued until thematic saturation was achieved. No new major codes were created after interview and the last interviews confirmed the stability and sufficiency of the five themes. Saturation was reached by continuous comparison of interview abstracts, codes and the perspectives of the stakeholders. Triangulation between interviews, observations and documents; comparison between stakeholder categories; member-checking ; peer debriefing; and an audit trail improved trustworthiness. Researchers wrote reflexive notes during data collection and analysis to reflect on how their own academic backgrounds, assumptions, prior relationships with the community, and interpretations may have influenced the study. Regular discussions within the research team questioned assumptions and entertained alternative explanations.

3.6 Ethical approval

Ethical approval was not required for this study as it was a non-interventional qualitative study involving competent adults and did not collect sensitive personal or medical information. However, the study was conducted according to the accepted ethical principles for research involving human participants. Before each interview, participants were informed about the study's purpose, procedures, voluntariness, confidentiality measures and the intended use of the findings. Informed consent was obtained prior to data collection. Participants were free to refuse any question or to withdraw from the study without penalty. To protect participants' anonymity, all identifying information was removed from the transcripts and anonymous participant codes were used in the analysis and reporting. The research data were stored securely and only the research team had access.

4. Results and Discussions

Table 1. Thematic analysis

Theme	Required subsection	Evidence to include	Framework connection
1	Household Adaptation for Guest Readiness	Operators, observations of rooms and facilities	Household accommodation adaptation
2	Collective Coordination of Homestay Services	Pokdarwis, village officials, operators, meeting records	Community-based service coordination
3	Integration of Local Culture and Rural Life	Operators, entrepreneurs, observations, promotional documents	Local experience integration
4	Institutionalisation of Sustainability Practices	Operators, officials, environmental observations, training records	Sustainability institutionalisation
5	Barriers to Professionalisation and Long-Term Resilience	All stakeholder groups, especially youth and operators	Contextual barriers

The thematic analysis in Table 1 yielded 5 interrelated themes explaining how Purwosari rural homes transform into sustainable accommodation: household adaptation to prepare the home for guests; collective coordination of homestay services; integration of local culture and rural life into the accommodation experience; institutionalisation of sustainability practices; and persistent barriers to professionalisation and long-term resilience. The themes suggest that sustainable homestay development isn't just about providing rooms for people to stay in. It is a slow process of reconfiguring household resources, hospitality practices, community relationships, cultural assets and environmental responsibilities into a collectively managed rural accommodation system.

4.1 Household Adaptation for guest readiness

The first theme concerns how local households adapt their residential spaces and daily routines to accommodate visitors. Approximately ten active homestays in Purwosari provide basic lodging, authentic village experiences, and supplementary household income. This transformation extends beyond providing a spare room, requiring hosts to maintain cleanliness, prepare essential amenities, manage food and drinking water, and separate guest areas from private family spaces. It also

redistributes household responsibilities, including cleaning, cooking, welcoming guests, transportation, and tourism assistance.

Although operators view hospitality as a cultural practice, commercial guests also expect privacy, comfort, accurate information, and reliable reservations. Homestay development therefore requires selective professionalisation that combines traditional hospitality with minimum standards of cleanliness, sanitation, safety, privacy, and communication without imitating conventional hotels. Consequently, the homestay functions as a hybrid space—both a family residence and a tourism enterprise—requiring hosts to balance household privacy, daily routines, and visitor accessibility. The transformation of homestay began with changes in domestic space and the routine of the household. Operators reported preparing bedrooms and bathrooms, moving personal belongings, improving cleanliness and reorganizing family activities before guests arrived. The findings reveal that household accommodation adaptation is a matter of physical preparation and negotiation between family privacy and visitor accessibility.

The interview evidence thus allows us to summarise the process as follows:

Homestay operators said they had cleaned their guest rooms and bathrooms in preparation for arrivals, and had shifted family belongings and private activities to give visitors privacy. They also mentioned that the reception of tourists required more regularity of cleanliness and service preparation than the informal reception of relatives.

