**6**. **Research Findings**

The research findings describe the positive and negative impacts that this distinctive type of business venture has on the local population and on the hosts in particular. Additionally, the findings reveal the challenges involved in home hospitality, and the critical role played by the community and the local authority on the success of these initiatives. As noted in the previous chapter, a thematic analysis was conducted on data collected in the qualitative research. The categories resulting from this data analysis are presented, according to the research questions, along with selected quotes from interviewees illustrating the themes that emerged.

6.1 *Quality of life among home hospitality hosts*

*6.1.1. Aesthetics of the private home*

The findings indicate that home hospitality ventures have multiple and varied impacts on hosts’ quality of life. One positive impact noted by interviewees pertains to the cleanliness and organization of their home. Since hosts must be prepared to receive guests at any time, they keep their homes meticulously clean and organized. As David, who often receives guests on short notice, said:

“Because I have to host, I’m motivated to organize and tidy the house so, it may sound funny, but after the guests leave, I’m left with a clean and organized house [laughs]… It’s great for me! [emphasizes] And it only gets better over time… so in this way, it improves my quality of life.” (David, single, 36 years old, jewelry and versatile arts)

Although having to frequently clean and organize the house and yard may create some pressure and inconvenience, it is also rewarding, because the house is always aesthetically pleasing.

“I ask to be given at least an hour to clean up the house (before guests arrive), because I live here, there’s nothing to do about it. I watch television and things like that. On the other hand, it’s good, because the house, you could say, is always clean… I’m always thinking about what to add to the house, about how it looks. That means, there are always flowers and the garden is tended and the fountain has to work. I’m always working to make it nicer. Then afterwards, I can enjoy all this beauty.” (Alex, married with 3 children, gallery and art workshops)

*6.1.2 Improvement in hosts’ working conditions*

In some cases, running a home hospitality business can be more convenient than working as a salaried employee or being self-employed outside the home. It is simpler, and allows for maximum flexibility in terms of the times that guests arrive. Sharon, who previously worked as a salaried accountant for an organization, offers an example of how going into the home hospitality business can improve quality of life. As a mother with five children, she used to have to navigate long work hours alongside running the household. The shift to working in home hospitality gives her more time with her family and improved her relationship with her husband.

“In terms of my quality of life, I’m riding the crest of the wave! Now, I have more free time at home. I get groups two or three times a week, now even less. I have more time to be with my family, with my husband. I’m home more, less outside the home, at the office, returning late. My children aren’t in afternoon daycare programs. They eat a warm meal with Mom at home. This is something I didn’t experience for a long time! My whole life, I worked very hard, and suddenly I can have some relaxation, with money coming in at the same time.” (Sharon, 41, married with 5 children, Persian-style home hospitality)

*6.1.3 Connection with the family and community heritage*

Some interviewees offer home hospitality that includes ethnic foods and folklore. They noted that their quality of life improved as a result of a renewed connection their Diasporic-family tradition and a strengthened bond with their extended family. For example, Simcha has a home hospitality business based on Yemenite food and stories. She said that when she decided to become part of the home hospitality community, she realized that she needed to know more about her family’s Yemenite tradition, and the cultural characteristics of that ethnic group. Simcha did in-depth research, then invited her family to her home and shared with them what she learned about their family’s history in particular and Yemenite tradition in general. She said she even managed to surprise her brothers, who grew up with her.

“At first, I didn’t know what I could do or contribute. I felt I might have fallen into a place that I don’t really belong. But gradually I caught this ‘virus’ called home tourism. I became interested and enthusiastic and quickly became a host of Yemenite-style home hospitality, because I am Yemenite, so it’s close to my heart. It inspired me to do research and learn about my origins. Things that … either I had forgotten or didn’t take seriously, suddenly became more interesting. I looked at them from a professional perspective and wanted to understand the nature of everything. I knew there are Yemenite pants – wonderful. I knew that. But I didn’t know the significance of the embroidery around the cuffs. Why is it like that? Suddenly I was learning things, and it excited me. Suddenly, I knew things I didn’t know before.” (Simcha, 70, married with 3 children, Yemenite-style home hospitality)

*6.1.4 Personal empowerment and fulfillment*

Analysis of the interviews revealed that a key common denominator among the hosts is their desire to share their work with others, as part of a process for realizing their own personal potential. For example, Amos, a professional engineer and former business consultant, was always attracted to the arts, and wanted to present his artwork to the general public. He saw home hospitality as an opportunity to show visitors his artwork in an unmediated way. This became a means to achieve his dream.

