Alexander King

The characteristics of quality in peer-to-peer accommodation:

a host's perspective in the Algarve

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Masters in Management

The final work is carried out under the supervision of:

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Dedications and Acknowledgements

"There is nothing like looking, if you want to find something. You certainly usually find something, if you look, but it is not always quite the something you were after."
J.R.R. Tolkien, The Hobbit, or There and Back Again.

Firstly, I would like to extend my deepest gratitude to my family who have provided unwavering support throughout the process of writing this dissertation. Their assistance, patience and suggestions are the reason this research was made possible.

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Resumo

O alojamento local mudou a maneira como os turistas reservam as suas férias e se envolvem com um destino. Atualmente, existem mais de 13 milhões de unidades de alojamento local disponíveis em mais de 200 países. Com o crescente número de alojamentos locais, os hóspedes passaram a escolher os alojamentos que mais garantias de qualidade ofereciam. Este estudo visa determinar as características de qualidade da oferta turística deste tipo de estabelecimentos, com base na perspetiva dos anfitriões e criar um quadro de referência que os gestores possam utilizar no futuro.

Foi realizada uma extensa revisão da literatura, e discutidos os principais constructos que a análise do tema pressupunha: economia da partilha, alojamento local, cocriação de valor e o tema da gestão das experiências.

Para esta pesquisa, foi utilizada uma abordagem qualitativa. Para alcançar este objetivo foram realizadas entrevistas junto de um grupo de proprietários de alojamento local. As entrevistas basearam-se em quatro temas: 1) A motivação para hospedar, 2) A definição de qualidade de acordo com os anfitriões, 3) A gestão da experiência do cliente e 4) Hospedagem como experiência.

Os resultados obtidos permitem perceber as perspetivas os gestores de unidades de alojamento local têm sobre a qualidade dos serviços prestados, as dimensões que os turistas utilizam para avaliar essa mesma qualidade e a problemática da gestão da qualidade das experiências turísticas relacionadas com este tipo de alojamento.

Palavras-chave: Alojamento local; Experiência; Motivação; Expetativas; Cocriação de valor.

Abstract

Peer-to-peer accommodation is a relatively new concept that can be seen as a by-product of the sharing economy and it is estimated that there are over 13,5 million available properties.

Currently, peer-to-peer accommodations lack recognisable labels that identify quality attributes. The purpose of this study is to determine those characteristics from the perspective of the hosts.

To achieve this, a thorough investigation of the academic literature was first produced. The topics of sharing economy, peer-to-peer accommodation, value co-creation and experience management were determined to be all interconnected. The literature pointed out emerging concepts such as customer experience and value co-creation as important to the peer-to-peer accommodation market as they have had a visible impact on the way tourist consume hospitality services.

Based on the literature findings, and the exploratory nature of the study, the most appropriate method of analysis available to use is qualitative. This allows a more flexible approach in determining how hosts perceive quality. Using the main themes discovered during the literature review, interviews with hosts were conducted and were guided by four themes, their motivation to host, their definition of quality, how they managed guest experience and their experience as a host.

The findings from these interviews emphasised the complex nature of defining quality outright but did provide key practices and feelings that could help determine what is perceived as quality for guests. It also showed that current available management tools are not necessarily adequate for this different type of holiday accommodation provider.

By combining the current academic literature and the findings of this research, a framework for new hosts can be established presenting all the major attributes of quality for a peer-to-peer accommodation.

Keywords: Peer-to-peer accommodation; Hosting; Experience; Motivation; Expectations; Value co-creation.

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LIST OF ABBREVIATIONS

AHRSEP	Associação de Hotelaria, Restauração e Similares
AL	Alojamento Local
EPRS	European Parliamentary Research Service
GDP	Gross Domestic Product
INE	Instituto Nacional de Estatística
MTE	Memorable Tourism Experience
MTES	Memorable Tourism Experience Scale
P2P	Peer-to-Peer
SDT	Self-Determination Theory
SE	Sharing Economy
SET	Social Exchange Theory
SQ	Service Quality
USA	United States of America
UNWTO	World Tourism Organization
WTTC	World Travel & Tourism Council

CHAPTER 1. INTRODUCTION

This chapter will view the motivation for the following research, it will present the research problem, the aim of the thesis and the objectives to answers the problem. It will detail the methodology used for the study and finally present how the research was organised and structured.

1.1 Motivation for research

The World Tourism Organisation (UNWTO) (2020) recorded that there was 1.5 billion tourist arrivals across the world in 2019. Travel has become an inevitable part of individuals daily lives. In 2019, the World Travel & Tourism Council (WTTC) (2019) in conjunction with Oxford Economics, conducted a study showing that the Travel and Tourism sector experienced a 3.5% growth and was responsible for a USD 8.9 trillion contribution to the world's Gross Domestic Product (GDP). This lucrative and upward trend has pushed travel and tourism businesses to evolve and innovate to meet the new demands of their customers. At the same time, a new form of economy has continued to grow, the sharing economy (SE).

As the SE has continued to develop, Sigala (2017) and Cheng (2016a) mention that the tourism and hospitality sector has emerged as the one who has benefited the most from the opportunities that arise from the SE. In Europe:

> "the European Commission estimated in 2016 that the gross revenue in the EU from SE platforms and providers amounted to € 28 billion in 2015. Much of this revenue comes from tourism-related sectors, in particular the accommodation and transportation sectors."
> European Parliamentary Research Service (EPRS) (2017: 4)

The benefits to the tourism and hospitality sector are not limited to financial gain. Sanchez (2016) found that it has also created new *micro-entrepreneurs* that can challenge or seize new opportunities within the industry that can improve many traditional elements within tourism and hospitality.

This study will concentrate on peer-to-peer (P2P) accommodations. This concept can be briefly explained as an accommodation sharing service between individuals using online platforms for free, in exchange of a service or for a fee. The changes in tourism and hospitality are directly linked with changes in consumer behaviour. The traveller's decisions are based on new criteria centred around the notion of quality. However, customers have subjective understandings of quality and do not share the same values. This is why Crick and Spencer (2011: 466) mentioned the importance of understanding the "customers' emotion during service encounters".

To achieve this understanding one method is to analyse the customer experience(s). The study will focus on the components of experience and how they will influence customer decision and how it can be effectively managed.

Currently, P2P accommodations lack recognisable labels that show certain standards like those found for other services and products within the tourism and hospitality sector. With a better understanding on the topic of the P2P economy and tourists' expectations, insights on the practices involved with hosting a P2P accommodation and implementing recognised industry quality management this study can shed light to new practical elements.

In doing so it can encourage greater competitiveness between P2P accommodations, therefore raising standards so that guests can benefit from greater quality experiences. Such effect leads to economic growth for local regions and individuals, it improves productivity and effectiveness increases world travel and connection and empowers individuals to take part in the world of hosting P2P accommodations.

1.2 Research problem, aims and objectives

In this section, the research problem will be explored and this will outline the aim of the research and lay out the objectives that have to be met in order to achieve it.

1.2.1 Research problem

Managing and defining expectations in a hospitality environment is a challenging endeavour. It requires many factors to be considered, studied and applied. As a P2P accommodation is a relatively new service in tourism and hospitality, current literature has primarily focused on guests' perspectives during their stays and the impact P2P accommodations have had on hotels and local economies. This study intends to bridge the gap on the topic of P2P accommodation in respects of those who host. In order to achieve a clear understanding, of this topic the research will centre on a tourist destination: The Algarve in Portugal.

Based on the Instituto Nacional de Estatística (INE) (2019), this region received in 2018 over 4.2million tourists. One of the principal accommodation facilities in the Algarve is Portugal's Alojamento Local (AL). This is a tourist rental license that was established since 2008 on short term rental properties. In essence, these local lodgings are villas, apartments, rooms and guest houses all with the potential to become a P2P accommodation. An article by Sul Informação (2019) informs that according to Associação de Hotelaria, Restauração e Similares (AHRESP) in 2019 there are 32,405 AL as of 2019 and that 57.3% of owners manage only one unit. It is a perfect location to analyse the workings of P2P accommodations from a host's perspective.

Yet a single research problem cannot be established to precisely organise this study. It is important to ascertain the aim of the research and then draw reachable objectives to establish the desired result.

1.2.2 Research aims and objectives

1.2.2.1 The study's aim

The overarching aim of this study is determining *"the characteristics of quality from a peer-to-peer accommodation hosts perspective"*.

1.2.2.2 The study's objectives

To reach this aim the following objectives have to be met.

O1: Understanding the general market for P2P accommodations.

This can be achieved by looking at the sharing economy and its effects, presenting the P2P accommodation system, new trends in consumer preferences and defining and measuring quality.

O2: Understanding P2P accommodation users' (guest and host) preferences.

This will involve explaining the subjective nature of personal expectations, presenting the experience economy, identifying the factors that motivate guests and hosts to use and provide P2P accommodation and to understand what the effects of this are on individual's satisfaction.

O3: Establishing from theory, literature, research and practices a new conceptual guideline to reference key attributes of what is needed to host and provide quality P2P accommodation.

This study strives to create a framework that will present the essential characteristics for P2P accommodation hosts to provide their guests with a memorable moment.

1.3 Research methods

Since the theme of the research is explorative in nature, a qualitative centred research should be applied to reach the aims and objectives set out. Miles and Huberman (1994) present three approaches to qualitative analysis. These are *interpretivism*, *social anthropology* and *collaborative social research*. These categories were formed based on Wolcott's qualitative strategies in educational research from 1992 as:

> "1) Research is conducted through an intense and/prolonged contact with a 'field' or life situation.
> 2) The role of the researcher is to gain a 'holistic' (systemic, encompassing, integrated) overview of the context under study: its logic, its arrangements, its explicit and implicit rules.

> 3) Attempts to capture data on the perceptions of local actors ‘from the inside’, through a process of deep attentiveness, of empathetic understanding, and of suspending or ‘bracketing preconceptions about the topics under discussion.
> 4) Isolate themes and expressions that can reviewed with informants, but that should be maintained in their original forms.”
> (Miles and Huberman, 1994: 6)

Hence, for a qualitative research method to be applied it must, be of a flexible design covering multiple aspects. It must collect field-based data and be recorded from an informal to formal format. According to Yin (2011), there has to be analysis of non-numeric data leading to an interpretation of the findings. In the context of this study, by applying qualitative research methods, P2P accommodation can be seen, as said by Ren (2014: 26) as a “cultural and social phenomenon” and the findings can present the realities about it.

1.4 Organisation and structure of the report

In this section, it is important to differentiate the overall organisation of the report and the structure. By doing so, the logic and flow of the research can be better understood.

1.4.1 Organisation of the report

The research can be divided into three main stages. Each stage uses a specific method to answer the research objectives and will provide specific outcomes.

Stage 1: Research analysis.

In order to produce an effective research strategy for this thesis thorough research must be applied. This involves producing a literature review from primary and secondary sources where the context of the study can be understood. By conducting a literature review, Randolph (2009: 2) explains that an “author’s knowledge about a particular field of study, including vocabulary, theories, key variables and phenomena, and its methods and history”.

The primary outcome resulting from the research analysis is that new findings can be related to current theory on P2P accommodations, it defines the research problem on the subject, provides a guide on the direction of data collection and processing and how to interpret the information collected.

Stage 2: Data Collection and processing.

According to Knafl and Howard (1984) , there are four methods of reporting qualitative research. These are instrumentation, illustration, sensitisation and conceptualisation. Based on their guidelines, this report will focus on the sensitisation method. The research will have to be based on the knowledge that there is limited research and understanding of the subject in the current situation, a clear representation of the target group, a description of the interview guide and the observer's role, how did the data collection provide an in-depth description of the sample group, grouping of information into themes and categories based on samples' views and finishing with a summary of themes and implications.

The outcome from collecting new data from various sources will allow this study to focus on interpreting the data collected with the current theory. It will provide guidance on the correct sample of hosts to choose and help formulate the correct questions for the interviews.

Stage 3: Guideline creation.

As per the motivation of the research, with the use of the data, the interpretation of that and the knowledge of current literature and perspectives, a quality framework can be created. In this stage it is important to contrast the findings from the interviews with hosts with research on guest's expectations.

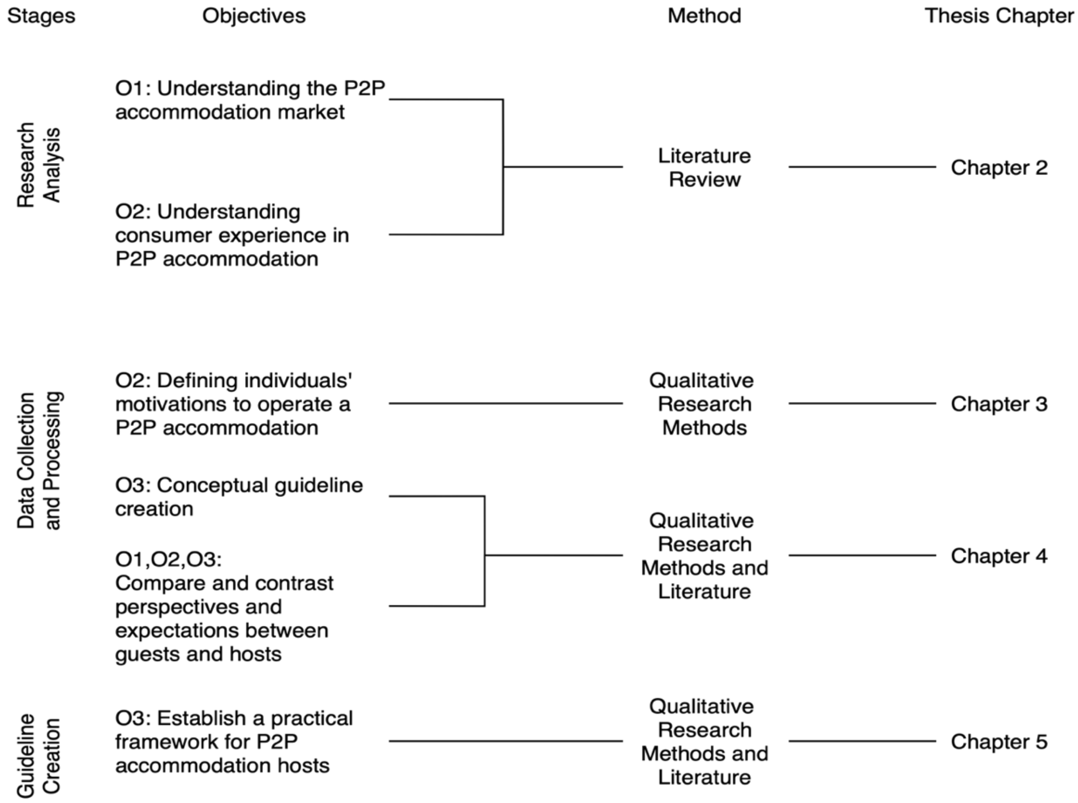
The outcome of creating such a guideline will answer the research problem of the important quality characteristics of P2P accommodations for hosts and operators but will also present the shortfalls of this research and subject matter.

1.4.2 Structure of the report

In essence the structure of this report will follow the stages enunciated in the previous section. Chapter 2 will present the literature review for this study highlighting all the important themes, theories and variables that must be acknowledged and understood to achieve the objectives set out. In Chapter 3, the methodology of the research will be presented. This crucial section will outline how the research is intended to be conducted, the methods to be used, who will be involved and what the report intends to achieve from the research. Chapter 4 will involve a discussion on the findings from the research. This provides key elements to achieve interpretations of the findings, the opportunity to compare data with theory and hypothesis and provide the foundation for the guideline. It will also show the limitations and challenges from said research. Finally, in Chapter 5, this concluding section will present the theoretical framework of the characteristics of quality for P2P accommodation hosts whilst also identifying the perspectives for future research.

