



INSTITUTO UNIVERSITÁRIO DE LISBOA

Assessing the sharing economy characteristics and social impacts of peer-to-peer accommodation on host communities: an analysis of Airbnb and Fairbnb.coop

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PhD in Tourism Management

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Abstract

This thesis analyses the characteristics of the sharing economy (SE) to help in assessing the degree to which organizations represent the sharing or the exchange economy. It presents a Sharing Economy Continuum (SEC) and a Sharing Index (SI) to assist organizations operating under the paradigm of SE. It also proposes and tests a framework that integrates the main social impacts of peer-to-peer accommodation on host communities and suggests working definitions of peer-to-peer accommodation in the SE and social impacts of peer-to-peer accommodation at the host community level, by merging the concepts of SE and peer-to-peer accommodation, and the social impacts on host communities.

Centred on a mixed-method approach, this thesis begins by analysing the sharing and exchange characteristics of Airbnb and Fairbnb.coop, through a triangulation of multiple data sources, adopting a deductive content analysis method; then it continues positioning both organizations in the SEC based on the SI value. The thesis also applies an integrative literature review to investigate the social impacts of peer-to-peer accommodation on host communities, which supports a definition of peer-to-per accommodation in the SE, a definition of social impacts of peer-to-peer accommodation in the SE, and the analysis of how Fairbnb.coop manages social impacts on host communities.

The findings support the argument that organizations operating under the concept of SE represent this business paradigm to varying degrees, in which Fairbnb.coop represents a stronger example compared to Airbnb. The literature review focusing on the social impacts of peer-to-peer accommodation on host communities leads to a framework that integrates related streams of research in six core themes; to a definition of peer-to-peer accommodation; to a definition of social impacts of peer-to-peer accommodation; and to an understanding of how Fairbnb.coop is planning to address the main social impacts on host communities.

Keywords: Sharing Economy, peer-to-peer accommodation, social impacts, host communities, Airbnb, Fairbnb.coop

Resumo

Esta tese analisa as características da economia partilhada (SE) para ajudar a avaliar o grau em que as organizações representam a economia de partilha ou a economia de troca. Sugere um Continuum de Economia Partilhada (SEC) e um Índice de Partilha (SI) para ajudar as organizações que operam sob o conceito de SE. Também propõe e testa um *framework* que integra os principais impactos sociais do alojamento *peer-to-peer* nas comunidades anfitriãs e propõe definições de alojamento *peer-to-peer* na economia partilhada e de impactos sociais dos alojamentos *peer-to-peer*, através da fusão dos conceitos de economia partilhada e alojamento *peer-to-peer*, e impactos sociais nas comunidades anfitriãs.

Centrada numa abordagem de método misto, esta tese começa por analisar as características das organizações *Airbnb* e *Fairbnb.coop*, através de uma triangulação de múltiplas fontes de dados, adotando um método de análise de conteúdo dedutiva; e posicionando ambas as organizações no SEC com base no valor SI. Também aplica uma revisão de literatura para investigar os impactos sociais do alojamento *peer-to-peer* nas comunidades anfitriãs, o que apoia as definições de alojamento *peer-to-peer* na economia partilhada e de impactos sociais do alojamento *peer-to-peer*, e a análise de como a Fairbnb.coop gere os impactos sociais nas comunidades anfitriãs.

As conclusões apoiam o argumento de que as organizações que operam sob o conceito de economia partilhada representam este paradigma empresarial em diferentes níveis, no qual a *Fairbnb.coop* representa um exemplo mais forte em comparação com a *Airbnb*. A revisão da literatura centrada nos impactos sociais da acomodação *peer-to-peer* nas comunidades anfitriãs conduz a um *framework* que integra fluxos de investigação em seis temas centrais; a uma definição de acomodação *peer-to-peer*; e a uma compreensão de como a *Fairbnb.coop* está a planear gerir os principais impactos sociais nas comunidades anfitriãs.

Palavras-chave: economia partilhada, características, alojamento *peer-to-peer*, impactos sociais, comunidades anfitriãs, Airbnb, Fairbnb.coop

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Acronyms

DC Dual mode characteristics

EC Exchange characteristics

P2P Peer-to-peer

SE Sharing Economy

SEC Sharing Economy Continuum

SI Sharing Index

SC Sharing characteristics

CHAPTER 1

General introduction

1.1 Overview

The chapter begins by reviewing the literature on some of the most salient research related to defining the origin and the key concepts in this thesis: the sharing economy and peer-to-peer accommodation. From there, the chapter moves on to review emerging issues in the sharing economy context and research on the sharing economy in tourism studies. This leads to an overview of the sharing economy in terms of its sustainability. Finally, the chapter introduces the organizations under analysis: Airbnb and Fairbnb.coop and provides an understanding of the purpose of the thesis, the presentation of the studies, the methodology and the thesis plan outline.

1.2 Contextualization

The sharing economy (SE) plays an important role in the tourism and hospitality market. Even though sharing, or practices by which people occupy, utilize, or experience something with others, is long-established, it has grown in popularity and use after the Internet age, facilitated by web 2.0 (Belk, 2014b). Its popularity has also resulted from the transformation in the economic situation regarding the global crisis in the late 2000s of the 21st century (Dudek & Salek, 2016) and the success of platforms such as Airbnb and Uber (Martin, 2016). Understanding the evolution of the term until it reaches the 'new' type of sharing activity becomes pertinent to provide theoretical foundations for contextualizing the research.

1.2.1 The act of sharing

The act of sharing is as old as humanity (Belk, 2014b): humans have always shared (Frenken & Schor, 2017). Hodgson (1823) wrote that in the years 1819 and 1820, families of the South of America had the custom of receiving travellers in their dwelling by a charge. Malinowski (1922) analysing the coastal populations of the South Sea Islands described the 'Kula Ring', a half commercial, half ceremonial exchange system in which a limited number of men received goods (arm-shells and necklaces), held them for a short time, and then passed them on as a form of fulfilment of a deep desire to possess, dubbed by him as "cumulative possession".

Shingleton (1972), describing the route of the British travellers, recognized that passengers frequently stayed overnight in a wayside station, but most Southerners, even the very poor, considered a tradition or a "duty" to receive these travellers in their private homes. Stack (1974) studied for three years, beginning in 1968, the strategies for survival in an African American community in a small Midwestern city, and identified activities of sharing resources money, material goods, and services - as a method to survive upon the social deprivation. Price (1975) refined the term 'sharing' looking forward to analysing the intimate economy. He considered the sharing activity as the most universal form of human economic behaviour related to man's biological nature, in which happened the sharing of economic goods, such as food, tools and land, and services, without expecting returns (no-reciprocity).

Merrill (1977) studied the sharing activities practiced by rural American inhabitants during the eighteenth and early nineteenth centuries and showed that the exchange (no money mediated) was part of the cooperative work of individuals and groups with the community. One year late, Felson and Spaeth (1978) seem to be the first to propose a term to name the activity of sharing. They employed the term "collaborative consumption" (connected to sharing economy) to identify and study those events in which people consume goods or services in joint activities with one or more others. At that time, the sharing was limited to friends, family, and neighbours who shared meals with relatives, drank beers with friends and used a washing machine for family laundry. Based on telephone interviews with Chicago suburban householders in 1974, the authors examined the circumstances in which collaborative consumption occurred.

Even recognizing these distinct practices of sharing, it seems that the first intentional sharing activity was launched in Amsterdam in the 1960s, called the Witte Fietsenplan (the white bicycle plan). In that occasion, activists painted of white used bikes and left them unlocked around the city to be used by people who needed transport (van der Zee, 2016). Even though the original idea was highlighting the threats of air pollution and consumerism, the initiative was recognized as the first urban bike-sharing concept in history (van der Zee, 2016).

Notwithstanding an old activity, the concept of sharing economy started to be used and discussed widely from the 2000s. Becoming prominent, considered a disruptive model (Guttentag, 2015) and applied in different ways, the sharing economy began capturing researchers' attention, despite divergence on meaning and real intentions behind use, assumedly a phenomenon lacking a common definition (Frenken & Schor, 2017).

1.2.2 The sharing economy

The new sharing activity – the "sharing economy" – is distinguished from the previous forms of sharing for (i) its ability to enable sharing among individuals who do not know each other – the "stranger sharing" (Schor, 2016); (ii) for the digital technologies support, which provide a solution to generate trust among strangers, and (iii) for the participation of consumers with high cultural capital (Schor & Fitzmaurice, 2011). However, the concept is still misunderstood, and its heterogeneity is reinforced by the number of terms used to refer to the activity, such as "collaborative consumption" (Felson & Spaeth, 1978; Botsman & Rogers, 2011); "mesh" (Gansky, 2010), "moral economy" (Molz, 2013), and "connected consumption" (Schor & Fitzmaurice, 2015).

While the concept of sharing has been approached since the 1970s, the sharing economy concept started to be used and discussed widely, especially in a tourism context, since the success of digital platforms such as Airbnb and Uber (Martin, 2016) in the 2000s. This 'current' act of sharing, mediated by the Internet, is being studied and described by many researchers. An increasing number of studies is exploring the factors motivating tourists to stay in a sharing economy accommodation (e.g., Kim et al., 2018; Lu et al., 2020; Mao & Lyu, 2017). Complementarily, studies exploring the different benefits that lead to satisfaction in the sharing economy are seen in tourism research (e.g., Priporas et l., 2017; Thaichon et al., 2020). Another line of research with an equally pertinent body of research in the tourism context is the sharing economy accommodation's potential to disrupt the traditional accommodation sector (e.g., Blal et al., 2018; Mhlanga, 2020; Zervas et al., 2017). More recently, the research sheds light on the impacts of the sharing economy on local communities (e.g., Jordan & Moore, 2018; Park & Agrusa, 2020).

1.2.3 Defining sharing economy and peer-to-peer accommodation

The literature provides an extensive set of definitions of the SE from areas such as sociology (Bauman, 2003), anthropology (Belk, 2014a), and tourism and hospitality (Cheng, 2016; Sigala, 2017), to name a few. Peer-to-peer accommodation, as part of the SE, has been widely researched although few studies can be found in the literature conceptualizing the term. This section presents an overview of prominent literature related to defining the SE as it relates to the accommodation sector, and specifically defining peer-to-peer accommodation (see Table 1.1 for the definitions).

Seminal authors who have established the foundations for discourse and analysis on the subject are examined in this section. In total, 34 definitions from journals such as Annals of Tourism Research (H Index 158, quartile 1), Journal of Travel Research (H Index 122, quartile 1) and International Journal of Hospitality Management (H Index 106, quartile 1) were analysed. The analysis is presented by terminology. Initially, an approach is made on authors who employ and define the term "sharing economy" and then on authors who apply other terminologies to define practices associate with it. Further, the approach is made on authors who define the term peer-to-peer accommodation in the SE.

Table 1.1 Definitions of sharing economy and related terms, and peer-to-peer accommodation

Term	Author / year	Definition
(1) Sharing	Hossain (2020,	"Emphasizes the sharing of under-utilized assets in ways that
economy	p.1)	improve efficiency and sustainability."
	Schlagwein et al. (2020, p.13)	"IT-facilitated peer-to-peer model for commercial or non- commercial sharing of under-utilized goods or service
		capacity through an intermediary without transfer of ownership."
	Acquier et al.	"Set of initiatives that increase the availability and efficiency
	(2019, p.7)	of sub-utilized resources in society by organizing peer-to-peer exchanges or promoting access over ownership, or both."
	Jaremen et al. (2019, p.6)	"Acts of satisfying tourist needs by peer-to-peer exchange of goods and servicessupported by digital platforms that operate as intermediaries in liaison with consumers."
	Ranjbari et al. (2018, p.13)	"An economic system, whose intermediary companies utilize online platforms to facilitate and lower the cost of the for- profit transactions of giving temporary access, without the
		transfer of ownership, to idle resources of consumers in the peer-to-peer networks that it has created, because of the trust built among its members, who may be individuals or businesses."
	Frenken & Schor (2017, p.2-3)	"Consumers granting each other temporary access to under- utilized physical assets (idle capacity), possibly for money."
	Zervas et al. (2017, p.687)	"Enable individuals to collaboratively make use of under- utilized inventory via fee-based sharing."
	Cheng (2016, p.111)	"Peer to peer sharing of access to under-utilized goods and services, which prioritizes utilization and accessibility over ownership, either for free or for a fee."
	Martin (2016, p.149)	"Encompasses online peer-to-peer economic activities as diverse as rental (Airbnb), for-profit service provision (Uber), and gifting (Freecycle)."
	Quattrone et al. (2016, p.1385)	"These platforms leverage information technology to empower users to share and make use of under-utilized goods and services."

	Tussyadiah & Pesonen (2016, p.1)	"A new socioeconomic system that allows for shared creation, production, distribution, and consumption of goods and resources among individuals."
	Botsman (2015, p.4)	"An economic system based on sharing underused assets or services, for free or for a fee, directly from individuals."
	Fang et al. (2015, p.264)	"Online platforms have been designed through which people can lend their idle resources. Individuals can search for lenders on such platforms and then rent an idle resource that they require from its owner."
	Gutt & Herrmann (2015, p.1)	"Peer-to-peer sharing markets, that is, markets where people rent out their under-utilized inventory through fee-based sharing, are emerging in various forms for a variety of goods and services."
	Schor (2015, p.14)	"Economic activity that is peer-to-peer, or person-to-person, facilitated by digital platforms."
	Schor (2016, p.2)	"Fall into four broad categories: recirculation of goods, increased utilization of durable assets, exchange of services, and sharing of productive assets."
	Lessig (2008, p.146)	"Built upon exchangeof all the possible terms of the exchange within a sharing economy, the one way in which it cannot be defined is in terms of money."
(2) Sharing economy / Collaborative	Hamari et al. (2016, p.2049)	"The peer-to-peer-based activity of obtaining, giving, or sharing access to goods and services, coordinated through community-based online services."
consumption	Carroll & Bellotti (2015, p.1506)	"Consists of person-to-person exchanges of commodities and services, arranged through social media interactions and are executed through face-to-face interactions."
(3) Collaborative consumption	Huber (2017, p.55)	"All forms of practices in which at least two members of a community get engaged in direct interaction and draw on the same units of material goods or services for performing practices."
	Möhlmann (2015, p.193)	"Takes place in organized systems or networks, in which participants conduct sharing activities in the form of renting, lending, trading, bartering, and swapping of goods, services, transportation solutions, space, or money."
	Belk (2014b, p.1597)	"People coordinating the acquisition and distribution of a resource for a fee or other compensation."
	Botsman & Rogers (2010, p.19)	"Traditional sharing, bartering, lending, trading, renting, gifting, and swapping, redefined through technology and peer communitiesaccess to products and services over ownership, and at the same time save money, space, and time; make new friends; and become active citizens once again."
(4) Collaborative commerce	Sigala (2017, p.3)	"An exchange economy whereby customers become producers/suppliers and sellers of their own travel goods by negotiating and bartering exchanges for trading these goods even without having the use of money. Such C2C transactions provide alternative travel goods () that can also enhance tourism sustainability by generating various forms of social value."

(5) Collaborative economy	Botsman (2013, p.4)	"An economy built on distributed networks of connected individuals and communities versus centralized institutions, transforming how we can produce, consume, finance, and learn."
(6) Moral economy	Molz (2013, p.215)	"Based not on the exchange of money, but on cooperation and generosity, shared goods and services, and mutual help and support, a moral economy involves a far different kind of exchange from the market economy."
(7) Peer-to-peer accommodation	Ikeji and Nagai (2020, p.3)	"a space, such as a house or an apartment, that is rented out to travelers, regardless of whether it is managed by ordinary people or by commercial providers".
	Jiang et al. (2020, p.2)	"ordinary people have been empowered to list and rent out their private accommodation types on nightly, weekly, or monthly basis"
	Sainaghi (2020, p.1)	"space suitable for overnight stays sold or used for free by a provider (the host) to an end-user (the guest) for short-term use through direct or mediated (online) interaction between host and guest"
	Adamiak et al. (2019, p.1)	"an increasingly popular provider of tourist accommodation".
	Agag and Eid (2019, p.180)	"guests and hosts find each other online through platforms" and complement that both actors "then meet face to face during the delivery of the service"
	Dolnicar (2019, p. 248)	"space suitable for overnight stays sold by a noncommercial provider (the host) to an end user (the guest) for short-term use through direct interaction between host and guest".
	Ye et al. (2019, p.2)	"connects individuals who have excess property capacity, to tourists that have needs for accommodation, with an online platform maintained by a third-party company".
	Tussyadiah & Pesonen (2016, p.1028)	"Accommodation services where you pay a fee to stay at someone's property (such as Airbnb), but excluding free accommodation services (such as Couchsurfing)"

The term "sharing economy" is first applied by Lessig (2008) as a social relation acting as a source of resource allocation, which cannot involve money. Belk (2007, 2010, 2014a) suggests that, by definition, sharing does not include the exchange of money, being opposed to commodity exchange. Further, the term started to be adopted and defined by many authors. Schor (2016) states that it involves digital and offline activities providing "recirculation of goods, utilization of durable assets, exchange of services, and sharing of productive assets" (p.2). Botsman (2015) defines it as the economic system in which underutilized resources are shared, either for a fee or for free, directly from individuals. This definition emphasizes the notions of surplus resources and possible monetary exchange.

Cheng (2016), and Frenken and Schor (2017) follow the same line of thought. Cheng (2016) considers the SE as access to unused goods and services, whether or not involving a charging fee, while Frenken and Schor (2017) refer to temporary access to idle-capacity physical assets, probably through monetary intermediation. The main distinction between both definitions is that Cheng (2016) considers service as a shared resource, while Frenken and Schor (2017) consider it as part of the on-demand economy. Martin (2016) defines the SE as for-profit and non-profit transactions dependent on an online intermediary. Ranjbari et al. (2018) follow the same understanding of the for-profit transaction made through an online intermediary. The authors emphasize temporary access - without transfer of ownership - to idle resources, and the trust built among participants, who can be individuals or businesses.

Schlagwein et al. (2020) also argue that the sharing of underutilized resources, with no transfer of ownership, can occur between individuals and businesses in a commercial or non-commercial IT-facilitated transaction. In line with Ranjbari et al. (2018), Fang et al. (2015), Gutt and Herrmann (2015), and Zervas et al. (2017) also include the notion of fee-mediated sharing along with idle resources. The authors, therefore, exclude the possibility of non-monetary interactions and define the SE as peer-to-peer platforms enabling individuals to rent out underutilized resources through fee-based sharing. Although the similarity, Ranjbari et al. (2018) differ in terms of the parties involved in the sharing. While Ranjbari et al. (2018) include business, Fang et al. (2015), Gutt and Herrmann (2015), and Zervas et al. (2017) argue that the resource is shared among individuals.

Schor (2015) defines the sharing economy as an activity among peers, facilitated by digital platforms, which does not involve business-to-person sharing. This understanding is also followed by Gutt and Herrmann (2015) and Zervas et al. (2017). Similarly, Acquier et al. (2019) define the SE as activities that raise the availability and efficiency of underutilized resources through peer-to-peer exchanges and/or access over ownership. Jaremen et al. (2019) consider these peer-to-peer exchanges of goods and services as acts that meet tourist needs and are supported by online platforms. In turn, Quattrone et al. (2016) not only consider technological intermediation but address the SE as digital platforms empowering individuals to share and use underused resources such as goods and services. Tussyadiah and Pesonen (2016, p.1) include in their definition the possibility of "shared creation, production, distribution and consumption among individuals". In a more recent approach, Hossain (2020) addresses under-utilized resources and

states the potential to improve sustainability, defining SE as the sharing of idle assets to increase efficiency and sustainability.

Although the conceptualization of the SE dates to 2008, one of the first approaches to sharing activities was made by Felson and Spaeth (1978), who coined the term "collaborative consumption". However, it became popularized after Botsman and Rogers (2010) re-interpreted the term as an activity where individuals can access products and services rather than own them. The authors refer to the ability to save money, space and time while making friends. Belk (2014b) also adopted the term "collaborative consumption", although considered the definition of Botsman and Rogers (2010) to be broad and a mix of marketing exchange and sharing. Therefore, Belk (2014b) defines it as the acquisition and distribution of resources for a fee or other form of recompense. Unlike Botsman and Rogers (2010), Belk (2014b) does not consider gifting as part of the definition since there is a transfer of ownership. Others, such as Hamari et al. (2016), Carroll and Bellotti (2015), Möhlmann (2015), and Huber (2017) also employ the term "collaborative consumption". While Hamari et al. (2016) and Carrol and Bellotti (2015) refer to a person-to-person exchange of goods and services organized through digital technologies, Möhlmann (2015) and Huber (2017) do not state the premise that the interaction is coordinated virtually.

Botsman (2013) considers "collaborative economy" the most appropriate to describe an economy that optimizes the use of assets in a model of redistribution and shared access facilitated by networks between individuals and communities. Molz (2013) also proposes a new term – "moral economy". The author suggests that the activity is based on "cooperation and generosity, shared goods and services, and mutual help and support" (p.215). The moral economy does not involve the exchange of money, in line with the first proponents of the SE (Lessig, 2008), it is disassociated from the market economy and rejects the impersonality and exploitative characteristics of mass tourism. Sigala (2017) labels as "collaborative commerce" those exchanges of goods made between individuals that may involve a monetary transaction. The author argues that these interactions offer unconventional travel goods that can drive the sustainable development of tourism by providing social value. In line with Frenken and Schor (2017), services are not considered a shared resource.

Despite the wide range of definitions of the SE and the increasing number of studies on the aspects of peer-to-peer accommodation, only few studies can be found in the literature that specifically conceptualize the term "peer-to-peer accommodation". Tussyadiah and Pesonen (2016, p.1028), following Belk's (2014b) definition of the SE, define peer-to-peer accommodation as "accommodation services where you pay a fee to stay at someone's property (such as Airbnb), but excluding free accommodation services (such as Couchsurfing)". In turn, Ye et al. (2019, p.2), building upon the definition of the SE proposed by Botsman and Rogers (2010), suggest that peer-to-peer accommodation "connects individuals who have excess property capacity, to tourists that have needs for accommodation, with an online platform maintained by a third-party company". Although both definitions emphasize access to space for tourist overnight, Tussyadiah and Pesonen's (2016) definition exclude the possibility of non-monetary interactions while Ye et al. (2019) highlight the interaction intermediated by an online platform.

Dolnicar (2019, p.248) defines peer-to-peer accommodation as "space suitable for overnight stays sold by a non-commercial provider (the host) to an end user (the guest) for short-term use through direct interaction between host and guest". Building upon this definition, Sainaghi (2020, p.1) defines peer-to-peer accommodation as "space suitable for overnight stays sold or used for free by a provider (the host) to an end-user (the guest) for short-term use through direct or mediated (online) interaction between host and guest". Although based on Dolnicar's (2019) definition, Sainaghi (2020) argues that the act of sharing may not involve money and may also be mediated by a third-party organization.

Adamiak et al. (2019, p.1) define peer-to-peer accommodation as "an increasingly popular provider of tourist accommodation". Agag and Eid (2019, p.180), in line with Ye et al. (2019), consider that in peer-to-peer accommodation "guests and hosts find each other online through platforms" and complement that both actors "then meet face to face during the delivery of the service". This aspect is also reinforced by Dolnicar (2019) who highlights the direct contact between hosts and guests. Jiang et al. (2020, p.2) in a more recent and descriptive definition consider peer-to-peer accommodation as platforms through which "ordinary people have been empowered to list and rent out their private accommodation types on a nightly, weekly, or monthly basis". Ikeji and Nagai (2020, p.3) also consider the financial transaction and define peer-to-peer accommodation as "a space, such as a house or an apartment, that is rented out to travellers, regardless of whether it is managed by ordinary people or by commercial providers".

Overall, the concept of SE is related to access to underutilized services and goods over the transfer of ownership (e.g., Cheng, 2016; Schlagwein et al. 2020), mediated through online platforms (e.g., Jaremen et al., 2019; Ranjbari et al., 2018) in a peer-to-peer interaction (e.g., Schor,

2015; Tussyadiah & Pesonen, 2016) which can involve monetary aspects (e.g., Martin, 2016; Sigala, 2017). Most of the popularity of the concept results from the growth of online platforms for sharing transportation and/or booking accommodation (Ye et al., 2020). Consequently, the analysis of the definitions of peer-to-peer accommodation suggests that they all focus on the conceptualization as the provision of space and services for overnight accommodation for tourists. Furthermore, the majority of definitions focuses on the supply side, with some of them recognizing the role played by hosts and guests (e.g., Dolnicar, 2019, Jiang et al., 20202; Sainaghi, 2020).

1.2.4 Characteristics of the sharing economy

To understand the sharing economy, it is pertinent to recognize the characteristics from which sharing economy business models could be assessed and or differentiated. The literature permitted to identify twelve distinct characteristics of the sharing economy: 1) social bonds; 2) sense of joint ownership; 3) dependent; 4) similarity to real sharing; 5) social reproduction; 6) singularity; 7) sustainability; 8) underutilized resources; 9) reciprocity; 10) money relevance; 11) money importance and 12) calculation. An in-depth presentation of these characteristics is given in study two (Section 2.2.1.1) and study three (Section 3.2.2).

1.2.5 Emerging issues in the sharing economy

Since its entrance into the tourism and hospitality market, the SE was considered to have the potential to promote sustainability (Heinrichs, 2013), although many organizations operating under the concept of SE began to be accountable for increasing residential prices for long-term residents (Frenken et al., 2015; Martin, 2016), reducing the population in many neighbourhoods (Buckley, 2017; Walker, 2016), which consequently led to gentrification and touristification of residential areas (Farmaki et al., 2020).

Many of the issues surrounding the SE emerges from the fact that the term has been applied to a wave of new bartering, renting, and leasing connected to different aspects of life, as in transportation, leisure, work, and accommodation (Acquier et al. 2017; Eckhardt & Bardhi, 2015; Botsman & Rogers, 2011; Frenken & Schor, 2017; Plewnia & Guenther, 2018). In this sense, Acquier et al. (2017) consider the SE as an "umbrella construct". They highlight the issues in terms of the nature of sharing and the use of the term "sharing economy" by organizations. Such aspects show that the concept of SE itself gives rise to debate (Slee, 2016), which, along with the negative

impacts associated with it, lead researchers to analyse and more deeply explore the nature, impacts and regulation of this activity (Ferreri & Sanyal, 2018; McKee, 2017; Stergiou & Farmaki, 2019; Yeager, et al., 2019).

The debate on the impacts of the sharing economy, especially related to peer-to-peer accommodation, and the unregulated movement that it has become (Slee, 2016), has prompted many countries, cities and/or federal states to start creating or improving local regulation in order to define what is allowed and what is prohibited in the sharing economy (Ferreri & Sanyal, 2018). Consequently, regulatory frameworks to govern the sharing economy are distinct across regions and at different scales, forms, and purposes (Ferreri & Sanyal, 2018).

The literature reflects the need to understand and regulate SE, including peer-to-peer accommodation (Belarmino & Koh, 2020). Many researchers have examined the issues surrounding the regulation of sharing economy organizations (Crommelin et al., 2018; Leshinsky & Schatz, 2018), especially Airbnb, which Ferreri and Sanval (2018) claim has attracted calls for regulation in response to its rapid growth. Some researchers have observed that the sharing economy is still illegal in many places (McKee, 2017), although, some governments are working to remodel the sharing economy's regulatory environments and others are limiting or prohibiting the operation of such organizations (Finck & Ranchorda's, 2016; Speier, 2016). Miller and Jefferson_Jones (2017) argued that governments rely on organizations' regulations while Airbnb considers that it should be regulated through online commerce laws. Gottlieb (2013) suggested some regulations to be established to ensure the sustainability of the activity, such as (a) limiting peer-to-peer accommodation to certain geographical areas; (b) limiting the proximity between peer-to-peer accommodations, and (c) limiting the number of times per year a residence can be rented. These aspects are especially relevant given the negative impacts associated with the activity.

1.2.6 The sharing economy in tourism studies

The sharing economy involves at least eight different components: peer-to-peer accommodation; gift economy; common-based peer production; solidarity economy/democratic wealth; collaborative consumption; peer-to-peer lending; crowdfunding; and ridesharing (Cheng, 2014). Specifically, in the context of tourism, the activity has started to be widely discussed due to the impacts on communities around the world. The debate on the impacts of the sharing economy

was not restricted to the public sphere but also extended to academia (Belarmino & Koh, 2020). Literature can be found linked to (a) motivations for tourists to choose a SE option (Guttentag et al. 2017; Liang et al., 2018; Mao & Lyu, 2017; So et al., 2018); (b) motivations for hosts listing on SE platforms (Deale & Crawford, 2016; Kim et al., 2018; Lampinen & Cheshire, 2016); (c) factors that influence participant's satisfaction with SE (Möhlmann, 2015; Priporas et al. 2017; Tussyadiah, 2016); (d) impacts on the hotel industry (Blal et al., 2018; Guttentag & Smith, 2017; Koh & King, 2017; Zervas et al., 2017); and (e) impacts on local communities (Gant, 2016; Jordan & Moore, 2018). Some of the most prominent literature on these aspects will be presented in the following subsections.

1.2.6.1 Motivations to participate in the peer-to-peer accommodation segment

A growing body of literature started to explore the factors motivating tourists to stay in a peer-to-peer accommodation. Mao and Lyu (2017) presented the psychological factors that motivate travellers from the United States to repurchase Airbnb accommodations. The authors indicated as key outcomes the attitude being the most influential factor; perceived value as one of the most significant drivers that affect positively the attitude and repurchase intention; unique experience expectation as a competitive advantage; and that electronic word of mouth has a positive influence (direct and indirect) on consumer behavioural intentions.

In the same line of study, Guttentag et al. (2017) investigated American and Canadian tourists' motivations for choosing a peer-to-peer accommodation instead of a traditional accommodation and segmented them accordingly. The authors identified a wide range of motivations, which were grouped into factors such as 'Interaction', 'Home Benefits', 'Novelty', Sharing Economy Ethos', and 'Local Authenticity'. Furthermore, the authors also indicated five segments of Airbnb's guests, such as 'Money Savers', 'Home Seekers', 'Collaborative Consumers', 'Pragmatic Novelty Seekers', and 'Interactive Novelty Seekers'.

Reinforcing the importance of understanding users' motivations and constraints in choosing peer-to-peer accommodation, So et al. (2018) identified, similarly to Guttentag et al. (2017), home benefits as one of the most significant motivations in explaining overall attitudes toward Airbnb, along with enjoyment and price value. Otherwise, distrust was the only factor noted as constraint for choosing Airbnb accommodations. Extending the research in this domain,

Liang et al. (2018) studied consumer repurchase intention, perceived value, and perceived risk into the realm of peer-to-peer accommodation in the United States and Canada. The study confirms, as hypothesized, that price does not reduce the perceived risk, but that perceived authenticity and user's comments do. Thus, price sensitivity presents no effects on perceived risk, but it does on perceived value and repurchase intention. Moreover, lower prices may not prevent consumers from perceiving risk associated with repurchase intention, but a combination of lower prices and authenticity would increase the perceived value of an Airbnb stay. Tran and Filimonau (2020) also studied the purchase intentions of peer-to-peer accommodation. The authors surveyed current and prospective Airbnb users in Vietnam and identified perceived value and functional aspects of rented properties as the prime motivator in choosing a peer-to-peer accommodation, and safety considerations as a key demotivator.

From another stakeholder perspective, Deale and Crawford (2016) focused on investigating the factors motivating owners to rent their places via alternative methods in the United States. The authors pointed out that although providers earned some money from their accommodations, the reasons for engaging in the process were most related to lifestyle, developing meaningful relationships, acquiring resources to operate, and creating respect between hosts and guests. Similarly, Kim et al. (2018) focused on understanding hosts' motivations for sharing accommodations with strangers without expecting any economic benefit. The authors conducted an online survey with Couchsurfing hosts in the top cities in terms of the number of total Couchsurfing users in Europe (i.e., Paris, London, Berlin, Barcelona, and Vienna) and recognised the feeling of pleasure derived from helping others as the main motivations, in addition to the desire to make friends, share narratives and reciprocity. An interesting finding was the blinding effect of trust in Couchsurfing on hosts' intention to share accommodation. Sarkar et al. (2017) analysed spatiotemporal patterns of participation by hosts in peer-to-peer accommodation in Los Angeles (U.S.) and recognized that the host participation was influenced by insurance, finance, real state occupation, supplemental income, and sustainability potential.

More recently, Bremser and Wüst (2021) analysed the motivations of potential Airbnb hosts to rent a room or an apartment on the platform. The authors identified that people are more willing to share accommodation when they perceive financial benefits compared to social benefits. Furthermore, people are more willing to offer entire apartments than a room within their apartment. Chung et al. (2021) also focused on hosts' motivations for participating in peer-to-

peer accommodation platforms. In contrast to Bremser and Wüst (2021), the authors found out that hosts are driven not only by monetary motivations but also by intrinsic motivations such as meeting people and sharing beauty.

1.2.6.2 Participants' satisfaction with peer-to-peer accommodation

As a complementary line of study to the preceding, exploring the different benefits that lead to satisfaction in the SE is another theme present in tourism research. Möhlmann (2015) developed a framework containing the determinants of choosing a sharing option and tested it in two different segments in Germany, car-sharing and accommodation sharing. The research highlighted the satisfaction and the likelihood of choosing a sharing option again to be predominantly explained by determinants attending to users' self-benefit. Utility, trust (among users and in the system), cost savings, and familiarity (with the system) were found to be key drivers of satisfaction in the peer-to-peer accommodation marketplace.

Similarly, Tussyadiah (2016) studied adult travellers in the United States to investigate the attributes that influence their satisfaction with peer-to-peer accommodation and their intention to use this type of accommodations in future travels. The research demonstrated enjoyment, amenities, and cost savings - consistent with Möhlmann (2015) - as positively influencing satisfaction. Otherwise, social benefits were only found to be significant among those who rent private rooms, and the location was not significant in influencing guests' satisfaction or behavioural intention to use this type of accommodation. The author also noted that the enjoyment factor represents the strongest link to satisfaction and intention. Besides, community belonging and movement toward sustainability were not significant for users who stayed in an entire place.

Seeking to identify the interrelationship among service quality, satisfaction, and loyalty in Airbnb accommodation in Phuket (Southern Thailand), Priporas et al. (2017) developed a conceptual model to demonstrate the influence of service quality on loyalty mediated by satisfaction. The research pointed out that guest satisfaction mediates the relationship between service quality and loyalty in Airbnb accommodation and that there is a positive connection between service quality, customer satisfaction and loyalty. Belarmino et al. (2019) research focused on how participants describe their stay and satisfaction via online reviews. The authors

identified that themes of relationships and connectedness emerged more frequently than the perceived value in the guests' reviews.