“This started with the desire to show my artwork. Now, I found out that taking part in exhibitions costs money and means always having to look (for sponsors). I presented in a few exhibitions, but you have to pay to lease the space. I realized this isn’t what I want to do. I thought home hospitality would be a better option to show my work. That’s the reason I started with this, not for the money or anything like that.” (Amos, 64, married with 3 children, home gallery and workshops)

Home hospitality can empower hosts and boost their self-confidence. The local municipality provided them with training, which included the opportunity to give a presentation in front of an audience. This improved their verbal expression skills and ability to tell stories in an appealing and effective way. This training, and the experience they gained from being a home hospitality host, strengthened their self-image.

“I really wanted to be on stage. But because of my fears, I didn’t think I could say anything at all in front of an audience. Even going out somewhere with everyone looking at me, that was hard. Here was an opportunity. Now, it’s a part of the business, and also partly an experience of being in front of people. Once, just to get a word out of my mouth was really hard. Today, I can talk for hours about myself, about my work. I feel like I’m actually on stage, and I’m not scared anymore. People listen and they ask questions. That means they’re really listening, and I need to know how to answer them. I learned how to answer, what to say and what not to say, and how to keep their attention. It is interesting. At first, it was hard, but now I feel I can do it, and enjoy it. I really enjoy it.” (Alex, married with 3 children, home gallery and art workshops)

*6.1.5 Work-private life imbalance*

Alongside these positive impacts on quality of life, there are also negative effects, primarily related to the invasion of privacy involved in hosting strangers in one’s home. In addition to the basic invasion of privacy inherent to having strangers enter one’s personal space, some interviewees said that home hospitality adversely affects household members who are not active partners in the business. Conflicts and tension may arise when one family member feels uncomfortable with the exposure involved in home hospitality, and this may damage a couple’s relationship and quality of life. For example, Yonath, who offers natural pharmacy workshops, spoke about martial difficulties that arose when she began hosting guests in their home.

“The partner doesn’t always flow with it .... what does it mean, to not flow with it? Gabi (her partner) opposed it. Gabi was very, very supportive of me at the beginning of this business. He was the one who pushed me into the project. He really supported me in this, was the wind at my back. But once it became home hospitality, he got frustrated. He was really upset. He did not want ... He doesn’t like it, people coming into our house. He doesn’t like people we don’t know coming into our home.” (Yonath, 42, married with 2 children, natural pharmacy workshops)

Some interviewees noted that successfully managing a household while hosting strangers, who sometimes arrive at the home at unusual hours, requires great flexibility. Sharon said that when she hosts groups at home, she must either find a babysitter or integrate her children into the visit, which can make it difficult to run the business.

“When there are guests in the evening, I really try to find a babysitter to take care of them somewhere else. Also, in the afternoons. Because many times when there are guests, the children mingle with them. Sometimes it’s nice that they get involved. But usually, I make sure they are upstairs, or with a babysitter somewhere else, so I can have some peace of mind to work.” (Sharon, 41, married with 5 children, Persian-style home hospitality).

In conclusion, working in home hospitality has both positive and negative impacts on the hosts’ quality of life. Positive impacts include realizing personal potential, self-fulfillment, and improved working conditions. However, there may be negative impacts on hosts’ quality of life, including potential harm to spouses and other family members, invasion of privacy, and a work-private life imbalance for hosts resulting from operating a business out of one’s private home.

*6.2 Factors encouraging home hospitality ventures*

*6.2.1 Cooperation among community members*

One factor that encourages involvement (and enables success) in home hospitality is mutual support and help among members of the city’s home hospitality community. This includes help during the hosting itself, such as lending each other equipment, as well as giving advice, emotional support, and encouragement.