The result adds to the understanding of sustainable rural accommodation by indicating that physical conversion is not sufficient. The accommodation's sustainability is determined by the capacity of households to perform guest-related routines repeatedly without excessive disruption to family life. The household preparedness thus consists of physical facilities, service competence, labour allocation, privacy management and willingness of family members to participate.

4.2 Collective Coordination of Homestay Services

The second theme highlights collective homestay management involving the village government, Pokdarwis, operators, local entrepreneurs, and external partners. Collaboration encompasses tourism planning, promotion, service coordination, training, certification, and sustainability initiatives. Although accommodation is managed individually, visitor services are coordinated collectively, primarily through informal arrangements lacking standardized procedures and systematic quality monitoring. Visitors evaluate the overall destination experience, including accessibility, cleanliness, food, cultural activities, and community interactions. Consequently, Purwosari reputation and homestay sustainability depend on coordinated service quality and the collective performance of tourism stakeholders.

We might summarise the interview evidence as follows:

According to Pokdarwis and village representatives, the management of homestays is a collective responsibility, because visitors come to experience the whole village, not just one household. Coordination was carried out regularly to discuss room availability, tourism activities, arrivals of visitors, cleanliness, training and the distribution of visitors of the operators participating in the project.

Community coordination supports homestay management by sharing information on visitor arrivals and room availability, connecting accommodation with local attractions and services, facilitating training, and distributing visitors and economic benefits among operators. However, coordination remains largely informal and has not produced consistent standards. Challenges persist in service quality, digital marketing, infrastructure, and hospitality competencies. This highlights the distinction between community participation and management capacity: resident involvement does not necessarily ensure the ability to establish rules, coordinate bookings, monitor quality, handle complaints, and sustain collective programmes.

A community-based minimum service guideline could address these limitations by establishing essential requirements for cleanliness, sanitation, bedding, food hygiene, pricing, communication, safety, and booking confirmation while allowing each homestay to retain its distinctive domestic and cultural character. The findings therefore reinforce the importance of leadership, institutional support, and strategic partnerships while demonstrating the need to translate collective governance into practical operating procedures.

4.3 Integration of Local Culture and Rural Life

The third theme identifies the homestay as an integrated village experience rather than merely a place to stay. Purwosari natural, cultural, agricultural, and culinary resources—including caves, waterfalls, traditional dances, gamelan music, local cuisine, trekking, birdwatching, agricultural education, and festivals enrich the accommodation experience. Visitors are interested in participating in village life through traditional meals, farming activities, cultural performances, local storytelling, nature-based activities, and interactions with host families. Participants viewed the homestay experience as more than the provision of overnight accommodation. This theme supports the local experience integration component of the framework by showing how accommodation is connected to community knowledge, food, agriculture, culture, and everyday rural life.

We might summarise the interview evidence as follows:

Operators of homestays said guests often wanted more than just a place to sleep. Visitors were eager to taste local food, learn about village product making, hear Purwosari stories, join in agricultural activities and watch or take part in cultural events. Visitors could have a more direct experience of these activities by staying with a host family.

4.4 Institutionalisation of Sustainability Practices

The fourth theme identifies sustainability practices were visible at both household and community levels, although their implementation varied among operators. Participants reported practices related to cleanliness, waste reduction, local food sourcing, water conservation, environmental education, training, and community monitoring These findings indicate that sustainability becomes durable only when individual practices are embedded in collective routines, training, monitoring, and community agreements.

We might summarise the interview evidence as follows:

Tourism Awareness Group representative noted that environmental responsibility required cooperation among homestay operators because individual household initiatives would have limited effects without shared routines, community awareness, and collective monitoring. This finding shows that household-level environmental practices depended on coordination and support at the community level.

Similarly, a village government representative explained that *training, environmental education, and periodic monitoring were needed to ensure that cleanliness, waste management, water conservation, and responsible tourism practices were implemented consistently across participating homestays* However, participants acknowledged that these activities were still conducted periodically and had not yet become fully institutionalised.