1.2.6.3 Impacts of peer-to-peer accommodation in the hotel industry

Another line of research with an equally pertinent body of literature in the tourism context is the potential of peer-to-peer accommodation to disrupt the traditional accommodation sector. In this context, Zervas et al. (2017) measured the impact of Airbnb's entry into the state of Texas in the local hotel industry by focusing on hotel revenue. They used data from both Airbnb and the hotel industry in the Austin area to compare differences in revenue for hotels in places affected by Airbnb, before and after its entry with differences in revenue for hotels unaffected by the company, over the same period. The authors' findings indicate that Airbnb's entry into the market had a negative impact on local hotel room revenue, showing earnings in the hotels declining significantly in locations where Airbnb grew. Moreover, the impacts were greater in lower-end hotels, independent hotels, and non-business hotels.

Following this line of research, Koh and King (2017) investigated the current and prospective impacts of Airbnb on budget hotels and hostels in Singapore. The authors identified that most of the hotel and hostels operators do not consider Airbnb as a direct competitor, however, they recognized that it would become a threat in the short and medium-term. Blal et al. (2018), investigating the impact of peer-to-peer accommodations on the hotel industry, examine the substitution and complementary effects of Airbnb supply, quality, and price on the hotels' sales performance in San Francisco (U.S.). In line with Zervas et al. (2017), the authors found that Airbnb's impact on the hotel industry varies across different industry segments and that Airbnb's service quality directly affects hotel performance. Additionally, the authors identified that Airbnb has a supplemental role in the lodging industry, that the price of rentals on Airbnb influences the demand for hotel rooms, and that user reviews affect the sales performance of hotels.

Guttentag and Smith (2017) offered an important insight into how Airbnb guests perceive the service in relation to hotels and to what extent they use it as a hotel substitute in Canada. The authors found that Airbnb is used as a substitute for existing accommodations, and primarily for hotels. When considering key hotel attributes (e.g., cleanliness and security), Airbnb outperformed budget hotels and motels, underperformed upscale hotels and had mixed outcomes versus mid-range hotels. These findings are consistent with Zervas et al. (2017), who identified

Airbnb's impact as being superior on lower-end hotels. When considering experiential attributes and low prices, Airbnb was expected to outperform all three classes of hotel.

1.2.6.4 Impacts of peer-to-peer accommodation on local communities

While much research has focused on the experiences of hosts, guests and competitors in the context of SE, local communities also become an important aspect of the analysis, especially as they are directly and indirectly impacted by this new business paradigm (Gant, 2016). Not only the community in general, but the residents individually are perceiving the different impacts, and feeling influenced by peer-to-peer accommodation (Jordan & Moore, 2017). As peer-to-peer accommodation tends to be more scattered than traditional accommodation (Guttentag, 2015), the impacts generated by the activity can extend to 'non-tourist' areas through guests staying and spending money and time in these regions.

Research on the impacts of peer-to-peer accommodation on local communities (Cheng et al., 2020a; Jordan & Moore, 2018), has focused especially on the economic (e.g., Brown et al., 2021), environmental (e.g., Cheng et al., 2020b) and social (e.g., Richards et al., 2020) levels. Despite studies on economic and environmental aspects, research focusing on the social impacts of peer-to-peer accommodation in SE remains scarce and fragmented (Sainaghi & Baggio, 2019). To fill this gap, a literature review is conducted in the third study of this thesis focusing on social impacts, but also on indicators from other dimensions, especially because some of the economic and environmental impacts have been considered as social impacts of tourism due to their role in influencing the lives of local residents (e.g., Fredline et al., 2003).

1.2.7 Sharing economy and sustainability

The concept of SE is associated with the sustainable development of society (Heinrichs, 2013). The most usual definition of sustainable development is still that given by World Commission on Environment and Development that says sustainable development is "a process to meet the needs of the present without compromising the ability of future generations to meet their own needs" (Bruntland Commission, 1987, p. 24). This concept evolved and now are recognized three pillars of sustainability (UNEP & UNWTO, 2005): (i) "economic sustainability, which means generating prosperity at different levels of society and addressing the cost effectiveness of all economic

activity"; (ii) "social sustainability, which means respecting human rights and equal opportunities for all in society"; (iii) "environmental sustainability, which means conserving and managing resources, especially those that are not renewable or are precious in terms of life support (p. 9). These pillars are, in many ways, interdependent and can be mutually reinforcing or in competition. Thus, a balance among them is needed (UNEP & UNWTO, 2005).

Sustainability in the tourism and hospitality sector refers to the generation of economic value along with the conservation of the environment and social resources, meeting the needs of tourists, enterprises, the environment, and host communities with a view towards future generations' quality of life and access to resources (Nunkoo & Ramkissoon, 2011; UNWTO, 2004). It depends on the contribution of all relevant stakeholders and political leadership to promote participation and consensus building (UNEP & UNWTO, 2005). If well managed, tourism can foster inclusive economic growth, social inclusiveness, and the protection of cultural and natural assets (UNEP & UNWTO, 2005). Tourism is in a particular position to benefit the local communities, economically and socially, and to raise awareness and support for conservation of the environment (UNEP & UNWTO, 2005).

The SE, therefore, represents a model that advocates economic, environmental, and social sustainability (Martin, 2016). However, the growth of peer-to-peer accommodation, which transfers tourism from city centres to residential areas (Molz, 2018), poses several threats to the sustainability of host communities. It gives tourists the opportunity to overnight in residential neighbourhoods, but residents may be unintentionally affected by the interaction between the parties directly involved in the sharing (Frenken & Schor, 2017; Suess et al., 2020). The outcomes of the host and guest relationship may therefore spread to a wider range of stakeholders (Dredge, 2017), such as the host community.

The community, as part of the SE system (Leung et al., 2019), is impacted by the social, economic, and environmental outcomes of the activity. Social aspects refer to the 'people' pillar of the sustainability concept. Social sustainability encompasses equal opportunities and distribution of benefits, human rights, preservation of traditional cultures, improvement of the livelihood of host communities and support for the community's life system (UNWTO, 2004). Specifically, the SE can be seen as an opportunity to improve and maintain people's quality of life, contributing to the well-being of individuals and communities (Weingaertner & Moberg, 2014).

1.2.8 Airbnb and Fairbnb.coop

For the purposes of this research, this thesis examines two organizations that have positioned themselves as part of the sharing economy: Airbnb and Fairbnb.coop. Numerous studies have been carried out on Airbnb, the most well-known organization in the tourism accommodation sector. Although entering the marketplace in 2019, due to its newness, research on Fairbnb.coop is scarce and most of the studies already published about the organization result from this thesis (Petruzzi et al., 2019; Petruzzi et al., 2021). Up till now, a search in the Web of Science and Scopus database indicates the exception to the article by Foramitti et al. (2020) which analyses how Fairbnb.coop operates under the concept of cooperative platforms with the SE. Section 3.3 in Chapter 3 makes a more in-depth presentation of both organizations.

1.3 Purpose of the thesis

This thesis discusses and analyses the SE literature, singling out the characteristics, definitions and impacts of the activity on host communities. Despite the growing number of studies focusing on the challenges associated with SE, the literature review reveals a gap in detailing the various characteristics of the sharing economy, in steady procedures for assessing the social impacts of organizations on host communities and in agreed-upon definitions of peer-to-peer accommodation in the SE and social impacts of peer-to-peer accommodation. Therefore, this thesis aims not only to fill these research gaps in the literature, bringing important data to the tourism academia, but also to help local stakeholders to improve their professional practices, which will certainly promote social and cultural values, and contribute to developing sustainable cities and attractive tourism destinations.

This thesis is developed through three complementary studies that help answer the main research question: to what extent are Airbnb and Fairbnb.coop part of the sharing economy and what are the social impacts of the sharing economy business model on host communities? To tackle this research question, this thesis makes the problem manageable by posing some objectives that are progressively answered through a series of studies.

The general objective of this thesis is to provide a deeper understanding of the sharing economy, especially as it relates to peer-to-peer accommodation. More specifically, it aims to (i) analyse and better understand the SE in terms of its characteristics and organizations operating under the concept of the SE; (ii) identify the social impacts of the peer-to-peer accommodation on

host communities; (iii) propose a working definition of peer-to-peer accommodation in the sharing economy; (iv) suggest a definition of social impacts of peer-to-peer accommodation in the SE; and (v) analyse how an organization more closely aligned to the sharing characteristics of the SE manages social impacts on host communities.

The contribution of this thesis is threefold. First, it presents the characteristics of the SE and identifies that Fairbnb.coop is a stronger example of the sharing economy compared to Airbnb. Second, it proposes a framework that integrates the social impacts of SE on host communities, focusing on the accommodation sector and, as an extension, proposes a definition of peer-to-peer accommodation in the SE and a definition of social impacts of peer-to-peer accommodation in the SE. Third, it analyses how an organization of peer-to-peer accommodation more closely aligned to the sharing characteristics of the SE manages social impacts on host communities.

1.4 Presentation of the studies

This thesis is composed of three studies that have complementary objectives. These three studies attempt to better understand the phenomena of the SE and analyse its impacts on host communities, focusing on peer-to-peer accommodation. A general introduction to each study is presented in this section, followed by a summary of the studies (Table 1.2).

Study 1. The first study, entitled "Positioning Airbnb and Fairbnb.coop in the Sharing-Exchange Continuum", focuses on examining the characteristics of organizations operating under the concept of SE and was conceived to test a research tool that would be used as the backdrop for the next step of this thesis. The objectives of this study are: (i) to employ and test, with qualitative methodology, the Sharing-Exchange Continuum proposed by Habibi et al. (2016) and Habibi et al. (2017); and (ii) to analyse to what extent organizations considered part of the SE serve as examples of the SE business model. To achieve these goals, this study selected two organizations operating under the concept of the SE – Airbnb and Fairbnb.coop – and employed an exploratory method of netnography to gather online data containing characteristics of sharing and exchange from both organizations, and a content analysis method to analyse the data collected. The main contributions of this study are the analysis of a new entrant in the sharing economy market and its comparison with a well-known organization through their positioning in the Sharing-Exchange

Continuum, and the support for the functionality of the continuum by applying a qualitative methodology.

Study 2. The second study, entitled "TO SHARE OR TO EXCHANGE: An analysis of the sharing economy characteristics of Airbnb and Fairbnb.coop", builds on the first study and focuses on analysing the characteristics of the SE and consequently extending the continuum proposed by Habibi et al. (2016) and Habibi et al. (2017). This research was designed to contribute to the characterization of the SE by identifying the characteristics that equate with acts of pure sharing and pure exchange and to analyse organizations operating under the concept of the sharing economy. The main objectives of this study are: (i) to examine the characteristics of the sharing economy found in the literature; (ii) to create a new Sharing Economy Continuum (SEC); (iii) to propose a Sharing Index (SI) to assess the degree of sharing of organizations; and (iv) to analyse to what extent Airbnb and Fairbnb.coop represent a pure sharing or a pure exchange economy. Along with the SEC, the SI supports organizations to assess the degree to which they represent the sharing or the exchange economy and understand their own characteristics. In order to achieve the objectives of this study, a triangulation of multiple data sources, such as online documents, articles and in-depth interviews, was applied in a mixed-method approach to better understand how the characteristics are represented in each organization. The main contributions of this study are to broaden the understanding of the sharing and exchange characteristics associated with more positive impacts, which may lead to better business practice standards within the SE sector, particularly as it relates to sustainability.

Study 3. The third study, entitled "Social impacts of peer-to-peer accommodation on host communities" builds upon the findings of Study 2 which suggests that an organization more closely aligned to the sharing characteristics of the SE may be a positive change agent in the peer-to-peer accommodation sector, especially in terms of promoting sustainable practices. Thereupon, Study 3 reviews the literature on the social impacts of peer-to-peer accommodation in the SE, attempting to summarize the most relevant impacts of this business paradigm in host communities to propose an integrative framework. Such framework is validated with Fairbnb.coop to understand in-depth how an organization of peer-to-peer accommodation more closely aligned to the sharing characteristics of the SE manages key social impacts in host communities.

Furthermore, as the SE lacks a consensual definition, there is room to propose a definition of peer-to-peer accommodation in the sharing economy and a definition of social impacts of peer-to-peer accommodation. The objectives of this study are: (i) to present a literature review on the social impacts of peer-to-peer accommodation in the SE, with focus on tourism and hospitality; (ii) to propose a framework that integrates the main positive and negative social impacts emerged from the literature review; (iii) to present a working definition of peer-to-peer accommodation in the SE centred on social aspects at the host community level; (iv) to propose a definition of social impacts of peer-to-peer accommodation in the SE; and (v) to understand how an organization of peer-to-peer accommodation manages the main social impacts presented in the framework. The main contributions of this study are the proposal of an integrative framework containing the social impacts of peer-to-peer accommodation on host communities, the validation of the framework with an organization that purports to be more socially aware and socially conscious than other organizations of peer-to-peer accommodation. As an extension, this study presents working definitions of peer-to-peer accommodation in the SE and social impacts of peer-to-peer accommodations in host communities.

Table 1.2 Summary of the studies

Studies	Main Objective	Data	Methodology	Analysis
Study 1 (Chapter 2)	 To test the sharing economy continuum To analyse Airbnb and Fairbnb.coop 	Secondary data (online documents)	Qualitative	Content analysis
Study 2 (Chapter 3)	 To analyse the SE characteristics To assess the degree of sharing in organizations of SE 	 Secondary data (online documents and articles) Primary data (indepth interviews) 	Mix-method	 Content analysis SEC SI formula
Study 3 (Chapter 4)	1. To identify the social impacts of P2P accommodation in the SE through a framework 2. To define P2P accommodation 3. To define social impacts of P2P accommodations 4. To test the framework	1. Secondary data (articles, papers in conference, books and book chapters) 2. Primary data (indepth interviews)	Qualitative	Literature Review Content analysis

Overall, the thesis begins by testing a sharing economy continuum found in prior literature by analysing Airbnb and Fairbnb.coop in terms of their main characteristics based on a content analysis of online documents (Study 1). From there, it moves on to examine the main characteristics of the sharing economy and propose a Sharing Economy Continuum and a Sharing Index to assist in understanding organizations that promote themselves as part of the SE (Study 2). In this stage, the research analyses Airbnb and Fairbnb.coop, which results in the recognition that Fairbnb.coop is an organization more closely aligned to the sharing characteristics of the SE compared to Airbnb. This leads to the identification that Fairbnb.coop may be associated with more positive impacts on host communities.

Finally, to identify whether an organization more closely aligned to the sharing characteristics of the SE has the potential to generate more positive impacts on host communities, the last study (Study 3) focuses on a deeper analysis of Fairbnb.coop. This step intends to validate the framework proposed in this study, to understand how such an organization manages social impacts on host communities, and to drive practice standards within the peer-to-per accommodation in the SE sector, particularly as it relates to sustainability.

1.5 Methodology

The object of study is the sharing economy in the tourism and hospitality sector and the target population is composed of organizations of peer-to-peer accommodation. The analysis involves primary and secondary data on the characteristics and impacts of the sharing economy and peer-to-peer accommodation. The primary data were collected through interviews with co-founders of an organization of peer-to-peer accommodation. The secondary data were gathered through Google's search engine and literature review using Web of Science and Scopus database.

The selection of the most appropriate organizations to be analysed was made based on market recognition. Airbnb was selected as the most well-known organization in the peer-to-peer accommodation sector, and Fairbnb.coop as a new entrant into the sharing economy market, which intends to avoid the negative impacts associated to organizations such as Airbnb. Although there are other organizations of peer-to-peer accommodation, such as HomeAway and Couchsurfing, Fairbnb.coop was selected for analysis because it emerged in the tourism and hospitality market intending to specifically address some of the challenges related to Airbnb.

To answer the main research question, the thesis employs multiple data sources in a mixed-method approach. The following paragraphs present an overview of the methodology adopted in each study.

Study 1. This study adopts the exploratory qualitative method of netnography to gather online data related to the characteristics of Airbnb and Fairbnb.coop and a content analysis method to analyse the data collected. It tests a research tool applying a deductive content analysis technique to online documents such as newspapers and magazines articles, websites, blogs, and reports.

Study 2. This study employs a triangulation of multiple data sources in a mixed-method approach. The qualitative phase of this study involves the use of in-depth interviews, online documents, and research papers. The interviews were conducted with three leading co-founders of Fairbnb.coop. A semi-structured interview protocol with open-ended questions was prepared and used to help the researcher focus the interview on the relevant topics, but also to allow interviewees a significant degree of freedom, centred around three main topics: (i) the motivations for creating the organization; (ii) the goals, mission, and values; and (iii) the characteristics of the organization. The online documents were collected through a qualitative method of netnography and the research papers through a review in the Web of Science and Scopus database. The data in this study were deductively analysed through a content analysis technique. The quantitative phase of this study involves the proposal of a Sharing Index formula that helps positioning organizations in the new Sharing Economy Continuum.

Study 3. This study adopts a qualitative literature review of journal articles to analyse and integrate the social impacts of peer-to-peer accommodation on host communities. The data collection sets out from a systematic search on the Web of Science and Scopus academic databases. The extracted data are inductively analysed to integrate the literature under theme categories. Subsequently, this chapter involves in-depth interviews with three leading co-founders of Fairbnb.coop. Two of them have already participated in Study 2, while one has been introduced in the present study. Like the approach adopted in study 2, a semi-structured interview protocol was prepared to address two main topics: (i) the goals, mission, and values; and (ii) the social impacts on host communities. The data collected in this stage were analysed through a deductive content analysis methodology.

1.6 Thesis Plan Outline

This thesis report is organized into five chapters as depicted in Figure 1.1. Chapter 1 contextualizes the topic and introduces the main purpose of the thesis, present the data under analysis and the studies undertaken. Chapters 2, 3 and 4 present the three studies that compose this thesis while chapter 5 summarizes the general results of the different studies and draws the main conclusions. Chapter 5 also highlights the contributions, limitations, and future areas of research.

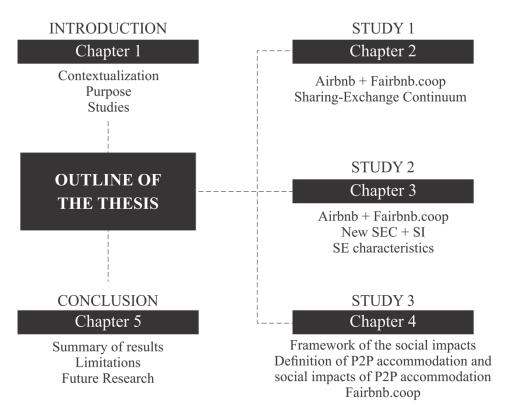


Figure 1.1 Outline of the thesis

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CHAPTER 2

Positioning Airbnb and Fairbnb.coop in the Sharing-Exchange Continuum¹

Highlights

- This study tests a sharing economy continuum applying a qualitative method approach.
- A well-known business (Airbnb) and a new entrant (Fairbnb.coop) are analysed.
- Fairbnb.coop is a stronger example of the sharing economy compared to Airbnb.

Abstract

Many organizations are positioning themselves as part of the sharing economy due to positive connotations associated with the sharing concept. Recognizing that many of these organizations represent the sharing economy to varying degrees, this study selected two organizations – Airbnb and Fairbnb.coop, to analyse the extent to which they serve as examples of the sharing economy. A content analysis was undertaken to identify the position of each organization on a continuum, ranging from pure sharing to pure exchange characteristics. The analysis reveals that overall Fairbnb.coop may be a stronger example of the sharing economy than Airbnb.

Keywords: sharing economy, Airbnb, Fairbnb.coop, characteristics, content analysis

¹ Co-authored with Professor Valerie Sheppard and Catarina Marques. Published as a Research Note in Current Issues in Tourism, November 2019. See Appendix A.

2.1 Introduction

The sharing economy is a concept that encompasses many platforms that connect users in a variety of areas, including accommodation, transportation, food and leisure (Acquier, et al., 2017). In fact, it is common that organizations, such as Airbnb and Fairbnb.coop, want to be recognized as part of the sharing economy due to the positive symbolic value of sharing practices (Altinay & Taheri, 2018; Frenken & Schor, 2017).

Among the various for-profit and non-profit sharing economy organizations, Airbnb appears as the most known innovation in the tourist accommodation sector (Dolnicar, 2017). Since its foundation in 2008, Airbnb has experienced continued and substantive growth, from 140,000 guest arrivals in 2010 to more than 500 million guest arrivals until the middle of 2019 (Airbnb, 2019; Molla, 2017), which has resulted in both positive and negative economic, social, and environmental impacts. In partial response to these impacts, related to Airbnb, a new sharing economy organization, Fairbnb.coop, has recently emerged in the tourist accommodation sector. Fairbnb.coop purports to be a more socially aware and socially conscious company, with an alternative business model that prioritizes people over profit, and reinvestment in local community projects (Fairbnb.coop, n.d.).

Recognizing that both Airbnb and Fairbnb.coop comprise components of the sharing economy, albeit with different characteristic and objectives, the objectives of this study are: (1) to test a sharing-exchange continuum; (2) to analyse how Airbnb and Fairbnb.coop promote themselves in terms of the sharing economy characteristics and (3) to identify where each company falls in a sharing economy continuum. To achieve these goals, the present study employs the Sharing-Exchange Continuum proposed by Habibi, Kim and Laroche (2016), and Habibi, Davidson and Laroche (2017). This was considered the most appropriate undertaking to test the tool which will be applied in the next study.

Habibi et al. (2016) and Habibi et al. (2017) developed the continuum to help distinguishing the degree of sharing represented by various sharing economy organizations. It is anchored on the left side by the characteristics associated with pure sharing while on the right it is anchored by the characteristics associated with pure exchange. Importantly, the continuum reflects past characteristics-focused research in the tourism accommodation sector, particularly as it relates to small, family-owned tourism businesses (see Hall and Rusher's, 2005, 2013 research on the motivations of bed and breakfast operators on the North Island of New Zealand). This study builds

upon past research, presenting unique insights related to the theoretical aspects of the sharing economy, as well as illustrating the inconsistencies within organizations claiming to be part of the sharing economy and their actual business practices.

2.2 Literature Review

The sharing economy is defined by numerous characteristics. Therefore, to understand the sharing economy, it is necessary to acknowledge the characteristics from which sharing economy organizations could be represented. Some researchers have sought to merge these characteristics to help in defining the concept (Belk, 2014; Cheng, 2016; Frenken & Schor, 2017; Molz, 2013). Others have sought to develop assessment tools to assist in determining the characteristics that symbolise the sharing economy (Habibi et al., 2016). Such tools may help better assess the level of sharing associated with various organizations. This section focuses on one such tool: the Non-Ownership Collaborative Consumption Continuum (Habibi et al., 2016), which is herein referred to as the Sharing-Exchange Continuum (see Habibi et al., 2017).

2.2.1 Sharing-Exchange Continuum

The Sharing-Exchange Continuum is the focus of a research paper published by Habibi et al., in 2016. The impetus for their research was to demonstrate that many organizations, erroneously described and marketed as part of the sharing economy, are in actual fact, dualistic. In this context, dualist is defined as possessing characteristics of both the sharing and the exchange economy. Habibi et al. (2016) contend that the assessment framework may assist in the evaluation of the various organizations purporting to be part of the sharing economy. Further, it may assist organizations in understanding how their practices and management strategies could be more closely linked to the sharing economy, particularly as it relates to strengthening local communities, socialization benefits, sustainability efforts, et cetera (Habibi et al., 2017). The following paragraphs describe the continuum in more detail.

Building upon the research of Belk (2007; 2010), Habibi et al. (2016) and Habibi et al. (2017) developed the continuum to enable the classification of various sharing economy practices. Specifically, this occurs through the assessment of the weight of each organization's sharing and exchange characteristics. The continuum is anchored on the left side by the characteristics associated with pure sharing, while on the right it is anchored by the characteristics associated with

pure exchange. The pure sharing side of the continuum is characterized by the lack of expectation as it relates to any type of return for the shared resource. The interaction emphasizes the social connections that may develop between the involved parties. Further, both sharer and receiver are present, and feelings of mutual ownership may develop. Money is not the driver and the value is not calculated. The interaction between participants creates the relationship between them (Habibi et al., 2016).

In contrast, the pure exchange side of the continuum is characterized by participants expecting to give and receive something in return for the shared resource. The participants involved in the exchange may never meet one another. In other words, the exchange can occur without face-to-face contact between the parties. On this side of the continuum there is no sense of ownership by receivers; however, a monetary exchange occurs, which includes a calculation of the value of the exchange. There is also no expectation of a social bond forming between the parties to the transaction (Habibi et al., 2016). In contrast to pure sharing, pure exchange usually takes place outside a family unit (Belk, 2007).

Despite the fact that Habibi et al. (2016) depict pure sharing and pure exchange as opposite ends of the spectrum, they also acknowledge that the sharing economy may encompasses both characteristics of sharing and exchange. Thus, the area between the two extremes of the continuum is considered dualistic – the dual mode area. In other words, the sharing economy integrates characteristics of both sharing and exchange (Habibi et al., 2016).

To develop the continuum, Habibi et al. (2016) undertook semi-structured interviews with participants who had participated in three types of short-term rentals (Zipcar, Airbnb, Couchsurfing). The purpose of this initial step was to gain insight into how dual non-ownership forms of consumption vary in regard to their sharing and exchange characteristics. The second phase involved the development of descriptions of the three companies. These descriptions were presented to 81 respondents who were assigned one of the three company descriptions (companies names were not included). Participants were asked to indicate their level of agreement or disagreement (on a 5-point Likert scale) to statements based upon Belk's (2010) 10 characteristics of sharing and exchange. Tabulated scores indicated that Couchsurfing scored highest (3.95) on the sharing side of the continuum, Zipcar scored highest (2.32) on the exchange side of the continuum, while Airbnb scored roughly in the middle (3.14) between sharing and exchange characteristics.

2.2.1.1. Characteristics of the Sharing-Exchange Continuum

The Sharing-Exchange Continuum applied in this study is composed of characteristics of sharing and exchange. The continuum is anchored on the left side by the characteristics associated with pure sharing - social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, and singularity, and on the right by those associated with pure exchange - reciprocation, money relevance, money importance and calculation.

The characteristic of "social bonds" is represented by participants with feelings of solidarity and bonding, and the "sense of joint ownership" is represented by hosts and guests both feeling responsible about the accommodation being shared. The "dependent" characteristic refers to the activity being dependent on members and their relationships, and the characteristic of "similarity to real sharing" refers to a relationship similar to sharing with family members. Finally, the "social reproduction" characteristic is represented by the reproduction of relationships such as friendship among participants, and "singularity" represents that each owner has a unique accommodation and that each accommodation is different from the others.

The "reciprocation" characteristic refers to the expectation of receiving something in return for the shared accommodation, and "money relevance" represents that there is exchange of money. The "money importance" characteristics refers to money being very important in this system, and the characteristic of "calculation" indicates that there is precise calculation of how much a guest should pay or how to reciprocate.

2.3 Methodology

2.3.1 Overview

This study employs the Sharing-Exchange Continuum proposed by Habibi et al. (2016) and Habibi et al. (2017). While Habibi et al. (2016) designed and tested the continuum based upon respondents' considerations and applying a quantitative methodology, this study utilizes the continuum to analyse key documents of Airbnb and Fairbnb.coop in a qualitative method approach.

2.3.2 Data collection methods

This study employs the exploratory method of netnography to gather online data containing characteristics of sharing and exchange, as it relates to Airbnb and Fairbnb.coop. Netnography, or ethnography conducted through the internet, is a process of gathering data via computer-mediated communication (Kozinets, 2002). The data collection involves internet searches of both Airbnb and Fairbnb.coop webpages and blogs. Further, research utilizes Google's search engine for information related to both companies and their characteristics and goals, found within a variety of internet sources.

Specifically, the data includes content from 33 newspaper and magazine articles, blogs, press releases, webpages, and reports (see Table 2.1). The research focuses on English language documents and searches for keywords, such as mission, vision, statement, and characteristics. As the study seeks to specify characteristics of the sharing economy, framed within the Habibi et al. (2016) and Habibi et al. (2017) continuum, the search also include the keywords social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, singularity, reciprocation, money relevance, money importance, calculation, and their descriptions. In addition, it includes the keywords Airbnb and Fairbnb.coop.

Further, hyperlinks and references within the first selected documents were also analysed (i.e., snowballing). The data was selected by relevance sampling, aiming to select all textual units that may contribute to meeting the objectives of study (Krippendorff, 2004). A document was considered relevant if it referred to the companies' statements, characteristics, core purpose, and or goals. Documents obtained from official webpages, blogs, and reports were considered as principal sources of relevant information, as were online newspapers and magazines that presented quotes and or interviews from the founders and or representatives of the organizations.

Table 2.1 Number of online documents

Source	Airbnb	Fairbnb.coop	
Source	Number of documents	Number of documents	
Website	11	7	
Blog	2	2	
Report	2		
Online magazine	1	5	
Online newspaper	1	2	

2.3.3 Data analysis

Content analysis is a technique that has been adopted by other researchers on the context of the sharing economy (see Cheng, 2016; Guttentag, 2019; Phua, 2018). Therefore, it is considered an appropriate method for these purposes as it relates to: (1) analysis of the extent to which each organization is associated with sharing characteristics, exchange characteristics, or a combination of both; and (2) positioning of the characteristics, as well as the organizations on the continuum.

Content analysis is a qualitative analysis technique of analysing written, oral, or visual messages (Cole, 1988). It seeks meaning from text and images to better understand what is being communicated (Ellingson, 2011). A core characteristic of qualitative content analysis is the development of a coding framework, either from the theory or from the data (Schreier, 2012). Overall, the deductive approach is considered the most appropriate for the purpose of this study as it relates to the review of existing documents (Mayring, 2014). Specifically, the categories are construed from previous research and defined before the coding phase (Mayring, 2014).

The characteristics that direct the research were developed from the characteristics adopted in the Sharing-Exchange Continuum proposed by Habibi et al. (2016). The characteristics associated with sharing are social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, singularity, and those associated with exchange are reciprocation, money relevance, money importance and calculation. The ten characteristics represent the coding scheme used to analyse both Airbnb and Fairbnb.coop's sharing economy practices, as evidenced through their online presence. Each time content related to the main characteristics was found in the analysed documents, it was selected for analysis and coded into the related characteristic. NVivo 12, a qualitative research software, was used to help classifying the process for the purposes of sorting and arranging the data. NVivo is a software that supports qualitative methods, designed to classify, and analyse relationships in the data (QSR, 2018).

2.4 Results and discussion

This section describes the results in two sequential phases. First, a descriptive analysis is provided as it relates to how Airbnb and Fairbnb.coop promote themselves in terms of the sharing-exchange characteristics. Second, an assessment related to the positioning of both organizations on the Sharing-Exchange Continuum is provided. This step is undertaken to identify how these two organizations differ, particularly as it relates to whether they are more characteristic of the pure

sharing or pure exchange economies, or somewhere in between. Finally, this study discusses the results of the analysis, particularly as it relates to how the two organizations promote themselves in their internet-mediated communications.

2.4.1 Descriptive analysis and organizations' positioning

The analysis identified that nine of the ten sharing and exchange characteristics are present in both Airbnb and Fairbnb.coop communication. The sense of joint ownership characteristic was not identified in the organizations' communication; thus, it is not included in our analysis.

The analysis reveals that Airbnb and Fairbnb.coop possess characteristics of both the sharing and exchange economy. For example, Airbnb exhibits the sharing and exchange characteristics of the dependent and singularity. As it relates to the exchange characteristics, Airbnb represents a money relevance characteristic and involves calculation as it relates to how much hosts should charge. The analysis also reveals that Airbnb exhibits the characteristic of money importance and participants expecting to receive some type of reciprocity in return for the shared resource. Airbnb evidences the presence of the social bond characteristic, where participants reproduce relationships amongst themselves (social reproduction). Airbnb also exhibits the characteristics of similarity to real sharing in its communication. Therefore, the analysis suggests that Airbnb presents more exchange than sharing characteristics. Consequently, it appears appropriate to position Airbnb closer to the exchange side of the continuum than the sharing side (Figure 2.1).

For Fairbnb.coop, the analysis suggests it possesses the characteristics of similarity to real sharing, social bond among participants, which result in social reproduction. The money importance characteristic is oppositely expressed in Fairbnb.coop communication. Thus, it should be (re)codified as money (non)importance, representing a sharing characteristic. Fairbnb.coop also exhibits the sharing and exchange aspects of the dependent and singularity characteristics. However, it also exhibits characteristics of the exchange economy, albeit to a lesser extent than Airbnb. For example, Fairbnb.coop demonstrates the characteristics of reciprocation, calculation of charges and money relevance. Given these findings this study draws the conclusion that Fairbnb.coop appears to present more characteristics of sharing and therefore it is positioned closer to the sharing side of the continuum than the exchange side (Figure 2.1).

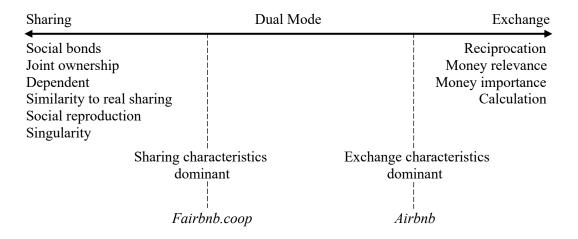


Figure 2.1 Airbnb and Fairbnb.coop in the Sharing-Exchange Continuum (Habibi et al. 2016, 2017)

2.5 Conclusion, contributions and future research agenda

While it appears that this study may be the first time the Sharing-Exchange Continuum has been applied beyond its original application, some interesting findings are observed. First, all but one of the characteristics evidenced in Habibi et al.'s (2016) (sense of joint ownership) was present in this study. In other words, our study did not find any evidence that neither Airbnb nor Fairbnb.coop promote a sense of joint ownership. Second, our findings suggest that Fairbnb.coop may be a stronger example of the sharing economy than Airbnb because it possesses dominance of pure sharing characteristics over pure exchange. Specifically, it presents more characteristics associated with the pure sharing economy, including the goal to minimize the negative impacts associated with other organizations, such as Airbnb.

Despite the contribution of this study to the sharing economy literature, it is outlined the following limitations. Firstly, the study analysis how the organizations promote themselves in terms of characteristics. Future research could also involve interviews with the founders and cofounders of both organizations, as it relates to the characteristics of the sharing and exchange economies. Future research could explore how participants or potential participants interpret the characteristics communicated by sharing economy organizations. Secondly, it is important to acknowledge that the study focused on how the organizations present themselves on the internet, which is potentially different from how they actually behave. In line with this acknowledgement,

future research could assess these companies' behaviour, as well as other companies within and beyond the sharing economy accommodation sector.