“In the beginning, before I bought all the equipment, I would get equipment from other hosts; and not just equipment, but everything. We help each other, encourage each other, share each other’s posts, do publicity for each other. And I think because of this, people find out about us. They want to come to me, and then want to go to other hosts. Many times, when people come to me for a meal, they also want to visit a couple of artists; and vice versa, when people visit them, they suddenly get hungry, so they come to me, or go to another host’s home, and that’s a blessing.” (Sharon, 41, married with 5 children, Persian-style home hospitality)

*6.2.2 The local authority as a factor for leading and initiating*

Most interviewees stated that the local authority should encourage entrepreneurship, for example by easing taxation and bureaucracy and removing regulatory obstacles, if possible. Home hospitality ventures need flexibility from the local authority, because they operate in the heart of an urban environment, not originally intended for businesses that are open to the public, such as guest rooms, art galleries, and workshops. Interviewees noted that the support and involvement of the local authority and municipal government were significant in encouraging them to establish and expand their home hospitality activities. They said the local authority should be leaders in this process, because it has the necessary information and resources. The home hospitality community in Arad benefits from courses, advanced training, and workshops offered by the local authority on a wide range of topics such as account management, creating a business plan, giving presentations to an audience, and responsible community behavior. Members of the home hospitality community widely agree that the local authority should provide a marketing-advertising umbrella for all tourism-related businesses in the city, and should be a key partner in initiating entrepreneurial initiatives. They perceive the municipality as being neutral, with a broad vision, and no self-interest, unlike commercial entities. Interviewees expressed concerns regarding lack of transparency on the part of the municipality and unnecessary bureaucracy, which make it difficult for them to open and operate their home hospitality businesses. They expect the local authority to exercise discretion and to implement reasonable, accommodating, and transparent policies with regard to taxation, licensing processes and enforcement of building regulations.

“I’d be happy to have more freedom to do what I want on my own property, as it were. The municipality shouldn’t be so rigid that it takes a year-and-a-half or two years to do simple things and to get this or that permit. It’s important that the bylaws and regulations are clear and transparent ... that is, the engineering department should actually be able to take something and say ‘okay’. You want to do something -- this is what needs to happen. [It should be] something accessible, not giving me a bunch of useless words, putting the whole law in front of me. Practically speaking, they should give me information and the phone number of the department, so if someone has a question, like how I can easily make a pergola for my business, or businesses that might need… something else like that.” (Lior, 45, married with 3 children, sound healing workshops)

*6.2.3 Character of the tourist destination and the local community*

The findings indicate ways in which the character of the city and community influence home hospitality. Small cities and towns in peripheral areas offer an ideal context for the development of home hospitality ventures, as opposed to large cities in the central region. The hosts see Arad as a place that inspires creativity, and see home hospitality as both as an economic opportunity in the city and as a means for enabling hosts to feel notable and special.

“If I was in Tel Aviv now, in some kind of competitive energy with dozens of others just like me, or hundreds of dancers trying to find their way, it probably would have been harder for me to stand out and find my special nature. In this respect, Arad is very comfortable for me, because I am quite unique (in what I do). I feel like ‘the dancer of Arad’. It’s quiet here, and the energy isn’t one of survival. If I was working in a more expensive area, I would have to act differently in terms of my business, and I might have been less able to realize my dreams. I would have had to work just on what earns more money. It’s very helpful to me also in this respect.” (Roni, 36, married, no children, dance and yoga workshops)

*6.2.4 Accessibility of home hospitality to broad audiences*

Interviewees favorably noted the relative ease of developing home hospitality ventures, because they do not require significant start-up capital, and are based on existing knowledge and physical infrastructures. This type of initiative is especially appropriate for residents of peripheral areas, who often find it difficult to receive funding from entrepreneurship development institutions. Therefore, they need the local authority’s support and training in basic business and marketing issues.