Figure 1.1 presents a summary of the structure with the relevant objectives associated with each stage and chapter.

Figure 1.1: Research structure summary



CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

A literature review has the primary purpose to create familiarity and understanding of a current research topic before starting a new investigation. To achieve the objectives set out for this study the following themes are to be reviewed.

The first section will analyse the sharing economy. The entire premise of the thesis is based on this new type of economy. Academics have increased the rate of research on this area and this review will attempt to synthetise the main findings.

The second section will present the peer-to-peer accommodation market. As part of the service economy and the core concept of the thesis, it is vital to present all the main themes and ideas that academics have discovered regarding peer-to-peer accommodation.

The third section will analyse value co-creation. The literature on value-co creation is the main theoretical notion that will allow a new investigation to be made for this thesis. Identifying and understanding the concepts researched within the tourism and hospitality industry on value co-creation can help establish a strong framework.

The fourth and final section will look at the concept of experience within peer-to-peer accommodation. The analysis of this topic area will provide more specific tools to use in establishing this research.

2.2 Sharing economy

In this subsection, the SE must be analysed to present the economic background and sector the study finds itself in. To do so, it is critical to present the evolution of the literature, the way the SE has been defined

2.2.1 Research environment

In recent years, academic authors have reviewed the amount of research on the topic of the SE. Hossain (2020) discovered that between 1978 and 2018 there was 645 records of articles containing the keywords *sharing economy*, *collaborative consumption* and *collaborative economy* on the online database Web of Science. When currently searching for articles on the SE with the terms '*sharing economy'* on ScienceDirect's database between the years 2000 and 2019 a total of 1,142 articles can be found. Figure 2.1 shows the increase in publications over these years. It must also be noted that 10 subject areas are associated with the SE with a majority of publications in areas such as *Business, Management and accounting* (430 published articles) and *Social Sciences* (422 published articles). Figure 2.2 compares the numbers between the different subject areas. Martin (2016) made evident that the emergence of the SE in academic research and the public discourse occurs between 2011 and 2014.

Figure 2.1: Published articles on the sharing economy (2000 – 2019)

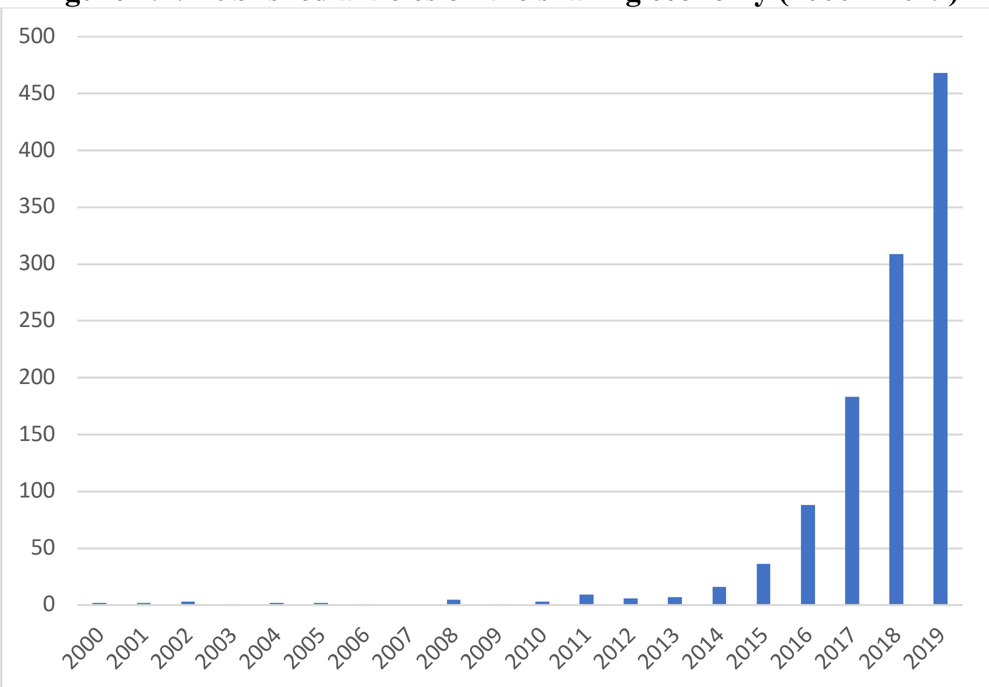
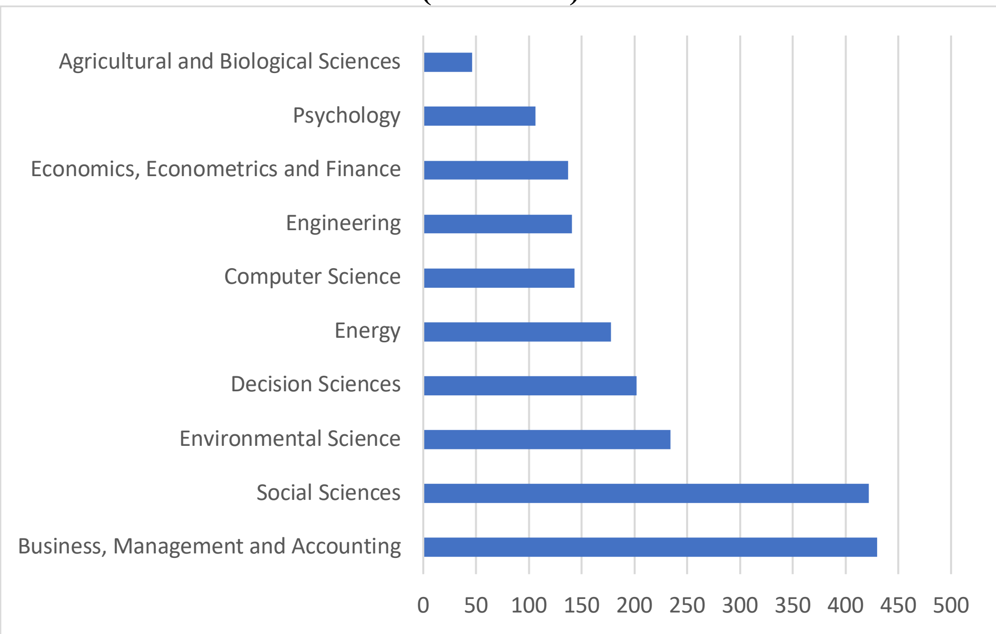


Figure 2.2: Published Articles on the sharing economy based on subject area (2000-2019)



The literature indicates that three main drivers justify the rise of the SE. The first is the *advancements of technology*. These advancements have facilitated interactions between consumers and suppliers, reduced transaction costs and have permitted greater flexibility in business models for individuals and businesses as observed by Demary (2015) and John (2013).With the use of digital platforms, social networks, electronic markets, mobile devices and electronic services, consumer behaviour has shifted towards transactions amongst peers as reviewed by Görög (2018). With these improvements comes the second element, that of an *economical driver*. This new form of economy is:

> "based on a streamlined utilisation of a hitherto neglected or unknown economic wealth, individualised supply of services (and individualisation of price fixing), and on shifting boundaries between economic actors. In this context, the user of an asset may the same day – or the next – become the supplier of another good, although some users are involved in the definition and production of the service they purchased."
> EPRS (2016: 12)

The consequence of this 'shared economy' is that many individuals are able to boost their incomes by non-traditional sources of revenue. According to the EPRS (2016: 13–14), "the revenue generated […] reached US$3.5 billion worldwide in 2013". Individuals are able to maximise their revenues from unused assets or gain access to goods and services that were previously out of reach. The third driver can be identified as a *social motivation*. Since the banking crisis of 2008, more and more individuals are shifting from ownership to access thanks to the medium of technology. There is now a culture of sharing according to Bucher, Fiesler, Fleck, Lutz (2018).

Belk, (2007: 127) defines sharing in a two-dimensional manner by stating it as "the act of and process of distributing what is ours to others and/or the act or process of receiving or taking something from others for our use". This understanding of sharing shows that there is more than just an economic motivation whereby individuals are "seeking more meaningful social experiences beyond the traditional business-consumer paradigm" as said by Curtis and Lehner (2019: 8). The ideas of environmental sustainability and the reduction of social inequalities from a better distribution of goods and services promote the use of the SE from a social perspective as seen in Curtis and Lehner (2019), Bucher *et al* (2016), Martin, Upham, Budd (2015) and (Heinrichs, 2013).

Acquier, Daudigeos, Pinkse (2017) found that the literature on the subject of the SE however shows it as a contested concept. Many authors such as Hossain (2020) Agarwal and Steinmetz (2019), Görög (2018), Acquier *et al*. (2017) and Belk (2014), who have conducted their own literature reviews have all shown that the SE is a broad theory that envelops multiple disciplines and due to its nature is constantly evolving. Agarwal and Steinmetz (2019) have also shown that there is a geographical bias towards the United States of America and rich developed countries.

This review will now present the general concepts of the SE that have been identified in the literature.

2.2.2 The search for a definition

The SE does not have a straight forward definition. As shown by Görög (2018), the understanding of the sharing economy can be misleading. Dredge and Gyimóthy (2015) discovered that 17 terms were related to the sharing economy creating a "genealogy of sharing economy terms". These terms are: (1) *Human ecology*; (2) *Collaborative consumption*; (3) *Access economy*; (4*) Moral economy*; (5) *Social sharing*; (6*) Alternative post-capitalist economies*; (7) *Collaborative Lifestyles*; (8) *The Mesh (aka The sharing society)*; (9) *Circuits of Commerce*; (10) *Access-based consumption*; (11)

Peer-to-peer economy; (12) *Moral Economy (of alternative tourism)*; (13) *Sharing vs Pseudo-sharing*; (14) *Connected consumption*; (15) *Collaborative commerce*; (16) *Sharing Economy*; and (17) *Hybrid economy*.

Interestingly, Botsman (2013) predicted that “the space is getting muddy and the definitions are being bent out of shape to suit different purposes. So, do I think these terms have different meanings? Yes. Are there common core ideas that explains overlap? Absolutely”. When searching for a more detailed definition of the sharing economy, the current literature presents multiple variations. The following table will list some of the many variations of the definition.

Table 2.1: List of definitions of the sharing economy in academic research from various authors

Author and year	Definition
OECD (2015: 53)	“Online platforms specialised in ‘matching demand and supply in specific markets, enabling peer-to-peer (p2p) sales and rentals.’ It identifies three types: (a) p2p selling (b) p2p sharing; and (c) crowdsourcing.”
PricewaterhouseCoopers (2015: 3)	“The ‘sharing economy uses digital platforms to allow customers to have access to, rather than ownership of, tangible and intangible assets.”
Aloni (2016: 1398)	“An economic activity in which web platforms facilitate peer-to-peer exchanges of diverse types of goods and services.”
Barnes and Mattsson (2016: 200)	“Involves access-based consumption of products or services that can be online or offline”
Cheng (2016b: 111)	“Describes the phenomenon as peer to peer sharing of access to under-utilised goods and services, which prioritizes utilization and accessibility over ownership, either for free or for a fee”
Hamari, Sjöklint, Ukkonen (2016: 2047)	“The peer-to-peer-based activity of obtaining, giving or sharing the access to goods and services, coordinated through community-based online services.”
Shaheen, Chan, Gaynor (2016: 165)	“A popularized term for consumption focused on access to goods and services through borrowing and renting rather than owning them.”

Table 2.1: List of definitions of the sharing economy in academic research from various authors

Author and year	Definition
Lamberton and Rose (2012: 109)	"Marketer-managed systems that provide customers with the opportunity to enjoy product benefits without ownership."
Bucher *et al.* (2016: 318)	"An economic model in which consumers use online tools to collaborate in owning, renting, sharing, and trading goods and services. A practice enabled and driven by technology."
Botsman and Rogers (2010: 15)	"Traditional sharing, bartering, lending, trading, renting, gifting, and swapping, redefined through technology and peer communities."
Bardhi and Eckhardt (2012: 881)	"Consumption models in which access is enabled through sharing or pooling of resources/products/services redefined through technology and peer communities"

Source: Adapted from Görög (2018).

In essence, Curtis and Lehner (2019: 3) summarise the "sharing economy as an umbrella term, covering a variety of behaviours and business models that cannot be narrowed down to one specific definition". An umbrella construct was defined by Hirsch and Levin (1999: 199) as a "broad concept or idea used loosely to encompass and account for a set of diverse phenomena". Such a type of definition however has caused a rift between academics who want to maintain the definition of SE in a broad sense as seen by Acquier *et al.* (2017), Sundararajan (2017), Owyang (2014) and Botsman and Rogers, (2010). Others such as Acquier *et al*. (2017) and (Frenken, Meelen, Arets (2015) require a narrow definition to create a more rigorous and workable theory,. Hence a balanced definition must be used. Muñoz and Cohen (2017: 21) define SE as a "socio-economic system enabling an intermediated set of exchanges of goods and services between individuals and organizations which aim to increase efficiency and optimization of sub-utilized resources in society".

2.2.3 The sharing economy in action

Across the reviewed articles, academics have attempted to identify what constitutes as the SE. To achieve this, the consensus is to determine the functionality of the SE, the actors and the impact is had on different scale. This subsection synthesis those findings.

2.2.3.1 The functionality of the sharing economy

The research has shown that the SE can only function if three elements are in harmony.

First, Bardhi and Eckhardt (2012) explained that the product must reflect a service and in order to achieve that, the product must be 'used' and not 'owned'. A great example of this is the boom in subscription-based services such as Netflix and Spotify for the purposes of entertainment. Consumers have access to more for less without actually owning the product.

Secondly, the sharing economy is "said to leverage the excess, surplus or underutilised nature of idling goods and services" according to Curtis and Lehner (2019: 9). This is also highlighted by Frenken and Schor (2017: 4–5) definition of the sharing economy as: "consumers granting each other temporary access to under-utilized physical assets ("idle capacity") possibly for money". For this to function correctly consumers of the sharing economy must act in ways that are fair. Nguyen (2016) says that the use of reviews and text/photo descriptions permit the consumers to establish reputation and rapport between consumer, service and product.

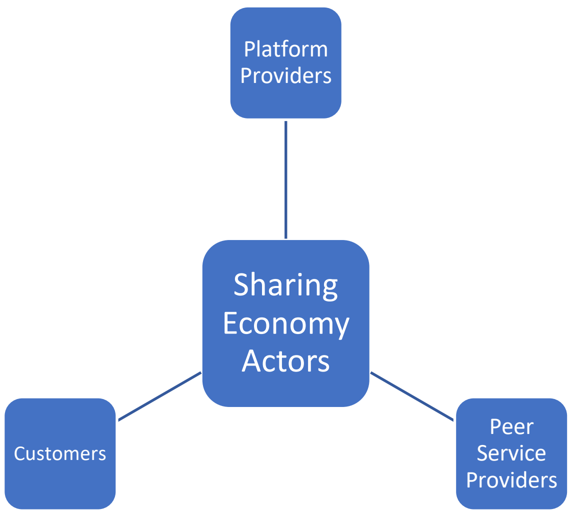
Thirdly, to maintain an effective sharing economy there must be an element of collaboration. Peers must engage with one another either directly or via the use of a technological intermediary. Nguyen (2016) found that skills, tools, spaces, individuals, objects and materials are all connected to benefit all parties. Based on the information collected by Curtis and Lehner, (2019) , the sharing economy revolves on the sharing of both tangible and intangible products. A tangible product is to be considered as physical goods that are non-durable like the rental of a car park or durable like furniture. Curtis and Lehner, (2019) detail that, intangible products are to be viewed as services, time, knowledge, thoughts and online content.