These initial findings require further exploration. As such, next study will delve more deeply into the characteristics of the sharing economy and on the analysis of both organizations. This is an important next step because, from a theoretical perspective, it may assist in further developing the existing continuum and in better characterizing the sharing economy. In this regard, as a next step, we plan to analyse the perceptions of other stakeholders, such as hosts and guests, related to the sharing economy characteristics. From a practical perspective, this study may be of interest to governance and community leaders as a means for addressing the negative social impacts associated with some sharing economy businesses. Indeed, the up-and-coming generation of consumers appears to be signalling the need for more socially and environmentally benign business models.

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CHAPTER 3

TO SHARE OR TO EXCHANGE: An analysis of the sharing economy characteristics of Airbnb and Fairbnb.coop²

Highlights

- This study presents a more robust characterization of the sharing economy.
- This study offers tools for organizations to assess and improve their sharing practices.
- This study employs a triangulation of multiple data sources in a mixed method approach.
- A well-known business (Airbnb) and a new entrant (Fairbnb.coop) are studied.
- Fairbnb.coop represents a stronger example of the sharing economy compared to Airbnb.

Abstract

Many organizations seek to position themselves as part of the sharing economy, due to positive conceptual connotations; however, in reality, some may more closely represent the exchange rather than the sharing economy. This study analyses the extent to which Airbnb and Fairbnb.coop represent the sharing economy by examining the characteristics of the sharing economy. This study utilizes a Sharing Index (SI) and a Sharing Economy Continuum (SEC) to measure each organization's degree of sharing and exchange. The analysis suggests that Fairbnb.coop is a stronger example of the sharing economy than Airbnb. This study offers a more robust characterization of the sharing economy and offers tools to help businesses assess and improve their business practices to more accurately align with the true sharing economy.

Keywords: Sharing economy, Airbnb, Fairbnb.coop, characteristics, Sharing Economy Continuum, Sharing Index

² Co-authored with Professor Catarina Marques and Valerie Sheppard. Published in International Journal of Hospitality Management, January 2021. An extent of the study was presented in the International Conference "Communities and Networks for Territorial Innovation". See Appendix B and C.

3.1 Introduction

The sharing economy (SE) comprises many platforms facilitating access to users in a diverse range of areas, such as accommodation, transportation, leisure and food (Acquier et al., 2017; Wirtz et al., 2019). From an organizational perspective, the notion of the SE is steeped in positive connotations, particularly as it relates to the positive aspects of sharing practices (Altinay & Taheri, 2018; Frenken & Schor, 2017). This situation has led many organizations, such as Airbnb, Fairbnb.coop, Uber and EatWith, to position themselves in their marketing materials as part of the SE; however, it is increasingly apparent that many of these organizations represent the SE to varying degrees (Belk, 2014a).

Indeed, past research has highlighted many challenges (i.e., social, economic, political, environmental) related to the SE (Guttentag, 2019; Sigala, 2017). For example, some studies have focused on destination impacts (see Stergiou & Farmaki, 2019; Yeager et al., 2019), particularly within the hotel sector (see Zervas et al., 2017), as well as the negative impact to local housing markets (see Stergiou & Farmaki, 2019), as well as with host communities, generally (see Jordan & Moore, 2018; Molz, 2018; Nieuwland & Van Melik, 2020).

While many of these studies focus on the challenges associated with the SE, the literature review reveals a gap as it relates to detailing the various characteristics of the SE (as noted by Sainaghi, 2020). Understanding the characteristics of the SE is an important first step in better understanding how to address many of the associated SE challenges. Consequently, this study seeks to address this gap by focusing on two different SE organizations: Airbnb and Fairbnb.coop. These organizations were chosen because they are part of the sharing accommodation sector, which is associated with negative and positive impacts, specifically from a destination perspective. This is particularly so as it relates to tourism-focused destinations. As noted by Molz (2018), the SE accommodation sector draws tourists from city centres into residential neighbourhoods, which has an impact upon the residents who reside there (Suess et al., 2020).

Among the various for-profit and non-profit SE platforms, Airbnb appears as the most known innovation in the tourism accommodation sector (Guttentag & Smith, 2017). It is considered to combine the access economy, i.e., the sharing of underutilized assets, and the platform economy, i.e., the exchange transactions intermediated by online platforms (Acquier et al., 2017). These aspects along with the high volume of transactions and digital technologies (Wirtz

et al., 2019) benefit Airbnb's development. The organization has experienced a substantial growth in recent years, from 140,000 guest arrivals in 2010 to 750 million by 2020 (Molla, 2017; Airbnb, 2020). Fairbnb.coop emerged in 2019 in the tourist accommodation SE sector, with the goal of minimizing the negative impacts, while enhancing the positive. The organization presents itself as more aware and socially responsible, with a business model that prioritizes people over profit, and reinvests in local community projects (Fairbnb, n.d.). As such, Airbnb and Fairbnb.coop present interesting similarities and thought-provoking contrasts which provide an ideal foundation for the focus of the study.

This study builds upon the previous study, which tested the credibility of the Sharing-Exchange continuum (Habibi et al., 2016, 2017), and contributes to the growing body of SE research, as it relates to better understanding the characteristics equated with the acts of pure sharing and pure exchange. Specifically, it assesses the degree to which Airbnb and Fairbnb.coop represent the organizational characteristics of *pure sharing* (the pooling of resources, often without reciprocity) or *pure exchange* (the exchange of resources, involving reciprocity). This objective is achieved by examining the characteristics of the SE and building upon the work of Habibi, et al. (2016) to create a new *Sharing Economy Continuum (SEC)*. We also present a sharing index (SI) to assist organizations measuring their own degree of sharing. A triangulation of qualitative methods and analyses of different data sources helped to: 1) analyse the sharing and exchange characteristics of Airbnb and Fairbnb.coop; 2) position both organizations on the *SEC*; and 3) assess the degree to which each organization represents the sharing or the exchange economy. This is an important undertaking from both a governmental and a community perspective given the fact that Fairbnb.coop operates as a cooperative, positioning itself as a more socially benign alternative to other home-sharing organizations (such as Airbnb).

3.2 Literature review

This study begins the literature review by examining some of the more salient research related to defining the sharing economy. The intent of this step is to establish the most accurate and relevant definition of the sharing economy for the purposes of this study. From there, the study moves on to review key research related to the sharing economy, particularly as it relates to the characteristics. Finally, it provides an overview of the organizations pertinent to this study: Airbnb and Fairbnb.

3.2.1 Defining the Sharing Economy

While SE research has increased significantly in past years (Hossain, 2020), the literature provides a plethora of definitions from different disciplines, such as tourism and hospitality, sociology, business, and psychology (Belarmino & Koh, 2020; Dredge & Gyimóthy, 2015). Recent research has sought to bring clarity to the concept (see Cheng, 2016a; Habibi et al., 2016; Schor & Fitzmaurice, 2015); although, Frenken and Schor (2017) contend there is still not an accepted definition. Further muddying the waters, a broad array of related concepts appears within the literature, such as: *collaborative consumption* (Belk, 2010; Botsman & Rogers, 2011); *moral economy* (Molz, 2013), and *collaborative commerce* (Sigala, 2017), to name a few.

One of the earliest references to the SE concept is Lessig's (2008), who defines it as transactions that involve resource allocation without money. Botsman and Rogers (2011) applied the term collaborative consumption, describing it as an activity where people share and exchange assets such as time, space and services. More recent definitions draw in notions of peer-to-peer interaction, access, and online intermediation (Hamari, Sjöklint and Ukkonen, 2016; Wirtz et al., 2019). Hamari et al. (2016) define the SE as an activity between peers where access to goods and services is shared through the intermediation of online platforms. Wirtz et al. (2019) refer to peer-to-peer platforms that provide access without the transfer of ownership. Other definitions also draw in notions of underutilized resources and the possibility of sharing involving fees (Cheng, 2016a; Frenken & Schor, 2017). Cheng (2016a) classifies the SE as peer-to-peer sharing of goods and services that are unused, which may or may not involve fees. Similarly, Frenken and Schor (2017) refer to temporary access to idle-capacity physical assets, possibly for money. They emphasize the economic, environmental, and social benefits associated with these interactions.

Other researchers distinguish "true sharing" from "pseudo-sharing" in the sharing economy (Acquier et al., 2017; Belk, 2014a). In contrast to true sharing, Belk (2014a) contends pseudo-sharing involves profit purposes, the expectation of receiving something in return for the shared resource, and the lack of community feelings. In other words, in true sharing, no revenue or other type of reciprocity should be involved, and when it is, it is an example of pseudo-sharing. Similarly, Habibi et al. (2016) contend the SE demonstrates varying degrees of sharing in a form of non-ownership consumption. Habibi, Davidson and Laroche (2017) build upon these distinctions, considering organizations with a low degree of sharing as examples of pseudo-sharing practices and those with a high degree of sharing as examples of true sharing practices.

Given the absence of a clear and agreed upon definition of the SE, as demonstrated in the previous paragraphs, we draw together the threads of these important studies to define the sharing economy as a system that enables efficiency and access to underutilized physical assets for a short period of time, intermediated by online platforms. This includes the sharing of physical assets for a fee or other compensation (Belk, 2014b; Frenken & Schor, 2017; Hamari et al., 2016; Wirtz et al., 2019).

3.2.2 Characteristics of the SE

The growing debate about the impacts of the sharing economy and the deregulated movement that it has become (Slee, 2016), has drawn the attention of both governments and researchers. From a governmental perspective, many countries, cities and/or federal states have created or improved upon local regulations to regulate what is permitted and what is prohibited in relation to short-term rental accommodations (Ferreri & Sanyal, 2018). This has resulted in a plethora of regulatory frameworks to govern the sharing economy that are distinctive across regions and at different scales, forms, and with different goals (Ferreri & Sanyal, 2018). Researchers who have studied these issues (see Crommelin et al., 2018; Leshinsky & Schatz, 2018), contend that the movement toward more regulations, particularly as it relates to Airbnb, has occurred due to its rapid growth (Ferreri & Sanyal, 2018) and its illegality in many jurisdictions (McKee, 2017). As these new or improved regulations have the potential to influence the future sharing and exchange characteristics of organizations operating under the sharing economy concept, it is important to step back and examine the characteristics of a sharing economy organization.

The literature reveals 12 distinct characteristics of the SE: (1) social bonds; (2) sense of joint ownership; (3) dependent; (4) similarity to real sharing; (5) social reproduction; (6) singularity; (7) sustainability; (8) underutilized resources; (9) reciprocation; (10) money relevance; (11) money importance and (12) calculation. Table 3.1 presents a synthesis of the literature related to these characteristics, including how each characteristic is defined and by which researchers.

Table 3.1 Characteristics of the SE

Туре	Characteristics	Description	Authors
(1) Sharing	Social bonds	 social connection between individuals involved in the interaction feelings of solidarity, bonding, and community 	Belk (2010); Habibi et al. (2016); Oskam and Boswijk (2016); Schor (2016)
	Sense of joint ownership	• sense of responsibility, from all the participants, toward the shared resource	Belk (2010); Habibi et al. (2016)
	Dependent	• dependent on the presence of both sharer and receiver, and the relationship between them	Belk (2010); Dolnicar (2019); Habibi et al. (2016)
	Similarity to real sharing	 similar to sharing resources with the family sense of "pseudo-kinship"	Belk (2007, 2010); Habibi et al. (2016)
	Social reproduction	• interaction among participants results in the reproduction of relationships and meaningful social encounters	Belk (2010); Cheng (2016b); Habibi et al. (2016); Molz (2013)
	Singularity	 each owner has a unique resource, and each resource is different than others not standardized represents uniqueness 	Belk (2010); Dolnicar, (2019); Habibi et al. (2016)
	Sustainability	 sharing that entails the economic, social, and environmental components through efficiencies, reducing waste, and supporting individuals 	Botsman and Rogers, (2011); Crommelin et al., (2018); Hossain (2020); Ranjbari, et al., (2018); Schor (2016)
	Underutilized resources	 resources owned and shared by individuals with excess capacity one of the central characteristics associated with sharing 	Belk (2007); Benkler (2004); Frenken and Schor (2017)
(2) Exchange	Reciprocation	 expectation of receiving something in return for the shared resource interaction made through online platforms can include a fee, reward or non-monetary compensations 	Belk (2010); Benkler (2004); Cheng (2016b); Frenken and Schor (2017); Habibi et al. (2016); Sigala (2017)
	Money relevance	 interaction is dependent upon the monetary exchange money is part of the arrangement 	Belk (2010); Habibi et al. (2016)

Money importance	 money is very important in the interaction the amount of money is very important profit is an inducement 	Belk (2010); Crommelin et al. (2018); Habibi et al. (2016)
Calculation	 there is a calculation of how much guests should pay or how to reciprocate sharer and receiver calculate the length of use and the financial expenditure or compensation 	Belk (2010); Habibi et al. (2016)

As evidenced in the preceding paragraphs the SE is defined by numerous characteristics. Some researchers have coalesced these characteristics to help better define the concept (Belk, 2014b; Cheng, 2016a; Frenken & Schor, 2017); others developed assessment tools to assist in determining what characteristics typify the SE and which do not (Habibi et al., 2016).

3.3 Airbnb and Fairbnb.coop compared

This study examines two organizations which have positioned themselves as part of the SE: Airbnb and Fairbnb.coop. These organizations were chosen for the following reasons. First, Airbnb is the most well-known SE organization, particularly as it relates to the tourism and hospitality industry (Guttentag & Smith, 2017). Second, the organization has come under intense scrutiny, due to its association with negative social issues, particularly as it relates to the removal of many long-term rentals from the marketplace, and the escalation of real estate values (Jordan & Moore, 2018; Oskam & Boswijk, 2016), amongst other issues. In comparison, Fairbnb.coop recently arrived into the marketplace (2019), purportedly to address many of the negative social issues associated with Airbnb.

3.3.1 Airbnb

Airbnb offers individuals the opportunity to rent out their spare space as accommodation for travellers. These spaces can include an entire house or condominium, or a private room in a residence where the host lives (Guttentag, 2019). In addition to matchmaking hosts and guests, Airbnb also helps users and providers in other aspects of the transaction. For example, Airbnb intermediates payments from guests to hosts. It offers trust and security through identity verification measures, protection of property, insurance to the host, and protection of guests against

issues related to imprecise listing descriptions (Airbnb, n.d.). In recent years Airbnb has extended its operation and now functions as an intermediary for restaurant reservations and other experiences, such as tours or local trips run by residents, and even animal experiences. Usually, transaction costs are charged to both guests and hosts (Airbnb, n.d.).

Airbnb contends it was created to *build a world where anyone can belong to everywhere*. Its website states that it seeks to benefit all stakeholders (hosts, guests, employees, communities) in which operates, suggesting that participants can have a local, genuine, inclusive, and sustainable travel experience (Airbnb, n.d.). Airbnb also considers its potential to empower people to monetize their products and services by becoming entrepreneurs in the hospitality industry. Currently, Airbnb offers accommodations in more than 220 countries and regions with over seven million listing worldwide, with more than 750 million guests accommodated (Airbnb, 2020).

3.3.2 Fairbnb.coop

Fairbnb.coop emerged in 2019 as the latest SE organization in the tourist accommodation sector. The company's goal is to specifically address some of the challenges related to Airbnb (e.g., escalation in real estate prices, fragmentation of communities, et cetera) (Fairbnb.coop, n.d.). Fairbnb.coop seeks to enable stakeholders (i.e., guests, hosts, neighbours) to collaborate with municipal governments to ensure some of the profits are invested back into local projects and that listings are legal (Fairbnb.coop, n.d.). It is run in the style of a cooperative, operating through coownership and co-governance (Fairbnb, n.d.). A cooperative is an independent group of stakeholders looking forward to meeting their common goals through a democratically coordinated business (ICA, 1995). It is based also upon sharing and equality for the benefit of all members (Mazzarol et al., 2019). Fairbnb.coop contends it connects hosts and guests in meaningful, sustainable, and socially positive travel and exchange opportunities, while democratically enabling residents to jointly shape the operations (Fairbnb.coop, n.d.).

Fairbnb.coop began as a movement to provide a fairer alternative to the existing homesharing platforms. It claims to be democratic in the ways in which residents can work jointly to help shape the operations (Fairbnb, n.d.). The founders claim that the platform prioritizes people over profit, facilitating authentic, sustainable, and intimate travel experiences (Fairbnb, n.d.).

Fairbnb.coop does not charge any type of fee or commission to the hosts. Rather, only guests are charged. Further, half of the commission earned from guests are to be invested into local

community projects (Fairbnb.coop, n.d.). Guests will be encouraged to visit the project that is benefitting from their stay. The organization restricts who can list properties, based upon local regulations. It should be noted that the organization, at the time of this study, was in the initial year of operation, and many of the regulations and rules were in the proposal stage.

3.4 Methodology

3.4.1 Overview

In order to analyse Airbnb and Fairbnb.coop on the 12 characteristics, three qualitative studies were carried out on three different sources of data (Table 3.2). The first study involved a content analysis of online qualitative documents describing characteristics of sharing and exchange related to both organizations (Section 3.4.3.1 and 3.4.4.1). The second study follows the methodology of the first, although the data was gathered from research articles related exclusively to Airbnb (Section 3.4.3.2). The newness of Fairbnb.coop meant that there was a lack of research articles related to the company and, therefore, in the third study, interviews (Section 3.4.3.3) were undertaken with the Fairbnb.coop co-founders in substitution (Section 3.4.4.2).

Table 3.2 Overview of the studies process



Data was gathered from multiple sources, such as online documents, newspapers and magazines articles, websites, research articles, and interviews. The use of different sources of qualitative data was applied to increase confidence in the findings (Patton, 1999). A qualitative codebook organized the data and the analysis associated with the 12 sharing and exchange characteristics. Subsequently, 30% of the dataset was double-checked by the research team in a triangulation of multiple researchers (Creswell, 2014; Patton, 1999). The coded analyses were compared, and points of divergence were discussed in order to reach a consensus among the researchers.

3.4.2 The Sharing Economy Continuum

This study presents the SEC, built upon on the sharing and exchange characteristics proposed in Habibi et al. (2016). In contrast to Habibi et al., the literature review revealed 12 different characteristics (Table 3.1). The continuum is anchored on the left side by the characteristics associated with pure sharing - social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, singularity, sustainability and underutilized resources, and on the right by those associated with pure exchange - reciprocation, money relevance, money importance and calculation (Figure 3.1).

Pure sharing is characterized by the lack of expectation for any type of monetary return for the shared resource. The interaction emphasizes the social connections that may develop between the involved parties, where both sharer and receiver are present, and feelings of mutual ownership may develop. Money is not the driver, and the value is not calculated. The interaction between participants creates the relationship between them (Habibi et al., 2016). The shared resources are owned by individuals with excess capacity (Belk, 2007; Benkler, 2004; Ranjbari et al., 2018) and involves economic, social, and environmental components (Crommelin et al., 2018; Ranjbari et al., 2018; Schor, 2016).

In contrast, the pure exchange side of the continuum represents the expectation of receiving something in return for the shared resource. The participants involved in the exchange may never meet one another. On this side of the continuum there is no sense of ownership by receivers; however, a monetary exchange occurs, which includes a calculation of the value of the exchange (Habibi et al., 2016).

Despite the fact that the characteristics depict pure sharing or pure exchange as opposite ends of the continuum, we acknowledge that some characteristics can be considered both sharing and exchange. For example, an organization can represent the dependent characteristic (sharing), when there is interaction between host and guest, and it can present the non-dependent characteristic (exchange) by the absence of an interaction. Thus, this characteristic is considered dualistic and is positioned between the two extremes of the continuum - in the dual mode area.

Sharing	Dual Mode	Exchange
Social bonds		Reciprocation
Sense of joint ownership		Money relevance
Dependent		Money importance
Similarity to real sharing		Calculation
Social reproduction		
Singularity		
Sustainability		
Underutilized resources		

Figure 3.1 The Sharing Economy Continuum (based upon Habibi et al., 2016)

The continuum ranges from 0% to 100% (pure exchange and pure sharing, respectively). An organization could depict zero percent sharing characteristics (0%), or it could epitomize sharing characteristics (100%). The level of sharing of the organizations can be computed using the proposed SI formula, which is the average of the sharing incidence, as follows:

$$SI = \frac{SC * X_{SC} + DC * X_{DC} + EC * X_{EC}}{SC + DC + EC}$$
(3.1)

where SC is the number of sharing characteristics, DC is the number of dual mode characteristics and, in the same way, EC is the number of exchange characteristics; X is the identifier of the characteristic type. It always equals one for sharing characteristics ($X_{SC} = 1$) and is always zero for exchange characteristics ($X_{EC} = 0$). For dual mode characteristics, it is assumed that it is half ($X_{DC} = 1/2$). The denominator of the formula (SC+DC+EC) corresponds to the total of characteristics under analysis. As the SI focus is on the sharing incidence, the characteristics of exchange do not contribute to the SI because they are not representative of sharing.

3.4.3 Data collection methods

3.4.3.1 First study

The data collection procedure gathered qualitative online documents (Creswell, 2014) containing characteristics of sharing and exchange, as it relates to Airbnb and Fairbnb.coop. Google's search engine was utilized to collect data from online documents referencing the SE characteristics of the two organizations and resulted in the content review and analysis of 41 online documents:

newspaper (four); magazine articles (six); blogs (five); webpages (24); and reports (two). The data collection focused on English language documents, to avoid translations errors, and involved a keyword search which included Airbnb, Fairbnb and the 12 characteristics of the SE.

Data was selected by relevance sampling in order to answer the research questions (Krippendorff, 2004). Documents obtained from official webpages, blogs, and reports were considered principal sources of relevant information, as were online newspapers and magazines that presented quotes and/or interviews from the representatives of both organizations (Creswell, 2014). Hyperlinks and references within the first selected documents were also analysed (Krippendorff, 2004). Documents related to specific regions or countries were not considered for analysis because of the regional and country-wide variations in regulating SE accommodations.

3.4.3.2 Second study

The second study involved a bibliographic search in Scopus and Web of Science databases (see Falagas et al., 2008) to gather research articles related to the sharing and exchange characteristics of Airbnb. Both searches sought articles published in English on or before February 2020, the time the search was conducted. The keyword "Airbnb" and journals from any discipline were included in the search. Following Guttentag (2019), titles, keywords and abstracts were examined to determine whether an article should be selected for analysis. This initial analysis focused primarily on removing articles that were related to a specific country, city or region. Articles related to specific stakeholders such as hosts, guests and et cetera were also removed because they were not relevant to the study. The search yielded 27 articles suitable for in-depth analysis, of which 11 were subsequently judged as relevant to this study.

3.4.3.3 Third study

Semi-structured interviews were undertaken with three co-founders of Fairbnb.coop to gather data about the sharing and exchange characteristics of the organization. These three interviewees are considered the leaders of the project according to co-founder #3. An interview protocol (see Appendix D) was prepared in accordance with Creswell (2014) and contained open-ended questions centred around the motivations for creating the organization, the goals and mission, and the characteristics of the organization. The interviews lasted approximately 45 minutes and were digitally recorded, with consent, and subsequently transcribed in preparation for data analysis.

3.4.4 Data analysis

3.4.4.1 First and second study

Qualitative content analysis is a common data collection and analysis method in studies related to the SE (see Cheng, 2016b; Guttentag, 2019) and was considered an appropriate method to these studies. Each time content related to the main characteristics was found in the data, it was selected for analysis and coded in the related characteristic.

It is recommended that multiple coders code the same data and Miles and Huberman (1994) suggested cross-coding reliability to mitigate interpretative bias. The authors suggest that an 80% reliability agreement is a sufficient agreement among multiple coders. Therefore, this study applied the formula described in Miles and Huberman (1994) to test reliability:

In the first study cross-coding of online documents by all researchers resulted in 92% intercoder reliability. Similarly, in the second study, the cross-coding of research articles by all researchers resulted in 85% intercoder reliability. Both reliability results are considered acceptable (Miles & Huberman, 1994).

3.4.4.2 Third study

Deductive coding, using predetermined codes, was considered an appropriated approach for this study (Mayring, 2014). During the data coding phase, each time a representative passage of a code was identified in the interviews, it was recorded into the predetermined code in the codebook. The reliability formula proposed by Miles and Huberman (1994) was applied and a coding triangulation of all researchers yielded 93% of agreement, which is an acceptable reliability (Miles & Huberman, 1994).

Table 3.3 presents a sample of the data analysis process for the three studies.

Table 3.3 Sample of the data analysis process

Characteristic	Study	Organization	Sample passage	Type
Social bonds	1	Fairbnb.coop	Fairbnb.coop is a web-based meeting place that allows hosts and guests to connect, facilitating for meaningful travel and socially beneficial exchange.	Sharing
Sense of joint ownership	3	Fairbnb.coop	"People want to be sure that the house they are going is properly check and is a legal one".	Sharing
Dependent	2	Airbnb	It is essentially a dual figure composed of the "host" and the "guest" who together shape its community marketplace. In some cases, the result is digitized tourists staying in empty homes and dealing with the standardized instructions left by "local managers".	Dual mode
Similarity to real sharing	3	Fairbnb.coop	"People coming through this platform are people willing to experience a sustainable tourism, a real experience, and meet someone real and not very much as in the business as usual".	Sharing
Social reproduction	1	Airbnb	From the beginning, we saw how Airbnb can turn strangers into friends and help people feel that they belong.	Sharing
Singularity	2	Airbnb	This uniqueness is expressed in the personality and style of the home being rented from the owners, and by the unique location and context. Professional Airbnb hosts have multiple listings as opposed to the more casual Airbnb hosts who deliver authentic experiences.	Dual mode
Sustainability	2	Airbnb	It may, through unintended effects, create some positive social, economic, and environmental benefits. Airbnb can indeed be said to contribute to rising wealth inequalities in cities across the globe, compounding and intersecting with the impacts of neoliberal urban policy experimentation.	Dual Mode

Underutilized resources	1	Fairbnb.coop	We apply the One host – One house rule to promote a more sustainable industry. Are you a manager of a small hotel, camping site, farmhouse or B&B in your hometown and would like to make it a sustainable business for you and your neighbors?	Dual Mode
Reciprocation	1	Fairbnb.coop	The service charges a commission to the guess. A platform that delivers great benefits for hosts.	Exchange
Money relevance	2	Airbnb	The revenue structure is commission based on a two-sided market model, from both hosts and guests.	Exchange
Money importance	3	Fairbnb.coop	Money will be important, but it is not the most important factor". "We try to leave economic motivation aside".	Sharing
Calculation	1	Airbnb	Airbnb hosts decide what to offer, when to offer, and how much to charge for their listing. Hosts set their own prices	Exchange

Note: The type of characteristic refers to the specific study. It may assume another type in another study.

3.5 Results

3.5.1 First study

Eleven of the 12 sharing-exchange characteristics were present in both organizations' communications, with the exception of "sense of joint ownership". While both Airbnb and Fairbnb.coop promote themselves as epitomizing the characteristics of the SE, the analysis reveals that they more accurately possess characteristic of both the sharing and exchange economy. Tables 3.4 and 3.5 present sample passages of the characteristics of Airbnb and Fairbnb.coop, respectively.

3.5.1.1 Sharing characteristics

For the singularity characteristic, both organizations communicate that they offer unique accommodations (Airbnb) and houses that belong to a local family (Fairbnb.coop,

https://www.forbes.com/sites/annalisagirardi/2019/03/21/fairbnb-the-ethical-home-sharing-alternative-that-wants-to-undermine-mass-tourism/). Both allow the listing of hotels rooms (Airbnb, Fairbnb.coop), which could be characterized as non-singularity; although, this type of listing must be properties with unique, independent environment and style (Airbnb) and small hotels, farmhouses or bed and breakfast in the hosts hometown (Fairbnb.coop). Thus, both organizations present the sharing characteristics of singularity, and are better positioned on the sharing side of the continuum.

Social bonds and social reproduction are evident in Airbnb and Fairbnb.coop's communications. Both mention their commitment to using technology to facilitate connections between tourists and locals/hosts and providing opportunities for experience a new culture (Airbnb) and making human interaction "the real technology" (Fairbnb.coop). Furthermore, Airbnb contends the interaction can facilitate host-guest friendships, while Fairbnb.coop contends it enables positive social reproduction. Social bonds and social reproduction are sharing characteristics embodied in both organizations' communication and are better positioned on the sharing side of the continuum.

The similarity to real sharing is evident in both organizations' communications. Both express their interest in fostering an atmosphere in which people feel welcomed at a home and somewhere that they belong (Airbnb). This feeling builds upon the values of a collaborative economy (Fairbnb.coop, https://www.theguardian.com/cities/2016/oct/06/the-airbnb-effect-amsterdam-fairbnb-property-prices-communities). The similarity to real sharing is a sharing characteristic exhibited by both organizations and is more appropriately positioned on the sharing side of the continuum.

An analysis of the sustainability characteristic reveals that both Airbnb and Fairbnb.coop communicate aspects of sustainability. As it relates to social aspects, a program called *Open Homes* allows people to offer spaces for free to those in need (Airbnb). For Fairbnb.coop, social and economic sustainability is demonstrated when half the commission is reinvested in local projects selected by residents. Responsibility toward environmental impacts was expressed through more efficient use of the available assets (Airbnb) and the desire to invest in projects such as community gardens (Fairbnb.coop). Fairbnb.coop also expresses concern for minimizing factors that may degrade the local culture, and Airbnb plans to award grants to projects that aim to promote cultural heritage and demonstrate local impact. Consequently, the

sustainability sharing characteristic present in their communications is more closely associated with and positioned on the sharing side of the continuum.

The money importance characteristic illustrates variance between the organizations. Fairbnb.coop, a non-profit cooperative, charges only guests, expresses its interest in investing half of the revenues in local projects, and attempts to keep earnings within communities. Thus, for Fairbnb.coop, it should be (re)codified as money non-importance and positioned on the sharing side of the continuum.

3.5.1.2 Exchange characteristics

The reciprocation characteristic is present in both organizations' communications. They depict the financial and personal rewards that participants obtain (Airbnb) and the benefits that hosts receive from extra income from rental payments (Fairbnb.coop). Moreover, both organizations report the expectation of reciprocity in the form of a commission fee and exhibit reciprocation as an exchange characteristic, which falls more appropriately on the exchange side of the continuum.

An analysis of the money relevance characteristic reveals that the interaction involves a money exchange, for both organizations. This happens when service fees are charged to guests and hosts (Airbnb), or only to guests (Fairbnb.coop). Both organizations demonstrate the presence of the money relevance characteristic, which is suitably placed on the exchange side of the continuum.

The calculation exchange characteristic is identified in both organizations' communications when both charge a commission fee and state that hosts are responsible for what they offer, when, and how much they will charge (Airbnb, Fairbnb.coop). Airbnb informs both hosts and guests as to the various service fees, while Fairbnb.coop explains the charge to guests, as well as the respective portion that will be invested in local projects. The calculation is an exchange characteristic represented in both organizations communications and falls most appropriately on the exchange side of the continuum.

Finally, as mentioned, the money importance characteristic illustrates variance between the organizations. Airbnb communicates its payment system as a key driver of the organization's growth and also states the amount of money the hosts earned from the company's growth. Thus, money importance should be positioned on the exchange side of the continuum.

3.5.1.3 Dual mode characteristics

As it relates to the dependent characteristic both organizations communicated that hosts list a room in their own homes (Airbnb) and that only residents can host (Fairbnb.coop, https://www.theguardian.com/cities/2019/apr/30/sinking-city-how-venice-is-managing-europes-worst-tourism-crisis) (meaning the host lives in the place). However, they also communicated that a room can be booked in a boutique hotel or in a hostel (Airbnb) and that a unit can be also owned by a local business owner (Fairbnb.coop). In this context, the practice does not always depend on the interaction between owners and guests, but sometimes between guests and business operators. Indeed, both organizations possess the dependent and the non-dependent characteristic at the same time.

Likewise, the analysis of the characteristic of underutilized resources suggests that while both organizations communicate that residents can share rooms in their houses, both permit hosts to operate permanent rentals, such as hostels and hotels (Airbnb, Fairbnb.coop). Thus, the organizations demonstrate the characteristics of underutilized resources and non-underutilized resources.

The characteristics of dependent and underutilized resources, which are representative of sharing, are evident in both organizations' communications, where they are represented as sharing and exchange practices. Consequently, these characteristics fall more appropriately in the dual mode area, between the pure sharing and the pure exchange sides of the continuum.