Home hospitality is a relatively new field, in terms of establishing a business with the local authorities. In many respects, home hospitality operates in a “gray area” regarding the laws and regulations for economic activity in the destination area. Most owners of home hospitality businesses have little or no experience with regulations and bylaws. Some interviewees perceive the weakness or absence of regulations as an advantage, permitting them a broader range of activities. Regulation of home hospitality ventures is still in its infancy, which allows entrepreneurs to operate “between the raindrops”.

“I think that in terms of the culinary side, food and sanitation and all that, the municipality is doing the right thing by not interfering. Because if it went into people’s homes, it would disqualify everyone [in the home hospitality business]. It wouldn’t be permitted for 30 people to go into a small house and use the same bathroom, one stall, no bathrooms for men and women. I know that sanitation laws are a death sentence for anyone who wants to open, say, a restaurant, or even just a shawarma or felafel stand in the center [of the country]. They come into your life in a way that, until all the regulations and requirements are met, it can’t open. They need a permit from the fire department, a sanitation permit, an environmental quality permit ... but someone who hosts at home can sort of bypass all that.” (Yitzchak, 68, married with 4 children, metal sculpture garden)

In conclusion, it can be seen a number of factors influence interviewees’ degree of involvement in home hospitality ventures. For most members of the “Windows in the Desert” home hospitality community, this is not their sole or primary source of income, but rather a means for fulfilling a personal dream and self-fulfillment. Therefore, bureaucratic barriers could lessen their motivation to be involved in this work.

*6.3 Impacts of home hospitality ventures on the local community*

*6.3.1 Neighborhood relationships and urban cohesiveness*

The city of Arad has a heterogeneous population that reflects many sectors of Israeli society (secular, religious, and ultra-Orthodox; new immigrants and veteran residents; Jews and Arabs). Several interviewees expressed the opinion that home hospitality ventures contribute to the sense of cohesiveness that is essential for harmonious life within the complex reality of a diverse urban community. Some said their neighbors help them and take part in their activities without asking for monetary compensation, and this contributes to positive neighborhood relationships and a sense of unity and mutual help.

However, home hospitality businesses can also adversely affect neighborly relations, because they operate in a residential area, not originally intended for businesses or commercial recreation and leisure activities. Conflicts may arise with neighbors, who, for various reasons, do not approve of commercial hospitality activities near their private home. Some interviewees said that disputes have arisen over issues such as parking spaces on the street, noise from group visits, or disturbances caused by hosting activities at unusual hours. The hosts, however, do not always agree with their neighbors’ complaints.

“... It’s possible that it might be disturbing, but there’s also some issue of envy, which could be resolved if they [the neighbors] would understand that this is a natural process. It is not something personal against them. People need to understand that while it’s true that they came to Arad because they wanted to live in peace and quiet, they came to Arad in the 1970s when there was nothing here. There is nothing to do about it, life changes everywhere. Things change, and it’s part of development and that’s something people sometimes refuse to accept. They just refuse to believe it. They want to hold on to what they had before.” (Michal, 36, divorced with 1 child, home hospitality and meals)

*6.3.2 Contribution to the image of Arad as a tourist destination*

Today, many cities are competing for the attention of investors, new residents, tourists and visitors. City image is an important issue in municipal decision-making processes. Many hosts noted that home hospitality ventures have a positive impact on Arad’s image as an attractive destination. For example, Yitzhak said that visitors to the sculpture garden in his backyard also see various other attractions that Arad has to offer, which they did not expect. Visitors who come specifically to see his exhibit may visit other places in the city “along the way”, increasing their exposure to the city’s lesser-known attractions. Some interviewees said that home hospitality businesses improve Arad’s image not only in the eyes of visitors from outside the city, but also among Arad’s residents.

“People didn’t know this city. They had never been exposed to it. If they came to the city, it was on their way to the Dead Sea. They came in, ate something in the mall or shopping center, and kept going. But they come specifically to the city for this. They are in the city on purpose, to visit the sculpture garden, then maybe go to a few other open houses around here, and they enjoy themselves and don’t want to leave. They want to stay in the city. Afterwards, they eat at a good restaurant in the city, and they’re happy when they go back to the center of the country: ‘Wow, we went abroad.’” (Yitzchak, 68, married with 4 children, metal sculpture garden).