2.2.3.2 The actors of the sharing economy

The literature presents three main 'actors' in the sharing economy sphere and those that partake in collaborative consumption. These are as defined by Benoit, Baker, Bolton in 2017:

1) *Platform providers*: The actor that supplies the online marketplace for a particular service and communicates its value proposition
2) *Peer Service Providers*: The actor that gives access to a particular asset (e.g., an Airbnb flat) in exchange for a monetary contribution from the customer.
3) *Customers*: The actor that requires access to a particular asset (e.g., an Airbnb flat) in exchange for some monetary contribution.
   (Benoit *et al*., 2017: 223-225)

Figure 2.3: The three main actors in the sharing economy



Source: adapted from Benoit *et al.* (2017)

As summarised by Benoit *et al.* (2017), these three actors will engage in exchange over three elements: *motivation*, *activities* and *resources and capabilities*. They are essential in all activities that involve the SE and P2P accommodation.

2.2.3.3 The impacts of the sharing economy

When analysing the SE, Hossain (2020) agrees that the SE has had *economic*, *environmental* and *social impacts*.

-*Economic Impact:* Richardson (2015) shows that SE has had a positive impact on generating more work and of higher quality. Barnes *et al.* (2016) found that it has reduced business set up costs and hence promotes entrepreneurship and has according to Hüttel, Ziesemer, Peyer, Balderjahn (2018) changed spending habits in a positive way. However, Cheng (2016b) indicates that the SE has had negative impact on traditional markets and has increased the *casualization of labour*.

-*Environmental Impact:* Most research on the SE present this phenomenon as a positive impact on the environment. The utilisation of used goods and services promotes a more sustainable and *eco-friendly* consumption compared to previous consumer habits as shown by Paundra, Rook, van Dalen, Ketter (2017), Bucher *et al.* (2016) and Eckhardt and Bardhi (2016). Yet, it has also been shown by Barnes *et al.* (2016), Tussyadiah (2016), Dredge and Gyimóthy (2015) and Botsman and Rogers (2010) that consumers can have non altruistic motives and do not consider environmental factors as important.

-*Social Impact:* The increase usage of the SE was according to Tussyadiah and Pesonen (2016) a desire to create bonds and attachments between consumer and provider. Greenwood and Wattal (2017) also identified that it has also pushed for improvements in existing markets where technology was lacking, making way for more competitive pricing and allows for greater affordability. However, the claim that the SE allowed for better equal distribution of wealth and benefits has been questioned. Tussyadiah (2015) and Stokes, Clarence, Anderson, Rinne (2014) have shown that those living in urban/metropolitan areas and working in offices were far more likely to engage in collaborative consumption then those in rural environments, unemployed or pensioned.

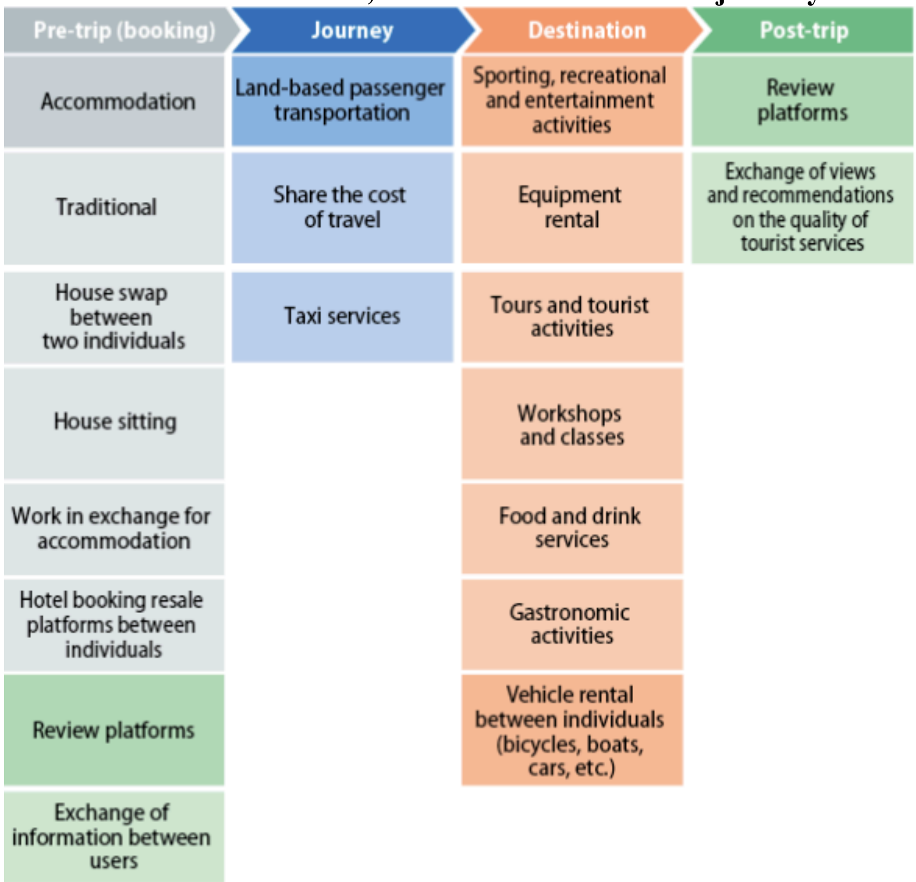
2.2.4 The sharing economy in tourism and hospitality

For the purposes of this study, it is also important to look at the links between the SE and tourism/hospitality sector.

According to Hossain (2020), based on the geographic location of published articles, the SE is heavily studied and researched within the tourism and hospitality sector. The SE has had a positive effect on tourism by “creating value for locals, tourists and other tourism service providers" as mentioned by Cheng (2016b: 112). Shaheen, Mallery, Kingsley (2012) found that the SE has provided more supply to this sector with the use of online platforms at a more affordable level. Sanchez (2016) said it can afford "flexibility, quality, reactivity, user-friendliness, and a good price to quality ratio". Destinations are now better equipped to deal with fluctuations in demand through alternative tourism services, EPRS (2017).

The current trend in tourism is the search for authenticity, which refers to "authentic objects (such as artefacts) as well as to authentic experiences (such as the immersion into a local cultural setting)" as explained by Bucher *et al.* (2018: 300). Tussyadiah (2016) continues by detailing that peer-to-peer sharing has greatly facilitated authentic encounters as local residents are sharing as per Heo (2016: 169) "homes, cars, tours and meals with tourists". With the increase in collaborative consumption, traditional tourism services have been forced to re-define themselves in order to maintain a competitive stance. These tourism suppliers must try to, according to Sigala (2015: 353) "imitate, create substitute products and/or create marketplaces whereby travellers can meet, network and exchange their goods and experiences". The SE was classified as a *disruptive innovation* by Atzeni (2019) for the tourism and hospitality sector. The report from CaixaBanc in (2018) exemplifies how the SE has had an impact on tourists during their journey. This involves changes in the pre-trip, on the journey, at the destination and during the post trip (*cf.* Figure 2.4 CaixaBanc Research (2018)).

Figure 2.4: Impact of the sharing economy in the different stages booking centres for tourist accommodation, of the tourism customer journey



Source: Copied from CaixaBanc Research (2018: 34)

Yet not all the effects of the SE have been regarded as progress. Cheng points out that there has been a:

> "consistent series of worries or fears concerning the explosive growth of the sharing economy including increasing casualization of labour in tourism, avoidance of government regulation and fee regimes, the power of intermediaries in defining the rules and assigning risks, the threat to traditional tourism and hospitality businesses, and privilege of members with elite economic and social capital" (Cheng, 2016b: 112).

Most employments within this economy are freelance, precarious and highly unstable without assurances and are highly exploitative. The SE is also a serious challenge for regulatory bodies in the context of hospitality and tourism as the ever changing and individual nature of the goods and services available make any regulatory or legal decision one step behind the current trends. Cheng (2016a) identified loopholes which are exploited and local economies are not able to benefit fully from the new sources of revenue. Finally, it is important to question the credibility and trust between peers in the SE. Trust is to be considered as the “most cited barrier to collaborative consumption” as said by Tussyadiah and Pesonen (2018: 709). The patterns of trust are the relations among users, users and technology and the users with company. How can users rely upon the quality of products and services when there is little control over it?

2.3 Peer-to-peer accommodation

This study attempts to determine what constitutes as a P2P accommodation and how quality is characterised within this emerging economy. As defined previously, P2P accommodations are to be considered narrower subcategory of economic activity within the SE. This section will analyse the status of the literature, the emergence of the P2P accommodation activities, its definition, the motivation to use and consume P2P accommodation and finally the correlation between value co-creation and P2P accommodation.

2.3.1 Research environment

In 2020, Belarmino and Koh proceeded with a critical review of research regarding P2P accommodations. They examined 107 articles published between 2010 and 2017 from databases such as EBSCOhost, Jurn, ScienceDirect and SCOPUS. Belarmino and Koh (2020: 2) research focused on finding articles that included the following keywords: “*Airbnb*, *Homeaway*, *peer-to-peer accommodation(s)*, *lodging in sharing economy* and *vacation rental(s)*”. When currently searching for articles on the P2P accommodation with the terms ‘*peer-to-peer accommodation’* on ScienceDirect’s database between the years 2000 and 2019 a total of 69 results can be found. Figure 2.5 shows that no article was published before 2015 and shows that research on this topic is in its infancy. Based on the same search, two subject areas dominate the research on the topic of P2P accommodation as seen in Figure 2.6. These are *Business, Management and accounting* (51 published articles) and *Social Sciences* (31 published articles). There is an obvious link between the research topics of the SE and P2P accommodation.

Figure 2.5: Published articles on peer-to-peer accommodation (2000 – 2019)

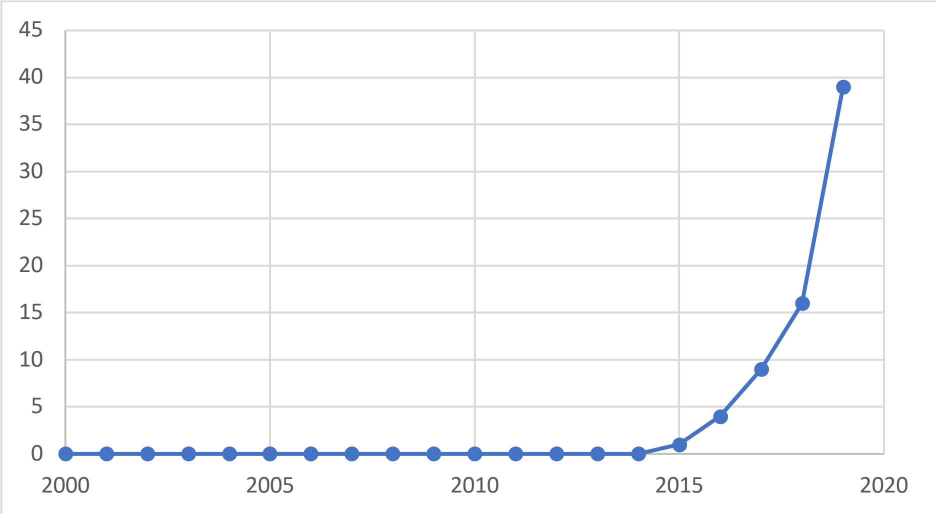
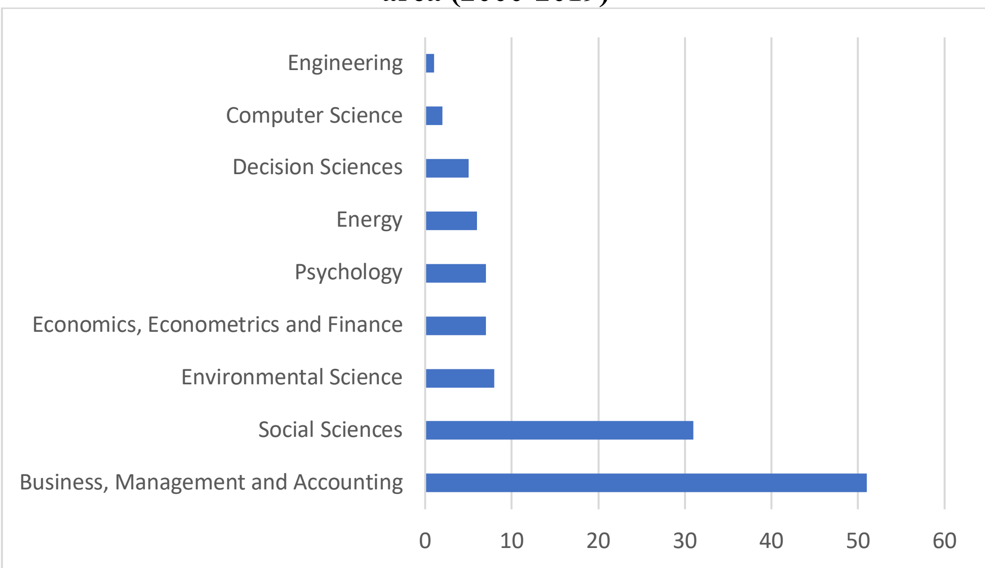


Figure 2.6: Published articles on peer-to-peer accommodation based on subject area (2000-2019)



According to Kuhzady, Seyfi, Béal (2020), the literature on this topic is still relatively new and has only focused on a few themes. These being, consumer behaviour in P2P accommodations, the legal issues involved with P2P accommodations, the conceptualization of P2P accommodations, trust and mistrust of P2P accommodation users, P2P accommodation owner's motivation and the market share battle between traditional hotels and P2P accommodations as highlighted by Belarmino and Koh (2020). For the purposes of this study the most relevant themes will be discussed.

Most research already conducted on the topic of P2P accommodation has used Airbnb as the basis of their studies and reports. Guttentag (2019: 815) defines it as: "an online platform through which individuals can rent out their spaces as tourist accommodations", where guests can simply find a place to stay and hosts can freely and "almost effortlessly" be a tourism lodging provider. Airbnb are considered as the leading platform on the market for P2P accommodation rentals compared to others like Booking.com, VRBO/HomeAway and TripAdvisor rentals by Guttentag (2015)**.** Airbnb was founded in 2008 by Brian Chesky, Joe Gebbia and Nate Blecharczyk and since its inception they have hosted over 400 million guests. There are listing in over 191 countries and operates in more than 81,000 cities. Based on the article published by Much Needed (2020), there are now over 150 million users worldwide and 93% of them were satisfied with the product. In 2017 Airbnb generated USD 93 million in profit (USD 2.6 billion in revenue). The platform is clearly a success and they intend to launch their initial public offering in 2020. It is clear why researchers have focused P2P accommodation studies on this platform.

With a clear map of the current literature, it possible to determine how P2P accommodation came to be and how it can be defined.

2.3.2 Peer-to-peer accommodation: emergence and definition

Dolnicar (2017) wrote that P2P accommodations are not a relatively new concept as we can find its origin back to 2003 with Couchsurfing.com. Some of the most recognisable P2P accommodation providers are Airbnb, VRBO/HomeAway, Couchsurfing and their success was highlighted by Hall & Pennington (2016) who mention "in its first 4 years, Airbnb built an inventory of 600,000 rooms; Hilton took about 23 times longer – 93 years". In 2018, the World Bank Group, Bakker, Twinning-Ward (2018) mentioned in their report that the value of transactions on the P2P accommodation economy to be of US$75Billion. The same report found that in 2017 there was 13,5 million P2P accommodations available on the platforms in over 226 countries. These numbers show a clear intention of consumers to use P2P accommodations when travelling and benefit from the advantages using this service.