4.5 Barriers to Professionalisation and Long-Term Resilience

The fifth theme highlights barriers to homestay sustainability in Purwosari, including inconsistent service standards, limited hospitality and digital skills, accessibility constraints, weak coordination, environmental risks, and limited youth involvement. These challenges indicate that household improvements alone cannot ensure destination-level sustainability. Sustainable development requires standardized services, continuous training, digital promotion, community participation, and environmental responsibility. The proposed Community-Based Sustainable Homestay Transformation Framework integrates four processes: household accommodation adaptation, community-based service coordination, local experience integration, and sustainability institutionalisation. This

framework emphasizes transforming individual practices into shared standards and collective monitoring while preserving local authenticity. Pokdarwis and the village government should strengthen service coordination, integrated tourism packages, quality monitoring, and participatory evaluation to improve service quality, distribute economic benefits, preserve cultural identity, and enhance Purwosari long-term sustainability.

4.6 Discussion

The findings reposition the transformation of rural homes in Purwosari as a management and organisational process rather than merely a physical conversion of spare rooms into accommodation. A homestay is a hybrid organisation: it remains a private household while simultaneously functioning as a micro hospitality enterprise and as one unit in a village-level tourism network. Consequently, its sustainability depends on how household resources, family labour, service routines and community relationships are planned, organised, directed and controlled. This extends assessments based only on occupancy, income or facilities by showing that organisational continuity also requires manageable workloads, protected family privacy, clear responsibilities and repeatable service delivery (Doan, Aquino, & Qi, 2023).

From a planning perspective, the operators' adaptation of bedrooms, bathrooms, kitchens and shared areas reflects decisions about capacity, service scope and the boundaries between domestic and commercial space (Aoun, Breen, White, Rumbold, & Kellehear, 2018). Effective homestay management requires advance planning for accommodation readiness, food, pricing, guest information, safety, and the division of private and shared spaces. Simple operational plans, reservation records, and checklists can improve service reliability while preserving household routines and the domestic character of homestays.

Management also requires clear but flexible coordination at household and community levels. Family members manage direct services, while Pokdarwis and the village government coordinate training, promotion, infrastructure, visitor distribution, and environmental programmes. Therefore, sustainability depends not only on community participation but also on the collective capacity to establish standards, assign responsibilities, resolve problems, and maintain long-term cooperation (Schriger, Knowles, Daglieri, Kangovi, & Beidas, 2024). This distinction has implications for organisational design. Coordination in Purwosari should move beyond periodic meetings and personal relationships towards a light but explicit governance structure (Xing, Li, & Xie, 2022; Zhou, Wang, & Ma, 2022). Pokdarwis should function as the primary coordinating body for accommodation quality, reservations, visitor distribution, marketing, tourism-product development, environmental management, and operator capacity building. The village government can provide institutional legitimacy, infrastructure coordination, and connections with public agencies, while operators retain control over their homes and service identities. Regular forums, documented responsibilities, transparent decision-making, and clear complaint-resolution mechanisms are needed to reduce dependence on individual leaders and ensure organisational continuity (Verduga, 2024;Sulaiman, Fitralisma, Fata, & Nawawi, 2024)

Participatory leadership is essential for aligning stakeholder interests, establishing minimum standards, encouraging peer learning, and preventing the exclusion of smaller or less digitally capable operators. Quality control should be developmental rather than punitive. Community-based standards should establish minimum requirements for cleanliness, sanitation, bedding, food hygiene, safety, pricing, reservations, guest information, and complaint handling without eliminating the distinctive architecture, cuisine, stories, and interactions of individual homestays. Checklists, peer reviews, guest feedback, and periodic evaluations can institutionalise these standards. Homestay management should integrate local food, agriculture, culture, nature, and storytelling through transparent collaboration with local tourism actors. Clear standards for scheduling, pricing, service quality, and benefit distribution can promote equitable income while maintaining community control over cultural representation. Continuous capacity building should combine practical training, mentoring, peer evaluation, and meaningful youth involvement in decision-making, innovation, and digital management.