Home hospitality ventures enrich the tourist destination by offering unique attractions and introducing visitors to local art and artists, which helps meet tourists’ demand for “authentic” experiences. This issue was mentioned in virtually every interview we conducted. For example, Alex noted that visitors are curious and want a “peek” into the artists’ world: not only to see the tools and materials they work with, but also to glimpse their private, personal lives. Home hospitality businesses do not have a clear boundary between the artwork being exhibited, the place where the artwork is made, and the artist. While these elements are separated in commercial spaces such as galleries, home hospitality merges them in a single space, giving the visitor a more authentic and intimate experience. Home hospitality brings new audiences to the city, people who would not have come to Arad had it not been for their desire to glimpse the world of local artists and creators. Home hospitality businesses provide an appropriate way to satisfy this curiosity. In addition, exposure to artists’ private lives gives visitors a renewed perspective on their own lives.

“It’s interesting for them to see where you are, where the artist lives, even where the artist sleeps, where he creates, where he works, what tools he uses, and in what room he does his work. It’s very interesting to people. It seems like it’s more interesting than walking around for hours in big museums. Now, everything is personal here; they really get individual treatment. And it seems to me that it works. People keep saying: ‘How fun to be with you, at home!’ At home – it seems like the right word. Because they do feel at home. We do everything we can to make our guests feel at home. There’s nothing artificial here. They sit where we sit, walk around where we walk around, and everything, everything is for them.” (Alex, married with 3 children, home gallery and art workshops)

*6.3.3 Contribution to sustaining the local economy in peripheral areas*

There is a great need to create employment opportunities for residents of localities far from the main economic centers. Home hospitality hosts said they view their businesses as an appropriate way to earn a living in remote and peripheral areas. The nature of home hospitality encourages cooperation among various local entities. Visitors often go to a number of hosts, to get the most out of their visit to the city. In this way, home hospitality drives growth in multiple circles of economic activity and contributes to building a sustainable local economy.

“... in the end, everyone benefits from it. There’s income. If I do home hospitality here, then I hire a worker to help me, and I buy food at the local supermarket, and afterwards there’s more work for a cleaning person. It’s basically driving the economy, and it creates waves. It’s not just the hosting that I do right now. There’s preparation beforehand, and things that follow after, that a lot of people are involved in, and wind up being hired. This is something that needs to be emphasized.” (Michal, 36, divorced with 1 child, home hospitality and meals)

*6.3.4 Enriching the city’s leisure life*

In addition to strengthening the community fabric, home hospitality businesses positively impact the city’s leisure life, by increasing the range and diversity of cultural activities that Arad has to offer. Locals as well as visitors benefit from this process. Some interviewees said they will host local residents and their families at no cost.

“... I would say there are Aradniks [Arad residents] who come to us and are very surprised. They say: ‘Wow, you’ve been here for years and we didn’t know. How is it that we didn’t know that you’re here with such a great exhibit?’ They hear by word of mouth that it’s worth visiting us. And the whole thing of having an open house, say on holidays, on Sukkot, when we are open, I think that raises awareness among Arad residents, that we’re open and there are hospitality places they can come and see.” (Dafna, 61, married with 2 children, sculpture exhibit)

*6.3.5 Contribution to urban pride and strengthening sense of place*

Some interviewees said that running a home hospitality business gives them a sense of mission to be “Arad’s ambassadors.” That is, they feel they should present the attractive and creative face of this southern city, which does not always enjoy a particularly positive reputation in Israeli society. Several interviewees noted that this enhances their sense of belonging to the city and encourages them become more socially involved, such as by meeting other local artists, doing cooperative work in Arad’s home hospitality community, and collaborating with other community members.

This involvement with the city’s rich and varied human and cultural capital can create “team spirit” and strengthen personal connection with the place. Team spirit, it should be noted, is based on people’s belief that they played a special role or helped in creating positive phenomena or events, even if their contribution was secondary or peripheral. The interviewed hosts said they believe that the home hospitality activities they offer contribute to strengthening the local population’s connection to Arad, because local residents learn about the hosts’ activities and are proud to tell their own guests about them.