The rise in popularity of P2P accommodation is made possible because of the SE or more specifically, collaborative consumption. The literature on P2P accommodation agrees that collaborative consumption, a concept found within the umbrella construct of the SE is most appropriate when analysing P2P accommodation. Hamari *et al.* (2016: 2047) defined it as "a peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services". Görög, (2018) and (Cusumano, 2014) have highlighted the systems of exchange and P2P sharing enabled by social technologies,. It has been determined that the principal drivers for the prominence of collaborative consumption are according to Pesonen and Tussyadiah (2017) and Owyang (2013) :

Societal – concerns of social relations and sustainability. Consumption must become more eco-friendly.

Economical – increased financial flexibility and cost savings.

Technological – with the development of technologies, payment systems and online communication, sharing has never been easier to adopt.

P2P accommodations also owes its growth due to the flexibility in suppliers (hosts and guests) based on Zervas, Proserpio, Byers (2017) research. The possibility of screening all parties (details of the person via online descriptions and online reviews), easy to use booking management software, and payment collection was added by Pizam (2014).

Unlike the SE, the literature is clear on what the definition of P2P accommodation is. Pesonen and Tussyadiah (2017: 286) in 2017 define P2P accommodation as "a type of collaborative consumption in which anyone can rent out their property (e.g., houses, apartments, cabins, rooms) for guests to stay in". Dolnicar (2017: viii) expands on this definition by explaining that "peer-to-peer accommodation networks push boundaries because they are different. Different from other accommodation providers. Different from other online travel agents". The aspect of differentiation and uniqueness is that P2P accommodation allows for longer interactions between consumer (the guests) and provider (the hosts) as per Belarmino and Koh (2020) findings. Another element for P2P accommodation to be considered different according to Magno, Cassia, Ugolini (2018: 612) is that "tourists are increasingly searching for unique and emotional travel experiences that enable them to engage in authentic experiences on a personal level".

2.3.3 The impact of peer-to-peer accommodation

With a better understanding of what P2P accommodation is, the literature then focuses on assessing the positive and negative impact P2P accommodations are having in multiple environments.

-*On a local level*:

P2P accommodations are in their majority found in affluent urban locations and clustered around transit lines as found by Alizadeh, Farid, Sarkar (2018), Visser, Erasmus, Miller, (2017) and Wegmann and Jiao (2017). There is also now a trend identified by Gutiérrez, García-Palomares, Romanillos, Salas-Olmedo (2017) where P2P accommodation listings are more and more present in residential neighbourhoods. A result of this phenomenon is that tourism is being introduced to "new areas of the city beyond the traditional 'tourist bubbles'" as said by Guttentag (2019: 829). Users of P2P accommodations also believe that it is a more sustainable and environmentally friendly way of consuming tourism according to Gumbs, Dodds, Griffin (2016). However Guttentag (2019), Gurran and Phibbs (2017) have shown that opposition to this trend is beginning in urban and residential areas to grow as new concerns about noise, traffic, parking and waste management come to light. Another negative impact associated with P2P accommodations is the impact on local housing markets by reducing supply and raising prices where there was a high P2P accommodation density as observed by Guttentag (2019), Alizadeh *et al*. (2018), and Gurran and Phibbs (2017) and that tax revenues for municipalities were not being collected proportionally according to Prayag and Ozanne (2018).

-*In Tourism*:

Gumbs *et al*. (2016) considered P2P accommodations as a tool that contributes to the tourism economy. Based on Kadi, Plank, Seidl (2019), it allows for a more inclusive tourism. It has offered the possibility of new forms of tourism where tourists can experience contact with locals and being part of communities as researched by Oskam and Boswijk (2016). Fang, Ye, Law, (2016) continued by showing how it generates extra employment in local tourism. There has been however, criticisms of overcrowding in already popular tourist destinations as found in Prayag and Ozanne (2018) research and due to its affordability Guttentag (2015) found that it reduced tourist spending. The idea that P2P accommodations boost local economies is also a good question as many hosts practice P2P accommodation rental to supplement their incomes rather than support full-time jobs as pointed out by Gumbs *et al*. (2016), and Guttentag (2015).

-*In the Hospitality Sector*:

There is no consensus amongst researchers that P2P accommodation is a direct competitor to the hospitality industry as a whole, nor has it affected hotel's revenue per available room as seen by Ginindza and Tichaawa (2017), and Choi, Jung, Ryu, Do Kim, Yoon (2015). Dogru, Mody, Suess (2019) found that budget/low-end hotels felt the competition but there was little to no impact on luxury hotels. This is because, according to Prayag and Ozanne (2018), P2P accommodations were able to provide better quality variables such as authenticity, cleanliness and comfort.

Yet other scholars such as McGowan and Mahon (2018), and Zervas *et al.* (2017) found that P2P accommodations have had a negative impact on hotel revenues occupancy and rates across all types. P2P accommodation providers have a considerable advantage over hotels because demand can be responded to without the need to "physically build the space to accommodate the various fluxes in demand" as written by Gumbs *et al.* (2016: 22).

However, it is agreed that more research on the effects between P2P accommodation and hotels must be accomplished.

-*Regulatory issues*:

Prayag and Ozanne (2018) and Jonas (2016) shows that regulation related to P2P accommodation is underdeveloped and inadequate.

However, the attractiveness of P2P accommodation is due to its openness and self-regulation by its users. To over regulate "can be just as ineffective as no regulation" said Gumbs *et al.* (2016: 3).

Alongside the studied impact of P2P accommodations, academics seek to understand what motivates individuals to use this form of service.

2.3.4 Motivation to use and consume peer-to-peer accommodation

Another theme presented in the literature regarding P2P accommodation is the notion of motivation. Motivation was simply defined by Reeve (2014: 7) as: "why people do what they do". Guttentag (2019) explains that customers (guests) and service providers (hosts) is rather one sided. The concentration on guests' perspectives and motivations is very clear. In 2019 it was shown that 41.7% of published articles on the motivation to use peer-to-peer accommodation was guest centric compared to 18.9% for hosts. This makes presenting the characteristics of motivation for hosts and guests unbalanced. Yet this imbalance has not stopped progress in researching this topic. Kuhzady *et al*. (2020) have used two tools to determine what motivates individuals to participate in the P2P accommodation sector. These are the *self-determination theory* (SDT) and the *social exchange theory* (SET).

SDT is defined as:

> "An empirically based, organismic theory of human behaviour and personality development. SDT's analysis is focused primarily at the psychological level, and it differentiates types of motivation along a continuum from controlled to autonomous. The theory is concerned with how social-contextual factors support or thwart people's thriving through the satisfaction of their basic psychological needs for competence, relatedness, and autonomy."
> (Ryan and Deci, 2017: 3).

SET is presented as:

> "Social exchange theory is one of the primary orientations to the analysis of social interaction and social structure. Social relations are viewed in terms of the primacy of the costs and benefits exchanged in interaction. Social structures are viewed as networks of connected social relations between individuals or groups, sometimes acting through agents. The behavioural basis of the theory varies depending on the specific theorist."
> (Cook, 2015: 482)

Put simply, SDT is used to determine individuals motivations whereas SET has been used to understand behavioural intentions such as perceived benefits when using P2P accommodations based on Kuhzady *et al.* (2020) findings.

Using these theories, the literature Kuhzady *et al*. (2020: 8) presents two forms of motivation. *Internal motivation* which "is driven by the interest or enjoyment in the task itself and exists in the individuals" and *external motivation* which "refers to external factors that inspire one person to do something". Internal motivations have been presented by So, Oh, Min (2018), Tussyadiah and Pesonen (2018), and Tussyadiah (2016), to include motivations based on price value, authenticity, personal enjoyment and novelty. External motivations often include self-interested motives, altruism and the need to make social connection as found by Bellotti, Ambard, Turner, Gossmann, Demkova, Carroll, (2015). However, it is important to distinguish motivation based on the actor of the P2P accommodation. Variations have been made visible if the person is a guest or a host.

Guest's Motivation:

IPesonen and Tussyadiah (2017: 297), research suggested that the consumers of P2P accommodation services were "younger and technology-savvy people who travel more often and earn more than the general population. The same research identified two consumer profiles for P2P accommodation. The first group are labelled as *Pragmatists* and their motivations are based on convenience such as affordability. The second group was labelled as *Idealists* by Pesonen and Tussyadiah (2017) with motivations based on interaction with the hosts and the booking process itself. What this study shows is that users of P2P accommodation have differing motivations to partake in collaborative consumption. However, the literature on guest's motivation shows that common grounds can be found. In 2018 Guttentag (2019: 820)was suggested that P2P accommodation guests compared to hotel guests were "more likely to be visiting for pleasure, to visit attraction, to not be travelling alone". This finding follows Young, Corsun and Xie who explained that, P2P accommodation users were driven essentially by leisure and in doing so, the choice of the accommodation will be based on "price, location, having cooking facilities, the number of people in the travel party, size of the unit, customer reviews, trip length and proximity to restaurants/shopping/grocery store" as said by Young, Corsun, Xie (2017: 473).

Stors and Kagermeier (2015) also indicated that the driving forces of the collaborative consumption in P2P accommodation were financial, social, (interaction between guest and host) and based on image (individuality of the facilities and design of the accommodation). Pesonen and Tussyadiah (2017)confirm this logic by showing that consumers of P2P accommodations were searching for units that were well located or of a higher quality and that the decision to stay was also based on the opportunities to mingle and find authenticity with the locals instead of being stuck in the usual tourist environment. Interestingly, Guttentag, Smith, Potwarka, Havitz (2018) found that 800 Airbnb users from the USA and Canada were surveyed and all explained that their choice of using Airbnb as a P2P accommodation platform was based on its practical benefits (price, location, amenities) and for the experiential benefits (social interaction, authenticity and novelty). In essence, Gumbs *et al.* (2016: 9) mention "the major driving force that influences tourist behaviour is psychological" and in the context of P2P accommodation the psychological factors Gumbs *et al.* (2016: 9) also add "price constraints, intended usage of the unit and the yearning for authentic travel experiences".

The literature on the topic of guest's motivations to use P2P accommodation can be summarised by three main motivators as observed by Pesonen and Tussyadiah (2017), and Gumbs *et al*. (2016):

Societal Motivators – such as meaningful interactions with hosts, sustainable business practices and authenticity.

Economical Motivators – such as affordability, better value for money, produces a more competitive market and supports local economies.

Practical Motivators – such as technological facilitation, less time to find the 'right' accommodation, more flexibility and the guest not being bound by zoning restrictions.

Host's Motivation:

As mentioned previously, the literature's research on P2P accommodation has heavily focused on the guest's perspectives of their usage but few studies "have investigated why people allow strangers to sleep in their house and even their own beds in their absence" as emphasised by Prayag and Ozanne (2018: 20). In their review, they discovered three main motives for individuals to start hosting their property on P2P accommodation platforms.

These are:

Income — The motivation to host is to pay for bills, for extra money and to afford individual luxuries.

Social interaction – Hosts are driven to meet, interact and discover people from different cultures and parts of the world.

Sharing – Providers of P2P accommodation share their unused space (in the spirit of the sharing economy) or are willing to do so from an altruistic perspective.
(Prayag and Ozanne, 2018)

Even with the lack of studies on the subject of host's motivations there is sufficient evidence in the literature to highlight these three motives. The best way to demonstrate this is by looking at research from a 'historical perspective'.

In 2016, Lampinen and Cheshire (2016) research suggested that individuals were motivated to host based on two motives. The first is *Extrinsic motives* which are motivations satisfied by indirect compensation such as money. The second is *Intrinsic motives* which are motivations based on social benefits of interacting with guests and other unexpected ancillary benefits. The outcome of Lampinen and Cheshire's study shows that the possible financial reward from hosting did not hinder hosts desire for social interactions. If both can be achieved it would result in high levels of individual satisfaction for the hosts as concluded by Lampinen and Cheshire (2016). It has also been observed that the rise in popularity for hosting on P2P accommodation platforms like Airbnb is that earning money from new sources such as the rental of your idle space is easy and safe (Schor, 2016).

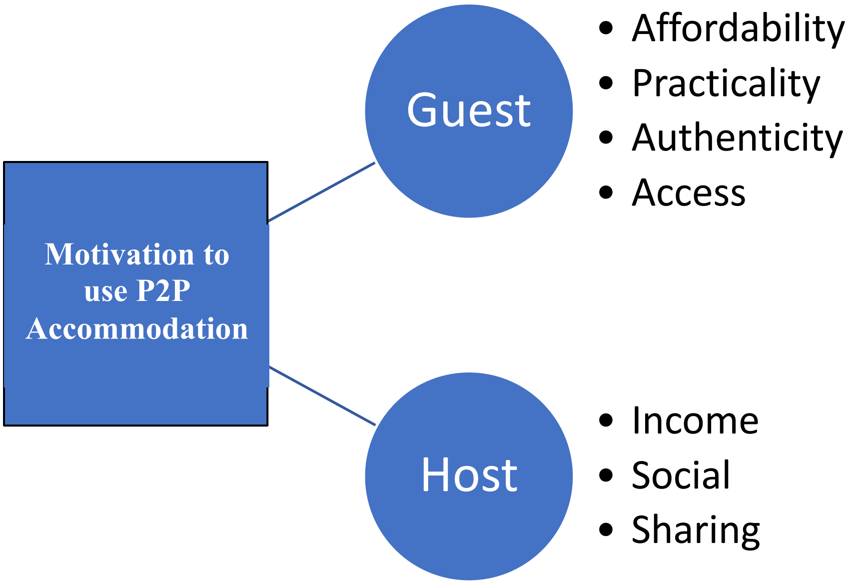
By 2017, Böcker and Meelen's (2017) research showed a continued increase of P2P accommodation hosts who are motivated for economic reasons exemplified by interviews conducted on Airbnb hosts in Berlin where it was discovered by Stors and Kagermeier (2017: 199) that "many hosts have idle space available and sublet it to simply maintain their current standard of living in times of rising rental rates".

Guttentag (2019) started to focus on the social interaction motive to host. It was found that hosts perceive social interactions with guest as more commercial and business-based encounter than guests perceive them to be as viewed by Moon, Miao, Hanks, Line, (2019). This shows a sense of harmony between financial and experiential motivations.

Interestingly in 2020, based on the main motivation of the host, the platform used for the P2P accommodation will be different. If the main motive is financial, the accommodation will be found on rental websites like Airbnb or Booking.com whereas if the motive is social/altruistic the accommodation will be found on free or exchange platforms like Couchsurfing.com as seen in Belarmino and Koh's (2020) research. Hossain (2020) also summarised host's motivation to use P2P accommodation by four elements: earning money, enjoying life, helping others and contributing to sustainability,

The literature on guests and hosts motivations to use P2P accommodations is interesting. Both groups are motivated for common elements such as financial motives, social motives and environmental motives. Figure 2.7 summarises these main motivations for guests and hosts. Yet with the increase of supply and demand in this new form of accommodation service, how can hosts differentiate their accommodation from competitors and how do guests find value and quality in P2P accommodations?

Figure 2.7: Summary of the main motivations to use peer-to-peer accommodation services



Source: adapted from Pesonen and Tussyadiah (2017) and Prayag and Ozanne (2018)

2.3.5 Peer-to-peer accommodation and co-created experiences

The final recurring theme to explore within P2P accommodation research is the concept of *co-created experiences*.