Digitalisation and environmental sustainability should also be institutionalised as collective responsibilities. Coordinated digital platforms require accurate information, designated personnel, response protocols, and fair distribution of enquiries. Meanwhile, environmental practices must be supported by shared guidelines, adequate infrastructure, responsible actors, and measurable indicators to become consistent and enduring management routines (Supian, Ahmad, & Munir, 2022 ;Perdana, Riyadi, & Yuliari, 2025). The findings support the proposed Community-Based Sustainable Homestay Transformation Framework while sharpening its organisational mechanism (Chen, Zhang, & Wang, 2023). Household adaptation provides the operational unit; community-based coordination supplies network governance; local-experience integration organises the tourism value chain; and institutionalisation embeds learning, quality control and environmental responsibility into routine practice. These mechanisms explain how local assets are converted into sustainable outcomes. The theoretical contribution is therefore the linkage between micro-level family-enterprise management and meso-level community governance. Homestay sustainability emerges not from local ownership alone, but from the organisational capability to coordinate autonomous households around shared standards, resources and goals.

Managerially, success should be evaluated through a balanced set of household- and community-level indicators. Relevant measures include service-standard compliance, guest feedback, response time to enquiries, transparent visitor distribution, household income diversification, use of local suppliers, operator participation in learning activities, waste reduction, the involvement of women and youth, accessibility improvements and the continuity of cultural activities. Regular participatory review of these indicators would enable corrective action and organisational learning without imposing an excessively bureaucratic system. In this way, professional management strengthens rather than replaces authentic rural hospitality: dependable processes create the conditions in which hosts can welcome visitors safely, preserve control over their homes and culture, and maintain a viable community-based accommodation system (Schriger et al., 2024;Soeswoyo, Arafah, Oktadiana, & Budiman, 2025).

5. Conclusions

5.1 Conclusion

This study examined the transformation of rural homes into sustainable homestays in Purwosari Tourism Village, emphasizing household adaptation, community coordination, cultural integration, sustainability practices, and operational barriers. The findings reveal that homestay transformation extends beyond physical improvements to encompass economic, cultural, environmental, and institutional changes. Homestays support livelihood diversification, cultural exchange, and host–guest interactions, although inconsistent service standards, limited hospitality and digital skills, weak monitoring, and insufficient youth participation hinder long-term sustainability. The proposed framework integrates household accommodation adaptation, community-based service coordination, local experience integration, and sustainability institutionalization. These interconnected processes demonstrate that collective management and professional service standards can enhance destination sustainability while preserving local authenticity and community control.

5.2 Research Limitations

There are some limitations of the study, The results are specific to the context of Purwosari Tourism Village and are not statistically generalizable to all rural destinations as a single qualitative case study. The purposive sample was based on operators and local stakeholders, but there was no equal representation of guests, non-homestay households, women, young people, micro-enterprises and marginalized residents. The cross-sectional design also only captures practices and perceptions on one stage of destination development and cannot determine how service quality, household roles, benefits or environmental outcomes change with time. While triangulation and member checking were used, the reliance on interviews, observations and local documents may still leave some residual social desirability and researcher interpretation bias.

5.3 Suggestions and Directions for Future Research

Future research should test the framework in tourism villages with different geographical, developmental and governance characteristics . Studies could compare, follow over time, or combine methods on household roles, service quality, digital capacity, environmental practices, and youth participation. The research must also include guests, women, youth, non-homestay households, micro enterprises and marginalized groups to assess participation, workload, benefit distribution and cultural change. More emphasis needs to be put on household well-being and privacy, unpaid labor, climate vulnerability and cultural commercialization, as sustainability is not only about visitor satisfaction but also about the ability of the community to sustain tourism with dignity and local ownership.

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Author Contributions

RS contributed to conceptualization, methodology, investigation, data curation, original manuscript drafting, and manuscript review and editing. JMHS contributed to formal analysis, validation, and manuscript review and editing. RP was responsible for supervision, methodology, and validation. JJ contributed to formal analysis, visualization, supervision, and manuscript review and editing. IBH contributed to investigation, project administration, and manuscript review and editing. All authors reviewed and approved the final version of the manuscript and agreed to accept accountability for the work.

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