“I think it contributes a lot to a positive atmosphere in the city. I think people are really happy with this. When they have personal guests come visit the city, let’s just say there wouldn’t be much for them to do without this, so it’s simply fun to have houses that can be visited. There’s something to do in the city. This is very important. It gives, you could say, a feeling of life to the city. It’s a good feeling. I’m sure it adds.” (Miriam, 73, folklore meetings and thinking game workshops)

In summary, home hospitality ventures impact the local community in multiple ways. According to the hosts, the diverse activities they offer contribute to city’s image as a tourist destination and also improves its reputation in residents’ eyes. Home hospitality ventures contribute to a sustainable local economy in a city that is far from Israel’s central region and major employment sources. Additionally, they strengthen the fabric of community life, add to the city’s leisure and cultural life, create urban pride, and strengthen residents’ connection with the city. However, it is impossible to ignore conflicts that may arise due to the nature of home hospitality businesses operating in residential neighborhoods.

**7. Discussion and Conclusions**

This study presents the perceptions held by local entrepreneurs regarding the important contribution that home hospitality ventures make to the local tourism and leisure industry in Arad. The interviewees expressed a holistic perspective, emphasizing that home hospitality ventures enrich and diversify the tourism products available in Arad, and enhance the city’s reputation and image as a tourist destination. Home hospitality offers an alternative to institutionalized mass tourism, which does not always correspond with current trends in tourism or meeting tourists’ needs and desires. To attract tourists, an atmosphere must be created that makes the destination seem attractive, special, and distinctive (Zukin, 2010). Home hospitality ventures are well-suited to current trends in the global tourism industry, according to which modern tourists are interested in personal experiences in which they can take an active part (Kim et al., 2010; Park and Santos, 2017; Richards, 2017).

The present study highlights the critical role of three key stakeholders who influence and are influenced by the activities of these tourism ventures: hosts, the local community, and the local authority. The findings indicate important theoretical and practical insights into the interrelationships between them.

*7.1 Hosts*

Home hospitality affects the quality of life of hosts and their families. This includes both positive impacts, such as self-fulfillment or connection to a family heritage, as well as negative impacts, such as invasion of privacy and work-life imbalance. To successfully establish and operate a home hospitality venture, hosts must develop business and managerial skills that will enable them to face myriad challenges: technical, bureaucratic, marketing, and publicity. In addition, hosts must strive to develop and maintain positive relations with their neighbors, even if conflicts arise between them. Perhaps the most significant positive aspect of home hospitality is that it improves hosts’ working conditions, in terms of allowing them flexibility, freedom, autonomous decision-making, and the satisfaction of expressing a particular lifestyle, which is characteristic of entrepreneurs in lifestyle-oriented tourism (Peters and Schukert, 2014; Timmons, 2003).

Studies on trends in tourism indicate that modern tourists seek to accumulate authentic, unique, and emotionally moving experiences (Park and Santos, 2017). The present study found that experiential aspects motivate many hosts to become involved with home hospitality, because it contributes to their personal development and self-actualization, and they enjoy the intimate and stimulating experiences of meeting with guests.

It has been found that preserving local cultures and traditions contributes significantly to creating authentic tourism experiences (Mathew and Sreejesh, 2017; Paulaskaite et al., 2017). Home hospitality ventures offer a dual response to this issue. First, hosts who offer home hospitality based on their culture and family tradition said it brings them closer to their heritage and inspired them to explore their family and community roots in greater depth. Second, the home hospitality experience is an attractive alternative to mass tourism, which creates an additional incentive for hosts to continue their business.