The concept of co-created experience falls under the broader notion of customer experience. Knutson, Beck, Kim, Cha (2007: 33) define customer experience as an elusive and indistinct notion that is difficult to construct and define. This is because each consumer is unique coming from different backgrounds, with different values, attitudes and beliefs that influence the "experience through our individualized rose coloured glasses". The concept of customer experience as key element for the hospitality sector comes from Hemmington (2007) who presented a recent shift in perception that hospitality goes beyond the regular requisites of service. "Creating excellent customer experiences has become a key objective in the contemporary hospitality and tourism industry" as highlighted by Hwang and Seo (2016: 2219). Mossberg (2007) presented experiences as an integrated whole that affects customers emotionally, physically, intellectually and spiritually. Hence it is possible to view customer experience as five inter-related dimensions:

1) Sensory experiences (*SENSE*) – concerns good sensorial experiences such as sight, touch and smell.
2) Affective experiences (*FEEL*) – captures emotional experiences such as moods and feelings.
3) Cognitive experiences (*THINK*) – is associated with thinking or conscious processes
4) Physical, behavioural, lifestyle experiences (*ACT*) – concerns aspects of a customer experience that are attributable to the product itself or its consumption/use.
5)Social identity experiences resulting from relating to a reference group or culture (*RELATE*) – involving one's social context or relationship with others.
(Hwang and Seo, 2016)

As research and understanding of customer experience in tourism and hospitality has developed, the notion of co-creation and co-created experiences has emerged. (Heo (2016) also considered it as a justification for the increase in popularity of P2P accommodation. A simple definition of this notion has been shared in the relevant literature. Co-created experiences are:

> "(a) experiential in nature and captures tourists' psychological states; (b) highlights the interactive essence of service-dominant logic, referring in this case to tourists' feelings during active participation and interaction when using P2P accommodations; (c) is subjectively determined by tourists and hence unique and personalized; and (d) involves a continuous process rather than a fixed-time event."
> (Zhang, Meg, So, 2020: 2)

This definition highlights the dimensions found within the general concept of customer experience but can be said to expand upon it within the context of tourism and hospitality and more specifically P2P accommodation. However, due to its subjective nature, the literature has had difficulty in conceptualising the different elements that can be associated with co-created experiences. Zhang, Meng and So in 2020 have proposed six dimensions that have recurred in academic research on the topic of co-created experiences and echo those found in customer experience. These are based on Zhang *et al.* (2020): *control*, *personalization*, *autonomy*, *authenticity*, *connection* and *learning*. Table 2.2 presents each of these dimensions and the definition the authors have attributed to them.

Table 2.2: The six dimensions of co-created experiences

Dimension	Conceptual Definition
Control	The degree of competence, power, or mastery a guest has over an experience specification and realization.
Personalization	The extent to which an experience is selected and designed for a guest based on the need/preference/interest of the guest.
Autonomy	The degree of independence and freedom a guest has in the process of experience specification and realization.
Authenticity	A state in which a guest finds every experience a unique situation valuable in itself and in relation to the connectedness around them.
Connection	The degree to which a guest has access to the host and social relationships with actors involved in the experience.
Learning	The degree to which a guest acquires or improves knowledge or skills through participative activities.

Source: adapted from Zhang *et al.* (2020)

The purpose of these dimensions and understanding co-created experiences is to determine the levels of satisfaction that guests and hosts can 'experience' when using P2P accommodation. Unfortunately, Prayag, Hassibi, Nunkoo (2019) found that on the topic of satisfaction itself there is no consensus on a single definition, yet for all the different possible versions, academics agree that measuring satisfaction involves evaluating judgement through a cognitive and emotional approach. One method to achieve this is by measuring the user's experience as per the explanations above. An example of this is presented by Tussyadiah (2016: 70) in 2016, who found "that guest satisfaction was identified as being influenced by factors of enjoyment, monetary benefits (value), and accommodation amenities".

However, Sainaghi (2020) was one of few research papers that have actually tackled the question of satisfaction within P2P accommodation and the academics that have looked at it have focused primarily on guest experience satisfaction. What has been made apparent in Camilleri and Neuhofer (2017), is that satisfaction can be attributed to *service quality* and the notion of *value* which is related to the service-dominant logic (S-D logic) discourse. The following section will present how S-D logic plays a vital role in peer-to-peer accommodation.

2.4 Value co-creation

Value co-creation and its components represents the focus of this study. It is what links P2P accommodation to the rest of tourism and hospitality research. To represent this correctly, the review will present the state of the literature on value co-creation, its origins based on service quality and S-D logic, the notion of co-creation and how value co-creation is seen in context within P2P accommodation literature.

2.4.1 Research environment

The literature on the topic of value co-creation has been increasing rapidly over the last ten years. The first appearance of the concept can be traced to the year 2000 when it was considered as an addition to the S-D logic perspective. By 2018, it was shown that there was over 1815 research articles that include the keywords: *value co-creation*, *co-*

creating value and *value co-production* as seen in Fan and Luo (2020). Accordingly, a current search on ScienceDirect with the term 'value co-creation' produces 1174 results and a majority of articles are published between the years of 2015 and 2019 (Figure 2.8). The literature also shows an obvious concentration of studies in the areas of business, management and accounting (775 published articles) (Figure 2.9).

Figure 2.8: Published articles on the value co-creation (2000 – 2019)

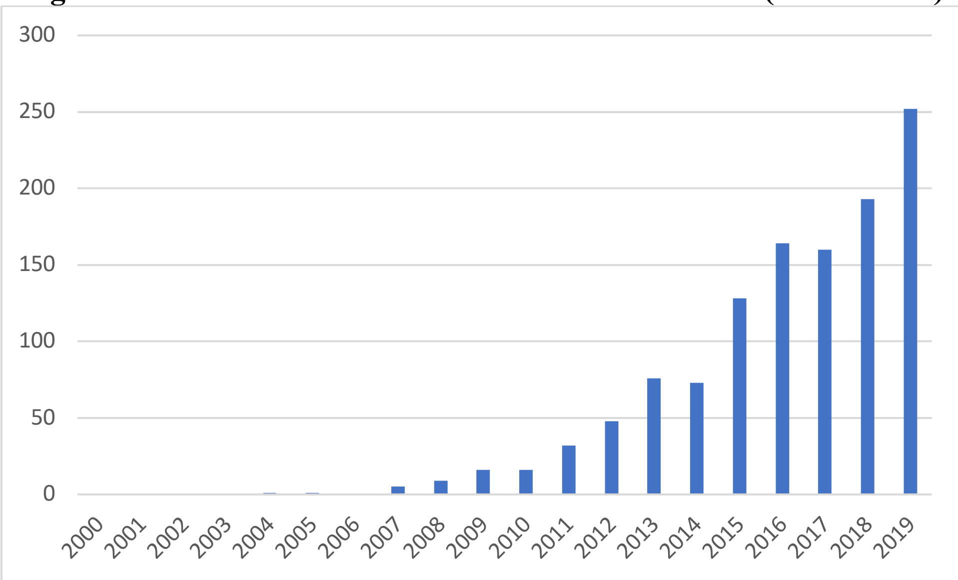
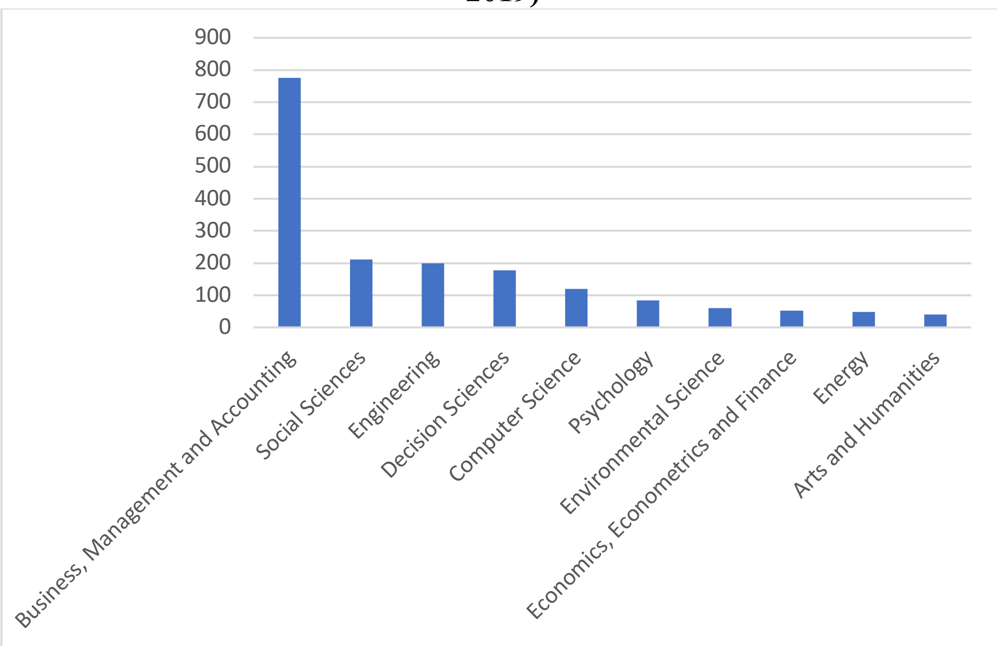


Figure 2.9: Published articles on the value co-creation based on subject area (2000-2019)



As research has developed, the central focus of value co-creation has been according to Fan and Luo (2020: 96) the "service dominant logic, value co-creation ecosystem, consumer participation behaviour and sharing economy". These research hotspots demonstrate an emphasis on customer experience and behavioural sciences. Fan and Luo present three recurring research topics within value co-creation. These are for Fan and Luo (2020: 95) : *"why customers' participate in value co-creation*? *How to create value together*? *The impact of value co-creation*."

However, value co-creation must be seen as falling under the umbrella of the notion of *quality*. Quality is to be viewed as a based on Miller (1996: 151): "multi-dimensional concept which depends in large part upon the orientation of the individual involved". Dahlgaard, Kristensen, Kanji(2007), and Garvin (1988) presented five co-existing terms are often associated with quality these are : *transcendental* (excellence), *product based* (amount of desirable attributes), *user-based* (fitness for use), *manufacturer-based* (conformance to specifications), and *value-based* (satisfaction relative to price). To define quality the following five concepts must be understood: (1*) exceptional*, (2) *perfection or consistency*, (3) *fitness for purpose*, (4) *value for money*, and (5) *transformative* as written by Harvey and Green (1993).

1)Exceptional

This term can be explained by three variables: traditional, excellence and standards. These three words reflect the idea that quality must be distinct and of high class (traditional), that it can only be acquired in limited circumstances and the best is required to achieve excellence, and that it has gone through rigorous checks following criteria to eliminate defects (standards).

2) Perfection or consistency

Organisations must implement a culture of quality whereby quality conforms to standards and exact specifications where no defects can be found. The idea of perfection works as tool for prevention at every stage of the production process.

3)Fitness for purpose

Quality must also be viewed in terms of functionality. Does the product or service match its intended purpose? If it fails to do so, the element of quality cannot be applied.

4)Value for money

Without taking into consideration elements like competition, quality must be associated with accountability. This means that criteria such as standards and reliability will be associated with a cost and a degree of quality. When applying market forces, the value of quality will be refined.

5)Transformative

For quality to be defined, there must be a according to Harvey and Green (1993: 24) "qualitative transformation, a fundamental change of form". However, the change from input to output does not have to be a solely physical transformation as it can also include a cognitive transcendence.

What this definition of quality fails to develop upon is that "quality starts with understanding the needs" of the consumer as per Oakland (2014: 4). Producers of goods and services must establish the true requirements for their product. This can be achieved by analysing the market, understanding expectations and identifying key characteristics. This must be done via clear communication channels between the producer and the consumer.

Yet why is quality so important? Dale in 2003, answers this question by asking the reader:

> "consider the unsatisfactory examples of product and/or quality service that you have experienced, the bad feelings it gave, the resulting actions taken and the people you told about the experience and the outcome."
> (Dale, 2003: 11–12).

To avoid such problems, Dale (2003) then highlights certain examples on how to apply quality and the consequences that ensue. The first is that the *public must have a perception of quality* of the product/service. The better the public perception of your product's quality, the more consumers will be drawn to it. Secondly, *quality is not negotiable*, the product must conform to the consumers expectations. Thirdly, *quality is all-pervasive*, which requires producers to continuously search for initiatives and improvements to maintain the element of quality. Finally, *quality increases productivity*, *means improved business performance* and *leads to better performance in the marketplace*.

What these final four opinions state is that by ensuring quality in the workplace and making quality a way of life, the product or service and business have as few barriers as possible. However, it must be asked how does value co-creation and quality come together?

2.4.2 The origins of value co-creation: Service Quality and Service Dominant Logic.

The literature on value co-creation agrees that its origins are born from the concept of *service quality* (SQ). Wong Ooi Mei, Dean, White, (1999) defined and described it using four unique attributes: intangibility, heterogeneity, inseparability and perishability (Wong Ooi Mei, Dean, White, 1999). As the notion of quality has shifted, a change in perceptions had to be made.

> "service quality is more difficult for the consumer to evaluate than goods quality. Service quality perceptions result from a comparison of consumer expectations with actual service performance and quality evaluations are not made solely on the outcome of service; they also involve evaluations of the process of service delivery."
> (Asubonteng, McCleary, Swan, 1996: 63)

The most frequently used method of measuring SQ was developed by Parasuraman Zeithaml and Berry in 1985. This is called the SERVQUAL scale and originally contained ten overlapping dimensions. These were according to Parasuraman *et al.* (1985) : *tangibles*, *reliability*, *responsiveness*, *communication*, *credibility*, *security*, *competence*, *courtesy*, *understanding/knowing the customer* and *access*. The purpose of this scale as explained by Asubonteng *et al.* (1996: 64) is to allow consumers to evaluate "service quality by comparing expectations to performance". Since 1990 the SERVQUAL scale was remodelled to five dimensions where customers can evaluate the quality of said dimensions. These are:

1) Reliability – ability to perform the promised service dependably and accurately.
2) Responsiveness – willingness to help customers and to provide a prompt service.

3) Assurance – knowledge and courtesy of employees and their ability to inspire trust and confidence.
4) Empathy – caring, individualised attention the company provides its customers.
5) Tangibles – physical facilities, equipment, appearance of contact personnel.

(Lewis and Mitchell, 1990), (Parasuraman *et al.*, 1988)

Put simply, SQ stems from a comparison of what consumers "feel companies do offer (*i.e.* their perceptions) with their expectations of what the firms should offer" as written by Morrison Coulthard (2004: 479). However, as Gummesson (2008: 143) correctly points out in 2008, quality cannot be viewed to emerge from only one source, the supplier, "but from a network of sources, among them the customers". This is the basis of the S-D logic.

The S-D logic was first introduced by Vargo and Lusch in 2004 and represents the idea that value "emerges through an inherently collaborative effort between consumers and producers", as detailed by Johnson and Neuhofer (2017: 2365). Table 2.3 present six foundational premises that can define the S-D logic according to Vargo and Lusch (2004). It must be noted however that these premises are not rules. Payne, Storbacka, Frow (2008: 84) state that they "represent a developing and collaborative effort to create a better marketing-grounded understanding of value and exchange".

Table 2.3: The foundations of the Service-Dominant logic

Business Concept	Applied to S-D Logic
Primary Unit of exchange	"People exchange to acquire the benefits of specialized competences (knowledge and skills), or services. Knowledge and skills are operant resources[1]".
Role of goods	"Goods are transmitters of operant resources (embedded knowledge); they are intermediate "products" that are used by other operant resources (customers) as appliances in value creation processes."
Role of Customer	"The customer is a coproducer of service. Marketing is a process of doing things in interaction with the customer. The customer is primarily an operant resource, only functioning occasionally as an operand[2] resource."
Determination and meaning of value	"Value is perceived and determined by the consumer on the basis of "value in use." Value results from the beneficial application of operant resources sometimes transmitted through operand resources. Firms can only make value propositions."
Firm-customer interaction	"The customer is primarily an operant resource. Customers are active participants in relational exchanges and coproduction."
Source of economic growth	"Wealth is obtained through the application and exchange of specialized knowledge and skills. It represents the right to the future use of operant resources."

Source: adapted from Vargo and Lusch (2004).