Table 3.4 Sample characteristics of Airbnb for the first study

Characteristic	Sample passage
Social bonds	• At Airbnb, we are dedicated to our mission and committed to connecting more people from different parts of the world. (Airbnb)
	 At Airbnb, we are using technology to facilitate human connection. (Airbnb)
	• We naturally drive tourism outside traditional hotel corridors and into places where locals actually live, providing real human
	connections. (Airbnb)
	• Shared rooms are popular among flexible travelers looking for new friends and budget-friendly stays. (Airbnb)
	• Welcoming guests into their homes, our hosts work hard to facilitate amazing travel experiences and human connections. (Airbnb)
Dependent	• From managing calendars () to welcoming guests into their homes. All homes are grouped into the following three-room types:
	Entire place, Private room, Shared room. You might need to walk through indoor spaces with the host. (Airbnb)
	• From homes and boutique hotels, to castles and tree houses, we offer millions of places to stay and access to local. (Airbnb)
Similarity to	• A world where you can go to any community and someone says, "Welcome home." Where home isn't just a house, but anywhere
real sharing	you belong. (Airbnb)
	• What makes this global community so special is that for the very first time, you can belong anywhere. That is the idea at the core of
	our company: belonging. (Airbnb)
Social	• However, we first entered this community, we all know that getting in isn't a transaction. It's a connection that can last a lifetime.
reproduction	(Airbnb)
	• From the beginning, we saw how Airbnb can turn strangers into friends and help people feel that they belong. (Airbnb)
	• Airbnb would stand for something much bigger than travel; it would stand for community and relationships and using technology
	for the purpose of bringing people together. (Airbnb)
	• Shared rooms are popular among flexible travelers looking for new friends. (Airbnb)
Singularity	• Guests who are seeking unique listings and experiences around the world find what they want at Airbnb. Our community offers unique accommodations. (Airbnb)
	• Hosts are our partners who help power our business and no two hosts are alike. (Airbnb)
	• () book unique accommodations anywhere in the world. (Airbnb)
	• Airbnb's accommodation marketplace provides access to 7 million unique places to stay () (Airbnb)
	• Have a private or shared room in a boutique hotel, hostel, and more. Properties should have a unique, independent environment
	and style (for example, boutique or lifestyle hotels, not mass-market chains). (Airbnb)
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Sustainability	We have doubled down on our work to promote sustainable. (Airbnb)
·	• It's clear that our responsibility isn't just to our employees, our shareholders, or even to our community – it's also to the next generation. (Airbnb)
	• Airbnb's mission is to create a world where people can belong through healthy travel that is local, authentic, diverse, inclusive and sustainable. (Airbnb)
	• Guests increasingly choosing Airbnb for more environmentally friendly accommodations, our platform lends itself to supporting local, authentic, diverse, inclusive and sustainable tourism. (Airbnb)
	• Open Homes connects people with a free place to stay in times of need. (Airbnb)
	• Serving all stakeholders is the best way to build a highly valuable business and it's the right thing to do for society. (Airbnb)
	 Beginning in 2020, we will award grants to support local projects in the Communities our Hosts call home. These grants will focus on projects that promote cultural heritage, economic vitality, and sustainable communities, and demonstrate clear local impact. (Airbnb) I think we have a responsibility and an obligation to help improve society. (Airbnb)
	• Using Airbnb promotes a more efficient use of existing resources and is an environmentally sustainable way to travel. (Airbnb)
Underutilized	• From homes and boutique hotels, to castles and tree houses, we offer millions of places to stay. (Airbnb)
resources	• By working with real estate developers, owners, property managers, and many others, we provide online tools and offline solutions to make it easier for residents to share their homes, provide owners and operators more visibility and new revenue streams, and give guests more accommodation choices. (Airbnb)
	• Hosts on Airbnb offer a wide variety of spaces, ranging from shared rooms to private islands. All homes are grouped into the following three-room types: Entire place, Private room, Shared room. (Airbnb)
	• Airbnb makes it easy for anyone with space to share to become a host, no matter where in the world they're located. (Airbnb)
Reciprocation	 That's because the rewards you get from Airbnb aren't just financial () they're personal - for hosts and guests alike. (Airbnb) () paying for your reservation. (Airbnb)
Money relevance	• Airbnb has become an economic lifeline () Ordinary people and families are taking what is typically one of their greatest possessions, their homes, and using it to generate supplemental income. (Airbnb)
	• Earns money by charging a "service fee" (i.e. commission percentage) from both parties. (Airbnb)
	• Hosts, most of whom are sharing their homes for extra income. (Airbnb)
	• From the financial opportunity that our platform creates for our hosts – who keep the vast majority of what they charge. (Airbnb)
Money	• Payments (and Trust and Safety Teams, three) critical functions that help drive Airbnb's growth. (Airbnb)
importance	• In 2011, there were 20 cities where hosts earned a combined total of more than \$1 million from sharing their space. (Airbnb)
Calculation	• Airbnb hosts decide what to offer, when to offer, and how much to charge for their listing. (Airbnb)
	• Hosts set their own prices. (Airbnb)

Table 3.5 Sample characteristics of Fairbnb.coop for the first study

Characteristic	Sample passage
Social bonds	• "Fairbnb.coop is a web-based meeting place that allows hosts and guests to connect, facilitating for meaningful travel and socially beneficial exchange." (Fairbnb.coop)
	• "People in the territories making human interaction the real "technology" of Fairbnb." (Fairbnb.coop)
	• "We want to bring back the connection between tourists and locals that has been lost." (The Guardian)
	• "Nowadays you can go to a place and virtually never meet a local. But this way you can join them in their real pursuits or even just share a drink together." (The Guardian)
Dependent	• "Only permits resident hosts." (The Guardian)
	• "Use only 1 secondary house on the tourist market to support their budget to "remain residents" in very expensive city centers." (Fairbnb.coop)
Similarity to real sharing	• "I am talking about a platform that really complies with the principles of a fair, non-extractive and collaborative economy." (The Guardian)
	• "FairBnB.coop is a community that aims to address this challenge by putting the "share" back into the sharing economy. We want to offer a community-centered alternative that prioritizes people over profit and facilitates authentic, sustainable and intimate travel experiences." (Fairbnb.coop)
Social reproduction	 "Allows hosts and guests to connect, facilitating for meaningful travel and socially beneficial exchange." (Fairbnb.coop) "Community-centered alternative that () facilitates authentic, sustainable and intimate travel experiences." (Fairbnb.coop) "We can build with them a long and intimate relationship with common goals." (Fairbnb.coop)
Singularity	• "More meaningful experience for tourists that will know that they are actually going to live in a house that belongs to a local family." (Forbes)
	• "Do you run or want to run a lawful short-term rental? Are you a manager of a small hotel, camping site, farmhouse or B&B in your hometown and would like to make it a sustainable business for you and your neighbors?" (Fairbnb.coop)
Sustainability	• "What drives us co-founders and members is the will to () minimize the collateral damages that sadly contribute to water down and corrupt local culture and to drive citizens away from their hometowns." (Fairbnb.coop)
	• "This includes non-profit projects such as housing for neighborhood associations, non-profit food cooperatives, or community gardens." (Fairbnb.coop)
	• "We privilege potential Key Partners that share our values and that are ready to commit on a path of sustainability." (Fairbnb.coop)
	• "We foster local economies: Half of the commission charged by Fairbnb is returned to the local community, sustaining projects selected by local residents." (Fairbnb.coop)
	• "We can present local authorities and residents with the possibility to experiment a model that limits the negative impact of the industry, while contributing to the creation of a network of sustainable initiatives." (Forbes)

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Underutilized	• "We apply the One host – One house rule to promote a more sustainable industry and to give travelers a more genuine
resources	experience." (Fairbnb.coop)
	• "Manager of a small hotel, camping site, farmhouse or B&B in your hometown and would like to make it a sustainable business
	for you and your neighbors." (Fairbnb.coop)
	• "By limiting platform listings to single households to ensure that guest generated revenue goes where it has to go." (Fairbnb.coop)
	• "To ban properties owned by businesses." (Fairbnb.coop)
	• "Owners will be required to provide documents to show they comply with Fairbnb.coop's rules, proving, for example, that they have no other rental properties." (Fairbnb.coop)
Reciprocation	• "The service charges a commission to the guest (15 per cent of the rental price)." (Springwise)
•	• "A platform that delivers great benefits for Hosts." (Fairbnb.coop)
Money	• "Streamline our payment system even more and make it even easier for us to process." (Fairbnb.coop)
relevance	• "The service charges a commission to the guest (15 per cent of the rental price)." (Springwise)
	• "We will actually charge a booking commission on the traveler and ask them to decide to which local-based social project they
	want to donate the 50% of the platform fee." (Forbes)
Money	• "We will ask no fees or commission to the hosts." (Fairbnb.coop)
importance	• "Fairbnb wants to offer a community-centered alternative that prioritizes people over profit." (Fairbnb.coop)
	• "Gives back 50% of its revenues to support local community projects of your choice such as social housing for residents, community gardens and more." (Fairbnb.coop)
	• "Aims to become a multi-stakeholder co-operative designed to keep earnings within communities." (Fairbnb.coop)
	• "Listing your accommodation on Fairbnb is an easy and secure way to earn an extra income while helping to crowdfund social projects in your community. A zero-commission platform () for Hosts."
	• "We are a registered cooperative and are not profit-driven". (Fairbnb.coop)
Calculation	• "A platform for short-term rentals. () The service charges a commission to the guest (15 per cent of the rental price)".
	(Springwise)
	• "Fairbnb donates 50% of the booking fee." (Fairbnb.coop)
	• "Fairbnb.coop is more than just a booking platform."
	• "Remember, you have 48 hours to accept or decline a booking request." (Fairbnb.coop)
	• • • • • • • • • • • • • • • • • • • •

3.5.2 Second study

The analysis of Airbnb research articles identified 11 of the 12 sharing and exchange characteristics described in the literature. Similar to the analysis of online documents, the characteristic of "sense of joint ownership" was not identified in the articles. In the following sections we present the results of the analysis, demonstrating the linkage to previous research in brackets. Table 3.6 present sample passages of the characteristics of Airbnb for this study.

3.5.2.1 Dual mode characteristics

As it relates to the social bonds' characteristic, Airbnb provides hosts and guests the opportunity to connect, develop meaningful social relations, and social capital (Anwar, 2018; Boswijk, 2017; Midgett et al., 2018; Roelofsen & Minca, 2018). Moreover, social bonds are represented in the organization's philosophy of connecting people and making guests feel at home (Molz, 2018; Onete et al., 2018; Scassa, 2019). However, Airbnb also presents an absence of social bonds between those involved in the interaction, for example in the renting of an entire home. In such cases, the relationships and interactions between hosts and guests are missing or electronic (Molz, 2018; Roelofsen & Minca, 2018). In other cases, accommodations managed by professional hosts replace the direct contact between hosts and guests and reduces the social and authentic experiences in a commodified process (O'Regan & Choe, 2017; Wirtz et al., 2019). Thus, the analysis reveals that the social bonds characteristic is represented as both a sharing and an exchange practice.

Likewise, the social reproduction characteristic is represented through the social relations reproduced in the interactions of Airbnb hosts and guests (Midgett et al., 2018; Roelofsen & Minca, 2018). It is also present from the moment in which the organization enables engagement between those involved (Boswijk, 2017). On the other hand, the characteristic may also be absent because hosts and guests may never meet during the stay. In these cases, the reproduction of relationship is unlikely (O'Regan & Choe, 2017; Roelofsen & Minca, 2018; Wirtz et al., 2019). Thus, it is suggested that the organization evidence social reproduction with sharing and exchange characteristics.

For the dependent characteristic, Airbnb's business model depends upon the willingness of hosts to share their properties and local life with guests (van Doorn, 2019; Roelofsen & Minca, 2018). Nevertheless, the experience does not always depend upon the owner's involvement. For

example, in some cases the host is actually replaced by a business manager, who assists in booking process and/or receiving the guests (Boswijk, 2017; O'Regan & Choe, 2017; Roelofsen & Minca, 2018). Thus, Airbnb evidences both the dependent and the non-dependent characteristics, as the interaction does not always depend upon the presence of both sharer and receiver.

Airbnb enables guests to have a local experience at residents' private places and experience a real sharing experience (Boswijk, 2017; Roelofsen & Minca, 2018). On other occasions the characteristic is missing when guests are faced with standardized services, do not experience contact with residents, or do not feel they are part of the host family (Roelofsen & Minca, 2018; Turker & Ozdemir, 2019). This may be a consequence of hosts being replaced by property management services (Roelofsen & Minca, 2018). Thus, the similarity to real sharing is represented as a sharing and exchange practice, because the interaction is not always similar to sharing resources with the family.

Airbnb demonstrates the singularity characteristic in the variety of accommodations offered by hosts (i.e., castles, tree houses), which can be an expression of the personality and authenticity of the place and its context; however, the singularity is also represented as an exchange practice. For example, traditional tourism accommodations and professional hosts may mean that the accommodation is not unique nor different (Midgett et al., 2018; Wirtz et al., 2019). Rules and standards that dictate the behaviour of hosts may also result in the standardization of the resource shared with guests (Roelofsen & Minca, 2018; Turker & Ozdemir, 2019; Wirtz et al., 2019). Thus, the singularity characteristic is represented as both a sharing and an exchange practice.

In terms of the underutilized resources characteristic, Airbnb hosts make use of their existing and surplus resources, usually in their own residences. However, some of the accommodations do not represent spare space (i.e., hotels and vacation homes). Furthermore, many hosts have multi-listings, which suggests they may be professional hosts as opposed to a homeowner (van Doorn, 2019; Midgett et al., 2018; Wirtz et al., 2019). Consequently, the accommodations listed on Airbnb are not always resources owned by individuals with excess capacity. Therefore, the underutilized resources characteristic is both a sharing and an exchange characteristic.

An analysis of the sustainability characteristic reveals that Airbnb appears to be promoting sustainability in its business operations (Midgett et al., 2018; van Doorn, 2019). As it relates to social aspects, Airbnb helps individuals who have experienced difficulties, through the

Open Homes program (Turker & Ozdemir, 2019; Wirtz et al., 2019) and makes a positive impact on communities (Boswijk, 2017; Midgett et al., 2018; O'Regan & Choe, 2017). Airbnb's ability to boost local economic development (Anwar, 2018; Boswijk, 2017; Midgett et al., 2018; O'Regan & Choe, 2017; Turker & Ozdemir, 2019; Wirtz et al., 2019) also demonstrates the sustainability (economic) characteristic. On the other hand, sustainability is also expressed in the negative. For example, Airbnb accommodations can result in negative impacts for residents, such as exclusion (Roelofsen & Minca, 2018), and pressure on local resources (Molz, 2018). The default or avoidance of municipality taxes means less revenue for the public good (Midgett et al., 2018) and can lead to inequalities in wealth (van Doorn, 2019). Thus, Airbnb evidences the sustainability characteristic, but also aspects of non-sustainability.

The characteristics of sharing (social bonds, social reproduction, dependent, similarity to real sharing, singularity, underutilized resources and sustainability), as well as non-sharing practices are associated with Airbnb. Consequently, Airbnb exhibits a mix of sharing and exchange and these characteristics fall more appropriately in the dual mode area, between sharing and exchange.

3.5.2.2 Exchange characteristics

The calculation characteristic is evidenced by Airbnb hosts who list their accommodations and determine their own prices and availability (O'Regan & Choe, 2017; Onete et al., 2018), as well as by the organization itself, which expects reciprocation in the form of the commission charged to hosts and guests (Onete et al., 2018). Hosts are compensated for the use of their resource (Roelofsen & Minca, 2018), and guests can request special pricing (Boswijk, 2017). As such, compensation is represented in the form of remunerations received by hosts from guests (Boswijk, 2017; O'Regan & Choe, 2017; Onete et al., 2018; Scassa, 2019) and, in some cases, when hosts help guests get involved in local life (Roelofsen & Minca, 2018).

The money relevance characteristic is evident in the monetary exchange that occurs between Airbnb hosts and guests. Airbnb hosts charge rent to guests (Boswijk, 2017; O'Regan & Choe, 2017; Onete et al., 2018; Scassa, 2019), in exchange for intermediated services (Anwar, 2018; Boswijk, 2017; Onete et al., 2018) and the parent company charges a commission fee to both hosts and guests (Boswijk, 2017; Onete et al., 2018). Similarly, the money importance characteristic is present in Airbnb, because profitable hosts are able to increase their income

(Midgett et al., 2018; Molz, 2018; Roelofsen & Minca, 2018; O'Regan & Choe, 2017; van Doorn, 2019). Some guests are even willing to pay extra money for quality and convenience (Anwar, 2018). Money importance is also demonstrated when Airbnb enables the outsourcing of hosts' assets and receives income back from both hosts and guests (Molz, 2018; Onete et al., 2018; Turker & Ozdemir, 2019).

Airbnb demonstrates calculation, reciprocation, money relevance and money importance, which are representative of exchange. Consequently, these characteristics fall more appropriately on the exchange side of the continuum.

Table 3.6 Sample characteristics of Airbnb for the second study

Characteristic	Sample passage
Social bonds	• "Hosts and guests are able to get in contact, arrange to meet in "real life". (Roelofsen & Minca, 2018)
	• "Community is presented here as a rather traditional form of getting together, of being present in, and part of, a real and
	imagined space of belonging." (Roelofsen & Minca, 2018)
	• "Travelers can interact with local cultures." (Anwar, 2018)
	• "Provide users with the opportunity to develop social ties." (Midgett et al., 2018)
	• "Airbnb's philosophy is to make guests feel at home and connect with the local people." (Onete et al., 2018)
	• "Our fieldwork has also shown on numerous occasions the complete absence of hosts and the related performances of hospitality." (Roelofsen & Minca, 2018)
	• "Particularly when renting an entire home, interactions and communication with the host were oftentimes entirely missing or
	took place only electronically." (Roelofsen & Minca, 2018)
	• "In many ways, the phenomenon of absent hosts seems in clear conflict with the communitarian rhetoric of the platform ()
	in many cases the members of this idealized space of hospitality do not even meet." (Roelofsen & Minca, 2018)
Dependent	• "Airbnb's business model can only succeed as long as hosts are willing and able to "share" their home on the platform." (van
	Doorn, 2019)
	• "Although it is essentially a dual figure composed of the "host" and the "guest" who together shape its community marketplace." (van Doorn, 2019)
	• "People who rent out their homes regularly through Airbnb, we see new services developing, to assist hosts in receiving guests
	and handing over keys." (Boswijk, 2017)
Similarity to real sharing	• "Offering the possibility of sleeping and living in the spaces where "real life" supposedly takes place and experience what it means to live like a local." (Roelofsen & Minca, 2018)
	• "What has emerged from the analysis is that all too often, despite the platform promising potential Airbnb guests a "homeaway-from-home", a significant part of the advertised homes is deprived of any "local" life and contact with the residents." (Roelofsen & Minca, 2018)
	• "The gift to the community is so extreme here that there is very little left of the communitarian "being- togetherness" so
	celebrated by the platform; in some of these cases, the result is digitized tourists staying in empty homes and dealing with the
	standardized instructions left by local managers." (Roelofsen & Minca, 2018)
Social	• "It is not just meaningful social relations that are drawn into the mechanisms of the Airbnb Economy." (Roelofsen & Minca,
reproduction	2018)
	• "This process of community-making is fundamentally based on what people are willing to give of the proper." (Roelofsen & Minca, 2018)
	• "As Airbnb eliminates the possibility that buyers and sellers ever come into contact without some trust mechanism, relationships become dispensable as they are commoditized as part of the new enclosures of capital." (O'Regan & Choe, 2017)

Singularity

- "This uniqueness is expressed in the personality and style of the home being rented from the owners, and by the unique location and context". (Boswijk, 2017)
- "Hosts are encouraged to be open about what makes their space, personality and social environment so particular." (Roelofsen & Minca, 2018)
- "Travelers can access unique locations." (Anwar, 2018)
- "Airbnb provides an opportunity to satisfy the need for uniqueness." (Onete et al., 2018)
- "Resources tend to be heterogeneous (e.g., almost every listing on Airbnb is unique)." (Wirtz et al., 2019)
- "Airbnb regulations about how homes" and places may be shared and with whom." (Roelofsen & Minca, 2018)
- "This tends to be particularly the case for professional Airbnb hosts who have multiple listings as opposed to the more casual Airbnb hosts who deliver authentic experiences." (Wirtz et al., 2019)
- "Offerings of traditional tourism accommodations like hotels and vacation homes." (Midget et al., 2019)
- "Airbnb has a twofold interest on both guests and hosts; while it provides unique and authentic experiences to guests through diverse accommodation options, it trains hosts to standardize and professionalize the authenticity to unlock and monetize their spaces and talents." (Turker & Ozdemir, 2019)

Sustainability

- "It may, through unintended effects, create some positive social, economic, and environmental benefits." (O'Regan & Choe, 2017)
- "Airbnb claims that they are spreading tourism from city centers to residential neighbourhoods and generating economic benefits for city residents." (Boswijk, 2017)
- "The aorta of the Airbnb company; being engaged in local communities and value networks." (Boswijk, 2017)
- "We conclude that Airbnb is evidence of the sharing economy's level of environmental sustainability." (Midget et al., 2019)
- "Airbnb's partnership with refugee relief organizations and medical non-profits to offer free temporary housing to people who lost their home due to disasters, conflict or illness as part of its Open Homes program." (Wirtz et al., 2019)
- "It will not end the financial crisis, loneliness, climate change, peak oil, inequality, resource scarcity, loss of biodiversity and ecosystem resilience and unemployment. It will not contribute, to any great degree, to a more sustainable world, or more sustainable tourism marketplaces. Airbnb will not create secure and stable jobs, generate greater trust amongst hosts and guests, and make us greener or more ethical tourists and make up for inequality." (O'Regan & Choe, 2017)

Underutilized resources

- "It argues it helps those with a spare bed to rent in order to make ends meet." (O'Regan & Choe, 2017)
- "A typical Airbnb host occasionally rents out the property in which he or she actually lives." (Boswijk, 2017)
- "In helping communities make use of their underutilized rental properties, Airbnb has spurred local economic development." (Anwar, 2018)
- "The sharing economy makes use of resources already in existence. This is represented by Airbnb's "home-share" options." (Midget et al., 2019)
- "To understand the extent to which units are really just "excess space" or are diverted from the pool of available long-term accommodation." (Scassa, 2019)

	• "However, with the rise in the popularity of the site, concerns have grown over the use of the platform by those who make entire units available year-round; as well as hosts with multiple available units." (Scassa, 2019)
Reciprocation	• "While the actual hosts () are implicitly expected to contribute to the guests' "local experience" through their caring labour in the home, by "showing the guests around," or by taking them to local events and outings." (Roelofsen & Minca, 2018)
	• "The Airbnb community, we maintain, is thus somewhat the product of a subtraction and of the related need for compensation." (Roelofsen & Minca, 2018)
	• "Airbnb is gaining revenue from both hosts and guests for the services intermediated." (Onete et al., 2019)
Money	• "The value that Airbnb's platform offers to participating hosts is an extra source of income to pay the bills." (Boswijk, 2017)
relevance	 "The revenue structure is commission based on a two-sided market model, from both hosts and guests." (Boswijk, 2017) "A low transaction cost model." (Anwar, 2018)
	• "Hosts list their available rooms, apartments or houses on the Airbnb platform, determine their own price."
Money	• "While city reports authored by Airbnb detail benefits such as income creation." (O'Regan & Choe, 2017)
importance	• "The organizational ethos of the platform will be increasingly recognized as a symptom of predatory laissez-faire platform capitalism." (O'Regan & Choe, 2017)
	• "Consumers who are willing to pay extra for quality service and convenience." (Anwar, 2018)
	• "By utilizing all Airbnb has to offer (especially the home-sharing options) users of the site can increase monetary savings." (Midgett et al., 2018)
	• "Turns it into a profitable enterprise for its users." (van Doorn, 2019)
Calculation	• "Guests may ask for a special price and hosts are allowed to make a special offer." (Boswijk, 2017)
	• "As it predicts the optimal price for a rental based on its location, time of year, and a variety of other attributes, it blurs the line
	between Airbnb as a marketplace and as a more controlling actor." (O'Regan & Choe, 2017)
	• "Forthcoming hosts list their available rooms, apartments or houses on the Airbnb platform, determine their own price in terms of duration, and give accommodation to guests." (Onete et al., 2018)
	• "Hosts may also browse the site to compare their unit with others in the same area, and in order to gain information about how they might price their unit." (Scassa, 2019)

3.5.3 Third study

The interviews with Fairbnb.coop's co-founders provide evidence that the organization demonstrates both sharing and exchange characteristics.

3.5.3.1 Sharing characteristics

As it relates to social aspects, such as social bonds and social reproduction, the organization believes that people using Fairbnb.coop are willing to meet someone real, because they know that it is not a company running the property. Thus, the contact between individuals involved in the interaction may result in social connection (social bonds) and, consequently, reproduction of relationship between them (social reproduction). These characteristics are described by co-founder #1 as "people coming through the platform are people willing to experience sustainable tourism, a real experience, and meet someone real." Co-founder #2 adds "the first choice for them [the hosts], if they had to choose ... something else to offer to their guests, the first option was social time. Spend some time together. Like going out for a walk, bike ride, or having a beer..." For the guests "there is a niche, that is not small, of people that are not tourists but are travellers and those people want to be with locals" (co-founder #2).

In terms of similarity to real sharing, social connections occur between hosts and guests, where guests share space and experiences with hosts. Co-founder #2 stresses "guests are not just renting a place...they are staying in somebody's house." Co-founder #1 adds that guests know they "will find someone real and that is something that they want." Social bonds, social reproduction and similarity to real sharing are sharing characteristics embodied in the organization and more accurately positioned on the pure sharing side of the continuum.

The singularity characteristic is demonstrated through Fairbnb.coop "one host one home policy". The organization does not accept corporate apartments, only units owned by local individuals (i.e., non-standardized proprieties). Fairbnb.coop also emphasizes the desire to offer travellers a real experience, as co-founder #2 explains, "... Airbnb is becoming like a hotel chain. The rooms look the same in every part. What we want to give to our travellers, instead, is a more real travel experience... the travellers find something that they cannot easily find in their own country, only there ... they want to sleep in houses that look like something local."

The "one host one home policy" is also an indication of the presence of the underutilized resources characteristic, as it encourages the rental of a property owned by someone with excess

capacity. As co-founder #1 comments, "we don't accept corporate-owned apartments. We are only growing city by city, which is very easy to check the legality of the places." Co-founder#2 adds, "they [meaning the hosts] can have all the houses they want, but only one in the touristic market. Not only on Fairbnb.coop, on all the platforms." The sharing characteristics of singularity and underutilized resources are both present in Fairbnb.coop and consequently fall more appropriately on the sharing side of the continuum.

The sustainability characteristic is listed as one of the goals and original motivations behind Fairbnb.coop, particularly in terms of the social impacts of travellers. The organization is concerned about over-tourism and the societal and community impacts associated with tourism. Consequently, the organization is focused on the welfare of communities and not just on the users. As described by co-founder #1, "we started thinking [about] the relationship between how tourism nurtures economically but also how it impacts the society, and the culture." Co-founder #3 explains that "it shows citizens, municipalities, and policymakers that [it] might be possible to have another model that is something that could really reduce overtourism or the problems of gentrification." The organization also refers to supporting environmental projects, as explained by co-founder #3: "... the other [half of the commission fee] can be donated by the travellers to a social project or environmental project where they travel."

Likewise, the sense of joint ownership is also considered a characteristic of the organization. Fairbnb.coop believes that tourists are increasingly concerned about staying in legal accommodations. Thus, guests feel a sense of responsibility for the resource they will rent. For example, co-founder #1 states, "it also makes people wonder if they are going to a place that might be out of the rules or not." Further co-founder #3 adds, "people that get interested in Fairbnb.coop are people that tend to have a more conscious way of traveling and also respecting the surroundings."

Fairbnb.coop also demonstrates the dependent characteristic given that it does not accept corporate-owned apartments. The transaction depends upon the presence and involvement of both guests and hosts. The platform also asks hosts to personally welcome guests, as explained by cofounder #2: "we are targeting a specific type of hosts, only small properties. Those people are less probably to use key boxes or wallboard or property management systems. So, they probably do check-in and check-out personally, and we ask them to be [there] welcoming the guest." Cofounder #3 adds, "we ask ... that hosts care about [the] Fairbnb.coop project and about the people

that travel." Sustainability, sense of joint ownership and dependent, which are characteristics of sharing, are evident in Fairbnb.coop, and are therefore positioned on the sharing side of the continuum.

Consequently, the money importance, an exchange characteristic, should be (re)codified as money non-importance because Fairbnb.coop donates 50 percent of the commission fee to local projects. As stated by co-founder #2, "we give 50 percent of our revenue to social projects ... our goal is also to create a system that redistributes money and also is more equal." Furthermore, as a cooperative, its profits are legally defined and limited. As co-founder #1 explains "the fact that we constitute our company as a cooperative ... we are all working members and it is [a] cap by law, the amount of profit we can do." Co-founder #2 explains that hosts were interested in social aspects rather than charging for services. He adds that "if they [meaning the hosts] had to choose something else to do alongside with the business, ... the first option was social time ... more than offering paying services." Thus, the characteristic is positioned on the sharing side of the continuum.

3.5.3.2 Exchange characteristics

Exchange characteristics are also present in the organization. For instance, money relevance is evidenced in the monetary exchange interaction, represented by the price charged by hosts to guests, and the commission fee charged by Fairbnb.coop to the guests. Co-founder #3 explains that "there is the commission on the transaction: we keep half and the other can be donated." Similarly, the reciprocation characteristic is evident because hosts expect to receive payment in return for the accommodation shared, as co-founder #3 explains. He states that "for now, all the apartments are shared for monetary return." The calculation characteristic is present when guests check availability and prices and then choose an accommodation. For example, co-founder #1 states "you need accommodation, and you check for accommodation ... people have motivations to do better, but at the end of the day spending more money for something is always difficult." The characteristic is also present when hosts decide how much to charge, as suggested co-founder #3. He states that "the prices charged by the hosts are up to them." Money relevance, reciprocation, and calculation characteristics are more closely associated with exchange and are therefore positioned on the exchange side of the continuum.

3.5.4 Positioning Airbnb and Fairbnb.coop on the SEC

The analysis reveals that both Airbnb and Fairbnb.coop exhibit a mix of sharing and exchange characteristics, representing dualistic organizations operating under the SE concept (Figure 3.2). Table 3.7 displays the average SI value per each organization and per each study.

Table 3.7 Number of characteristics by type and SI value*

Number of Characteristics						
Study	Organization	Sharing	Dual Mode	Exchange	Total	SI (%)
1	Airbnb	5	2	4	11	54.5
1	Fairbnb.coop	6	2	3	11	63.6
2	Airbnb	0	7	4	11	31.8
3	Fairbnb.coop	9	0	3	12	75.0

^{*}SI mean value for Airbnb = 43.2%; SI mean value for Fairbnb.coop = 69.3%

Overall, the analysis of Airbnb's online documents reveals that it exhibits both sharing and exchange characteristics related to dependent and underutilized resources. As it relates to the exchange characteristics, Airbnb represents money relevance, calculation, money importance, and reciprocation. It also evidences the presence of the sharing characteristics of social bonds, social reproduction, similarity to real sharing, singularity and sustainability in its communications. Therefore, the SI of the characteristics analysed indicates a value of 55% for Airbnb, and the organization is positioned slightly closer to the sharing side of the continuum.

The analysis of the Airbnb research articles suggests it has both sharing and exchange characteristics related to social bonds, social reproduction, dependent, similarity to real sharing, singularity, underutilized resources and sustainability. The analysis also indicates that Airbnb demonstrations the exchange characteristics of calculation, reciprocation, money relevance and money importance. Therefore, Airbnb's SI indicates a value of 32% and consequently, it is positioned significantly closer to the exchange side of the continuum.

The analysis involving Fairbnb.coop online documents indicate the characteristics of similarity to real sharing, social bonds, social reproduction, singularity, sustainability and money non-importance. Further, it exhibits the sharing and exchange aspects of dependent and underutilized resources; however, it also exhibits characteristics of the exchange economy. For example, Fairbnb.coop demonstrates the characteristics of reciprocation, calculation and money

relevance. Given these findings, the SI for Fairbnb.coop characteristics indicates a value of 64%, and Fairbnb.coop is positioned closer to the sharing side of the continuum.

Likewise, the interviews analysis with Fairbnb.coop's co-founders suggests that the organization demonstrates the sharing characteristics of singularity, underutilized resources, similarity to real sharing, social bonds, social reproduction, sustainability, dependent, sense of joint ownership and money non-importance embodied in the organization. However, Fairbnb.coop also embodies the exchange characteristics of money relevance, reciprocation and calculation. The calculation of the SI for Fairbnb.coop indicates a value of 75%, and consequently it is positioned significatively closer to the sharing side of the continuum.

An analysis of the global SI, i.e., the mean value of SI values, based upon both studies, indicates a value of 43% for Airbnb and a value of 69% for Fairbnb.coop. Consequently, Airbnb is positioned closer to the exchange side of the continuum, while Fairbnb.coop is positioned closer to the sharing side. Accordingly, the analysis reveals that overall Fairbnb.coop may be a stronger example of the SE. Based upon the analysis, we conclude that categorizing Airbnb as a sharing organization is inaccurate. While it is true that Airbnb presents both sharing and exchange characteristics, as suggested by Habibi et al. (2016; 2017), this analysis illustrates that Airbnb is more accurately positioned closer to the exchange side of the continuum, because it represents more exchange than sharing characteristics. This study's findings also indicate that Fairbnb.coop represents a pro sharing position. This finding aligns with Molz (2018), who suggested that Fairbnb.coop may represent a better alternative business model to overcome the social and economic impacts of Airbnb. Indeed, Farmaki, Christou, and Saveriades (2020) appear to agree, suggesting that Fairbnb.coop represents an alternative to the capitalistic tendencies of organizations such as Airbnb. Overall, our findings appear to suggest that Fairbnb.coop has the characteristics required to be considered a SE organization, whereas in contrast, Airbnb more accurately represents the exchange economy.



- Positions based on analysis of online documents (first study)
- Position based on analysis of articles about Airbnb (second study)
- Position based on interviews with Fairbnb.coop's co-founders (third study)
- Global position of each organization based on the average of the studies

Figure 3.2 Positioning Airbnb and Fairbnb.coop on the Sharing Economy Continuum

3.6 Conclusion, theoretical and managerial contributions

This study, which utilized multiple sources of data, utilizing qualitative and quantitative methods, makes valuable theoretical and managerial contributions. From a theoretical perspective, it more fully explains the phenomenon of the SE, particularly as it relates to the addition of two SE characteristics: sustainability and underutilized resources. The addition of the sustainability characteristic, for example, is an essential sharing aspect. Crommelin et al. (2018) contend that sharing is environmentally, socially and economically sustainable. Similarly, the addition of the underutilized resources characteristic aligns with Benkler (2004), who suggests that underutilized capacity, offered through SE organizations, is better harnessed when provided through sharing. Both sustainability and underutilized resources were identified as characteristics of the SE by Ranjbari et al. (2018). As such, this study offers an improved understanding of the characteristics that typify the sharing economy and better explains to what extent an organization represents pure sharing (focused on social concerns), pure exchange (focused on economic gains) (Belk, 2014a) or a mixture of both. These findings may assist other tourism and hospitality researchers better understand the impacts, patterns, and motivations of travellers and hosts involved in the SE. In turn, this knowledge may assist in the development of solutions and strategies to better address the negative impacts of the SE, while better supporting and promoting the positive impacts.

From a managerial perspective, this study also utilized the SI, which together with the SEC, may serve as a valuable tool for researchers, governance and community leaders, as well as business managers. Specifically, the use of the SEC enables a more accurate assessment of an organization's sharing and exchange characteristics. In turn, this may assist organizations or

individual businesses that seek to position their businesses as part of the SE market, helping them better understand the characteristics and sharing practices associated with the SE. These tools may also be of particular value to those who seek business models that promote positive social, environmental and economic impacts. Overall, we contend that the SI and SEC begin to address Lee's (2020) observation as it relates to the lack of valuable resources for practitioners in assessing and evaluating the SE.

This study is not without limitations. First, despite repeated efforts to interview key Airbnb informants, we were unsuccessful. In our opinion, this situation occurred because Airbnb has come under increasing government and public scrutiny related to its business practices and the associated negative impacts of those practices. Second, there is a lack of published academic literature, to date, related to Fairbnb.coop and this affected the availability of research data. To overcome these limitations, in consultation with tourism academic experts, we added an extra step to our methodology: we substituted an analysis of the academic literature related to Airbnb for interviews undertaken with Fairbnb.coop co-founders, in order to assess the sharing-exchange characteristics of both organizations. This extra step provided a viable alternative to overcome this situation.

We also wish to highlight some findings that present future research opportunities. For example, future studies might explore hosts and guests' perspectives on the presence of sharing and exchange characteristics within accommodation SE organizations. Possible research questions include: In what ways do hosts and guests' assessments align with and diverge from the characteristics of the sharing and exchange economies? Further, it would be valuable to interview founders and co-founders of not only accommodation SE organizations, but also those associated with tourism in a broader context (i.e., people and food delivery organizations). Possible research questions include: How do these organizations rank in terms of sharing and exchange characteristics? How do other types of SE organizations compare to accommodation SE organizations?