The research identified motivations to become involved with home hospitality ventures that do not necessarily stem from financial considerations. One social factor is a fundamental need and desire for a sense of belonging to a community or social group with shared identity and interests. This finding is consistent with previous studies on people engaged in lifestyle-oriented ventures (Hjalager et al., 2018). The economic factors that encourage or discourage engagement in home hospitality relate primarily to the local authority’s role in supporting this type of entrepreneurship. Finally, environmental factors related to characteristics of the tourist destination significantly impact involvement in home hospitality ventures. Hosts perceive Arad as a city that inspires the arts and creativity, an atmosphere that is well-suited to this type of tourism. Arad is a slow-paced and quiet development town, far from the busy center of the country; this encourages the establishment of home hospitality businesses that preserve the city’s character and the local way of life. Home hospitality entrepreneurs in Israel’s central region need to develop different business skills that enable them to survive in the competitive environment of large cities. In tourism destinations in the periphery, far from the main tourist areas, local residents have a greater potential to become providers and producers of experiential content based on their lives, skills, and personal heritage (Paulaskaite et al., 2017).

*7.2 The local community*

The study findings confirm prior claims that in the last two decades, conceptualizations of tourists, guests, and locals have changed significantly, and the boundaries between these groups are becoming increasingly blurred. Arad residents not only operate home hospitality ventures, but also take an active part as “tourists” or guests who enjoy home hospitality experiences in their own city. This participation has the potential to enrich the leisure and cultural life of the local community. Home hospitality ventures drive economic growth in multiple areas and help to build a sustainable local economy. Many hosts employ other local residents in their hosting ventures, which creates employment opportunities in the city. An additional notable finding is that home hospitality ventures strengthen residents’ sense of place and community cohesion.

The study also found home hospitality can have negative impacts on relationships among neighbors. This is mainly reflected in conflicts and arguments over parking, overcrowding, and noise from hosted groups. Similarly, previous studies have found that mass tourism can lead to conflicts within the destination’s local population and harm the social, community and economic fabric of the local community (Boissevan, 1996; Goodwin, 2017; Hunt, 2017; Pilato et al., 2018). In the specific case of home hospitality, negative impacts mostly result from business activities taking place in residential neighborhoods, rather than in areas zoned for commercial leisure activities.

*7.3 The local authority*

The study interviewees unanimously agreed that home hospitality ventures make a significant contribution to the city by creating a feeling among residents that “something positive is happening in Arad.” Although Arad has not always been portrayed favorably in the Israeli media, its home hospitality projects have received positive coverage in the national press and on various online media sites. Hosts said this has improved the way the city is perceived by many Israelis. In addition, community-based tourism such as home hospitality contributes to the sustainable development of the local community and urban economy (Lauria and Slotterback, 2019).

The hosts said that the local authority plays an important role in supporting the development of a sustainable tourism industry. This can be done by removing or reducing bureaucratic and regulatory barriers, and strengthening the local community by integrating it into relevant planning and decision-making processes.

**8. Implications for Management**

The success of community-based tourism in general and home hospitality ventures in particular requires establishment of a clear management policy that meets the needs of both tourists and the local community. To be sustainable, management plans must take into account the interests of all relevant stakeholders; in the current case this includes visitors, hosts, the local authority, and residents. Home hospitality ventures can be part of an effective strategy for developing a sustainable tourism industry in peripheral areas that strengthens the local economy and improves residents’ quality of life. The success of home hosting ventures depends, among other things, on the support of the local community and decision-makers in the local authority. The lack of clear rules and regulations for home hospitality businesses can create situations that disempower residents not involved in the ventures, who may even feel they are being harmed. Therefore, the local authority should set and implement clear municipal bylaws and regulations for operating home hospitality businesses.

**9. Research Limitations and Directions for Further Research**

This study has a number of limitations. It was conducted in 2019, during the Covid-19 pandemic, which may have affected the results. Since almost no home hospitality activities were possible during this time, many interviewees were recounting their experiences as home hospitality entrepreneurs prior to the pandemic, which raises the issue of memory bias. In addition, this study only examines home hospitality from the hosts’ perspective. In order to gain a deeper understanding of this developing global phenomenon, and to establish external validity for the findings of this study, follow-up studies should examine the perspectives of other stakeholders, using diverse research methods. Despite these limitations, the study enriches understanding of home hospitality ventures and their impacts on entrepreneurs and the local community. It provides theoretical and practical insights, based on home hospitality entrepreneurs’ narratives and personal experiences.