In essence, S-D logic studies the creation of value as an interaction between a producer and customer with four recurring themes in Wilden, Akaka, Karpen, Hohberger, (2017) research, being *value*, *customer*, *management*, and *satisfaction*. Blaschke, Haki,

[1] *operant resource* = Invisible and intangible resources that act upon *operand resources*. It refers to skills and knowledge (IGI Global, n.d.-b).

[2] *operand resource* = "are tangible assets that are factors of production (IGI Global, n.d.-a)."

Aier, Winter (2018) added to this by also saying that within S-D logic value is determined by the usage not just through the process of exchange. Priem defines value creation as an:

> "innovation that establishes or increases the consumer's valuation of the benefits of consumption (i.e., use value). When value is created, the consumer either (1) will be willing to pay for a novel benefit, (2) will be willing to pay more for something perceived to be better, or (3) will choose to receive a previously available benefit at a lower unit cost, which often results in a greater volume purchased".
> (Priem, 2007: 220)

This is why the *perception of value* is considered so important in S-D logic frameworks.

Although perceived value has had an evolving definition, the most common definition dates back to 1988 where Parasuraman *et al.* (1988: 14) stated that perceived value is "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given". In 1997, Woodruff (1997: 142) defined it as "a customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations". By 2003, Chen and Dubinsky (2003: 326) described it as "a consumer's perception of the net benefits gained in exchange for the costs incurred in obtaining the desired benefit".

The customer's perception of value will determine the quality of the service according to Hu, Kandampully, Juwaheer (2009). The more customers perceive value from the service the more they will attribute it as a product with quality the more they will be satisfied. Customers today:

> "assess products not just in functional terms of expected performance, value for money and versatility; but also in terms of the enjoyment or pleasure derived from the product and the social consequences of what the product communicates to others".
> (Sweeney and Soutar, 2001: 216)

As demonstrated, the primary focus of academics on S-D logic has been that of the creation of value and the perception of value. Not enough emphasis has been put on the collaborative part in the literature as explained by Cabiddu, Lui, Piccoli (2013), and Payne *et al.* (2008). Hence, to determine what value co-creation is within S-D logic, a better understanding of co-creation must be established especially in light of the SE and collaborative consumption practices.

2.4.3 Understanding co-creation

Prahalad and Ramaswamy (2004a: 8) were the first to define co-creation as "the joint creation of value by the company and the customer. It is not the firm trying to please the customer" Since its inception, the definition has seen little variation as shown by Galvagno and Dalli (2014: 644) version that states: "Co-creation is the joint, collaborative, concurrent, peer-like process of producing new value, both materially and symbolically".

The process of co-creating value can be conceptualised under the '*DART' model* as per Prahalad and Ramaswamy (2004b). Table 2.4 details the elements of the DART model.

Table 2.4: The elements of the DART model

Term	Definition	Implication
Dialogue	Interactivity, engagement and a propensity to act on both sides (consumer and provider).	Shared learning and communication and create/maintain a loyal community.
Access	Access to information and tools.	Makes dialogue easier and reduces overall investments needed.
Risk assessment	The probability of harm to the consumer.	With more active co-creation, consumers will increasingly participate in the creation of value but will want businesses to inform them fully about risks, not just with data but appropriate methodologies for assessing the personal and societal risk associated with products and services.
Transparency	Traditionally, companies have benefited from information asymmetry between the consumer and the firm. That asymmetry is disappearing. Firms can no longer assume opaqueness of prices, costs and profit margins.	The new levels of transparency allow consumers to be more empowered about their decisions.

Source: adapted from Prahalad and Ramaswamy (2004b: 6–7)

In conjunction with this, Chathoth, Altinay, Harrington, Okumus, Chan (2013) presented six ways in which co-creation can be defined. Table 2.5 presents the concept of co-creation.

Table 2.5: The six elements that define co-creation

Term	Effect
Value Creation	-Creation of unique personalised experiences
Customer's role	-Active (provide input to service provider, during, and after the service). -Information provider. -Value creator.
Customer's participation	-Repeated interactions and transactions across multiple channels -Serves as an operant resource
Customers' expectations	-Co-create products and service with customers.
Key Actors	-Customers, managers and employees.
Focus	-Customer and experience centric. -Engaging Customers. -High level of information processing
Innovation	-Co-innovate and co-design with customers. -Learning from customers (opinion leaders and trendsetter) and the process.
Communication	-Ongoing dialogue with customers. -Open and transparent communication.

Source: adapted from Chathoth *et al.* (2013: 15)

Ranjan and Read summarise the co-creation of value as:

> "consumers assume an active role and create value together with the firm through direct and indirect collaboration across one or more stages of production and consumption. Engagement, interaction, self-service, and experience are recognized as the important elements of the joint creation of value."(Ranjan and Read, 2016: 291)

These elements highlight the experiential nature of co-creation and based on these building blocks; it is possible to determine how value co-creation is seen within the P2P accommodation literature.

2.4.4 Value co-creation in peer-to-peer accommodation literature

The literature on P2P accommodation that includes the notion of value co-creation mentions consumer/provider behaviour, the perception and formation of value all of which are heavily linked to the S-D logic as aforementioned. Value in the context of P2P accommodation has seen many academics argue the most appropriate way for it to be viewed.

In 2017, Camilleri and Neuhofer (2017: 2327) found that "six distinct practices shape guest-host practices and value formation". These were:

1) *Welcoming.*
2) *Expressing feelings.*
3) *Evaluating location and accommodation*.
4) *Helping and interacting.*
5) *Recommending.*
6) *Thanking.*

Camilleri and Neuhofer (2017) findings show three understandings of value co-creation in P2P accommodation: *how* guest and hosts interact, *which* practices occur and *how* value may be co-created.

In 2018, Lee and Kim (2018) found that value in P2P accommodation is based on two ideas, *hedonic value* and *utilitarian value*. These ideas were presented to have a direct influence on user's behaviour and perceptions of satisfaction based on their experiences of the P2P accommodation. The ideas are defined as follows:

> *Hedonic*: "Value that a customer receives in terms of subjective experiences of fun and playfulness" (Chen W.K., Chang, Chen C.C., 2017: 198).
> *Utilitarian*: "The value that a customer receives from the functionality of a product purchased" (Chen W.K *et al*., 2017: 198).

Following from those ideas of value, Yan, Zhang, Yu (2019), presented five values that are to be considered important to a P2P accommodation user. These are: *functional*, *social*, *emotional*, *epistemic*, and of *conditional value*. Yan *et al.* (2019: 1670) findings developed upon these values by stating: “consumers concern about having an interesting experience, developing relationships with locals and experiencing local cultures”.

Yet none of these findings actually present the most important considerations of value co-creation in P2P accommodation. As presented in the previous sections, the co-creation of value in the context of the SE and the new ways of analysing S-D logic, must be seen side by side with the co-creation of experience and user experience. To achieve this, Roeffen and Scholl-Grissemann (2016) mentioned that the different actors must engage in co-creative activities at three stages, the *pre-consumption stage* (before), the *consumption stage* (during) and the *post-consumption stage* (after).

Pre-consumption stage: Grissemann and Stokburger-Sauer (2012) found that with the use of technology consumers are able to co-create their experiences by arranging their own services based on their preferences. It was found that consumers have a greater ‘willingness-to-pay’ the more they get the feeling of involvement in arranging their own trip.

Consumption stage: “The customer creates and determines value, whereupon the experience of using a good or service and the perception are essential for value determination”, as detailed by Roeffen and Scholl-Grissemann (2016: 42). The customer should feel involved during their trip/stay as much as possible.

Post-consumption stage: upon return from their trip, consumers will share their experiences either by word of mouth or via the use of online platforms. Organisation must encourage the continuation of the co-created experience with these consumers to create “hedonic and social value for themselves but also for potential other customers” as seen in Roeffen and Scholl-Grissemann (2016: 43).

Hwang and Seo (2016) explained that the purpose of maintaining this chain of co-creation is to provide the most *memorable* experience to the consumer to establish strong positive emotions towards the organisation. As shall be demonstrated, P2P accommodation hosts that manage their guests’ experience will have more positive outcomes then those that do not engage with it.

2.5 The peer-to-peer accommodation experience

The last section of this review will present concept of user (host and guest) experience in P2P accommodation. This will be done by analysing the current literature on the topic, the elements that constitute the co-creation of experiences, how it can be measured and how it is managed.

2.5.1 Research environment

The literature on experience creation in P2P accommodation is very recent and limited. The conclusions that have be drawn by academics and explored previously in this review are often the notion of experience within service industries. This section of the review will expand on these notions.

Bueno, Weber, Bomfim, Kato (2019) have shown that the majority of research papers on this topic have focused on tourism and hospitality. Drawing from these findings, experience in service industry research has often been separated into two categories, *customer experience* and *service experience*.

Customer experience has a multitude of definitions across the literature. In 2002 it was a presented by Shaw and Ivens (2002: 6) as “a blend of a company’s physical performance and the emotions evoked, intuitively measured against customer expectations across all moments of contact”. In 2007 it was presented as “the internal and subjective response customers have to any direct or indirect contact with a company” according to Meyer and Schwager (2007: 2). In 2009, Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, Schlesinger (2009) showed that customer experience was in relation with service quality and satisfaction. It must also encompass “affective, cognitive, relational, and behavioural responses at different times of contact (pre-purchase, purchase, and post purchase)” as said by Bueno *et al*. (2019: 4).

Service experience is a concept anchored to S-D logic and has had an evolving definition within the literature. In 1997, it was defined by Jo Bitner, Faranda, Hubbert, Zeithaml (1997: 193) as ‘‘the outcomes of interactions between organizations, related systems/processes, service employees and customers''. Another perspective highlighted by Edvardsson, Enquist, Johnston (2005: 151) showed that service experience involves the "customer's cognitive, emotional and behavioural responses, resulting in a mental mark, a memory''. By 2019, service experience can be summarised by four dimensions. These are:

> "(i)product experience, which reflects the importance of consumer perception in regard to having choices and comparing offers; (ii) focus on the result, which reflects the importance of experiences that are guided by a specific objective; (iii) moments of truth, which emphasize the importance of service recovery and flexibility; and (iv) peace of mind, which is related to interactions before, during, and after the service offer and which reflects emotional benefits."
> (Bueno *et al.*, 2019: 5–6)

As has been made evident, to separate customer experience and service experience is not useful. Both concepts share the same foundations that are based on consumer and provider behaviour notably their expectations of the encounter.

With an increase in available P2P accommodation across the world, the literature on the topic of experience has started to explore the perspective from guests' experiences in P2P accommodations. The articles that mention the creation of experiences have preferred to use the notion of co-creation due to the nature of the platform and that the consumption process is that of collaboration and peer-to-peer centric. Unfortunately, the hosts' perspective on this remains scarce.

2.5.2 Co-creating experiences

Although this review has already defined co-created experiences in the context of P2P accommodation this section will expand upon the concept. The literature identifies three key components that are always to be associated with the co-creation of experiences. These are *trust*, *authenticity* and *memorability*.

The notion of trust.

Trust has been defined by Bicchieri, Duffy, Tolle (2004: 286) as "a disposition to engage in social exchanges that involve uncertainty and vulnerability, but that are also potentially rewarding". Liang, Choi, Joppe (2018) expanded this definition by presenting two forms of trust: *institution-based trust* and *disposition to trust*.

Institution-based trust – "refers to an individual's perception of the institutional environment, including its structures and regulations that contribute to making him/her comfortable with making a purchase" (Liang *et al.*, 2018: 43), (Harrison McKnight, Choudhury, Kacmar, 2002).

Disposition to trust – "the extent to which a person displays a tendency to be willing to depend on others across a broad spectrum of situations and persons" *(Liang et al.*, 2018: 43), (Harrison McKnight *et al.*, 2002).

The definition of trust in the context of P2P accommodation highlights two elements. The first was mentioned by Prayag and Ozanne (2018: 22) as: "trust is an important aspect of P2P accommodation relationships". It is an emotion that needs to be earnt over time and will depend on hosts and guests to have confidence in one another and also the platform they use (*e.g.* Airbnb), according to Dolnicar (2017). The second is that trust and satisfaction go hand in hand as it influences "experienced-based satisfaction and repurchase intention" as found by Liang *et al.* (2018: 45). This was confirmed in 2019 where the results of Moon, Miao, Hank (2019:412) study showed that "online profiles and trustworthiness of the hosts are the main factors contributing to guest satisfaction" and that the same can be applied for hosts.

The notion of authenticity.

The literature presents authenticity as a complex notion that requires multiple levels of understanding. Paulauskaite, Powell, Coca-Stefaniak, Morrison (2017:620) detailed it as "It is a mixture of philosophical, psychological, and spiritual concepts that can then be placed in objective, constructive, and existential typologies". Authenticity in P2P accommodation extends "beyond the physical attributes (operand resources) and embrace the views and activities influencing locals daily lives" as explained by Johnson and Neuhofer (2017: 2366). Stors and Kagermeier (2015) associated it with the idea of authentic local interactions, and within the wider context of the sharing economy, Tussyadiah (2016) found that P2P accommodation have become a local social place. Yannopoulou (2013: 89) argued that Airbnb (P2P accommodation) can be translated to "meaningful life enrichment, human contact, access and authenticity". To illuminate what is categorised as authentic, three themes have emerged. These are according to Paulauskaite *et al*. (2017) (1) *interior and atmosphere of accommodation*; (2) *interaction with host*; (3) *interaction in local culture* (Paulauskaite et al., 2017) .

Across the literature, many other authors' findings refer to these three themes. In 2017, Young *et al.* (2017: 470) said that "P2P accommodations are perceived as more authentic in terms of providing an intimate and genuine local experience through interactions with the host". By 2018, studies were searching how authenticity is associated to quality. Based on quantitative studies "both value rating and repurchasing intention were increased for high authenticity experiences" as explained by Bucher *et al.* (2018: 301). Consumers of P2P accommodation are truly searching for authenticity as they perceive, according to Steylaerts and Dubhghaill (2012: 261), as an individualized and "allegedly more authentic form of travel". Yet to be considered as authentic, the three themes must match guests expectations before, during and after consumption as found by Bucher *et al.* (2018).

In essence, authenticity must be viewed within the context of users experience during their stay in P2P accommodations. The notion of authenticity, as detailed by Bucher *et al*. (2018: 301), "challenges traditional quality standard. Experiences do not have to be flawless in order to capture the perceived essential qualities of real life".

The notion of memorability.

When considering tourist and guest experiences in the tourism and hospitality industry the notion of memorability arises. Successful experiences are those that Walls, Okumus, Wang, Kwun (2011: 11) presented as where the "customer finds unique, memorable and sustainable over time, would want to repeat and build upon, and enthusiastically promotes via word of mouth". Hence, it is important to understand what the definition of a memorable tourist experience (MTE) is.

The literature presents multiple variations of the definition of MTE. In 2018, MTE were considered by Sthapit & Coudounaris (2018:72), as "the ultimate experience that consumers aim to obtain. In 2012, MTE was seen by Kim, Rithcie, McCormick (2012: 13) as "selectively constructed from tourism experiences based on the individual's assessment of the experience". Hung, Lee, Huang (2016) showed that uniqueness of the activity is what makes the experience more memorable.

Over time the literature has also identified many factors that are involved with making an experience memorable these are according to Kim *et al.* (2012), *involvement*, *hedonism*, *happiness*, *pleasure*, *relaxation*, *stimulation*, *refreshment*, *social interaction*, *spontaneity*, *meaningfulness*, *knowledge*, *challenge*, *sense of separation*, *timelessness*, *adventure*, *personal relevance*, *novelty*, *escaping pressure* and *intellectual cultivation.*

Once again, the literature highlights the subjective nature of experiences and the difficulties that come with determining how users of P2P accommodations will perceive the value and quality of their experience.