Overall, this study answers the call of Habibi et al. (2016; 2017) to apply different methods when analysing the SE framework through the addition of the SI formula and amendments to the SEC (addition of sustainability and underutilized resources characteristics). The SEC and SI, as presented in this study, represent practical and easy-to-use tools for organizations to analyse and understand their characteristics in relation to the SE market.

Furthermore, while Habibi et al. (2016) analysed consumer perspectives of the characteristics of organizations positioned as part of the SE, this study analyses how the characteristics are represented in the practices and discourse of organizations. In divergence to Habibi et al. (2016; 2017) who positioned Airbnb in the middle of the continuum, the findings of this study suggest that the organization is more closely aligned with the exchange side of the continuum. Whereas, in contrast to Airbnb, Fairbnb.coop is more closely aligned to the sharing side. These are important findings, particularly in the context of increasing governmental and community concerns of the negative social, environmental, and economic impacts associated with the SE.

As such, the findings of this study may lead to a better understanding of the sharing and exchange characteristics associated with more positive impacts. In turn, this may lead to better business practice standards within the SE sector, particularly as it relates to sustainability. The Centre for Responsible Travel's 2019 report highlights that consumer demand for sustainable travel experiences continues to grow. It also contends that tourism businesses and destinations play a role in not only adopting responsible tourism practices, but also in creating awareness and educating tourists about sustainability (CREST, 2019). As tourists become more aware of sustainable business practices, they may increasingly choose to patronize pro sharing initiatives that typify sustainability practices. In terms of promoting sustainable practices and business models, Fairbnb.coop may be a positive change agent in the SE accommodation sector by modelling more socially benign business practices for others to emulate. Given the fact that many communities around the world are struggling to minimize the negative impacts associated with SE, this study makes a timely contribution in broadening our understanding of sharing and exchange characteristics, from an organizational perspective.

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CHAPTER 4

Social impacts of peer-to-peer accommodation on host communities³

Highlights

- This study integrates research on the sharing economy and social impacts on host communities
- A framework integrating the social impacts of peer-to-peer accommodation on host communities is proposed
- A working definition of peer-to-peer accommodation centred on the social impacts is suggested
- A working definition of social impacts of peer-to-peer accommodation is proposed
- This study analyses how Fairbnb.coop manages social impacts on host communities

Abstract

Peer-to-peer accommodation in the sharing economy has recently emerged as a central focus of research in tourism and hospitality. However, research specifically on the social impacts is fragmented. A review of the relevant literature on peer-to-peer accommodation and in-depth interviews with co-founders of a peer-to-peer accommodation organization are used to explore and analyse the main social impacts on host communities. This study proposes an integrative framework and working definitions of peer-to-peer accommodation and social impacts of peer-to-peer accommodation in the sharing economy. It contributes to knowledge on how this business paradigm affects and frames the host communities and integrates the factors that should be explored by researchers, policymakers and sharing economy organizations to manage the impacts of peer-to-peer accommodation on host communities.

Keywords: sharing economy; peer-to-peer accommodation; social impacts; host community

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³ Co-authored with Professor Catarina Marques and Ana C. Campos. Under revision.

4.1 Introduction

Tourism and hospitality is one of the industries most affected by the emergence of the sharing economy (SE) (Martin, 2016). The SE emerged as an alternative business model to fulfil customer needs such as accommodation, transportation, leisure and meals (Acquier et al., 2019; Wirtz et al., 2019). Peer-to-peer accommodation, as part of the sharing economy, has grown strongly in recent years, creating a model of sharing access to underutilized resources through online platforms. It occurs either free of charge or for a fee or some form of compensation (Belk, 2014; Frenken & Schor, 2017; Hamari et al., 2016; Wirtz et al., 2019). The phenomenon has provided residents, tourists and destinations with a diverse range of opportunities, but also challenges (Dolnicar & Talebi, 2020). Progressively it has attracted academic researchers' attention (Belarmino & Koh, 2020; Dolnicar, 2019), despite no consensus on a single definition of the "sharing economy" (Hossain, 2020; Schor, 2016).

With peer-to-peer accommodation becoming an important issue in the tourism and hospitality and public spheres, research on this type of SE has increased over the past years and intensified the debate on the impacts of peer-to-peer accommodations at the economic (e.g., Brown et al., 2021), the environmental (e.g., Cheng et al., 2020b), and also at the social levels (Richards et al., 2020), in particular impacts on local communities (Cheng et al., 2020a; Jordan & Moore, 2018). Recent research has analysed its impacts on hotels (Zervas et al., 2017), the housing market (Lee, 2016), regulatory issues (Nieuwland & Van Melik, 2020), consumer behaviour (Tussyadiah & Pesonen, 2018) and impacts on residential neighbourhoods (Dredge & Gyimóthy, 2015; Tussyadiah & Pesonen, 2016). A prior literature review on peer-to-peer accommodation has been conducted by Belarmino and Koh (2020) focusing on peer-reviewed literature, number of articles published by year, methodology, theory, location, and authors. Dolnicar (2019) reviewed research on peer-to-peer accommodation by synthesizing key areas of the phenomenon into a knowledge map. Guttentag (2019) focused exclusively on literature about Airbnb to assess the progress of research on this organization. Hossain (2020) reviewed literature on the SE exploring the definition, key theories and the activity as a phenomenon. Boar et al. (2020) reviewed the literature on the SE focusing on aspects of the sustainability and the Sustainable Development Goals (SDGs; United Nations, 2015).

Despite studies on the economic and environmental aspects, research focusing on the social impacts of peer-to-peer accommodation in the SE remain scarce and fragmented (Sainaghi

& Baggio, 2019). Furthermore, the social dimension is the least comprehended pillar of the sustainable development (Åhman, 2013; Vifell & Soneryd, 2012) and there is a lack in steady procedures - methods, practical tools and frameworks - to assess the social impacts of organizations (Sasidharan, 2017). A more holistic framework to assess the social impacts of organizations at the host community level would advance research on peer-to-peer accommodations in the SE, a dynamic area that is facing rapid growth and has not benefited from a comprehensive review in terms of its social impacts. Such framework would also assist organizations in understanding their social impacts and also policymakers in responding to a range of issues concerning host communities. A large body of tourism research has focused on assessing social impacts, although they have not been designed to peer-to-peer accommodations in the SE. Uncovering the social impacts of tourism contributes to the understanding of host communities' perceptions on tourism positive and negative impacts. Research into the social impacts of peer-topeer accommodation in the SE is an emerging topic, thereby requiring initial conceptualization of the topic and integrative knowledge to combine perspectives and insights from different studies. Thus, a framework for assessing social impacts specifically of peer-to-peer accommodation is needed to better understand current knowledge and perceptions about it, particularly because social impacts are critical to communities' sustainable development.

This study intends to fill this gap and contribute to the debate on the impacts of peer-to-peer accommodation on tourism destinations, integrating two streams of literature in the tourism and hospitality sector: peer-to-peer accommodation and social impacts. More specifically, it aims to provide an exhaustive summary of the literature on the positive and negative social impacts of this type of SE at the host community level. In addition, it intends to contribute to the conceptualization of the social impacts of peer-to-peer accommodation in the SE. This objective is achieved through a literature review of the existing studies, leading to an integrative framework and consequently a working definition of social impacts of peer-to-peer accommodation on host communities, which updates existing concepts of the social impacts, though focusing on peer-to-peer accommodation in the SE. Further, in-depth qualitative interviews are undertaking to explore how the themes emerged are managed by a peer-to-peer organization. This is an important undertaking from both the academic and community perspectives.

Accordingly, the paper is structured into the following sections. Section 4.2 defines the boundaries of the social impacts of tourism, presenting the aspects that directed this research.

Section 4.3 presents the methodology and data used in the analysis. Section 4.4 presents the results by presenting the themes emerged from the literature review. Section 4.5 presents the definitions of peer-to-peer accommodation and social impacts of peer-to-peer accommodation in the SE. Section 4.6 shows how the social impacts are managed by an organization of peer-to-peer accommodation. Section 4.7 discusses the main results and section 4.8 and 4.9 offers the theoretical and managerial contributions. Finally, section 4.10 draws the principal conclusions and suggests futures areas of research.

4.2 Social impacts of tourism

Research into the impacts of tourism focuses on the economic, socio-cultural, and environmental dimensions (Bramwell et al., 2017; Domínguez-Gomez & Gonzalez-Gomez, 2017). Research concentrates mainly on the economic dimension (Brown et al., 2021; Ko & Stewart, 2002; Liu & Var, 1986), although the socio-cultural and environmental dimensions have been also examined (Kim et al., 2013; Nunkoo & Ramkissoon, 2011; Ozturk et al., 2015). This may be explained because social and cultural aspects do not emerge as rapidly as economic aspects (Ohmann et al., 2016).

Understanding the impacts of tourism on host communities is incremental and essential for governments and communities, especially in terms of community support for tourism development (Deery et al., 2012). There are no clear differences between the social and cultural impacts of tourism (Mathieson & Wall, 1982). Social - and cultural - impacts of tourism are considered the effects that tourism produces on the residents of the host communities through direct and indirect interaction with tourists (Milman & Pizam, 1988). The social impacts of tourism have been researched under the variables that influence residents' perceptions of the impacts, such as length of residence in the area, and the impacts themselves, such as overcrowding and changes in the characteristics of the destination (Deery et al., 2012).

The literature underlines that the positive social impacts of tourism include a cultural exchange between local community and tourists; a sense of identity and belonging; and better quality of life through public services improvements such as health and education (e.g., Dyer et al., 2007; Joo et al., 2019; Kaplanidou & Karadakis, 2010; Ribeiro et al., 2017). However, it also emphasizes the negative social impacts of tourism. The activity is accused of deteriorating the social structure, leading to an increase of vandalism and crime, alcohol and drug addiction, and

damaging the local culture and language (Andereck et al., 2005; Milman & Pizam, 1988; Joo et al., 2019; Nunko et al., 2013; Nunkoo & Ramkissoon, 2011; Ribeiro et al., 2017). Impacts may induce changes in "individual behaviour, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization" (Milman & Pizam, 1988, p. 29). They can change negatively and positively residents' lives, encompassing quality of life, well-being and happiness (Wallstam et al., 2018).

A diverse range of indicators from other dimensions, such as economic (employment opportunities) and environmental (garbage), has been considered as social impacts of tourism due to their role in influencing the lives of residents (e.g., Fredline et al., 2003). This study considers that such indicators may be present in the literature on social impacts of peer-to-peer accommodations.

4.3 Methodology

4.3.1 Overview

4.3.1.1 First study

This research adopts an integrative literature review method, which is a form of research that synthesizes and combines existing literature and explores new ways of thinking on the topic (Snyder, 2019; Torraco, 2016). It is a useful qualitative technique for synthetizing the literature on specific research topics (Torraco, 2016) and it has been adopted by other researchers in the tourism domain (Ozseker, 2018; Pearce, 2014). An integrative literature differs from a systematic literature review as it can involves different work designs, and it is less standardized (Torraco, 2016). It summarizes past research and draws conclusions from the body of literature on a specific topic. The approach enables the analysis of studies that apply different methods, both theoretical and methodological (Whittemore & Knafl 2005). In this methodology, existing streams of research are connected to create a new formulation on the topic (Snyder, 2019), focusing on core issues which lead to a framework (Torraco, 2016). The integrative literature review was considered the most appropriate one, especially because social impacts of peer-to-peer accommodation is an emerging topic that would benefit from a holistic conceptualization and synthesis of the literature (Torraco, 2016).

Torraco (2016) suggests a methodology of integrative literature review that includes the following stages: (1) structuring the review; (2) conducting the review; and (3) assessing the findings. The first stage identifies the research objectives and the understanding about the topic. The second stage begins with the identification of keywords, databases to be used and the exclusion and inclusion criteria. A general review of the selected papers is conducted, followed by the analysis of the papers selected. Finally, the last stage synthetizes the field of research and proposes an integrative framework.

In brief, this study gathers literature on the social impacts of peer-to-peer accommodation on host communities. From the insights obtained through a careful examination of the literature, the analysis is organized by themes, in which the main themes incorporate streams of related social impacts. The components of the literature review are arranged by grouping research with similar themes (Torraco, 2016), in this case integrating social impacts of peer-to-peer accommodation on host communities.

4.3.1.2 Second study

To examine how the themes emerged from the literature review are managed by an organization of peer-to-peer accommodation, in this study, primary data were obtained from semi-structured in-depth interviews. This study examines Fairbnb.coop for the following reasons. First, the organization has arrived at the marketplace purportedly to address many of the negative social impacts associated with other organizations of peer-to-peer accommodation. Second, Study 2 identified that Fairbnb.coop is a stronger example of the sharing economy compared to Airbnb and, consequently may be a positive agent in the peer-to-peer accommodation sector, especially as it relates to sustainable practices. As such, Fairbnb.coop represent an interesting organization to be analysed in terms of social aspects which provide an ideal foundation for this study.

4.3.2 Data collection methods

4.3.2.1 First study

The research sets out from a systematic search (Torraco, 2016) on the Web of Science and Scopus academic databases. An initial analysis of the literature on the SE assisted in the identification of keywords. For both databases, the search started with the keywords "sharing economy",

"collaborative consumption", "collaborative economy" (Dredge & Gyimóthy, 2015) or "peer-to-peer accommodation" in conjunction with "sustainability" and/or "social impacts". These were common keywords used in seminal papers and in recent studies on peer-to-peer accommodation (e.g., Garau-Vadell et al., 2019; Hossain, 2020; Sainaghi & Baggio, 2019). The search was conducted in November 2020, was not restricted to a specific timespan and was limited to journal articles written in English. The research was limited to the Web of Science categories: business; hospitality leisure sport tourism; management, social issues; social science and sociology and to Scopus categories: business, management and accounting; and social science.

A search of the Web of Science database yielded 323 documents and of Scopus, 622 documents. These results were merged into an Excel file, and 204 duplicates were removed, providing 741 documents for further analysis. The title, abstract and keywords were screened to select those relevant for inclusion (Torraco, 2016). Documents out of the scope of this study and/or from contexts other than tourism and hospitality were removed (see Table 4.1 for inclusion and exclusion criteria). For example, a study by Boyko et al. (2017) was excluded because it did not have a tourism or hospitality focus although it explored how sharing between neighbours can contribute to more sustainable cities. Similarly, a study by Ma et al. (2018) was excluded as the context was sharing between other actors rather than residents. A study by Light and Miskelly (2015) was excluded as it analysed the social aspects of the SE but lacked reference to tourism and hospitality initiatives. Additional references were identified by tracing citations in the papers already found (Torraco, 2016) (see Figure 4.1 for the search strategy). Finally, a total of 98 documents, including theoretical and empirical studies, emerged from the search process.

Table 4.1 Inclusion and exclusion criteria

Criterion	Inclusion	Exclusion
Keywords	At least one of the searched keywords from both themes	
Research area	(a) Tourism and/or Hospitality(b) Peer-to-peer accommodation	
Relevance	(a) Social impacts of peer-to-peer accommodation on destinations(b) Related to host communities/residents	(a) Related to social aspects of organizations instead of the host communities(b) Motivations to use peer-to-peer accommodation

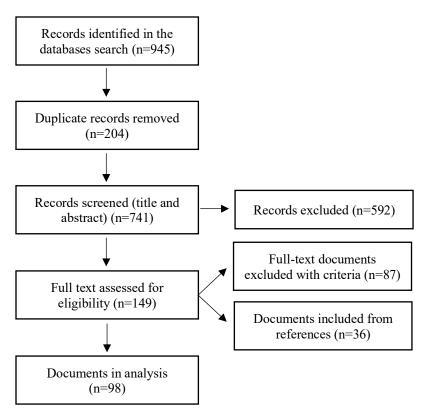


Figure 4.1 Summary of the search strategy and process

4.3.2.2 Second study

Semi-structured in-depth interviews were undertaken with three co-founders of Fairbnb.coop to gather data about how the organization manages the social impacts on host communities. Fairbnb.coop is a cooperative that has emerged in tourist accommodation market in response to some of the challenges related to peer-to-peer accommodations such as Airbnb. It is run in the style of a cooperative, operating through co-ownership and co-governance (Fairbnb.coop, n.d.). The organization main goal is to support the host community by reinvesting half of the commissions earned from guests into local projects selected by the residents (Fairbnb, n.d.).

Qualitative interviews are a data collection tool adequate to a qualitative research design (Creswell, 2014) and are considered appropriate for developing knowledge as they allow an exploratory understanding of the phenomena under analysis (Creswell, 2014). An interview protocol (see Appendix E) was prepared in accordance with Creswell (2014) and contained openended questions centred around the themes emerged from the literature review and integrated into

the framework. The interviews lasted approximately 45 minutes and were digitally recorded, with consent, and subsequently transcribed in preparation for data analysis.

4.3.3 Data Analysis

4.3.3.1 First study

The extracted data were inductively analysed to integrate the literature under theme categories. An open interpretation of social impacts indicators is adopted and any indicator that presumably indicates a type of impact on the lives of people is included for analysis. This study purposely allows indicators to emerge free of such delimitation, since the aim is to develop a set of indicators that have a direct and indirect impact on the lives of host communities. A content analysis was conducted to analyse the final 98 documents. The coding of the data was completed by three researchers following an investigator triangulation method (Decrop, 1999) in which any discrepancies were discussed to ensure the trustworthiness and reliability of the study.

The process of data analysis involved the following stages: (1) passages selection; (2) coding; (3) dimensions; and (4) core themes, which generated the framework presented in this study. During the first stage, relevant passages representing the social impacts of peer-to-peer accommodation were selected from each of the selected documents. After the initial round, the open coding process was employed to name the passages. These interpretations were the starting point for the third stage, where inter-relations were observed as repeated instances of a similar type of impact emerged from the literature review. The fourth and final stage of analysis involves categories that were merged and renamed under broader ideas in a consolidated and refined coding scheme. This process is shown in Appendix F, with examples of how article passages generated open codes, which were grouped into dimensions (first-order constructs) that resulted in the six theme categories for the social impacts of peer-to-peer accommodation on host communities.

4.3.3.2 Second study

Deductive coding, using predetermined codes, was considered an appropriated approach for this study. During the data coding phase, each time a representative passage of a code was identified in the interviews, it was recorded into the predetermined code in the codebook. The coding of the data was completed by three researchers following an investigator triangulation method (Decrop,

1999) in which any discrepancies were discussed to ensure the trustworthiness and reliability of the study.

4.4 Results

4.4.1 Social impacts of peer-to-peer accommodation on the host communities

The social impacts of peer-to-peer accommodation on host communities' framework integrates related streams of research in six core themes – (i) residents and tourists' relationship; (ii) housing (in)stability in the local community; (iii) neighbourhood disturbances; (iv) local identity; (v) safety effect in the neighbourhood; and (vi) residents' welfare and business aspects. It also presents the subcategories representing the dimensions which were merged into the core themes. Figure 4.2 shows the suggested framework.

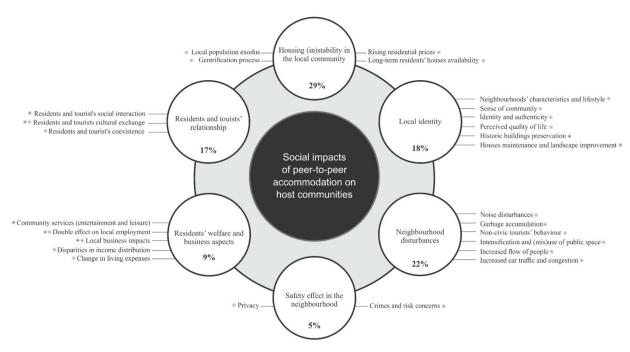


Figure 4.2 Framework of the social impacts of peer-to-peer accommodation in the SE

4.4.1.1 Residents and tourists' relationships

The "residents and tourists' relationship" dimension was identified as the fourth most representative dimension of the social impacts of peer-to-peer accommodation on the host communities, accounting for 17% of the total coded data. Peer-to-peer accommodation is

consistently described as an opportunity for *social interaction between tourists and residents* (e.g., Leung et al., 2019; Suess et. al, 2020) which leads to *cultural exchange* (e.g., Garau-Vadell et al., 2019; Gurran et al., 2020) but can also affect *daily coexistence* (e.g., Gant, 2016; Garcia-Ayllon, 2018).

Tourists who choose peer-to-peer accommodation have the opportunity to stay in residents' homes and interact with hosts and their families (Farmaki et al., 2019; Freytag & Bauder, 2018; Garau-Vadell at al., 2019; Molz, 2018; Oskam & Boswijk, 2016; Serrano et al., 2020). They can also experience an authentic encounter (Molz, 2013; Stienmetz et al., 2019) while socializing with non-tourism related residents (Guttentag, 2015; Paulauskaite et al., 2017; Suess et al., 2020), and join the local community (Lin et al., 2019; Oskam & Boswijk, 2016).

This interaction can occur in different forms. It happens when tourists share their travel experiences with residents or connect with them to ask for travel information or communicate with bus or taxi drivers (Lin et al., 2019). Another form of interaction includes tourists' participation in events, dinners (Habibi et al. 2017; Johnson & Neuhofer, 2017) and local activities (Lin et al., 2019) usually attended by residents. This form of contact is seen as a way of experiencing the destination like a local (Caldicott et al., 2020; Johnson & Neuhofer, 2017; Lin et al., 2019; Tussyadiah & Pesonen, 2018), fostering the strengthening of social connections (Gössling & Hall, 2019; Leung et al., 2019; Wruk et al., 2019) and immersion (Caldicott et al., 2020; Lin et al., 2019).

This interaction allows mutual cultural exchange (Cheng et al., 2020a; Garau-Vadell et al., 2019; Martín et al., 2019; Mody et al., 2019; Petruzzi et al., 2020), which generates tourist involvement in the local culture (Johnson & Neuhofer, 2017; Lin et al., 2019) and consequently confers understanding between different cultures (Garau-Vadell et al., 2019; Mody et al., 2019; Stienmetz et al., 2019) and learning of new languages (Garau-Vadell et al., 2019; Stergiou & Farmaki, 2019). However, this interaction may also contribute to friction between residents and tourists (Gurran et. al, 2020; Mody et al., 2019; Paulauskaite et al., 2017; Tussyadiah & Pesonen, 2016) due to language issues (Cocola-Gant & Gago, 2019; Lin et al., 2019; Paulauskaite et al., 2017) and the presence of tourists without any sense of responsibility to the host community (Cocola-Gant & Gago, 2019). Such aspects affect daily coexistence in the residential neighbourhood (Cheng et al., 2020a; Gant, 2016; Garcia-Ayllon, 2018), deteriorating cohabitation between residents and tourists (Garau-Vadell et al., 2019).

4.4.1.2 Housing (in)stability in the local community

The "housing (in)stability in the local community" dimension was identified as the most representative dimension of the social impacts of peer-to-peer accommodation on the host communities, accounting for 29% of the total coded data. Peer-to-peer accommodation contributes to *rising residential prices* (e.g., Gössling & Hall, 2019; Hassanli et al., 2019), *decreasing the availability of housing for long-term residents* (e.g., Guttentag, 2015; Oskam & Boswijk, 2019), *local population exodus* (e.g., Gallardo et al., 2019; Griffiths et al., 2019), and *gentrification* (e.g., Farmaki et al., 2020; Muñoz & Cohen, 2017).

Peer-to-peer accommodation represents an alternative form of generating extra income and has led many homeowners to convert long-term accommodation into short-term offerings (Griffiths et al., 2019; Ranchordás & Goanta, 2020; Stabrowski, 2017). This shift affects the availability of houses for long-term residents (Cheng et al., 2020a; Farmaki et al., 2020; Gurran & Phibbs, 2017; Jordan & Moore, 2018) and impacts the local housing market (Farmaki et al., 2019; Guttentag, 2015; Oskam & Boswijk, 2016). Additionally, the great provision of entire units to travelers reduces the availability of housing for community members (Llop, 2017; Stergiou & Farmaki, 2019; von der Heidt et al., 2020), especially since many are exclusively for this purpose (Brauckmann, 2017). Consequently, it leads to a shortage of housing for permanent residents (Caldicott et al., 2020; Cocola-Gant & Gago, 2019; Hassanli et al., 2019; Lee, 2016; Leung et al., 2019; Lima, 2019; Molz, 2018).

The removal of houses from the long-term rental market has been linked to difficulties in terms of housing affordability (Gössling & Hall, 2019; Martin, 2016; Nieuwland & Van Melik, 2020; Park & Agrusa, 2020; Petruzzi et al., 2020; Ranchordás & Goanta, 2020), resulting not only from the increase in rental prices (Ayouba et al., 2020; Cheng et al., 2020a; Gant, 2016; Hassanli et al., 2019; Lima, 2019; Molz, 2018; Vinogradov et al., 2020) but also from home buyers being priced out (Blanco-Romero et al., 2018; Brauckmann, 2017; Cocola-Gant & Gago, 2019; Gurran et al., 2020; Martín et al., 2019). Units that remain available to long-term residents are typically far above the usual price (Baumber et al., 2019; Jaremen et al., 2019; Richards et al., 2020; Stienmetz et al., 2019; von der Heidt at al., 2020).

This scenario emerging from adherence to the SE forces residents to leave the neighborhood where it is practiced (Celata & Romano, 2020; Gallardo et al., 2019; Gant, 2016; Garcia-Ayllon, 2018; Llop, 2017). Many struggle to find a place due to the high prices (Stergiou

& Farmaki, 2019) and reduced availability (Cocola-Gant & Gago, 2019; Griffiths et al., 2019). Others suffer from evictions (Blanco-Romero et al., 2018; Lee, 2016; Leung et al., 2019; Stergiou & Farmaki, 2019; Wachsmuth & Weisler, 2018) and expulsions (Gant, 2016; Garau-Vadell et al., 2019).

The process by which a neighbourhood faces a local population exodus inevitably spurs gentrification (Farmaki et al., 2020; Gant & Gago, 2019; Garcia-Ayllon, 2018; Muñoz & Cohen, 2017). The claimed associations between housing rights (Lee, 2016) and the consequent loss of residents (Gant, 2016) are accelerating this process of urban gentrification (Molz, 2018; Moreno-Izquierdo et al., 2019; Oskam & Boswijk, 2016; Stabrowski, 2017; Wachsmuth & Weisler, 2018), where residential areas become increasingly interesting for tourist accommodation and residential life is therefore substituted by tourism (Brauckmann, 2017; Gant, 2016).

4.4.1.3 Neighbourhood disturbances

The "neighbourhood disturbances" dimension was identified as the second most representative dimension of the social impacts of peer-to-peer accommodation on the host communities, accounting for 22% of the total coded data. The presence of travellers in residential neighbourhoods, generated by the increasing supply of tourist accommodation, can lead to disturbances, such as *intensification and (mis)use of public space* (e.g., Jaremen et al., 2019; Martín et al., 2019), *non-civic tourists' behaviour* (e.g., Gurran et al., 2020; Llop, 2017), *noise* (e.g., Guttentag, 2015; Stergiou & Farmaki, 2019), *garbage accumulation* (e.g., Caldicott et al., 2020; Yeager et al., 2019), *increased flow of people* (e.g., Leung et. al, 2019; Tussyadiah & Pesonen, 2016), *car traffic and congestion* (e.g., Wegmann & Jiao, 2017; Yeager et al., 2019).

The influx of people into neighbourhoods (Gallardo et al., 2019; Palombo, 2015; Park & Agrusa, 2020) leads to pedestrian overcrowding in certain areas (Baumber et al., 2019; Cheng et al., 2020a; von der Heidt et al., 2020; Garcia-Ayllon, 2018; Leung et al., 2019; Tussyadiah & Pesonen, 2016; Yeager et al., 2019) and other issues related to traffic (Leung et al., 2019; Park & Agrusa, 2020). The number of cars increases (Jordan & Moore, 2018; Martín et al., 2018; Martín et al., 2019; Petruzzi et al., 2020), which increases traffic problems (Mody et al., 2019; Yeager et al., 2019), such as congestion (Cheng et al., 2020a; Martín et al., 2018; Martín et al., 2019; Park & Agrusa, 2020; Stienmetz et al., 2019; von der Heidt et al., 2020) and competition for parking (Caldicott et al., 2020; Cheng et al., 2020a; Gurran & Phibbs, 2017; Molz, 2018; Palombo, 2015;

Park & Agrusa, 2020; Wegmann & Jiao, 2017). Such factors contribute to overtourism in typically residential areas (Celata & Romano, 2020; Jordan et al., 2018; Molz, 2018; Pasquinelli & Trunfio, 2020; Paulauskaite et al., 2017; WBG, 2018).

Tourists sometimes show non-civic behaviour (Caldicott et al., 2020; Llop, 2017; Stienmetz et al., 2019; von der Heidt et al., 2020), such as late-night disturbances (Gurran et al., 2020; Stabrowski, 2017), drunkenness (Martín et al., 2018; Richards et al., 2020) and drug abuse (Martín et al., 2018). Unruly tourists (Gurran et al., 2020; Stabrowski, 2017) with undesirable behaviour (Palombo, 2015; Jaremen et al., 2019) also produce more noise than usual (Cheng et al., 2020a; Gurran et al., 2020; Mody et al., 2019; Petruzzi et al., 2020; Richards et al., 2020; Stergiou & Farmaki, 2019). Particularly at odd hours (Wegmann & Jiao, 2017), excessive noise (Guttentag, 2015) makes it difficult for residents to sleep (Gant, 2016).

Tourists overnighting in residential areas also intensify the use of public space (Jaremen et al., 2019; Martín et al., 2019), which sometimes provokes standoffs over the misuse of these areas (Martín et al., 2018). Waste management issues arise (Caldicott et al., 2020; Cheng et al., 2020a; Gurran & Phibbs, 2017), as tourists produce more rubbish (Gurran et al., 2020; Park & Agrusa, 2020), resulting in increased garbage accumulation in the neighbourhood (Martín et al., 2018; Petruzzi et al., 2020; Richards et al., 2020; Stergiou & Farmaki, 2019; Stienmetz et al., 2019; Yeager et al., 2019).

4.4.1.4 Local identity

The "local identity" dimension was identified as the third most representative dimension of the social impacts of peer-to-peer accommodation on the host communities, accounting for 18% of the total coded data. Peer-to-peer accommodation can affect local identity by *changing the characteristics* (e.g., Freytag & Bauder, 2018; Stergiou & Farmaki, 2019) *and lifestyle* of neighbourhoods (e.g., Jordan & Moore, 2018; Molz, 2018), affecting the *sense of community* (e.g., Hassanli et al., 2019; Jordan & Moore, 2018), *local identity* and *authenticity* (e.g., Molz, 2018; Richards et al., 2020), and perceived *quality of life* (e.g., Garau-Vadell et al., 2019; Martín et al., 2019). However, it also allows for *houses' maintenance and landscape improvement* (e.g., Jaremen et al., 2019; Mody et al., 2019), as well as the *preservation of historic buildings* (e.g., Gallardo et al., 2019; Yeager et al., 2019).

In terms of characteristics, peer-to-peer accommodation imposes a social change in the neighbourhood (Caldicott et al., 2020; Cocola-Gant & Gago, 2019; Nieuwland & Van Melik, 2020), resulting in residents being replaced by tourists (Jordan & Moore, 2018; Stabrowski, 2017; Stergiou & Farmaki, 2019) and tourists disrupting the residents' lifestyle (Molz, 2018). These aspects trigger a process of touristification (Blanco-Romero et al., 2018; Freytag & Bauder, 2018; Stabrowski, 2017) and depersonalization of the neighbourhood (Richards at al., 2020).

Changes in the neighbourhood's characteristics affect the way of life and the sense of community (Jordan & Moore, 2018; Park & Agrusa, 2020). This undermines the feeling of community among permanent residents (Cheng et al., 2020a; Hassanli et al., 2019; Richards et al., 2020; Stabrowski, 2017; von der Heidt et al., 2020) and reduces community cohesion (Lee, 2016; Martín et al., 2018), making residents feel they do not belong to their own community (Garau-Vadell et al., 2019). Consequently, the neighbourhood suffers from the loss of authenticity and identity (Molz, 2018; Petruzzi et al., 2020; Richards et al., 2020) and degradation of the perceived quality of life (Caldicott et al., 2020; Gant & Gago, 2019; Garau-Vadell et al., 2019; Martín et al., 2019).

Nevertheless, peer-to-peer accommodation encourages the preservation and revitalization of historic buildings (Jaremen et al., 2019; Mody et al., 2018; Mody et al., 2019; Yeager et al., 2019) and residences (Garau-Vadell et al., 2019; Mody et al., 2019), particularly those in the peer-to-peer accommodation market (Cocola-Gant & Gago, 2019; Jaremen et al., 2019). In this sense, peer-to-peer accommodation helps to preserve the cultural heritage of the host community (Gallardo et al., 2019; Mody et al., 2019; Petruzzi et al., 2020; Yeager et al., 2019) and improve the neighbourhood landscape (Jaremen et al., 2019; Petruzzi et al., 2020).

4.4.1.5 Safety effect in the neighbourhood

The "safety effect in the neighbourhood" dimension was identified as the less representative dimension of the social impacts of peer-to-peer accommodation on the host communities, accounting for 5% of the total coded data. Peer-to-peer accommodation is claimed to be one of the reasons for undermining the feeling of security, by increasing *crimes* and *risk concerns* (e.g., Frenken & Schor, 2017; Yeager et al., 2019) along with *privacy* issues (e.g., Palombo, 2015; Stergiou & Farmaki, 2019).

A constant stream of random strangers into residential neighbourhoods (Frenken & Schor, 2017; Hassanli et al., 2019; Jordan & Moore, 2018; Park & Agrusa, 2020), and occasionally into residential buildings (Stergiou & Farmaki, 2019) is considered to have consequences in terms of security and safety. Moreover, the uncontrolled market threatens the security of the community by leaving room for black markets of unsafe accommodation (Caldicott et al., 2020). Such aspects increase the amount of crime in the community (Mody et al., 2019; Yeager et al., 2019) and generate feelings of insecurity (Guttentag, 2015; Llop, 2017; Stabrowski, 2017). Furthermore, neighbourhoods with a great amount of peer-to-peer accommodation can also cause an invasion of residents' privacy (Palombo, 2015; Stergiou & Farmaki, 2019).

4.4.1.6 Residents' welfare and business aspects

The "residents' welfare and business aspects" dimension was identified as the fifth most representative dimension of the social impacts of peer-to-peer accommodation on the host communities, accounting for 9% of the total coded data. Peer-to-peer accommodation encourages the maintenance and development of *community services, such as entertainment and leisure activities* (e.g., Leung et al., 2019; Yeager et al., 2019). However, it also *impacts local business* (e.g., Brauckmann, 2017; Stienmetz et al., 2019) and *local employment* (e.g., Acquier et al., 2019; Sigala & Dolnicar, 2018), causes *disparities in income distribution* (e.g., Gössling & Hall, 2019; Hassanli et al., 2019), and *changes residents' living expenses* (e.g., Mody et al., 2019; Tussyadiah & Pesonen, 2016). It is suggested that peer-to-peer accommodation results in improved products and community services (Leung et al., 2019; Stienmetz et al., 2019), such as roads and police patrolling (Mody et al., 2019), and better restaurants, stores, entertainment (Yeager et al., 2019) and cultural activities (Mody et al., 2019) that the host community benefits from.

The host community may also benefit from peer-to-peer accommodation supporting local business (Lin et al., 2019; Stienmetz et al., 2019) and creating new job opportunities (Fang et al., 2015; Gössling & Hall, 2019; Leung et al., 2019; Petruzzi et al., 2020; Sigala & Dolnicar, 2018; Stienmetz et al., 2019), although many of them are considered to be precarious self-employment (Acquier et al., 2019). Peer-to-peer accommodation is also reported as being responsible for reducing job vacancies in hospitality businesses such as hotels (Fang et al., 2015; von der Heidt, et al., 2020; WBG, 2018), most of which are replaced by SE organizations (Hassanli et al., 2019). Likewise, attention should be paid to supporting traditional local shops (Lin et al.,

2019; Stienmetz et al., 2019) which may be replaced by international shops (Brauckmann, 2017; Martín et al., 2018; Richards et al., 2020).

The activity improves the host community economically (Leung et al., 2019; Yeager et al., 2019) by distributing and providing income to other local businesses (Hassanli et al., 2019) and to the host community in general (Frenken & Schor, 2017; Garau-Vadell et al., 2019). However, as the SE expands, it may become a more traditional economy with a considerable part of the income remaining with a few actors (Gössling & Hall, 2019; Murillo et al., 2017; Park & Agrusa, 2020; WBG, 2018). It also affects the life affordability in host communities (Ranchordás & Goanta, 2020) by making products and services more expensive (Tussyadiah & Pesonen, 2016) which leads to an increase in the cost of living for local residents (Ayouba et al., 2020; Mody et al., 2019; von der Heidt et al., 2020).

4.4.2 Proposed definitions

4.4.2.1 Peer-to-peer accommodation in the SE

The analysis of the definitions of the SE and peer-to-peer accommodation suggests that the previous definitions have not concentrated on aspects of the host community – the context in which it occurs, nor its impacts. Thus, based on the literature review and the proposed framework, a definition of peer-to-peer accommodation in the SE is proposed:

a system, supported by online platforms, that assists residents in sharing access to underutilized space with tourists and creates economic value in a way that also promotes social value for host communities by fostering the relationship between residents and tourists, preserving local identity, avoiding disturbances, and providing housing stability, safety and welfare to residents and local businesses.

4.4.2.2 Social impacts of peer-to-peer accommodation in the SE

This study suggests that a definition of social impacts of peer-to-peer accommodation in the SE is necessary. Thus, based on the literature review and the proposed framework, a working definition of social impacts of peer-to-peer accommodation in the SE is proposed:

the set of effects on host communities by developing social values, such as fostering the relationship between residents and tourists, preserving local identity, avoiding disturbances, and providing housing stability, safety and welfare to residents and local businesses.

4.4.3 Fairbnb.coop social impacts management

In this section, each of the six core themes emerged from the literature – (i) residents and tourists' relationship; (ii) housing (in)stability in the local community; (iii) neighbourhoods' disturbances; (iv) local identity; (v) safety effect in the neighbourhoods; and (vi) residents' welfare and business aspects – is analysed based upon the interviews with Fairbnb.coop co-founders.

4.4.3.1 Resident and tourist's relationship

The analysis of the dimension indicates that the organization works with local nodes⁴ to improve the relationship between residents and tourists. More specifically, Fairbnb.coop suggests tourists to visit the local projects sponsored by them. This aspect is described by co-founder #2 as "there are social projects that can be visited by travellers. There are also social projects that offer activities that are both for the residents and travellers". Co-founder#3 adds "when the guest arrives to a city, he or she can directly get in touch with this community through our social network platform but also in person. Go and meet the local projects, get in touch with other people inside of the cities". The organization also recognize that hosts on the platform are willing to spend time with tourists. For example, co-founder #1 states "if they [the hosts], had to choose something else to offer to their guests, the first option was social time. Spend some time together. Like going out for a walk, bike ride, or having a beer". For the tourists is similar, as suggested by co-founder #1 "the travellers want to be with local, want to eat like local, want to sleep in houses that looks like something local". These aspects also reinforce the cultural exchange which may develop between them, as expressed by co-founder #1 "You have to go to a place and would be nice to see portraited that are made locally. Even if it is not perfect. [As a host] there are some kinds of memories you can give to people".

⁴ Local nodes are made by people and organizations that help develop Fairbnb at a local level (Fairbnb.coop, n.d.)

4.4.3.2 Housing (in)stability in the local community

The analysis of the solutions to maintain the availability of houses for long-term residents and to control rising residential prices indicates that Fairbnb.coop applies the "one host, one house" policy in ways to avoid mega or commercial hosts inside the platform. As described by co-founder #1, "we allow only hosts that host in their own home or have just one second home in the tourist market. Not only on Fairbnb.coop [but] in all the platforms". The organization also relies on additional policies proposed by the local partners. In Venice, for example, co-founder #3 explains that "they [local partners] do not want any host who cannot demonstrate that he or she is a venetian - a local resident. People should demonstrate that they live in Venice for a while and that are registered there".

In terms of gentrification, co-founder #2 adds "We don't solve, by ourselves, the problems of gentrification or the problem of housing. That things we solve by asking for better policies, better housing policy, regulation, but we give the chance to see that there is another model that also create a positive impact in somehow".

4.4.3.3 Neighbourhood disturbances

When analysing how to control disturbances generated by tourists, Fairbnb.coop co-founders understand that guests who donates part of his or her money are more conscious and really concerned about their impacts. The organization considers that bringing more aware travellers will help to overcome disturbances such as noise issues, garbage accumulation, non-civic behaviours of tourists and mis(use) of public space. Co-founder #1 states that "I think that somebody who choose a platform that gives away 50% of his own money to donation, is not going to be the same person that is going to use other platforms. So, it's a segmentation. Bringing more aware travellers help to solve these problems". Co-founder #2 reinforces "we believe that people who get interested by Fairbnb.coop are people that tend to have a more conscious way of traveling and also respecting the surroundings".

Another solution proposed by the organization is that local partners can suggest local policies, as co-founder #3 explains "hosts (local community) would decide if they don't want any kind of noise after twelve, for example, in any apartment ... this type of things. And if something happens the ambassador⁵ will be responsible for taking care of it. But we are also talking about

⁵ An ambassador is a local partner. A representative of Fairbnb in each city where it operates (co-founder #3).

measures, like creating guidelines or teaching guests through our academy⁶, through our material and ambassadors, to how be a fair traveller". Apart from this, Fairbnb.coop is developing a peer-to-peer evaluation system based on the Sustainable Development Goals (SDGs). Accordingly, as explains co-founder #3 "you as a host can evaluate the guest and also as a guest, you can evaluate the host, about the behaviour in terms of sustainable tourism. So, we think this will create a system in which we can see how the guest relates with the city and the environment".

4.4.3.4 Local identity

The analysis of how Fairbnb.coop intends to preserve the local identity of the communities where it operates indicates that the organization supports local projects related to cultural heritage, as suggested by co-founder #3 "we do it through our local nodes and local projects. For example, we are supporting projects related to heritage, architecture heritage". Co-founder#1 also considers that Fairbnb.coop supports projects "which help to renovate historic buildings and areas that otherwise would be left out and the neighbourhoods becomes a nice place for residents to live". More specifically in terms of preservation of historic buildings, co-founder #1 highlights it as one of the main goals of Fairnb.coop. The co-founder describes that "one of the projects being funded is a local group that do grassroot restauration. They meet together, clean staff and do small restauration work". Finally, co-founder #3 adds that "we are protecting the local economy but also the authenticity, the atmosphere and the soul of our neighbourhoods".

4.4.3.5 Safety effect in the neighbourhood

The analysis of aspects related to crime, risks and privacy of residents, demonstrates that Fairbnb.coop does not have specific solutions to it. Although the organization considers that the local partner may help in somehow. Co-founder #3 believes that "having a local presence in the territory as we have, because as I mention, we have a local partner, people working on the place could help to solve these issues. Could help to be in touch with the local community, the neighbourhoods and if something happens, they can be in touch with the local ambassador who can help to solve it". Co-founder #2 adds that "when you are able to dialogue, when you have in power local people, you create connection. Then, I suppose this will help in somehow".

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⁶ Fairbnb.coop academy is an online set of courses that will allow participants to understand the main dynamics related to the activation process (Fairbnb.coop, n.d.a)

4.4.3.6 Residents' welfare and business aspects

When analysing the support to business and residents' welfare, Fairbnb.coop demonstrates the intention to create job and opportunities for residents by supporting local projects, as co-founder #1 contends "we can impact in terms of creation of jobs, creation of opportunities for residents, and potentially help residents to diversify the money from tourism in different sectors". In this context co-founder #3 adds the promotion of local businesses "we want to offer a full fair tourism experience...not just accommodation. So, through our platform, we will have a marketplace where you can see which services and products are offered at a local level by these fair businesses". In addition, the organization believe that funding local projects will result in more jobs opportunities, as suggests co-founder #2 "if you fund many social projects this can help to generate employment in that city", and co-founder #1 "create job from the money that we potentially generate in the community". Finally, Fairbnb.coop suggests tourists to go to local shops, as mentions co-founder #3 "we suggest the tourists to go to the local shops, and local shops will also offer their products through the platform itself".

4.5 Discussion

This study places host communities at the vanguard of an investigation on the positive and negative social impacts of peer-to-peer accommodation in the academic literature. It integrates knowledge from previous literature into a framework to provide policymakers, organizations of peer-to-peer accommodation and tourism and hospitality institutions in general with insights into how to achieve balanced local tourism development. It indicates the importance of fostering the relationship between residents and tourists, preserving local identity, avoiding disturbances, and providing housing stability, safety and welfare to residents and local businesses as the positive social outcomes of peer-to-peer accommodation on host communities.

No researcher explores simultaneously all the key social impacts integrated in this study. Gurran et al. (2020), for example, address the cultural exchange between residents and tourists, the rise in residential prices, and disturbances such as tourists' non-civic behaviour, noise and increased traffic congestion. Gössling and Hall (2019) also point to the growth in residential prices, although the authors identify the interaction between residents and tourists, the creation of new job opportunities and disparities in income distribution as social impacts of the SE. This study thus fills the gap regarding a more comprehensive framework.

Besides other aspects, the literature highlights that peer-to-peer accommodation, in general, impacts on residents and tourist's social interaction (e.g., Serrano et al., 2020) and on the preservation of historic buildings and landscape improvements (e.g., Mody et al., 2019). These are seen as benefits to host communities by helping to preserve the physical cultural heritage of the host communities. However, an expressive growth in its offer can produce negative impacts due to neighbourhood disturbances, housing (in)stability and increase in crimes and risks concerns, for instance (e.g., Farmaki et al., 2020; Gurran et al., 2020; Yeager et al., 2019). It is also suggested that, overall, the greatest concern for host communities affected by peer-to-peer accommodation results from the shift from the original idea of sharing underutilized space in residential areas to the development of a more commercial model, as suggested by Nieuwland and Van Melik (2020). The literature on the social impacts of peer-to-peer accommodation is still immature due to the novelty of the subject. However, this study suggests that the topic is an opportunity to take a step forward in sustainable development.

As the findings have shown, peer-to-peer accommodation provides opportunities for social interaction between tourists and residents, although the level of interaction between them has not yet been addressed by scholars. So, an important research area overlooked so far is to find out the level of interaction between the residents and tourists. Goffman (2005) and Ludvigsen (2005) suggest four different levels of interaction - distributed attention, shared focus, dialogue or collective action, which may be applied in the peer-to-peer accommodation context. Findings also indicate a rising in residential prices and decreasing in the availability of housing for long-term residents, which lead to a local population exodus and gentrification (e.g., Celata & Romano, 2020). The consequences that many destinations and organizations of peer-to-peer accommodation are facing due to the pandemic of Covid-19 (Brammer et al., 2020) will probably not be enough to reduce housing (in)stability in the local community and to give the cities back to their residents. Research extensively focused on aspects of regulation (e.g., Palombo, 2015; Nieuwland & Van Melik, 2020) and overlooked other types of solutions to answer such problems. An urgent area of research to be focused is exploring new solutions to help on developing sustainable tourism models.

Aspects such as lifestyle, sense of community, identity and authenticity were also identified by scholars on the social impacts of peer-to-peer accommodation in host communities (e.g., Richards et al., 2020; Stergiou & Farmaki, 2019). However, a point to be highlighted is that

such aspects of local identity may have direct or indirect impacts in the health - physical and/or mental - of local residents, a context that is not considered by research. Disturbances on residential neighbourhoods are also acknowledged by the literature on the social impacts of peer-to-peer accommodation in host communities. However, research does not distinguish the levels of sharing in the organizations of SE under analysis, so considering that any business model self-identified as SE could present as an object of investigation. Research can approach the distinction of such aspects in terms of the levels of pure sharing or pure exchange characteristics to deeply understand the extent to which a pure sharing economic activity would have the same types and levels of disturbances impacts compared to a more exchange or mixed sharing economy organization (Petruzzi et al., 2019; 2021). This is especially relevant because different levels of sharing characteristics within organizations may have different social effects on the host communities.

Local safety is also identified as a social impact on host communities (e.g., Park & Agrusa, 2020). Nevertheless, research does not dig deeply into how hosts may help on supporting aspects such as privacy and reduction in crime issues. Local residents' hosts may become an active agent on the sustainable development of the tourism and in the reduction of the negative aspects of safety in the neighbourhoods. Research into how a more social conscious business model would encourage hosts to stay in the community and the extent to which it consequently would lead to a reduction in criminality would be relevant. Another aspect advanced by the literature is the welfare of residents and the impacts on local businesses (e.g., Stienmetz et al., 2019). However, it seems that research has not given enough attention to entrepreneurs, especially the local ones. Research in this context might be developed, especially as entrepreneurs tend to be one of the most important actors in local development, as they have the opportunity to use technology and local know-how to work on businesses that promote sustainable development (Boar et al., 2020).

Boar et al. (2020) acknowledge that the SE, through the lens of the SDGs, can contribute to sustainable development. Indeed, an analysis based on the SDGs (United Nations, 2015) perspective suggests that peer-to-peer accommodation in the SE is potentially having both positive and negative outcomes to the SDGs. For instance, the negative outcomes in well-being (goal 3) are represented through the negative perceived quality of life, increase in the noise and garbage accumulation; inequality (goal 10) through the disparities in income distribution and changes in living expenses; and sustainable communities (goal 11) through gentrification, loss of the sense of community and increase in crime. The positive aspects in well-being (goal 3) are represented

through better community services, such as leisure and entertainment, and positive social interaction between residents and tourists. Both the negative and positive outcomes in employment and sustainable organizations (goals 8 and 16, respectively) are represented by double effect on local employment and local businesses impacts. In general, this study suggests that peer-to-peer accommodation has consequences less favourable to the social aspects of the SDGs.

As an extension, guided by the literature review, this study proposes working definitions of peer-to-peer accommodation in the SE and of social impacts of peer-to-peer accommodation formed by relevant aspects in the SE context. The contributions of this research are significant, especially because the success of tourism in many areas depends on the support of the host communities and how they perceive the impacts directly or indirectly associated to it. It is therefore vital that the social impacts of peer-to-peer accommodation on the host communities are acknowledged, understood, observed and managed.

Ultimately, the analysis of how Fairbnb.coop intends to manage the social impacts on host communities indicates that the organization plans to address most of the social impacts, and consequently is considered a positive change agent in the peer-to-peer accommodation sector. This finding aligns with Farmaki et al. (2020), who suggest that Fairbnb.coop represents an alternative to capitalistic trends, and with Molz (2018) who asserts the organization may be a positive business model for overcoming the social and economic negative impacts of other peer-to-peer accommodations.

4.6 Theoretical and managerial contributions

From a theoretical point of view, this study makes valuable contributions to the literature on peer-to-peer accommodation in the SE and social impacts on host communities. First, it offers an innovative analysis of the social impacts of peer-to-peer accommodation on host communities in the tourism and hospitality context. Second, it proposes an integrative framework, which offers a new method to be explored as a starting point to broaden knowledge about the social impacts of peer-to-peer accommodation. Although researchers have started to analyse the impacts of peer-to-peer accommodation in neighbourhoods around the world, research is fragmented. The framework therefore assists in analysing all the social aspects of peer-to-peer accommodation on host communities, highlighting both the positives and negatives impacts. Third, it synthesizes and integrates streams of related social impacts into main themes. It may be primarily applied by

researchers to better understand the potential social impacts of this business paradigm and to develop future assessments. Understanding how peer-to-peer accommodation impacts host communities from a social perspective facilitates a more nuanced and critical understanding of this business paradigm.

Fourth, working definitions of "of peer-to-peer accommodation" and "social impacts of peer-to-peer accommodation in the SE" are proposed. Such approach focusing on host communities not only advance research, but it is also crucial to researchers to understand the peerto-peer accommodation phenomena and the aspects which may support the sustainable development of destinations. The definitions shed light on the main social impacts on host communities and updates existing concepts though focusing on peer-to-peer accommodation in the SE. As it usually occurs in residential neighbourhoods, it has the potential to affect residents' lives more directly. This context highlights the need to define its social impacts at the host community level, particularly since host communities are places transformed by and for tourism (Molz, 2018). Fifth, the working definitions and the framework paves the way for strengthening the body of knowledge on the topic, for researchers to have a common understanding of the social impacts of peer-to-peer accommodation in the SE and for clarifies the boundaries of the concept. Finally, this study extends the literature on peer-to-peer accommodation and the social impacts on host communities in relation to the debate on how tourism can develop sustainable destinations. This is particular appropriate for scholars investigating the peer-to-peer accommodation sector from the perspective of the social pillar of sustainability.

From a managerial point of view, the main themes emerged from the literature emphasize different social impacts that require particular management attention. The first managerial contribution of this study emerges from the proposed integrative framework which represents a practice-oriented tool to guide policymakers, organizations of peer-to-peer accommodation and tourism and hospitality institutions. Communities are increasingly facing social challenges and, in the current pandemic time, unknown impacts from Covid-19. The framework therefore will guide stakeholders to rethink their strategies focusing on the social impacts on host communities (Dans & González, 2019) in a period of recovery. Second, this study can help emerging organizations of peer-to-peer accommodation in the SE, such as Fairbnb.coop, to better understand the impacts to be managed in order to become a more socially benign business model (Petruzzi et al., 2019; 2021). For instance, if a new entrant in the peer-to-peer

accommodation market intends to ensure house stability for residents it can only allow the hosts to offer one accommodation in the tourism market. Another social practice could be restricting the number of accommodations listed in a specific area. Third, the proposed tool responds to the shortcoming of organizations in not involving host communities as a crucial part to be reckoned with in their strategies. Fourth, the framework when implemented by social science research and public policymakers may assist the social dimensions of the SGDs by mitigating the negative effects and extending its benefits to the host communities. Finally, as consensual regulation is considered to be difficult to achieve due to the lobbying activities of the biggest players, the framework supports peer-to-peer organizations by presenting aspects to be fulfilled by those working on setting effective rules by themselves.

Overall, understanding the social impacts of peer-to-peer accommodations in the SE represents one of the timely challenges for researchers, policymakers and managers who are called upon to respond to a range of issues concerning host communities. Such issues might be tackled in a more integrative manner with the inclusion of residents in the decision-making process.

4.7 Conclusion

This study emphasized the full range of research that has concentrated on the social impacts of peer-to-peer accommodation on host communities and synthesized the content into a framework, which constitutes a comprehensive and integrative approach, contributing to fill a gap in the literature. This study indicates the importance of managing residential stability, local identity, disturbances, security, relationship between residents and tourists, and welfare and local business support to achieve a more socially sustainable host community. Rather than seeing the framework merely as pointing out the social impacts of peer-to-peer accommodation on host communities, it should be seen as parameters for organizations to reshape their operations and for policymakers and governments when planning the activity. The review also supported the working definitions of "peer-to-peer accommodation in the SE" and of "social impacts of peer-to-peer accommodation" focused on the host communities. It also showed how an organization of peer-to-peer accommodation more closely aligned to the sharing characteristics of the sharing economy manages the social impacts on host communities.

Much remains to be studied in terms of refining the different impacts and exploring the relationship between them, which is beyond the scope of this study. Such research is necessary to

understand how peer-to-peer accommodation in the SE can contribute to the SDGs and to sustainable tourism development in general. The findings also suggest future research opportunities. Future studies might explore the different levels of social interaction between residents and tourists; and new solutions to assist in the development of sustainable peer-to-peer accommodation models. Further, it would be valuable to understand to what extent this business paradigm directly or indirectly impacts the health of local residents; and also, whether the level of sharing within SE organizations may affect the host community in different ways. Research into how local hosts may help with aspects such as privacy and reducing crime rates would be pertinent, along with research into how social peer-to-peer accommodation organizations can support the maintenance of local businesses and the well-being of residents. However, this study is not without limitations. First, it only uses the Scopus and Web of Science databases, which may result in some research being overlooked. Second, it focused exclusively on the social impacts of peer-to-peer accommodation, while it is known that a destination can also be impacted on environmental and economic dimensions. Third, it considered the social aspects impacted by peer-to-peer accommodation. However, peer-to-peer accommodation cannot be held exclusively responsible for the social impacts on host communities. As peer-to-peer accommodation in the SE is still an emerging field of research, future research is needed to strengthen the proposed framework and overcome this study's limitations.

4.8 References

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CHAPTER 5

General Conclusions

5.1 Specific research objectives

This section discusses how each of the specific research objectives has been reached. This provides the input for the overall conclusions, implications, and areas of future research.

5.1.1 Assessing the characteristics of the sharing economy – first and second study

The first objective of this thesis was to analyse the characteristics of the sharing economy and the extent to which organizations operating under the concept of the sharing economy represent a pure sharing or pure exchange economy. For the first and second studies, a sharing-exchange continuum (Habibi et al., 2016; Habibi et al., 2017) was initially tested to identify the usability of the research tool (Study 1) which would be used as the background for the second stage of the study (Study 2). Having the research tool tested and validated, a new Sharing Economy Continuum was developed based on it and on two additional characteristics - sustainability and underutilized resources – emerged from the literature review on the characteristics of the sharing economy. Along with the Sharing Economy Continuum, a Sharing Index was proposed to assess the degree of sharing in each organization under analysis (Study 2).

These studies offer an improved understanding of the characteristics that typify the sharing economy, revealing 12 distinct characteristics: (1) social bonds; (2) sense of joint ownership; (3) dependent; (4) similarity to real sharing; (5) social reproduction; (6) singularity; (7) sustainability; (8) underutilized resources; (9) reciprocation; (10) money relevance; (11) money importance and (12) calculation. The addition of the sustainability and underutilized resources characteristics to the Habibi et al. (2016) continuum assist in more fully explain the sharing economy. Furthermore, when comparing the first and second study, the inclusion of the two new characteristics of the sharing economy, made Fairbnb.coop' position to move closer to the sharing side of the continuum, while it made Airbnb' position to move closer to the exchange side of the continuum. More specifically, Airbnb with a Sharing Index value of 43% is positioned closer to the exchange side of the continuum while Fairbnb.coop, with a Sharing Index value of 69% is

positioned closer to the sharing side. Accordingly, the analysis reveals that overall Fairbnb.coop may be a stronger example of the sharing economy compared to Airbnb.

5.1.2 Analysing the social impacts of the sharing economy on host communities – third study

The second objective of the thesis was to identify the social impacts of sharing economy organizations on host communities. For this study, a literature review, focusing on sharing economy accommodations, was initially carried out to integrate the main streams of research found in the literature on the social impacts of peer-to-peer accommodation on host communities. A framework resulted from the integrative literature review (Torraco, 2016) and is composed of six core themes: (i) residents and tourists' relationship; (ii) housing (in)stability in the local community; (iii) neighbourhood disturbances; (iv) local identity; (v) safety effect in the neighbourhood; and (vi) residents' welfare and business aspects.

As an extension, the third objective of this thesis was proposing a definition of peer-to-peer accommodation in the sharing economy. Focusing on the literature review on the definitions of the sharing economy, peer-to-peer accommodation and social impacts on host communities, this study suggested that peer-to-peer accommodation in the sharing economy is "a system, supported by online platforms, that assists residents in sharing access to underutilized space with tourists and creates economic value in a way that also promotes social value for host communities by fostering the relationship between residents and tourists, preserving local identity, avoiding disturbances, and providing housing stability, safety and welfare to residents and local businesses" (p.89).

Finally, the fourth objective of this thesis was to analyse how Fairbnb.coop, the organization more closely aligned to the pure sharing characteristics of the sharing economy (identified in Study 1 and Study 2), manages the social impacts on host communities. This study highlights how the organization works to address the social impacts and suggests that Fairbnb.coop may be considered a positive change agent in the peer-to-peer accommodation sector by demonstrating more socially benign business practices to be followed by other organizations.

5.2 Overall conclusions of the studies

The three studies that compose this thesis have been conducted to analyse the sharing economy phenomena, more specifically as it relates to the characteristics and main social impacts of peer-

to-peer accommodation on host communities. Overall, the studies detected the characteristics of the sharing economy and indicated that many organizations operating under the concept of the sharing economy represent this business to varying degrees, ranging from pure sharing to pure exchange, with a combination of both in between. In addition, the studies revealed aspects that are required to be covered to manage the social impacts of the sharing economy on host communities, and offers tools for decision-makers, enabling sustainable and successful tourism planning with the implementation of more equitable and socially based actions in medium and long term.

Once the studies have been completed, it is considered that the present thesis has accomplished the overall and specific objectives proposed, contributing to the body of research on the sharing economy by connecting its characteristics and social impacts on host communities, and by proposing definitions of peer-to-peer accommodation in the sharing economy and social impacts of peer-to-peer accommodation. Not only is the achievement of the objectives valuable in the context of the sharing economy, but also the contribution it may make to the theory and practice in tourism and hospitality. The following section presents and identifies the ways in which the studies and findings of the thesis add value to these areas.

5.3 Theoretical and managerial contributions

From a theoretical point of view, this thesis delves more deeply into the studies of Habibi et al. (2016) and Habibi et al. (2017) by examining the characteristics of the sharing economy and analysing the extent to which an organization really represents pure sharing economy practices (Belk, 2014). As different levels of sharing within the organizations may impact differently on host communities, this thesis also offers a tool to researchers adopt as a preliminary step to understand the organizations promoted as part of the sharing economy. In addition, it makes valuable contributions to the literature on peer-to-peer accommodation by integrating all the key social impacts at the host community level into a framework, responding to Sainaghi and Baggio (2019) concerns about the limitation and fragmentation of research focusing on the social impacts of peer-to-peer accommodation in the SE. Therefore, by proposing a definition of peer-to-peer accommodation in the SE and social impacts of peer-to-peer accommodation in the SE, this thesis extends previous research (Åhman, 2013; Sainaghi, 2020) by deepening the understanding of the sharing economy businesses model and its main social impacts on host communities.

Thereupon, the thesis begins to address the issue of the limited number of papers dedicated to the characteristics of the sharing economy identified by Sainaghi (2020). The author also calls for knowledge on the DNA of the sharing economy in order to assist in the understanding of results, which is addressed by the proposed Sharing Economy Continuum and the Sharing Index. This thesis also answers Herbert and Collin-Lachaud's (2017) calls for a definition which helps define the boundaries of the sharing economy and assist in future research. Furthermore, the definition also supports and addresses the sustainability potential of the sharing economy, more specifically the social dimension, responding to another concern of Herbert and Collin-Lachaud (2017).

From a managerial point of view, this thesis provides insights for researchers, governance, community leaders, sharing economy organizations, as well as business managers. It offers two valuable practice-oriented tools to be adopted when developing and planning the sharing economy. Firstly, the Sharing Economy Continuum and the Sharing Index enables a more accurate assessment of the characteristics of organizations operating under the concept of the sharing economy. It may also assist organizations or individual businesses that seek to position their businesses on the sharing economy market by helping them better understand the characteristics and practices associated with the sharing economy. Secondly, the framework of the social impacts of peer-to-peer accommodation on host communities may guide stakeholders in decisions regarding the factors of interference and destination management. In addition, this thesis presents an organization with a more benign business practice which may serve as model to other organizations focusing on the sustainability of host communities.

Ultimately, this thesis addresses Lee's (2020) concern on a lack of resources for practitioners to assess and evaluate the sharing economy. Especially in the current and post Covid-19 time, the instruments developed in the course of this research assist practitioners who will need to rethink their strategies focusing on the social aspects of the sharing economy on host communities (Dans & Gonzáles, 2019).

5.4 Limitations and future research

Despite all the contributions of the analysis and results of the studies, some methodological and theoretical limitations are acknowledged in this thesis, which pose very interesting research questions to tourism and hospitality researchers.

5.4.1 Methodological limitations

First, the thesis confined the study of the sharing economy to organizations of accommodation, which is a modality of sharing economy in the tourism context. Hence, additional research would be necessary to extend the analysis to other types of sharing economy organizations. Organizations of sharing transportation or sharing meal are also demanded by tourists. Second, the research was developed using mostly qualitative methods. Although the qualitative method applied in this thesis generates insightful conclusions on the subject, studies that adopt this method lacks generalization and issues of replicability (Finn et al., 2000). Third, the analysis of the interviews on the different studies reflects how Fairbnb.coop promote itself and how it plans to address the social impacts on host communities, which may be different from how it behaves.

5.4.2 Theoretical limitations

First, since most social phenomena are complex to be conceived by a single model (Van de Ven, 2007), the proposed framework may be extended by exploring the relationship between the different social impacts or an alternative model may be developed from different lenses. Emergence of new contributions to this model can increase our understanding on the social impacts of organizations. Second, this thesis is limited to the analysis of the social impacts on host communities, while it is known that the sustainability of host communities relies also in the environmental and economic pillars (Nunkoo & Ramkissoon, 2011). Third, this study builds on the concept of sharing economy to analyse Airbnb and Fairbnb.coop. Although, findings of this thesis demonstrate that categorizing Airbnb as a sharing economy organization is inaccurate.

Overall, all of these research opportunities are beyond the scope that this thesis can cover, and some of these aspects are planned to be addressed in the future. Researchers on the social aspects of the sharing economy are encouraged to join us in this fascinating area of research.

5.4.3 Future areas of research

Having acknowledged the limitations of the current research in the previous sections, this section presents some suggestions for future areas of research. Furthermore, these suggestions consider the obstacles encountered when conducting the three complementary studies and the opportunities that emerged throughout the data analysis process.

The first study focuses on examining the characteristics of organizations operating under the concept of SE and was designed to test a research tool that was used as the backdrop for the second stage of the thesis. The study selected two organizations operating under the concept of the SE – Airbnb and Fairbnb.coop as the object of analysis. Further analyses might be conducted to understand how these companies behave, especially because the study focused on how organisations present themselves on the Internet, which may be different from how they actually behave. Additionally, future research could be carried out to assess how other sharing economy organizations behave, within and beyond the peer-to-peer accommodation sector. Future research could also explore how users experience the characteristics of the sharing economy, moving from the point of view of organizations to participants. Testing the framework with tourists and or residents would also strengthen the findings of this thesis.

Study two builds on the first study and focuses on analysing the characteristics of the SE – sharing and exchange characteristics - and, consequently, on extending the continuum proposed by Habibi et al. (2016) and Habibi et al. (2017). Furthermore, it focuses the analysis of organizations operating under the concept of the sharing economy. Some findings present future research opportunities, such as classifying these organizations in terms of sharing and exchange characteristics. Additionally, future studies could examine not only peer-to-peer accommodation organizations, but also those associated within tourism in a broader context. Future research could also explore how other types of SE organizations compare to peer-to-peer accommodation organizations. As the findings of this thesis demonstrate, the categorizing of Airbnb as a sharing economy organization is inaccurate. Future research would be necessary to identify the most appropriate conceptual theory to study the organization.

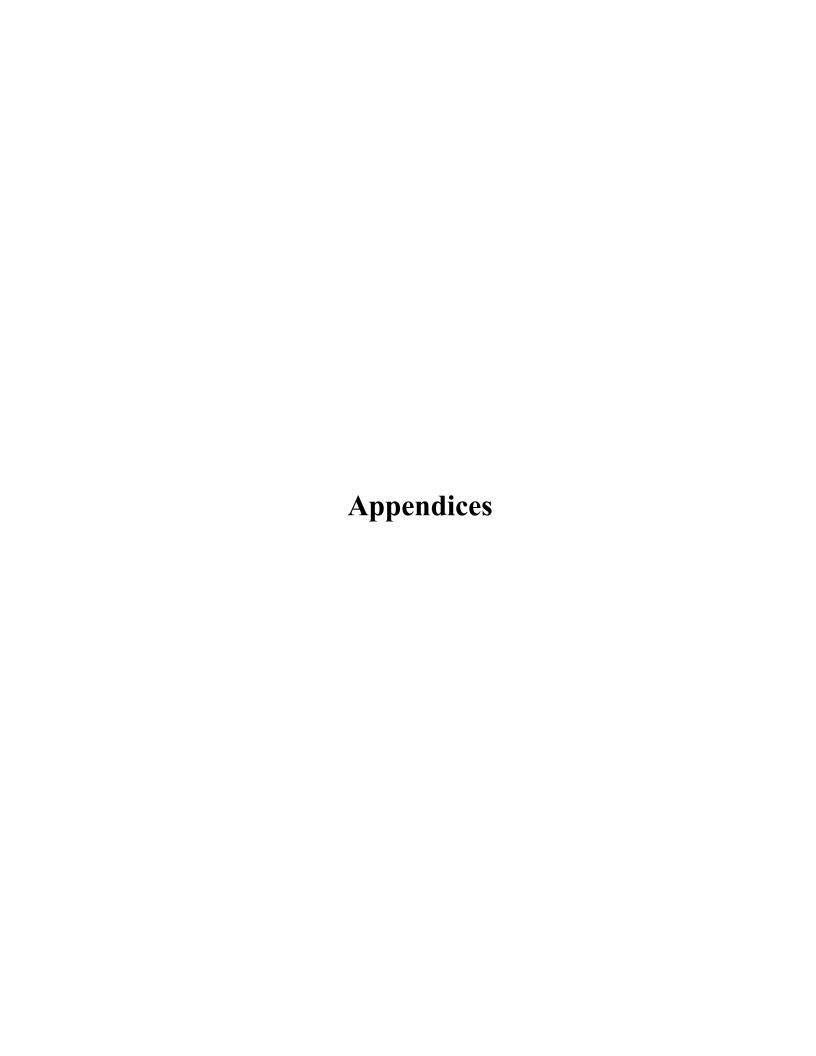
Study three builds on the findings of the previous study, which suggests that an organization more closely aligned to the sharing characteristics of the SE may be a positive change agent in terms of promoting sustainable practices. Despite the contribution of the integrative framework, further studies might be developed to explore the relationship between the different social impacts of SE on host communities. Such approach may help to understand how SE can contribute to the sustainable development goals and to sustainable tourism development in general. Future research could also explore new solutions to assist in the development of sustainable models of peer-to-peer accommodation. In addition, it would be valuable to understand whether the level of sharing within SE organizations can increase or reduce impacts on host communities. Research

into how peer-to-peer accommodation organization can support local businesses and residents, along with how local hosts can help aspects such as privacy and crime rates would also be pertinent. Additional research would be needed to address the triple bottom line of sustainability (economic, social and environmental) of host communities (UNWTO, 2004).