2.5.3 Measuring experience

According to the literature, there are many tools available for measuring experiences using know quality management tools such as:

-The Perceived Quality service model, as per Gronroos (1990), which helped understand facts that affect customer perceived quality in a company's service by looking at the services provided, methods of marketing, expectations and experienced quality matches consumer expectations.

-The five-gap model, as per Parasuraman *et al.* (1994), that defined quality management objectives. To improve quality, management must close the gaps as much as possible to match consumer expectations.

-The SERVQUAL instrument helps quality management by routinely monitoring internal and external service quality.

-The Critical Incident Technique (CRIT) looks at the *truth* from small sample groups that are investigated in depth over time.

However, such scales fail at determining the subjective elements that are integral to creating experiences. In the context of P2P accommodations, such scales would be considered as unusable as they fail to consider the co-creational element of P2P accommodations.

The literature on measuring experience agrees that not all factors of experiences can be measured. The concept of memorability however has proven to be a useful tool. To measure something as subjective as the memorability of an experience, researchers have agreed to use 'The Memorable Tourism Experience Scale' (MTES). It includes seven factors which are: *hedonism*, *novelty*, *local culture*, *refreshment*, *meaningfulness*, *involvement*, and *knowledge*. The following table associates the dimension of the MTES with specific indicators to demonstrate that a tourist has had a memorable experience.

Table 2.6: The components of the Memorable Tourism Experience Scales

MTES Dimension	Indicators
Hedonism Tourists seek "thrills, excitement, participation, fun, amusement, fantasy, arousal, sensory stimulation and enjoyment." These are crucial in determining tourists' satisfaction as well as their future behaviour	• Thrilled about having a new experience • Indulged in the activities • Really enjoyed the tourism experience • Exciting
Novelty The modern tourist is interested in things, sights, customs and cultures different from his own, simply because they are different. A new value has gradually evolved. The appreciation of the experience is of strangeness and novelty	• Once-in-a-lifetime experience • Unique • Different from previous experiences • Experienced something new
Local Culture Tourism incorporates the attitudes, competencies, enterprise, innovation, hospitality and friendliness of the local people. Travelers who interact with local culture have high levels of recollection of their past experiences.	• Good impressions about the local people • Closely experienced the local culture • Local people in a destination were friendly
Refreshment The feeling of being refreshed, affects memories of travel and increases the depth of experiential engagement. Touring means that everyday structures such as work time regimes might be exchanged for structures that are experiences as liberating and empowering, including journeys, tours and events.	• Liberating • Enjoyed sense of freedom • Refreshing • Revitalized

Table 2.6: The components of the Memorable Tourism Experience Scales (MTES)

MTES Dimension	Indicators
Meaningfulness The benefits of participating in tourism activities include improving the tourist' psychological mood and well-being, allowing him to assert his self-identity, learn about himself, and learn about other places and cultures.	• I did something meaningful • I did something important Learned about myself
Involvement The more individuals are involved with a vacation in terms of the place they have longed to visit and activities that they have wanted to participate in, the better they can recollect and retrieve past travel experiences.	• I visited a place where I really wanted to go • I enjoyed activities which I really wanted to do • I was interested in the main activities of this tourism experience
Knowledge Tourists wish to participate in many different activities, especially those activities in which they explore their talents and capabilities and expand what they know.	• Exploratory • Knowledge • New Culture

Source: adapted from Kim *et al.* (2012: 17)

With the use of these MTES researchers have been able to analyse memorability with more depth. This scale can be treated as either a dependant or independent variable for testing memory or loyal behaviour related theories in tourism settings, depending on the purpose of the study as detailed by Kim *et al.* (2012). In the context of P2P accommodation, Sthapit and Jiménez-Barreto (2018) explained that using the MTES allows researchers and hosts (whom are aware of its existence) to better understand the guests experience in the P2P accommodation and their perception of value. It must also be noted that the seven MTES dimensions and their respective indicators make elements of value co-creation identifiable within P2P accommodation.

With the presentation of a new scale to measure experiences in P2P accommodation in the context of tourism and hospitality industry, it also important to analyse the management of experience.

2.5.4 Managing experience

According to Frow and Payne (2007), the subject of experience management has not caught the attention of many researchers and this was made evident by the lack of organisations that have shifted their efforts towards customer experience as found by Shaw and Ivens (2002). As mentioned by Prahalad and Ramaswamy (2004a), today's consumer wishes to have an active role in creating their own experiences alongside the providers and by adopting this practice, organisations will identify new ways in generating value for their clients as observed by MacMillan and McGrath (1997). The current tourism and hospitality business strategies must be revisited and adapted to current trends. This section will present the ideas for implementing experience management based on the literature.

It was discovered by Brent Ritchie, Wing Sun Tung, Ritchie (2011), that research on experience in tourism and hospitality was neglected and underrepresented. Due to this scarcity of research documents on this topic, Lefranc's thesis presents a great opportunity to detail what is required when considering experience management. Lefranc (2013: 5) called it a "theoretical and operational contribution, concerning the measure of lived experience as a key factor to an effective customer experience management".

Experience management commences with two main concepts, value proposition and value architecture. Value proposition can be explained as what an organisation wishes its clients to experience when consuming the service.

Value architecture reflects the method in which an organisation delivers in value proposition. Pine B., Pine J., Gilmore (1999) presented this as putting on show the experiences. This includes the environment, the setting, the length, the activities and the people. The experience becomes the 'centre stage' of the organisation's strategy.

The issue at hand is then how to integrate this new management style into an organisation. Four stages are presented by Lefranc (2013:111): “two are linked to the organisation (desired experience, proposed experience), two are linked to the client (expected experience, experience lived)”. The successful implementation of experience management achieved is by correctly understanding these four elements.

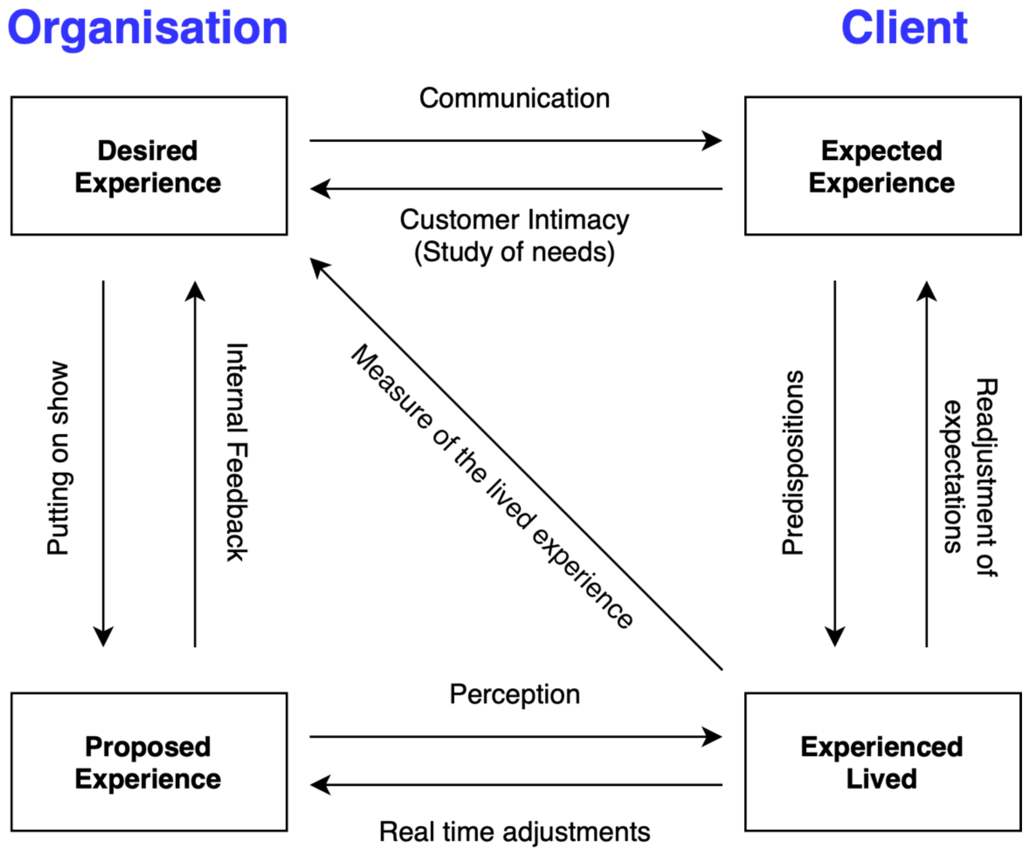
Desired Experience – Is defined by the organisation as the intended experience they wish to convey to the customer based on customer expectations, explained de Bodinat (2007).

Proposed Experience – Is an operational stage where the organisations act upon customer stimuli to shape the customer’s experience and perception.

Expected Experience – Corresponds to the customer’s anticipation of an experience and is established via communication between customer and organisation.

Experience Lived – Is the final result for the consumer based on perceptions and emotions felt during the consumption of the service. Depending on the lived experience, the consumer will adopt a certain emotional response, highlighted Reichheld (2006).

Figure 2.10: Customer experience management model



Source: Reproduction in English from Lefranc (2013: 112)

The final factor for implementation is the measuring of these stages. This can be done by measuring the gaps between the different stages. The gaps that are measurable are as followed:

Gap between desired experience and expected experience (measuring of this gap must allow the organisation to refine their communication strategy).
Gap between desired experience and proposed experience (reducing the gap allows the improvement of the process of experience production. The organisation can amend existing one or create new ones based on the feedback with the purpose of improving the value).
Gap between experience lived and expected experience (measuring this gap allows the organisation to refine customer expectation it wishes to satisfy and in turn improve the customer's emotional response).
Gap between lived experience and proposed experience (in this case the measurement allows to estimate customer perception of the proposed experience. Such a measure can allow for real time adjustments with the goal of improving the customer experience).
Gap between experience lived and desired experience (This measurement allows an organisation to establish their experience-based strategy. It goes beyond simple customer satisfaction).

In essence, the purpose of these measurements according to Lefranc (2013: 121) is to "allow the organisation to have a dynamic management of customer experience" and allows for concrete management of the customer's experience.

On the surface this new method of managing quality seems ideal to satisfy the market's need for the co-creation of experience in the tourism and hospitality industry. Yoon and Lee (2017) showed that it is very important for management in the tourism and hospitality environment to shift their culture towards one based on experience by having strong relationships between organisations and customers via strong communication initiatives. Such a tool allows for easier access to the customers' needs, promotes the co-participation of the consumer in the production of the experience and allows an organisation to adapt to market trends. To achieve "perfect customer experience is a highly desirable goal for organisations wishing to improve customer loyalty and enhance profitability" mentioned Frow and Payne (2007: 98).

However according to Vijayanta (2020), three main challenges that hinder customer experience management strategies are, understanding customer behaviour, limitations due to technology and lack of executive support. Frow and Payne (2007) listed some suggestions to avoid issues in implementing experience management.

-*Recognise the problem and the opportunity for improvement.*
-*Identify opportunities for co-creation.*
-*Utilise mapping tools to improve customer experience.*
-*Introduce appropriate metrics for measurement of customer experience.*
-*Ensure consistent customer experience within and across multiple channels.*
-*Determine how customer requirements differ.*
-*Enhance employee motivation to achieving superior customer service.*

Since most management tools are not designed for very small businesses or individual hosts of P2P accommodations other methods need to be considered. One such method is to focus on managing expectations. Although there are few research articles on such a viable management method, determining expectations can help identify satisfaction and quality in P2P accommodations.

Expectations in the literature can be defined by various dimensions. These have been presented by Ariffin and Maghzi (2012) as *personalization*, *warm welcoming*, *special relationship*, *straight from the heart* and *comfort*. Table 2.7 provides examples to these dimensions. Other academics have shown that users' *gender stereotypes*, *warmth*, *purpose of stay* and *competence,* are also important factors when evaluating expectations as per Pino, Zhang, Wang (2020).

Table 2.7: The dimensions of expectations in hospitality with examples

Factor	Examples
Personalization	-Knew my name and/or nationality. -Treated me with full respect. The hotel staff made eye contact with me during conversation. -Made me feel like an important person. -Gave me authentic smiles all the time.
Warm Welcoming	-Given a warm welcome at the door step -Walked to room during check in. -Presented with an unexpected welcoming token or gift. -helped me with my luggage (if any).
Special Relationship	-Understanding my special requirements while staying. -Building good relationship rather than making money seemed to be the most important drive. -Given warm "good bye" after checking out. -Entertained with the services provided. -Treated as a friend rather than a customer.
Straight from the heart	-The hospitable behaviour seemed to be rendered as a natural extension of their characters. -The hospitable behaviour seemed to be motivated by genuine needs to please and care for their guests and not to deliberately impress the guests.
Comfort	-Ensured all aspects of the room was in good condition. -Felt as if I was at home. -Ensured that the room was comfortable for me.

Source: adapted from Ariffin and Maghzi (2012: 194)

It has also been identified by Verhoef *et al.* (2009), that previous experiences with a product, brand or service are very likely going to have an influence on the consumers' expectations and their requirements for satisfaction.

As stated, research articles on this topic are too few to formulate a strong theoretical basis. Expectations will always vary on a case-by-case basis and influenced by many other factors. It can however help hosts in improving the quality of their accommodation.

2.6 Conclusion on the literature review

Due to vastness of the topic, many of the concepts raised in the literature review have only been detailed to the point in which they provide critical information to aid in the research process. The careful process of selection and filtering of all the available articles and information is to extract only that which is deemed important.

The purpose of this literature review was to highlight the relevant major themes relating to P2P accommodation in academia for last 20 years to establish a strong theoretical background for this study. As noticed, different ideas and concepts are intertwined when researching this area.

First, the literature on the topic of the SE has clearly shown the vastness of this term. Research has expanded across multiple disciplines each with their own use and application. The common themes however reflect that the SE exists due to advances in technology. Based on the research, the SE must be seen as synonymous to collaborative consumption and peer-to-peer sharing as these terms fall under the umbrella construct of the SE. Interestingly, this new form of economy has redefined economic actors and has shown many positives in the way that it promotes innovation and change in industries that had become stale. The new markets defined by the SE and collaborative consumption practices, boosted by technological innovation and new consumer trends have given organisations and individuals new opportunities to create products and services. However, there has been some question marks over the positivity of the sharing economy due to its precarious nature.

Secondly, the rise in use of P2P accommodations is directly related to the boom in the SE. The literature shows the importance of P2P accommodation within the SE and the tourism and hospitality sector. Although research on the topic is relatively new, academics have identified the reason for its emergence, a common definition, the impact it has had on the tourism and hospitality industry, why individuals chose to part take in it and that it is at the heart of the concept of co-created experiences.

Thirdly, this review found that value co-creation in its current state is a theoretical web of different opinions and ideas on how best to implement quality and measure it within P2P accommodations. Although some of the P2P accommodation literature has attempted to base research on more quantifiable concepts within SQ and the S-D logic, the reality is that due to the subjective nature of experiences, new approaches based on customer and user experience have to be made in order to determine quality attributes in P2P accommodations.

Finally, the literature on experiences in P2P accommodation still remains limited. Academics in other study areas have been able to determine concepts such as customer experience and the co-creation of experiences but further studies have to be made for a consensus to be made. Hence, this lack of research has caused a vacuum for managers/owners in implementing effective tools to measure and manage experiences in hotels and/or P2P accommodations.

CHAPTER 3. METHODOLOGY

Research methodology has been defined by Buckley J., Buckley M.H., Chiang, 1976: 13) as "a strategy or architectural design by which the researcher maps out an approach to problem-finding or problem-solving". In this chapter, the setting of the research, the design of the data collection instrument, the sampling, the data collection procedure, and the data analysis methods and framework will be detailed.