Finally, regarding methodological aspects, future research could take advantage of statistical methods to develop further data analysis and compare or confirm the results of this thesis through quantitative methodologies, especially in terms of refining the different impacts on host communities and the different characteristics of the SE.

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Appendix A

Research Note:
Positioning Airbnb and Fairbnb.coop in the Sharing-Exchange Continuum



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RESEARCH NOTE



Positioning Airbnb and Fairbnb in the sharing-exchange continuum

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ABSTRACT

Many organizations are positioning themselves as part of the sharing economy due to positive connotations associated with the sharing concept. Recognizing that many of these organizations represent the sharing economy to varying degrees, this study selected two organizations – Airbnb and Fairbnb, to analyze the extent to which they serve as examples of the sharing economy. A content analysis was undertaken to identify the position of each organization on a continuum, ranging from *pure sharing to pure exchange* characteristics. The analysis reveals that overall Fairbnb may be a stronger example of the sharing economy than Airbnb.

ARTICLE HISTORY

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KEYWORDS

Sharing economy; Airbnb; Fairbnb; characteristics; content analysis

1. Introduction

The sharing economy is a concept that encompasses many platforms that connect users in a variety of areas, including accommodation, transportation, food and leisure (Acquier, Daudigeos, & Pinkse, 2017). In fact, it is so common that organizations, such as Airbnb and Fairbnb, want to be recognized as part of the sharing economy due to the "positive symbolic value" of sharing practices (Altinay & Taheri, 2019; Frenken & Schor, 2017, p. 4).

Among the various for-profit and non-profit sharing economy organizations, Airbnb appears as the most known innovation in the tourist accommodation sector (Dolnicar, 2017). Since its foundation in 2008, Airbnb has experienced continued and substantive growth, from 140,000 guest arrivals in 2010 to more than 500 million guest arrivals until the middle of 2019 (Airbnb, 2019; Molla, 2017), which has resulted in both positive and negative economic, social, and environmental impacts. In partial response to these impacts, related to Airbnb, a new sharing economy organization, Fairbnb, has recently emerged in the tourist accommodation sector. Fairbnb purports to be a more socially aware and socially conscious company, with an alternative business model that prioritizes people over profit, and reinvestment in local community projects (Fairbnb, n.d.).

Recognizing that both Airbnb and Fairbnb comprise components of the sharing economy, albeit, with different characteristic and objectives, the purpose of this study is: (1) to analyse how Airbnb and Fairbnb promote themselves in terms of the sharing economy characteristics and (2) identify where each company falls within the Sharing-Exchange Continuum proposed by Habibi, Kim, and Laroche (2016), and Habibi, Davidson, and Laroche (2017). Habibi et al. (2016) developed the continuum to help distinguish the degree of sharing represented by various sharing economy organizations. It is anchored on the left side by the characteristics associated with pure sharing (social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, and singularity), while on the right it is anchored by the characteristics associated with pure exchange (reciprocation,

money relevance, money importance, and calculation). Importantly, the continuum reflects past characteristics-focused research in the tourism accommodation sector, particularly as it relates to small, family owned tourism businesses (see Hall & Rusher's, 2005, 2013 research on the motivations of bed and breakfast operators on the North Island of New Zealand). This study builds upon past research, presenting unique insights related to the theoretical aspects of the sharing economy, as well as illustrating the inconsistencies within organizations claiming to be part of the sharing economy and their actual business practices.

2. Methods

This research employed the Sharing-Exchange Continuum proposed by Habibi et al. (2016) and Habibi et al. (2017). While Habibi et al. (2016) designed and tested the continuum based upon respondents' considerations, we utilize the continuum to analyze key documents of both companies. An exploratory method of netnography, or ethnography conducted through the internet (Kozinets, 2002), gathered data related to the sharing and exchange characteristics of Airbnb and Fairbnb. The data was gathered from 33 newspaper and magazine articles, blogs, webpages and reports. Hyperlinks and references within the first selected documents were also analyzed.

Content analysis, a qualitative technique of analyzing written messages (Cole, 1988), through a deductive approach, was used to provide a text-driven review of the documents. Specifically, the categories for analysis were construed from previous research and defined before the coding phase (Mayring, 2014). The categories that directed the research were developed from the characteristics adopted in the Sharing-Exchange Continuum proposed by Habibi et al. (2016). NVivo 12, a qualitative research software, was used to help in the classifying process.

3. Results and discussion

The analysis identified that nine of the ten sharing-exchange characteristics are present in both Airbnb and Fairbnb communication. The sense of joint ownership characteristic was not identified in the companies' communication; thus, it is not included in our analysis.

The analysis reveals that Airbnb and Fairbnb possess characteristics of both the sharing and exchange economy. For example, Airbnb exhibits the sharing and exchange characteristics of the dependent and singularity. As it relates to the exchange characteristics, Airbnb represents a money relevance characteristic and involves calculation as it relates to how much hosts should charge. The analysis also reveals that Airbnb exhibits the characteristic of money importance and participants expecting to receive some type of reciprocity in return for the shared resource. Airbnb evidences the presence of the social bond characteristic, where participants reproduce relationships amongst themselves (social reproduction). Airbnb also exhibits the characteristics of similarity to real sharing in its communication. Therefore, the analysis suggests that Airbnb presents more exchange than sharing characteristics. Consequently, it appears appropriate to position Airbnb closer to the exchange side of the continuum than the sharing side (Figure 1).

For Fairbnb, the analysis suggests it possesses the characteristics of similarity to real sharing, social bond among participants, which result in social reproduction. The money importance characteristic is oppositely expressed in Fairbnb communication. Thus, it should be (re)codified as money (non)importance, representing a sharing characteristic. Fairbnb also exhibits the sharing and exchange aspects of the dependent and singularity characteristics. However, it also exhibits characteristics of the exchange economy, albeit to a lesser extent than Airbnb. For example, Fairbnb demonstrates the characteristics of reciprocation, calculation of charges and money relevance. Given these findings we draw the conclusion that Fairbnb appears to present more characteristics of sharing and therefore we position it closer to the sharing side of the continuum than the exchange side (Figure 1).

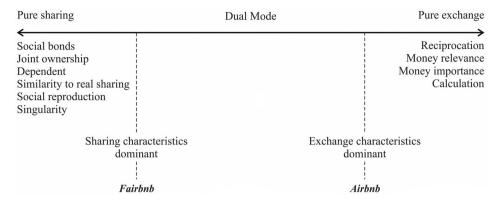


Figure 1. Airbnb and Fairbnb in the Sharing-Exchange Continuum (Habibi et al. 2016, 2017).

4. Contributions and future research agenda

While it appears that this research may be the first time the Sharing-Exchange Continuum has been applied beyond its original application, some interesting findings are observed. First, all but one of the characteristics evidenced in Habibi et al.'s (2016) (sense of joint ownership) was present in this research. In other words, our research did not find any evidence that neither Airbnb nor Fairbnb promote a sense of joint ownership. Second, our findings suggest that Fairbnb may be a stronger example of the sharing economy than Airbnb because it possesses dominance of pure sharing characteristics over pure exchange. Specifically, it presents more characteristics associated with the pure sharing economy, including the goal to minimize the negative impacts associated with other organizations, such as Airbnb.

Undeniably, these initial findings require further exploration. As such, future research will delve more deeply into the characteristics of the sharing economy. This is an important next step because, from a theoretical perspective, it may assist in further developing the existing continuum and assist in better characterizing the sharing economy. In this regard, as a next step, we plan to analyze the perceptions of other stakeholders, such as hosts and guests, related to the sharing economy characteristics. From a practical perspective, this research may be of interest to governance and community leaders as a means for addressing the negative social impacts associated with some sharing economy businesses. Indeed, the up and coming generation of consumers appears to be signaling the need for more socially and environmentally benign business models.

Disclosure statement

No potential conflict of interest was reported by the authors.

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Appendix B

Published Paper:

TO SHARE OR TO EXCHANGE: An analysis of the sharing economy characteristics of Airbnb and Fairbnb.coop

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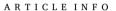


Original research article

TO SHARE OR TO EXCHANGE: An analysis of the sharing economy characteristics of Airbnb and Fairbnb.coop

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Keywords:
Sharing economy
Airbnb
Fairbnb.coop
Characteristics
Sharing economy continuum
Sharing index



Many organizations seek to position themselves as part of the sharing economy, due to positive conceptual connotations; however, in reality, some may more closely represent the exchange rather than the sharing economy. This research analyses the extent to which Airbnb and Fairbnb.coop represent the sharing economy by examining the characteristics of the sharing economy. We utilize a Sharing Index (SI) and a Sharing Economy Continuum (SEC) to measure each organization's degree of sharing and exchange. The analysis suggests that Fairbnb.coop is a stronger example of the sharing economy than Airbnb. This study offers a more robust characterization of the sharing economy and offers tools to help businesses assess and improve their business practices to more accurately align with the true sharing economy.

1. Introduction

The sharing economy (SE) comprises many platforms facilitating access to users in a diverse range of areas, such as accommodation, transportation, leisure and food (Acquier et al., 2017; Wirtz et al., 2019). From an organizational perspective, the notion of the SE is steeped in positive connotations, particularly as it relates to the positive aspects of sharing practices (Altinay and Taheri, 2018; Frenken and Schor, 2017). This situation has led many organizations, such as Airbnb, Fairbnb.coop, Uber and EatWith, to position themselves in their marketing materials as part of the SE; however, it is increasingly apparent that many of these organizations represent the SE to varying degrees (Belk, 2014a).

Indeed, past research has highlighted many challenges (i.e. social, economic, political, environmental) related to the SE (Guttentag, 2019; Sigala, 2017). For example, some studies have focused on destination impacts (see Stergiou and Farmaki, 2019; Yeager et al., 2019), particularly within the hotel sector (see Zervas et al., 2017), as well as the negative impact to local housing markets (see Stergiou and Farmaki, 2019), and host communities, generally (see Jordan and Moore, 2018; Molz, 2018; Nieuwland and Van Melik, 2020).

While many of these studies focus on the challenges associated with the SE, the literature review reveals a gap as it relates to detailing the various characteristics of the SE (as noted by Sainaghi, 2020). Understanding the characteristics of the SE is an important first step in better

understanding how to address many of the associated SE challenges. Consequently, this study seeks to address this gap by focusing on two different SE organizations that are part of the accommodation sector: Airbnb and Fairbnb.coop. These organizations were chosen because they are part of the sharing accommodation sector, which is associated with negative and positive impacts, particularly from a destination perspective. This is particularly so as it relates to tourism-focused destinations. As noted by Molz (2018) the SE accommodation sector draws tourists from city centers into residential neighborhoods, which has an impact upon the residents who reside there (Suess et al., 2020).

Among the various for-profit and non-profit SE platforms, Airbnb appears as the most known innovation in the tourism accommodation sector (Guttentag and Smith, 2017). It is considered to combine the access economy – the sharing of underutilized assets, and the platform economy – transactions intermediated by online platforms (Acquier et al., 2017). These aspects along with the high volume of transactions and digital technologies (Wirtz et al., 2019) benefit Airbnb's development. Indeed, the organization has experienced a substantial growth in recent years, from 140,000 guest arrivals in 2010 to 750 million by 2020 (Molla, 2017; Airbnb, 2020b). Fairbnb.coop emerged in 2019 in the tourist accommodation SE sector, with the goal of minimizing the negative impacts, while enhancing the positive. The organization presents itself as more aware and socially responsible, with a business model that prioritizes people over profit, and reinvests in local

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community projects (Fairbnb, 2019). As such, Airbnb and Fairbnb.coop present interesting similarities and thought-provoking contrasts which provide an ideal foundation for the focus of the study.

This study builds upon a published research note (Petruzzi et al., 2019) and contributes to the growing body of SE research, as it relates to better understanding the characteristics equated with the acts of pure sharing and pure exchange. Specifically, it assesses the degree to which Airbnb and Fairbnb.coop represent the organizational characteristics of pure sharing (the pooling of resources, often without reciprocity) or pure exchange (the exchange of resources, involving reciprocity). This objective is achieved by examining the characteristics of the SE and building upon the work of Habibi et al. (2016) to create a new Sharing Economy Continuum (SEC). We also present a sharing index (SI) to assist organizations measure their own degree of sharing. A triangulation of qualitative methods and analyses of different data sources helped to: 1) analyse the sharing and exchange characteristics of Airbnb and Fairbnb. coop; 2) position both organizations on the SEC; and, 3) assess the degree to which each organization represents the sharing or the exchange economy. This is an important undertaking from both a governmental and a community perspective given the fact that Fairbnb.coop operates as a cooperative, positioning itself as a more socially benign alternative to other home-sharing organizations (such as Airbnb).

2. Literature review

2.1. Defining the sharing economy

While SE research has increased significantly in past years (Hossain, 2020), problematically, the literature provides a plethora of definitions from different disciplines, such as tourism and hospitality, sociology, business and psychology (Belarmino and Koh, 2020; Dredge and Gyimóthy, 2015). Recent research has sought to bring clarity to the concept (see Cheng, 2016a; Habibi et al., 2016; Schor and Fitzmaurice, 2015); although, Frenken and Schor (2017) contend there is still not an accepted definition. Further muddying the waters, a broad array of related concepts appears within the literature, such as: *collaborative consumption* (Belk, 2010; Botsman and Rogers, 2011); *moral economy* (Molz, 2013), and *collaborative commerce* (Sigala, 2017), to name a few.

One of the earliest references to the SE concept is Lessig (2008), who defines it as transactions that involve resource allocation without money. Botsman and Rogers (2011) applied the term collaborative consumption, describing it as an activity where people share and exchange assets such as time, space and services. More recent definitions draw in notions of peer-to-peer interaction, access and online intermediation (Hamari et al., 2016; Wirtz et al., 2019). Hamari et al. (2016) define the SE as an activity between peers where access to goods and services is shared through the intermediation of online platforms. Wirtz et al. (2019) refer to peer-to-peer platforms that provide access without the transfer of ownership. Other definitions also draw in notions of underutilized resources and the possibility of sharing involving fees (Cheng, 2016a; Frenken and Schor, 2017). Cheng (2016a) classifies the SE as peer-to-peer sharing of goods and services that are unused, which may or may not involve fees. Similarly, Frenken and Schor (2017) refer to temporary access to idle-capacity physical assets, possibly for money. They emphasize the economic, environmental and social benefits associated with these interactions.

Other researchers distinguish "true sharing" from "pseudo-sharing" in the sharing economy (Acquier et al., 2017; Belk, 2014a). In contrast to true sharing, Belk (2014a) contends pseudo-sharing involves profit purposes, the expectation of receiving something in return for the shared resource, and the lack of community feelings. In other words, in true sharing, no revenue or other type of reciprocity should be involved, and when it is, it is an example of pseudo-sharing. Similarly, Habibi et al. (2016) contend the SE demonstrates varying degrees of sharing in a form of non-ownership consumption. Habibi et al. (2017) build upon these distinctions, considering organizations with a low degree of sharing as

examples of pseudo-sharing practices and those with a high degree of sharing as examples of true sharing practices.

Given the absence of a clear and agreed upon definition of the SE, as demonstrated in the previous paragraphs, we draw together the threads of these important studies to define the sharing economy as a system that enables efficiency and access to underutilized physical assets for a short period of time, intermediated by online platforms. This includes the sharing of physical assets for a fee or other compensation (Belk, 2014b; Frenken and Schor, 2017; Hamari et al., 2016; Wirtz et al., 2019).

2.2. Characteristics of the SE

The literature reveals 12 distinct characteristics of the SE: (1) social bonds; (2) sense of joint ownership; (3) dependent; (4) similarity to real sharing; (5) social reproduction; (6) singularity; (7) sustainability; (8) underutilized resources; (9) reciprocation; (10) money relevance; (11) money importance and (12) calculation. Table 1 presents a synthesis of the literature related to these characteristics, including how each characteristic is defined and by which researchers.

As evidenced in the preceding paragraphs the SE is defined by numerous characteristics. Some researchers have coalesced these characteristics to help better define the concept (Belk, 2014b; Cheng, 2016a; Frenken and Schor, 2017); others developed assessment tools to assist in determining what characteristics typify the SE and which do not (Habibi et al., 2016).

2.3. Airbnb and Fairbnb.coop compared

This research examines two organizations which have positioned themselves as part of the SE: Airbnb and Fairbnb.coop. These organizations were chosen for the following reasons. First, Airbnb is the most well known SE organization, particularly as it relates to the tourism and hospitality industry (Guttentag and Smith, 2017). Second, the organization has come under intense scrutiny, due to its association with negative social issues, particularly as it relates to the removal of many long-term rentals from the marketplace, and the escalation of real estate values (Jordan and Moore, 2018; Oskam and Boswijk, 2016), amongst other issues. In comparison, Fairbnb.coop recently arrived into the marketplace (2019), purportedly to address many of the negative social issues associated with Airbnb.

2.3.1. Airbnb

Airbnb offers individuals the opportunity to rent out their spare space as accommodation for travelers, and may encompass an entire house or condominium, or a private room in a residence where the host lives (Guttentag, 2019). In addition to matchmaking hosts and guests, Airbnb also helps users and providers in other aspects of the transaction. For example, Airbnb intermediates payments from guests to hosts. It offers trust and security through identity verification measures, protection of property, insurance to the host, and protection of guests against issues related to imprecise listing descriptions (Airbnb, 2020a). Usually, transaction costs are charged to both guests and hosts (Airbnb, 2020b).

Airbnb contends it was created to *build a world where anyone can belong to everywhere*. Its website states that it seeks to benefit all stakeholders (hosts, guests, employees, communities) in which it operates, suggesting that participants can have a local, genuine, inclusive and sustainable travel experience (Airbnb, 2020b). Airbnb adds that it empowers people to monetize their products and services by becoming entrepreneurs in the hospitality industry. Currently, Airbnb offers accommodations in more than 220 countries and regions, with over seven million listing worldwide and more than 750 million guests accommodated (Airbnb, 2020b).

2.3.2. Fairbnb.coop

Fairbnb.coop emerged in 2019 as the latest SE organization in the

Belk (2010); Habibi et al. (2016); Oskam and Boswijk (2016); Schor (2016) Belk (2010); Benkler (2004); Cheng (2016b); Frenken and Schor (2017); Botsman and Rogers (2011); Crommelin, Troy, Martin, & Pettit (2018); Ranjbari, Morales-Alonso and Carrasco-Gallego (2018); Schor (2016) Belk (2010), Cheng (2016b), Habibi et al. (2016), Molz (2013) 3elk (2010); Crommelin et al. (2018); Habibi et al. (2016) Belk (2010); Dolnicar (2019); Habibi et al. (2016) 3elk (2010); Dolnicar (2019); Habibi et al. (2016) 3elk (2007); Benkler (2004); Frenken and Schor Belk (2007, 2010); Habibi et al. (2016) (2016); Sigala (2017) (2016)Belk (2010); Habibi et al. (2016) 3elk (2010); Habibi et al. (2016) et al. (2010); Habibi Habibi et al. **3elk** Interaction amongst participants results in the reproduction of relationships and meaningful social encounters Interaction made through online platforms can include a fee, reward or non-monetary compensations Sharer and receiver calculate the length of use and the financial expenditure or compensation Dependent on the presence of both sharer and receiver, and the relationship between them Sense of responsibility, from all the participants, toward the shared resource Each owner has a unique resource and each resource is different than others how much guests should pay or how to reciprocate Sharing that entails the economic, social, and environmental components Expectation of receiving something in return for the shared resource Social connection between individuals involved in the interaction Through efficiencies, reducing waste, and supporting individuals Resources owned and shared by individuals with excess capacity One of the central characteristics associated with sharing Interaction is dependent upon the monetary exchange Feelings of solidarity, bonding, and community resources with the family The amount of money is very important Sense of "pseudo-kinship" There is a calculation of Profit is an inducement Represents uniqueness Similar to sharing Not standardized Similarity to real sharing Sense of joint ownership Underutilized resources Social reproduction Money importance Money relevance Characteristics Reciprocation Sustainability Social bonds Singularity Characteristics of the SE. (2) Exchange (1) Sharing Type

tourist accommodation sector. Its goal is to address some of the challenges related to Airbnb (e.g. escalation in real estate prices, fragmentation of communities, et cetera) (Fairbnb, 2019). Fairbnb.coop seeks to enable stakeholders (i.e. guests, hosts, neighbors) to collaborate with municipal governments to ensure some of the profits are invested back into local projects and that listings are legal (Fairbnb, 2019). Fairbnb. coop contends it connects hosts and guests in meaningful, sustainable, and socially positive travel and exchange opportunities, while democratically enabling residents to jointly shape the operations (Fairbnb, 2019).

Fairbnb.coop does not charge any type of fee or commission to the hosts. Rather, only guests are charged. Further, half of the commission earned from guests are to be invested into local community projects (Fairbnb, 2019). The organization restricts who can list properties, based upon local regulations. It should be noted that the organization, at the time of this study, was in the initial year of operation, and many of the regulations and rules were in the proposal stage.

3. Methodology

3.1. Overview

In order to analyse Airbnb and Fairbnb.coop on the 12 characteristics, three qualitative studies were carried out on three different sources of data (Table 2). The first study involved a content analysis of online qualitative documents describing characteristics of sharing and exchange related to both organizations (Section 3.3.1 and 3.4.1). The second study follows the methodology of the first, although the data was gathered from research articles related exclusively to Airbnb (Section 3.3.2). The newness of Fairbnb.coop meant that there was a lack of research articles related to the company and, therefore, in the third study, interviews (Section 3.3.3) were undertaken with the Fairbnb.coop co-founders in substitution (Section 3.4.2).

Data was gathered from multiple sources, such as online documents, newspapers and magazines articles, websites, research articles, and interviews. The use of different sources of qualitative data was applied to increase confidence in the findings (Patton, 1999). A qualitative codebook organized the data and the analysis associated with the 12 sharing and exchange characteristics. Subsequently, 30% of the dataset was double-checked by the research team in a triangulation of multiple researchers (Creswell, 2014; Patton, 1999). Some aspects of the analysis related to the sharing index involve quantitative measures.

3.2. The sharing economy continuum

This research presents the SEC, built upon on the sharing and exchange characteristics proposed in Habibi et al. (2016). In contrast to Habibi et al., the literature review revealed 12 different characteristics (Table 1). The continuum is anchored on the left side by the characteristics associated with pure sharing - social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, singularity, sustainability and underutilized resources, and on the right by those associated with pure exchange - reciprocation, money relevance, money importance and calculation (Fig. 1).

Pure sharing is characterized by the lack of expectation for any type

Table 2Overview of the studies process.

Study	1	2	3
Data collection	Online documents	Articles	Interviews
Data analysis	Content Analysis (deductive)	Content Analysis (deductive)	Content Analysis (deductive)
Organization	Airbnb/Fairbnb. coop	Airbnb	Fairbnb.coop

Sharing	Dual Mode	Exchange
Social bonds		Reciprocation
Sense of joint ownership		Money relevance
Dependent		Money importance
Similarity to real sharing		Calculation
Social reproduction		
Singularity		
Sustainability		
Underutilized resources		

Fig. 1. The sharing economy continuum (based upon Habibi et al., 2016).

of monetary return for the shared resource. The interaction emphasizes the social connections that may develop between the involved parties, where both sharer and receiver are present, and feelings of mutual ownership may develop. Money is not the driver and the value is not calculated. The interaction between participants creates the relationship between them (Habibi et al., 2016). The shared resources are owned by individuals with excess capacity (Belk, 2007; Benkler, 2004; Ranjbari et al., 2018) and involves economic, social, and environmental components (Crommelin et al., 2018; Ranjbari et al., 2018; Schor, 2016).

In contrast, the pure exchange side of the continuum represents the expectation of receiving something in return for the shared resource. The participants involved in the exchange may never meet one another. On this side of the continuum there is no sense of ownership by receivers; however, a monetary exchange occurs, which includes a calculation of the value of the exchange (Habibi et al., 2016).

Despite the fact that the characteristics depict pure sharing or pure exchange as opposite ends of the continuum, we acknowledge that some characteristics can be considered both sharing and exchange. For example, an organization can represent the dependent characteristic (sharing), when there is interaction between host and guest, and it can present the non-dependent characteristic (exchange) by the absence of an interaction. Thus, this characteristic is considered dualistic and is positioned between the two extremes of the continuum - in the dual mode area.

The continuum ranges from 0% to 100% (pure exchange and pure sharing, respectively). An organization could depict zero percent sharing characteristics (0%), or it could epitomize sharing characteristics (100%). The level of sharing of the organizations can be computed using the proposed SI formula, which is the average of the sharing incidence, as follows:

$$SI = \frac{SC*X_{SC} + DC*X_{DC} + EC*X_{EC}}{SC + DC + EC} \label{eq:SI}$$

where SC is the number of sharing characteristics, DC is the number of dual mode characteristics and, in the same way, EC is the number of exchange characteristics; X is the identifier of the characteristic type. It always equals one for sharing characteristics ($X_{SC}=1$) and is always zero for exchange characteristics ($X_{EC}=0$). For dual mode characteristics, it is assumed that it is half ($X_{DC}=1/2$). The denominator of the formula (SC + DC + EC) corresponds to the total of characteristics under analysis. As the SI focus is on the sharing incidence, the characteristics of exchange do not contribute to the SI because they are not representative of sharing.

3.3. Data collection methods

3.3.1. First study

Google's search engine was utilized to collect data from online documents referencing the SE characteristics of the two organizations and resulted in the content review and analysis of 41 online documents: newspaper (four); magazine articles (six); blogs (five); webpages (24); and, reports (two). The data collection focused on English language documents, and involved a keyword search which included Airbnb, Fairbnb and the 12 characteristics of the SE.

Data was selected by relevance sampling in order to answer the research questions (see Krippendorff, 2004). Documents obtained from

official webpages, blogs, and reports were considered principal sources of relevant information, as were online newspapers and magazines that presented quotes and/or interviews from the representatives of both organizations (see Creswell, 2014). References within the first selected documents were also analyzed (see Krippendorff, 2004). Documents related to specific regions or countries were not considered for analysis because of the regional and country-wide variations in regulating SE accommodations.

3.3.2. Second study

The second study involved a bibliographic search in Scopus and Web of Science databases (see Falagas et al., 2008) to gather research articles related to the sharing and exchange characteristics of Airbnb. Both searches sought articles published in English on or before February 2020, the time the search was conducted. The keyword "Airbnb" and journals from any discipline were included in the search. Following Guttentag (2019), titles, keywords and abstracts were examined to determine whether an article should be selected for analysis. This initial analysis focused primarily on removing articles that were related to a specific country, city or region. Articles related to specific stakeholders such as hosts, guests and et cetera were also removed because they were not relevant to the study. The search yielded 27 articles suitable for in-depth analysis, of which 11 were subsequently judged as relevant to this study.

3.3.3. Third study

Semi-structured interviews were undertaken with three co-founders of Fairbnb.coop to gather data about the sharing and exchange characteristics of the organization. These three interviewees are considered to be leaders of the project according to co-founder #3. An interview protocol was prepared in accordance with Creswell (2014) and contained open-ended questions centered around the motivations for creating the organization, the goals and mission, and the characteristics of the organization. The interviews lasted approximately 45 min and were digitally recorded, with consent, and subsequently transcribed in preparation for data analysis.

3.4. Data analysis

3.4.1. First and second study

Qualitative content analysis is a common data collection and analysis method in studies related to the SE (see Cheng, 2016b; Guttentag, 2019) and was considered an appropriate method to these studies. Each time content related to the main characteristics was found in the data, it was selected for analysis and coded in the related characteristic. In the first study cross-coding of online documents by all researchers resulted in 92% intercoder reliability. Similarly, in the second study, the cross-coding of research articles by all researchers resulted in 85% intercoder reliability. Both reliability results are considered acceptable (see Miles and Huberman, 1994).

3.4.2. Third study

Deductive coding, using predetermined codes, was considered an appropriated approach for this study. During the data coding phase, each time a representative passage of a code was identified in the interviews, it was recorded into the predetermined code in the codebook. A coding triangulation of all researchers yielded 93% of agreement, which is an acceptable reliability (see Miles and Huberman, 1994).

4. Results

4.1. First study

Eleven of the 12 sharing-exchange characteristics were present in both organizations' communications, with the exception of "sense of joint ownership". While both Airbnb and Fairbnb.coop promote themselves as epitomizing the characteristics of the SE, the analysis reveals that they more accurately possess characteristic of both the sharing and exchange economy.

4.1.1. Sharing characteristics

For the singularity characteristic, both organizations communicate that they offer unique accommodations (Airbnb) and houses that belong to a local family (Fairbnb.coop, https://www.forbes.com/sites/annalis agirardi/2019/03/21/fairbnb-the-ethical-home-sharing-alternative-th at-wants-to-undermine-mass-tourism/). Both allow the listing of hotels rooms (Airbnb, Fairbnb.coop), which could be characterized as non-singularity; although, this type of listing must be properties with unique, independent environment and style (Airbnb) and small hotels, farmhouses or bed and breakfast in the hosts hometown (Fairbnb.coop). Thus, both organizations present the sharing characteristics of singularity, and are better positioned on the sharing side of the continuum.

Social bonds and social reproduction are evident in Airbnb and Fairbnb.coop's communications. Both mention their commitment to using technology to facilitate connections between tourists and locals/hosts and providing opportunities for experience a new culture (Airbnb) and making human interaction "the real technology" (Fairbnb.coop). Furthermore, Airbnb contends the interaction can facilitate host-guest friendships, while Fairbnb.coop contends it enables positive social reproduction. Social bonds and social reproduction are sharing characteristics embodied in both organizations' communication and are better positioned on the sharing side of the continuum.

The similarity to real sharing is evident in both organizations' communications. Both express their interest in fostering an atmosphere in which people feel welcomed at a home and somewhere that they belong (Airbnb). This feeling builds upon the values of a collaborative economy (Fairbnb.coop, https://www.theguardian.com/cities/2016/oct/06/the-airbnb-effect-amsterdam-fairbnb-property-prices-communities). The similarity to real sharing is a sharing characteristic exhibited by both organizations and is more appropriately positioned on the sharing side of the continuum.

An analysis of the sustainability characteristic reveals that both Airbnb and Fairbnb.coop communicate aspects of sustainability. As it relates to social aspects, a program called *Open Homes* allows people to offer spaces for free to those in need (Airbnb). For Fairbnb.coop, social and economic sustainability is demonstrated when half the commission is reinvested in local projects selected by residents. Responsibility toward environmental impacts was expressed through more efficient use of the available assets (Airbnb) and the desire to invest in projects such as community gardens (Fairbnb.coop). Fairbnb.coop also expresses concern for minimizing factors that may degrade the local culture, and Airbnb plans to award grants to projects that aim to promote cultural heritage and demonstrate local impact. Consequently, the sustainability sharing characteristic present in their communications is more closely associated with and positioned on the sharing side of the continuum.

The money importance characteristic illustrates variance between the organizations. Fairbnb.coop, a non-profit cooperative, charges only guests, expresses its interest in investing half of the revenues in local projects, and attempts to keep earnings within communities. Thus, for Fairbnb.coop, it should be (re)codified as money non-importance and positioned on the sharing side of the continuum.

4.1.2. Exchange characteristics

The reciprocation characteristic is present in both organizations' communications. They depict the financial and personal rewards that participants obtain (Airbnb) and the benefits that hosts receive from extra income from rental payments (Fairbnb.coop). Moreover, both organizations report the expectation of reciprocity in the form of a commission fee and exhibit reciprocation as an exchange characteristic, which falls more appropriately on the exchange side of the continuum.

An analysis of the money relevance characteristic reveals that the interaction involves a money exchange, for both organizations. This

happens when service fees are charged to guests and hosts (Airbnb), or only to guests (Fairbnb.coop). Both organizations demonstrate the presence of the money relevance characteristic, which is suitably placed on the exchange side of the continuum.

The calculation exchange characteristic is identified in both organizations' communications when both charge a commission fee and state that hosts are responsible for what they offer, when, and how much they will charge (Airbnb, Fairbnb.coop). Airbnb informs both hosts and guests as to the various service fees, while Fairbnb.coop explains the charge to guests, as well as the respective portion that will be invested in local projects. The calculation is an exchange characteristic represented in both organizations communications and falls most appropriately on the exchange side of the continuum.

Finally, as mentioned, the money importance characteristic illustrates variance between the organizations. Airbnb communicates its payment system as a key driver of the organization's growth and also states the amount of money the hosts earned from the company's growth. Thus, money importance should be positioned on the exchange side of the continuum.

4.1.3. Dual mode characteristics

As it relates to the dependent characteristic, both organizations communicated that hosts list a room in their own homes (Airbnb) and that only residents can host (Fairbnb.coop, https://www.theguardian.com/cities/2019/apr/30/sinking-city-how-venice-is-managing-europes-worst-tourism-crisis) (meaning the host lives in the place). However, they also communicated that a room can be booked in a boutique hotel or in a hostel (Airbnb) and that a unit can be also owned by a local business owner (Fairbnb.coop). In this context, the practice does not always depend on the interaction between owners and guests, but sometimes between guests and business operators. Indeed, both organizations possess the dependent and the non-dependent characteristic at the same time.

Likewise, the analysis of the characteristic of underutilized resources suggests that while both organizations communicate that residents can share rooms in their houses, both permit hosts to operate permanent rentals, such as hostels and hotels (Airbnb, Fairbnb.coop). Thus, the organizations demonstrate the characteristics of underutilized resources and non-underutilized resources.

The characteristics of dependent and underutilized resources, which are representative of sharing, are evident in both organizations' communications, where they are represented as sharing and exchange practices. Consequently, these characteristics fall more appropriately in the dual mode area, between the pure sharing and the pure exchange sides of the continuum.

4.2. Second study

The analysis of Airbnb research articles identified 11 of the 12 sharing and exchange characteristics described in the literature. Similar to the analysis of online documents, the characteristic of "sense of joint ownership" was not identified in the articles. In the following sections we present the results of the analysis, demonstrating the linkage to previous research in brackets.

4.2.1. Dual mode characteristics

As it relates to the social bonds' characteristic, Airbnb provides hosts and guests the opportunity to connect, develop meaningful social relations, and social capital (Anwar, 2018; Boswijk, 2017; Midgett et al., 2018; Roelofsen and Minca, 2018). Moreover, social bonds are represented in the organization's philosophy of connecting people and making guests feel at home (Molz, 2018; Onete et al., 2018; Scassa, 2019). However, Airbnb also presents an absence of social bonds between those involved in the interaction, for example in the renting of an entire home. In such cases, the relationships and interactions between hosts and guests are missing or electronic (Molz, 2018; Roelofsen and Minca,

2018). In other cases, accommodations managed by professional hosts replace the direct contact between hosts and guests and reduces the social and authentic experiences in a commodified process (O'Regan and Choe, 2017; Wirtz et al., 2019). Thus, the analysis reveals that the social bonds characteristic is represented as both a sharing and an exchange practice.

Likewise, the social reproduction characteristic is represented through the social relations reproduced in the interactions of Airbnb hosts and guests (Midgett et al., 2018; Roelofsen and Minca, 2018). It is also present from the moment in which the organization enables engagement between those involved (Boswijk, 2017). On the other hand, the characteristic may also be absent because hosts and guests may never meet during the stay. In these cases, the reproduction of relationship is unlikely (O'Regan and Choe, 2017; Roelofsen and Minca, 2018; Wirtz et al., 2019). Thus, it is suggested that the organization evidences social reproduction with sharing and exchange characteristics.

For the dependent characteristic, Airbnb's business model depends upon the willingness of hosts to share their properties and local life with guests (van Doorn, 2019; Roelofsen and Minca, 2018). Nevertheless, the experience does not always depend upon the owner's involvement. For example, in some cases the host is actually replaced by a business manager, who assists in booking process and/or receiving the guests (Boswijk, 2017; O'Regan and Choe, 2017; Roelofsen and Minca, 2018). Thus, Airbnb evidences both the dependent and the non-dependent characteristics, as the interaction does not always depend upon the presence of both sharer and receiver.

Airbnb enables guests to have a local experience at residents' private places and experience a real sharing experience (Boswijk, 2017; Roelofsen and Minca, 2018). On other occasions, the characteristic is missing when guests are faced with standardized services, do not experience contact with residents, or do not feel they are part of the host family (Roelofsen and Minca, 2018; Turker and Ozdemir, 2019). This may be a consequence of hosts being replaced by property management services (Roelofsen and Minca, 2018). Thus, the similarity to real sharing is represented as a sharing and exchange practice, because the interaction is not always similar to sharing resources with the family.

Airbnb demonstrates the singularity characteristic in the variety of accommodations offered by hosts (i.e. castles, tree houses), which can be an expression of the personality and authenticity of the place and its context; however, the singularity is also represented as an exchange practice. For example, traditional tourism accommodations and professional hosts may mean that the accommodation is not unique nor different (Midgett et al., 2018; Wirtz et al., 2019). Rules and standards that dictate the behaviour of hosts may also result in the standardization of the resource shared with guests (Roelofsen and Minca, 2018; Turker and Ozdemir, 2019; Wirtz et al., 2019). Thus, the singularity characteristic is represented as both a sharing and an exchange practice.

In terms of the underutilized resources characteristic, Airbnb hosts make use of their existing and surplus resources, usually in their own residences. However, some of the accommodations do not represent spare space (i.e. hotels and vacation homes). Furthermore, many hosts have multi-listings, which suggests they may be professional hosts as opposed to a homeowner (van Doorn, 2019; Midgett et al., 2018; Wirtz et al., 2019). Consequently, the accommodations listed on Airbnb are not always resources owned by individuals with excess capacity. Therefore, the underutilized resources characteristic is both a sharing and an exchange characteristic.

An analysis of the sustainability characteristic reveals that Airbnb appears to be promoting sustainability in its business operations (Midgett et al., 2018; van Doorn, 2019). As it relates to social aspects, Airbnb helps individuals who have experienced difficulties, through the Open Homes program (Turker and Ozdemir, 2019; Wirtz et al., 2019) and makes a positive impact on communities (Boswijk, 2017; Midgett et al., 2018; O'Regan and Choe, 2017). Airbnb's ability to boost local economic development (Anwar, 2018; Boswijk, 2017; Midgett et al.,

2018; O'Regan and Choe, 2017; Turker and Ozdemir, 2019; Wirtz et al., 2019) also demonstrates the sustainability (economic) characteristic. On the other hand, sustainability is also expressed in the negative. For example, Airbnb accommodations can result in negative impacts for residents, such as exclusion (Roelofsen and Minca, 2018), and pressure on local resources (Molz, 2018). The default or avoidance of municipality taxes means less revenue for the public good (Midgett et al., 2018) and can lead to inequalities in wealth (van Doorn, 2019). Thus, Airbnb evidences the sustainability characteristic, but also aspects of non-sustainability.

The characteristics of sharing (social bonds, social reproduction, dependent, similarity to real sharing, singularity, underutilized resources and sustainability), as well as non-sharing practices are associated with Airbnb. Consequently, Airbnb exhibits a mix of sharing and exchange and these characteristics fall more appropriately in the dual mode area, between sharing and exchange.

4.2.2. Exchange characteristics

The calculation characteristic is evidenced by Airbnb hosts who list their accommodations and determine their own prices and availability (O'Regan and Choe, 2017; Onete et al., 2018), as well as by the organization itself, which expects reciprocation in the form of the commission charged to hosts and guests (Onete et al., 2018). Hosts are compensated for the use of their resource (Roelofsen and Minca, 2018), and guests can request special pricing (Boswijk, 2017). As such, compensation is represented in the form of remunerations received by hosts from guests (Boswijk, 2017; O'Regan and Choe, 2017; Onete et al., 2018; Scassa, 2019) and, in some cases, when hosts help guests get involved in local life (Roelofsen and Minca, 2018).

The money relevance characteristic is evident in the monetary exchange that occurs between Airbnb hosts and guests. Airbnb hosts charge rent to guests (Boswijk, 2017; O'Regan and Choe, 2017; Onete et al., 2018; Scassa, 2019), in exchange for intermediated services (Anwar, 2018; Boswijk, 2017; Onete et al., 2018) and the parent company charges a commission fee to both hosts and guests (Boswijk, 2017; Onete et al., 2018). Similarly, the money importance characteristic is present in Airbnb, because profitable hosts are able to increase their income (Midgett et al., 2018; Molz, 2018; Roelofsen and Minca, 2018; O'Regan and Choe, 2017; van Doorn, 2019). Some guests are even willing to pay extra money for quality and convenience (Anwar, 2018). Money importance is also demonstrated when Airbnb enables the outsourcing of hosts' assets and receives income back from both hosts and guests (Molz, 2018; Onete et al., 2018; Turker and Ozdemir, 2019).

Airbnb demonstrates calculation, reciprocation, money relevance and money importance, which are representative of exchange. Consequently, these characteristics fall more appropriately on the exchange side of the continuum.

4.3. Third study

The interviews with Fairbnb.coop's co-founders provide evidence that the organization demonstrates both sharing and exchange characteristics.

4.3.1. Sharing characteristics

As it relates to social aspects, such as social bonds and social reproduction, the organization believes that people using Fairbnb.coop are willing to meet someone real, because they know that it is not a company running the property. Thus, the contact between individuals involved in the interaction may result in social connection (social bonds) and, consequently, reproduction of relationship between them (social reproduction). These characteristics are described by co-founder #1 as "people coming through the platform are people willing to experience sustainable tourism, a real experience, and meet someone real." Co-founder #2 adds "the first choice for them [the hosts], if they had to choose ... something else to offer to their guests, the first option was

social time. Spend some time together. Like going out for a walk, bike ride, or having a beer..." For the guests "there is a niche, that is not small, of people that are not tourists but are travelers and those people want to be with locals" (co-founder #2).

In terms of similarity to real sharing, social connections occur between hosts and guests, where guests share space and experiences with hosts. Co-founder #2 stresses "guests are not just renting a place...they are staying in somebody's house." Co-founder #1 adds that guests know they "will find someone real and that is something that they want." Social bonds, social reproduction and similarity to real sharing are sharing characteristics embodied in the organization and more accurately positioned on the pure sharing side of the continuum.

The singularity characteristic is demonstrated through Fairbnb.coop "one host one home policy". The organization does not accept corporate apartments, only units owned by local individuals (i.e. non-standardized proprieties). Fairbnb.coop also emphasizes the desire to offer travelers a real experience, as co-founder #2 explains, "... Airbnb is becoming like a hotel chain. The rooms look the same in every part. What we want to give to our travelers, instead, is a more real travel experience... the travelers find something that they cannot easily find in their own country, only there ... they want to sleep in houses that look like something local."

The "one host one home policy" is also an indication of the presence of the underutilized resources characteristic, as it encourages the rental of a property owned by someone with excess capacity. As co-founder #1 comments, "we don't accept corporate-owned apartments. We are only growing city by city, which is very easy to check the legality of the places." Co-founder#2 adds, "they [meaning the hosts] can have all the houses they want, but only one in the touristic market. Not only on Fairbnb.coop, on all the platforms." The sharing characteristics of singularity and underutilized resources are both present in Fairbnb.coop and consequently fall more appropriately on the sharing side of the continuum.

The sustainability characteristic is listed as one of the goals and original motivations behind Fairbnb.coop, particularly in terms of the social impacts of travelers. The organization is concerned about overtourism and the societal and community impacts associated with tourism. Consequently, the organization is focused on the welfare of communities and not just on the users. As described by co-founder #1, "we started thinking [about] the relationship between how tourism nurtures economically but also impacts the society, and the culture." Co-founder #3 explains that "it shows citizens, municipalities, and policy-makers that [it] might be possible to have another model that is something that could really reduce overtourism or the problems of gentrification." The organization also refers to supporting environmental projects, as explained by co-founder #3: "... the other [half of the commission fee] can be donated by the travelers to a social project or environmental project where they travel."

Likewise, the sense of joint ownership is also considered a characteristic of the organization. Fairbnb.coop believes that tourists are increasingly concerned about staying in legal accommodations. Thus, guests feel a sense of responsibility for the resource they will rent. For example, co-founder #1 states, "it also makes people wonder if they are going to a place that might be out of the rules or not." Further co-founder #3 adds, "people that get interested in Fairbnb.coop are people that tend to have a more conscious way of traveling and also respecting the surroundings."

Fairbnb.coop also demonstrates the dependent characteristic given that it does not accept corporate-owned apartments. The transaction depends upon the presence and involvement of both guests and hosts. The platform also asks hosts to personally welcome guests, as explained by co-founder #2: "we are targeting a specific type of hosts, only small properties. Those people are less probably to use key boxes or wallboard or property management systems. So, they probably do check-in and check-out personally, and we ask them to be [there] welcoming the guest." Co-founder #3 adds, "we ask ... that hosts care about [the]

Fairbnb.coop project and about the people that travel." Sustainability, sense of joint ownership and dependent, which are characteristics of sharing, are evident in Fairbnb.coop, and are therefore positioned on the sharing side of the continuum.

Consequently, the money importance, an exchange characteristic, should be (re)codified as money non-importance because Fairbnb.coop donates 50 percent of the commission fee to local projects. As stated by co-founder #2, "we give 50 percent of our revenue to social projects ... our goal is also to create a system that redistributes money and also is more equal." Furthermore, as a cooperative, its profits are legally defined and limited. As co-founder #1 explains "the fact that we constitute our company as a cooperative ... we are all working members and it is [a] cap by law, the amount of profit we can do." Co-founder #2 explains that hosts were interested in social aspects rather than charging for services. He adds that "if they [meaning the hosts] had to choose something else to do alongside with the business, ... the first option was social time ... more than offering paying services." Thus, the characteristic is positioned on the sharing side of the continuum.

4.3.2. Exchange characteristics

Exchange characteristics are also present in the organization. For instance, money relevance is evidenced in the monetary exchange interaction, represented by the price charged by hosts to guests, and the commission fee charged by Fairbnb.coop to the guests. Co-founder #3 explains that "there is the commission on the transaction: we keep half and the other can be donated." Similarly, the reciprocation characteristic is evident because hosts expect to receive payment in return for the accommodation shared, as co-founder #3 explains. He states that "for now, all the apartments are shared for monetary return." The calculation characteristic is present when guests check availability and prices and then choose an accommodation. For example, co-founder #1 states "you need accommodation and you check for accommodation ... people have motivations to do better, but at the end of the day spending more money for something is always difficult." The characteristic is also present when hosts decide how much to charge, as suggested co-founder #3. He states that "the prices charged by the hosts are up to them." Money relevance, reciprocation, and calculation characteristics are more closely associated with exchange and are therefore positioned on the exchange side of the continuum.

4.4. Positioning Airbnb and Fairbnb.coop on the SEC

The analysis reveals that both Airbnb and Fairbnb.coop exhibit a mix of sharing and exchange characteristics, representing dualistic organizations operating under the SE concept (Fig. 2). Table 3 displays the average SI value per each organization per each study.

Overall, the analysis of Airbnb's online documents reveals that it exhibits both sharing and exchange characteristics related to dependent and underutilized resources. As it relates to the exchange characteristics, Airbnb represents money relevance, calculation, money importance, and reciprocation. It also evidences the presence of the sharing characteristics of social bonds, social reproduction, similarity to real sharing, singularity and sustainability in its communications. Therefore, the SI of the characteristics analyzed indicates a value of 55% for Airbnb, and the organization is positioned slightly closer to the sharing side of the continuum.

The analysis of the Airbnb research articles suggests it has both sharing and exchange characteristics related to social bonds, social reproduction, dependent, similarity to real sharing, singularity, underutilized resources and sustainability. The analysis also indicates that Airbnb demonstrations the exchange characteristics of calculation, reciprocation, money relevance and money importance. Therefore, Airbnb's SI indicates a value of 32% and consequently, it is positioned significantly closer to the exchange side of the continuum.

The analysis involving Fairbnb.coop online documents indicates the characteristics of similarity to real sharing, social bonds, social



- Positions based on analysis of online documents (first study)
- Position based on analysis of articles about Airbnb (second study)
- Position based on interviews with Fairbnb.coop's co-founders (third study)
- Global position of each organization based on the average of the studies

Fig. 2. Positioning Airbnb and Fairbnb.coop on the sharing economy continuum.

Table 3

Number of characteristics by type and SI value*.

		Number o				
Study	Organization	Sharing	Dual mode	Exchange	Total	SI (%)
1	Airbnb	5	2	4	11	54.5
1	Fairbnb.coop	6	2	3	11	63.6
2	Airbnb	0	7	4	11	31.8
3	Fairbnb.coop	9	0	3	12	75.0

^{*} SI mean value for Airbnb = 43.2%; SI mean value for Fairbnb.coop = .69.3%.

reproduction, singularity, sustainability and money non-importance. Further, it exhibits the sharing and exchange aspects of dependent and underutilized resources; however, it also exhibits characteristics of the exchange economy. For example, Fairbnb.coop demonstrates the characteristics of reciprocation, calculation and money relevance. Given these findings, the SI for Fairbnb.coop characteristics indicates a value of 64%, and Fairbnb.coop is positioned closer to the sharing side of the continuum.

Likewise, the interviews analysis with Fairbnb.coop's co-founders suggests that the organization demonstrates the sharing characteristics of singularity, underutilized resources, similarity to real sharing, social bonds, social reproduction, sustainability, dependent, sense of joint ownership and money non-importance embodied in the organization. However, Fairbnb.coop also embodies the exchange characteristics of money relevance, reciprocation and calculation. The calculation of the SI for Fairbnb.coop indicates a value of 75%, and consequently it is positioned significatively closer to the sharing side of the continuum.

An analysis of the global SI, i.e. the mean value of SI values, based upon both studies, indicates a value of 43% for Airbnb and a value of 69% for Fairbnb.coop. Consequently, Airbnb is positioned closer to the exchange side of the continuum, while Fairbnb.coop is positioned closer to the sharing side. Accordingly, the analysis reveals that overall Fairbnb.coop may be a stronger example of the SE. Based upon the analysis, we conclude that categorizing Airbnb as a sharing organization is inaccurate. While it is true that Airbnb presents both sharing and exchange characteristics, as suggested by Habibi et al. (2016; 2017), this analysis illustrates that Airbnb is more accurately positioned closer to the exchange side of the continuum, because it represents more exchange than sharing characteristics. This study's findings also indicate that Fairbnb.coop represents a pro sharing position. This finding aligns with Molz (2018), who suggested that Fairbnb.coop may represent a better alternative business model to overcome the social and economic impacts of Airbnb. Indeed, Farmaki et al. (2020) appear to agree, suggesting that Fairbnb.coop represents an alternative to the capitalistic tendencies of organizations such as Airbnb. Overall, our findings appear to suggest that Fairbnb.coop has the characteristics required to be considered a SE organization, whereas in contrast, Airbnb more accurately represents the exchange economy.

5. Conclusion, theoretical and managerial contributions

This study, which utilized multiple sources of data, utilizing

qualitative and quantitative methods, makes valuable theoretical and managerial contributions. From a theoretical perspective, it more fully explains the phenomenon of the SE, particularly as it relates to the addition of two SE characteristics: sustainability and underutilized resources. The addition of the sustainability characteristic, for example, is an essential sharing aspect. Crommelin et al. (2018) contend that sharing is environmentally, socially and economically sustainable. Similarly, the addition of the underutilized resources characteristic aligns with Benkler (2004), who suggests that underutilized capacity, offered through SE organizations, is better harnessed when provided through sharing. Both sustainability and underutilized resources were identified as characteristics of the SE by Ranjbari et al. (2018). As such, this study offers an improved understanding of the characteristics that typify the sharing economy and better explains to what extent an organization represents pure sharing (focused on social concerns), pure exchange (focused on economic gains) (seeBelk, 2014a) or a mixture of both. These findings may assist other tourism and hospitality researchers better understand the impacts, patterns, and motivations of travelers and hosts involved in the SE. In turn, this knowledge may assist in the development of solutions and strategies to better address the negative impacts of the SE, while better supporting and promoting the positive

From a managerial perspective, this study also utilized the SI, which together with the SEC, may serve as a valuable tool for researchers, governance and community leaders, as well as business managers. Specifically, the use of the SEC enables a more accurate assessment of an organization's sharing and exchange characteristics. In turn, this may assist organizations or individual businesses that seek to position their businesses as part of the SE market, helping them better understand the characteristics and sharing practices associated with the SE. These tools may also be of particular value to those who seek business models that promote positive social, environmental and economic impacts. Overall, we contend that the SI and SEC begin to address the observation of Lee (2020) as it relates to the lack of valuable resources for practitioners in assessing and evaluating the SE.

This study is not without limitations. First, despite repeated efforts to interview key Airbnb informants, we were unsuccessful. In our opinion, this situation occurred because Airbnb has come under increasing government and public scrutiny related to its business practices and the associated negative impacts of those practices. Second, there is a lack of published academic literature, to date, related to Fairbnb.coop and this affected the availability of research data. To overcome these limitations, in consultation with tourism academic experts, we added an extra step to our methodology: we substituted an analysis of the academic literature related to Airbnb for interviews undertaken with Fairbnb.coop cofounders, in order to assess the sharing-exchange characteristics of both organizations. This extra step provided a viable alternative to overcome this situation.

We also wish to highlight some findings that present future research opportunities. For example, future studies might explore hosts and guests' perspectives on the presence of sharing and exchange characteristics within accommodation SE organizations. Possible research

questions include: In what ways do hosts and guests' assessments align with and diverge from the characteristics of the sharing and exchange economies? Further, it would be valuable to interview founders and cofounders of not only accommodation SE organizations, but also those associated with tourism in a broader context (i.e. people and food delivery organizations). Possible research questions include: How do these organizations rank in terms of sharing and exchange characteristics? How do other types of SE organizations compare to accommodation SE organizations?

Overall, this study answers the call of Habibi et al. (2016; 2017) to apply different methods when analyzing the SE framework through the addition of the SI formula and amendments to the SEC (addition of sustainability and underutilized resources characteristics). The SEC and SI, as presented in this study, represent practical and easy-to-use tools for organizations to analyse and understand their characteristics in relation to the SE market. Furthermore, while Habibi et al. (2016) analyzed consumer perspectives of the characteristics of organizations positioned as part of the SE, this study analyses how the characteristics are represented in the practices and discourse of organizations. In divergence to Habibi et al. (2016; 2017) who positioned Airbnb in the middle of the continuum, the findings of this study suggest that the organization is more closely aligned with the exchange side of the continuum. Whereas, in contrast to Airbnb, Fairbnb.coop is more closely aligned to the sharing side. These are important findings, particularly in the context of increasing governmental and community concerns of the negative social, environmental, and economic impacts associated with

As such, the findings of this study may lead to a better understanding of the sharing and exchange characteristics associated with more positive impacts. In turn, this may lead to better business practice standards within the SE sector, particularly as it relates to sustainability. The Center for Responsible Travel's 2019 report highlights that consumer demand for sustainable travel experiences continues to grow. It also contends that tourism businesses and destinations play a role in not only adopting responsible tourism practices, but also in creating awareness and educating tourists about sustainability (CREST, 2019). As tourists become more aware of sustainable business practices, they may increasingly choose to patronize pro sharing initiatives that typify sustainability practices. In terms of promoting sustainable practices and business models, Fairbnb.coop may be a positive change agent in the SE accommodation sector by modelling more socially benign business practices for others to emulate. Given the fact that many communities around the world are struggling to minimize the negative impacts associated with SE, this study makes a timely contribution in broadening our understanding of sharing and exchange characteristics, from an organizational perspective.

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Appendix C

Conference proceedings:
Assessing the sharing and exchange characteristics of Fairbnb.coop

TÍTULO | TITLE

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Promotor:









Assessing the sharing and exchange characteristics of fairbnb.coop

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ABSTRACT

The sharing economy involves individuals sharing underutilized physical assets, for some form of compensation, for short periods of time, mostly intermediated through online platforms (Belk, 2014; Frenken & Schor, 2017; Hamari, Sjöklint, & Ukkonen, 2016; Wirtz et al., 2019). Although notions of sharing are often associated with positive connotations (Frenken & Schor, 2017; Heinrichs, 2013), the sharing economy is increasingly associated with negative realities. Such negative realities generally arise from the commercially-focused business model under which many organizations of the sharing economy function (Nieuwland & Van Melik, 2020). This is particularly so as it relates to the tourism industry and tourism-focused destinations (Dolnicar & Talebi, 2020). In response to some of these challenges, a new organization recently emerged (2019) in the tourism accommodation sector - Fairbnb.coop. It represents an alternative business model that reinvests in local community projects and is aimed at the social sustainability of the host community (Fairbnb.coop, n.d.).

This study is focused on analysing the extent to which Fairbnb.coop represents a sharing economy organization. More specifically, it aims to: (1) analyse how the characteristics of the sharing economy are represented by Fairbnb.coop; and, (2) identify where the organization falls with the Sharing-Exchange Continuum proposed by Habibi, Kim and Laroche (2016). To achieve this study's goals, semi-structured interviews were conducted with three leading co-founders of Fairbnb.coop. The interviews lasted approximately 45 minutes and were recorded with consent and transcribed for data analysis. A qualitative content analysis was undertaken (Cole, 1988), through a deductive approach, in which the categories for analysis were defined before the coding process (Mayring, 2014). The categories were developed from the characteristics adopted by Habibi et al. (2016).

The analysis indicates that Fairbnb.coop demonstrates the sharing characteristics of social bonds, sense of joint ownership, dependent, similarity to real sharing, social reproduction, singularity and money non-importance embodied in the organization. However, Fairbnb.coop also embodies the exchange characteristics of reciprocation, money relevance and calculation. The analysis further indicates that Fairbnb.coop represents a strong example of sharing over exchange characteristics and is therefore positioned closer to the sharing side of the continuum as opposed to the exchange side. Consequently, Fairbnb.coop has the potential to promote a more sustainable form of development within host communities, as it demonstrates characteristics associated with sharing, including the goal of minimizing the negative impacts associated with some sharing economy practices.

From a theorical perspective, this study presents a new method to assess the positioning of organizations in the Sharing-Exchange continuum. While Habibi et al. (2016) applied a quantitative analysis based on customers point of view, this study uses a qualitative method based on the organization perspective. From a practical perspective, the findings of this study may assist organizations who wish to minimize the negative impacts associated with some sharing economy practices. Undeniably, these findings require future examination. For example, future studies could analyse to what extent Fairbnb.coop positively impacts the social sustainability of host communities.

KEYWORDS

Sharing economy, characteristics, Fairbnb.coop

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AUTHOR(S) NOTES

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Appendix D

Interview protocol: Third study Chapter 3



Interview protocol: Third study Chapter 3

Your participation will be completely confidential, and your name will remain confidential throughout this process. The following questions are designed to obtain information relating to your company and will be asked during the interview.

Before starting, I would like to inform that while a variety of definitions of the sharing economy appear throughout the literature, for this study purposes "sharing economy" is defined as a system that enables efficiency, access, and social interactions through organized sharing, swapping, bartering and renting of under-utilized physical assets for a short time and possibly for a fee or other compensation (Belk, 2010; 2014; Frenken & Schor, 2017). With your permission, I would like to record the interview. This is for the purposes of the research team only, so that we can be sure we capture your comments accurately.

Before we begin, do you have any questions of me?

The questions are as follows:

- 1. Could you please tell me about your motivations to create the company?
- 2. What was your specific role in creating the company? How did you become involved?
- 3. What are the organization's current goals, mission, and values? Have the goals, mission, or value changed or evolved over the years? If yes, how have they changed?
- 4. What are the company's main objectives for the next 3-5 years? What is the company doing to achieve these objectives?
- 5. What do you think is the company's greatest accomplishment to date? Why?
- 6. What would you say are the main drivers of the company's success?
- 7. In what ways does the company impact local communities? What is the company doing, if anything, to enhance the positive community impacts? What is the company doing to address negative community impacts, if any?
- 8. What is the company doing to enhance the positive social impacts of the company? What is the company doing to address negative social impacts, if any?
- 9. In your opinion, what are the hosts' main motivations for choosing your platform?
- 10. Why do you think guests would choose Fairbnb over other accommodation options, such as hotels?





- 11. In what ways do regulations in different countries/cities impact the company? How does the company comply with local regulations?
- 12. Is Fairbnb concerned about new regulations coming from different countries/cities? What are you doing to maintain your unique characteristics?
- 13. In what ways, if at all, will the new rules influence the characteristics of the company?

Appendix E

Interview protocol: Second study Chapter 4



Interview protocol: Second study Chapter 4

Your participation will be completely confidential, and your name will remain confidential throughout this process. The following questions are designed to obtain information relating to your company and will be asked during the interview. I expect that the interview will take approximately 30 minutes. With your permission, I would like to record the interview. This is for the purposes of the research team only, so that we can be sure we capture your comments accurately. Your participation is very important for the team and thank you in advance for being part of it.

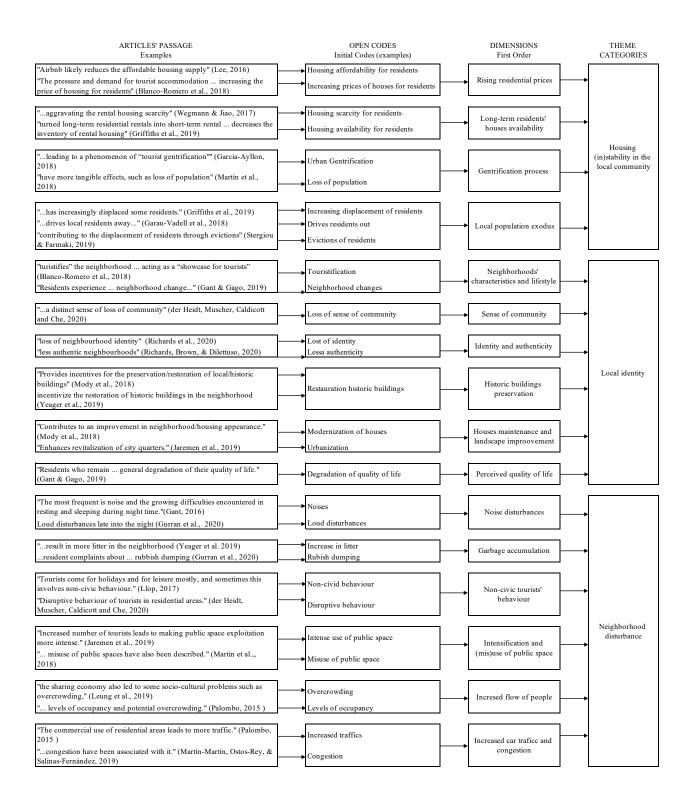
The questions are as follows:

- 1. What are the company's current goals, mission, and values?
- 2. Do you feel your company impacts on the local community? Can you elaborate on that?
- 3. Does Fairbnb.coop expect to keep the local population in the communities where it operates? If so, how? E.g. which solutions to maintain the availability of houses for long-term residents and to control rising residential prices? Other measures to reduce gentrification in these communities?
- 4. Is Fairbnb.coop aware of security issues in the communities where it operates? If so, how does it expect to address crimes and risks, and resident's privacy?
- 5. Does Fairbnb.coop intend to preserve the local identity of the communities where it operates? If so, how? E.g. how to maintain local characteristics, authenticity, and preserve historic and residential buildings? Other ways to improve the sense of community and the quality of life?
- 6. Does Fairbnb.coop expect to encourage interaction between residents (even non-tourism related) and tourists? If so, in what ways? E.g. what can be done to enhance cultural exchange between them? Other measures to enable daily coexistence?
- 7. Does Fairbnb.coop intend to control disturbances generated by tourists? If so, how? E.g. how reduce noise, traffic, garbage accumulation, flow of people, non-civic behaviors of tourists and intensification and mis(use) of public space?
- 8. Does Fairbnb.coop expect to support business and residents' welfare? If so, in what ways? E.g. which solutions to maintain traditional stores, provide employment opportunities and leisure services for residents? In addition, how to provide a balanced distribution of income and maintain the living expenses of local residents?



Appendix F

Coding and categorization for the first study on chapter 4



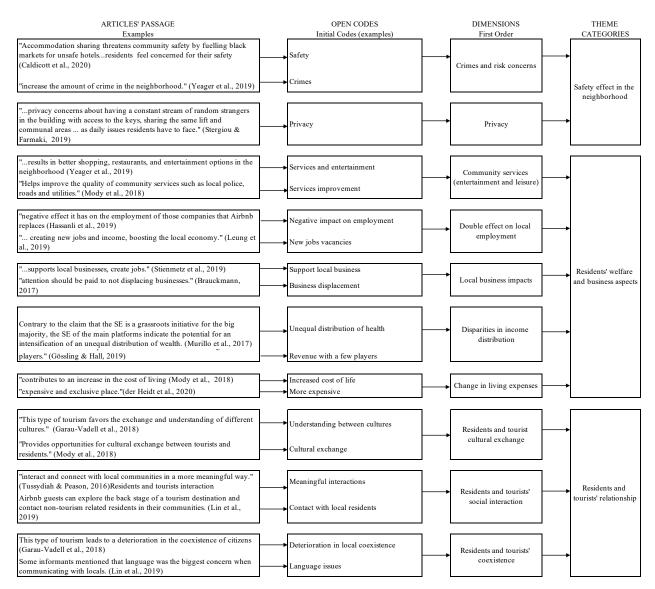


Figure 4.2 Coding and categorization



Appendix G

Real sharing economy examples? Scholars agree: Fairbnb.coop!



The social and economic impact of the vacation rentals market, particularly in the historic centers of art cities, is increasingly evident, and the search for a solution is more and more urgent. According to many researchers, a contribution can be provided by cooperative platforms and concrete sharing economy examples such as Fairbnb.coop.

Since the very beginning of our journey in 2016 as a movement seeking an ethical alternative to existing short-term vacation rental platforms, the experience of Fairbnb.coop has attracted the attention of many scholars and researchers around the world.

Already **Habibi**, **Kim**, **and Laroche**, in their study "From sharing to exchange" (2016), highlight the rhetoric behind the speeches proposed by supposed sharing economy examples such as the big global companies, useful only to conceal the traditional exchange economy and value extraction of the capitalist system.

For this reason, as soon as Fairbnb.coop activates the beta version of its platform, in 2018, it arouses the immediate interest of many researchers who, like **Jennie Germann Molz** from the College of the Holy Cross (Massachusetts, U.S.A.), identify in our project an alternative business model capable of overcoming the distortions of the market.

In 2020 it is directly the European Commission to turn the spotlight on Fairbnb.coop.

On the basis of an in-depth case study of social platforms in Greece, Italy, the Netherlands, and the United Kingdom, a report on "Digital Technologies and the Social Economy", elaborated by Q-PLAN International, Manchester Institute of Innovation Research and UNU-MERIT, is published. It explores opportunities and challenges for the social economy and social enterprises: in this report, Fairbnb.coop is mentioned, together with other experiences in Europe, as one of the good practices that show how concrete sharing economy examples and digital technologies can be put at the service of a social purpose.

"The potential offered by social platforms like Fairbnb.coop may help the social economy to pursue more effectively its mission and vision and become (more) sustainable over time", said the European Commission.

These are not baseless analyses, unsupported by data: the early 2021 study by **Petruzzi**, **Marques**, **and Sheppard**, "To share or to exchange: an analysis of the sharing economy characteristics of Airbnb and Fairbnb.coop" uses a Sharing Index (SI) and a Sharing Economy Continuum (SEC) to scientifically measure each organization's degree of sharing and exchange, with results that leave no room for doubt.



From sharing economy examples to sustainable tourism practices

More recently, a study by Ca' Foscari University of Venice, coordinated by Professor Jan Van der Borg as part of the advanced course on the Economics of Tourism, has shown how tourism can become an element of development, not only in economic and employment terms, but also in terms of cultural wealth, social, environmental and territorial equity, thanks to experiences such as Fairbnb.coop.

Our model of sustainable tourism, in fact, introduces a new subject in the relationship between tourist and hosts: the local community. The advantages are many:

- more effective collaboration is established between tourists, residents and government agencies;
- more authentic and genuine travel experiences are facilitated;
- local knowledge is recovered;
- benefits in terms of sustainability for the communities, compatible with Agenda 2030.

The sustainability of sharing economy examples like Fairbnb.coop, in the opinion of the Venetian scholars, is based on three assumptions:

- 1. transparency, because we collaborate with public administrations to guarantee only legal accommodations, in order with taxes and permits, and because we share data, obviously safeguarding privacy and security of users, so that the real impact of tourism can be analyzed;
- 2. a circularity that creates real value for residents, because we allocate 50% of the platform's booking fees to finance community projects, chosen and managed by local partners;
- 3. the self-regulation that implies, in the cities and neighborhoods most affected by touristification, the application of the rule "1 Host, 1 House" and the acceptance only of owners who offer only one house on the tourist market, while large real estate investors, who hoard properties in the historic centers by allocating them to tourists instead of residents, are excluded.