3.1 Setting

The World Bank Group *et al.* (2018) found that there are over 13.5 million P2P accommodations listings available in over 226 countries which translates to 8 million available beds in 2018. The strength of the P2P accommodation economy can no longer be ignored and deeper research must be established.

The vastness of this research setting in terms of numbers produces some challenges. As presented in the literature review regarding the SE and P2P accommodation, most academics have focused their research on specific regions and have analysed a limited portion of the total available P2P accommodation units. This has the effect of creating discrepancies in the findings between different countries, different types of accommodations and the results of guest/host interaction based on culture and socio-political backgrounds.

One region that has seen little research on the topic of P2P accommodation is Portugal yet it is a nation that relies on travel and tourism. It was shown by the WTTC (2019) in 2019 that over 13.6% of Portugal's GDP *i.e.,* EUR 34.6 billion, was generated from travel and tourism contributions. Only a few research documents show the effect of P2P accommodations on the national economy or on a more local scale. Some academics have provided key insights on the P2P accommodation in the metropolitan area of Lisbon and the Northern regions in terms of the housing market or regulatory issues but there is no evidence of research on what it takes to operate a P2P accommodation.

This study aims to provide these new perspectives into the world of P2P accommodation and to succeed, a targeted analysis must be achieved. Portugal's principal tourist destination, the Algarve, is a great location to establish this research. The INE (2019) recorded that the domestic market had received over 19.9 million overnight stays. The Algarve was the first region with 30.2% of all overnight stays followed by the metropolitan area of Lisbon which had 25.9% of the share.

As has been mentioned previously, one of the primary sources of P2P accommodation in the Algarve is the AL. With over 32,405 ALs registered in 2019, according to Idealista (2019), the activity from these accommodations were able to contribute EUR 354 million to Portugal's GDP. Such a contribution is not an insignificant amount and an investigation into the success of this form of hospitality must be made.

One way to analyse this success is to understand the activities that are involved in running a P2P accommodation from a hosts' perspective in the Algarve. The research on this subject matter will utilise references from the literature, however due to the nature of P2P accommodation and the behavioural sciences that are attached, such as experiences, memorability and expectations, a qualitative approach will be chosen instead of the already used quantitative methods.

3.2 Design of data collection instrument

There are two options available when collecting data for research, these are qualitative or quantitative tools. For the purpose of this study, the qualitative format has been chosen.

Qualitative research was presented by Bryman (2003: 61) as "the express commitment to viewing events, actions, norms, values etc. from the perspective of the people who are being studied". Five features have been listed as distinguishing what is qualitative research. These are:

> “1) studying the meaning of people’s lives, in their real-world roles; 2) Representing the views and perspectives of the people in a study; 3) explicitly attending to and accounting for real-world contextual conditions; 4) Contributing insights from existing or new concepts that may help to explain social behaviour and think and; 5) acknowledging the potential relevance of multiple sources of evidence rather than relying on a single alone.”
> (Yin, 2011: 9).

The choice of qualitative research methods such as in-depth interviews, open-ended questions and observations allows a researcher to collect data from participants in their natural settings and therefore create a wider understanding of the participants behaviour in a social context and situation, as observed by Eyisi (2016), De Vaus (2014), Leedy and Ormrod (2014), and Berg and Lune (2012). The advantage of qualitative data collection according to Johnson and Christensen (2013), is that the information collected can provide factual and descriptive insights. The uniqueness of the data collected allows for new theories to be constructed and evaluated instead of testing previously established theories as detailed by Leedy and Ormrod (2014).

Yet, there are some limitations to qualitative research. Bryman (2003) highlighted three major issues: The issue of interpretation, the connection between theory and research and the reliance of case study limits the ability to generalise findings. (Ochieng, 2009: 17) also stated that the limitations to qualitative research can be based on ambiguities in the language used and that the findings cannot be “extended to wider populations”. Cohen, Manion, Morrison (2011) criticised the efficacy and replicability of this form of data collection. Critics explained that qualitative methods are not reliable and consistent as the data collected cannot be repeated by another researcher and find the same conclusions compared to quantitative methods as explained by Atkins and Wallace (2012).

For the purpose of this study, qualitative research interviews are chosen. This method requires, planning and preparation and expertise on the topic as a “well-planned interview approach can provide a rich set of data” as written by Qu and Dumay (2011: 239). Interviews have been defined as:

> “Interviewing is a conversational practice where knowledge is produced through the interaction between an interviewer and an interviewee or a group of interviewees. Unlike everyday conversations, the research interview is most often

> carried out to serve the researcher's ends, which are external to the conversation itself (e.g., to obtain knowledge about a given topic or some area of human experience). In most cases, research interviewing involves a "one-way dialogue" with the researcher asking questions and the interviewee being cast in the role of respondent" (Given, 2008: 470).

It is considered today as a mainstream method of collecting data and researchers agree that there are 3 interview methods available. These are:

1)*Structured Interview.*

These interviews are based on established questions and limited number of responses to the questions. It is a rigid format. Qu and Dumay (2011: 244) explained it as having a simple structure for organising and quantifying the data collected as "all the interviewees are asked the same questions in the same order to elicit brief answers".

2)*Unstructured Interview.*

These are informal and unstructured. The direction of the interview will be based on the context, interviewee and situation. In this format, Qu and Dumay (2011) highlighted that the interviewer is not aware in advance of all the necessary questions.

3)*Semi-structured Interview.*

Alvesson and Deetz (2000) mentioned that this is the most common form of interview for qualitative research. The popularity of this format is due to its flexible, accessible and intelligible format and it is considered as a convenient and efficient way of gathering data as found by Qu & Dumay (2011), and Kvale & Brinkmann (2009). It requires prepared questions to help the interviewer guide the interaction with the participants. The use of this guide, based on broader themes, can direct conversation towards specific topics that will help allow learn from the information and be valuable to understand the perceptions of the topic studied.

The major criticism of this method of qualitative data collection is that interviews cannot study large samples of people to due to time constraints and accessibility. It is also viewed as to be heavily depended on the researcher's interpretations and hence has little structure and objectivity according to Eyisi (2016), and Bryman (2003).

Having presented the data collection method, it is important to present the primary tool for interviews: the interview guide.

> "Interview guides summarize the content that researchers cover during interviews. At one extreme, they may provide very minimal directions, leading to "less structured" interviews that are designed primarily to explore the participant's own perspective on the research topic. At the other extreme, interview guides may contain elaborate specifications to ensure that the researcher's topics of interest are thoroughly covered" (Given, 2008: 469).

Given also presents, two forms of interview guides. These are the *question-based* guides and *topic-based* guides.

-*Question-based* guides: "Questions are the more common format for interview guides, so that the expected content of the interview is outlined in terms of a series of questions the interviewer intends to ask" (Given, 2008: 469).

-*Topic-based* guides: "consists of a list of areas and issues the interviewer wants to hear about, and these also are often organized in an outline format to make it easier to monitor which topics have already been covered" (Given, 2008: 469).

In essence, the interview guide reflects a *semi-structured* approached in which the interviewer will adopt a framework that can be used as a reference but also has the freedom to change the order and time spent on each question. This means that both topic and question-based guides have to be used in harmony in order to create an effective interview guide. McNamara (2009) presented an effective guide to interviews that can be used as a basis to construct an interview guide. The following table summarises these points.

Table 3.1: Guidelines for structuring an interview

Guideline	Suggestion
Preparation for Interview	1. Setting with little distractions. 2. Explain the purpose of the interview. 3. Address terms of confidentiality. 4. Explain the format of the interview. 5. Indicate the length of the interview. 6. Does the interviewee have questions before the start? 7. Do not count on your personal memory to recall the answers.
Types of Topics in Questions	• Behaviours. • Opinions/Values. • Feelings. • Knowledge. • Sensory. • Background/demographics.
Sequence of Questions	1. Get respondents involved in the interview 2. Ask about facts first then move to emotions and feelings. 3. Intersperse fact-based questions to avoid disengaging the respondent. 4. Ask questions about the present before questions about the future/past. 5. The last question should be an open question if the respondent wishes to provide more information.
Wording of Questions	• Wording should be open ended. • Questions should be neutral. • Questions should be asked one at a time. • Questions should be worded clearly. • Avoid asking "why" questions.
Conducting Interview	1. The interviewer should remain as neutral as possible. 2. Encourage responses. 3. Be careful of appearances, verbal and non-verbal. 4. Provide transitions between major topics. Don't lose control of the interview.

Source: adapted from McNamara (2009)

The '*semi-structured interview*' was selected for this study as it provides the greatest amount of freedom for the respondents to express their feelings and emotions regarding P2P accommodation as a host. By preparing a guide, the interviewer is able to set the main topics upon which discussions can occur. The lack of rigidity will allow room for ideas and perspectives that might have been left out or were not known during the preparatory stages.

Based on the guidelines, the research objectives, and the literature review, four major topics can be used for the purpose of the interview guide. These are: 1) *The motivation for hosting*; 2) *The quality attributes in P2P accommodations;* 3) *Managing quality: the customer experience*; and 4) *Hosting as an experience*.

Topic 1 seeks to integrate the findings from the literature on hosts' motivations to host a P2P accommodation with the respondents' own perspectives. The answers given will provide key insight if the literature is correct or if a dominant motivation is apparent.

Topic 2 will present the respondents with questions that allow them to define quality based upon their own views. The expected answers should reflect the literature's perspective that quality in P2P accommodation is related to the guests' experience during their stay and elements of memorability. Follow up questions should also discover how hosts' have implemented said quality attributes.

Topic 3 should highlight how hosts' have 'managed quality' with an emphasis on value-co-creation and customer experience. The questions in this topic should present keywords that can be associated to the MTES and show the process of co-creation involved in P2P accommodation.

Topic 4 seeks to understand the personal feelings of hosts in their day-to-day activities running a P2P accommodation. The nature of this topic is open and will try to provide new insights into the idea of managing expectations both for hosts and guests. To achieve this, the questions should guide the respondents to reflect on the management of the accommodation itself, manging their guests and the challenges that arise.

A more detailed presentation of the interview guide that was used with more developed questions can be found in Appendix 1.

3.3 Defining the sample

In academic investigations, two sampling methods are available, *probability sampling and nonprobability sampling*.

Probability sampling is defined as:

> "each member of the population has a known non zero probability of being chosen into the sample. By a random process, elements are selected and receive a known probability of being included in the sample; this is not the case in nonprobability sampling […] The best samples are simply smaller versions of the larger population. (Lavrakas, 2008: 621)

Nonprobability sampling is defined as a sampling method that:

> "does not attempt to select a random sample from the population of interest. Rather, subjective methods are used to decide which elements are included in the sample […] the most common reason for using nonprobability sampling is that it is less expensive than probability sampling and can often be implemented more quickly." (Lavrakas, 2008: 523)

It is often argued that for qualitative and exploratory studies, nonprobability sampling is regarded as the more appropriate method to use as it provides more flexibility, subjective observations and judgements over random selection. Five types of sampling exist within this method.

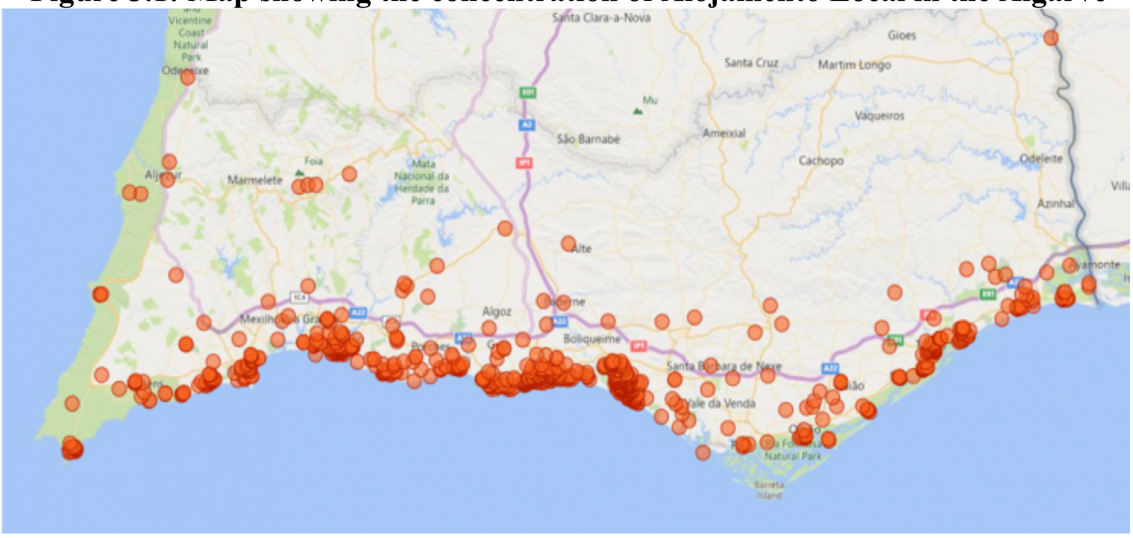
> *"Convenience Sampling*: Technique where samples are selected from the population only because they are conveniently available to the researcher.
>
> *Consecutive Sampling*: the researcher picks a single person or a group of a sample, conducts research over a period, analyses the results, and then moves on to another subject or group if needed. It gives the researcher a chance to work with many topics and fine-tune his/her research by collecting results that have vital insights.
>
> *Quota Sampling*: Helps in dividing the population into strata or groups.
>
> *Judgemental or Purposive Sampling*: researchers select the samples based purely on the researcher's knowledge and credibility. In other words, researchers choose only those people who they deem fit to participate in the research study.

Snowball Sampling: This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample."
(QuestionPro, 2018)

For the purposes of this study, both convenience sampling and snowball sampling have been utilised. The Algarve has over 32,000 registered AL which are to be considered as potential P2P accommodations. 66% of the properties are managed by a single person, and the properties are divided into two categories. Of those registered properties, 77% are appartements and 21.3% are houses as per Idealista (2019). The potential pool of participants is large.

However, the Algarve is an expansive region and the location of all the P2P accommodation is extremely spread out. Figure 3.1 highlights the concentrations of registered AL's in the region in 2018.

Figure 3.1: Map showing the concentration of Alojamento Local in the Algarve



Source: Copied from Idealista (2019)

In order to produce a nonprobability-based sample, certain parameters must be defined. One way to find the 'right' participants is to use the platforms that promote P2P accommodation usage such as Airbnb. The Airbnb platform provides certain information about the properties that are available. Table 3.2 summarises these categories that can be used as sample determinant.

Table 3.2: Sample categories based on Airbnb search parameters

Accommodation Type	Entire Place / Private Room / Shared room
Location	Urban / Rural
Style of the Accommodation	House / Apartment / Bed & Breakfast / Guest Suite / Studio / Loft / Townhouse / Quinta / Condomino
Price	Above Average / Average / Bellow Average
'Super-host' badge	Yes / No

Other factors need to be considered as well when determining the sample for this research. Age, gender and active years of the hosts will also provide this study with differing opinions and perspectives on the same questions and topics presented during the interview. It is also necessary to separate listings between company managed and individually managed.

Finding different participants that can include all these various types of accommodations, styles and personal attributes that are residing in the Algarve would provide this research with strong, reliable and reputable sources of information for the interviews and provide interesting results after analysis.

3.4 Data collection procedures

Multiple methods were approached to find participants and start the interviews. These involved direct messages with hosts on platforms such as Airbnb and Booking.com, public posts on online forums and social media and discussion with personal relations.

Direct messages to the hosts on the platforms proved to be the most challenging way to approach hosts. The chat systems put in place by the providers are very strict in terms of what can be communicated. Based on automatic text detection technology, communicating personal email addresses and contact information that was not related to booking the accommodation would be blocked and would in some instances result in termination of the discussion. Some hosts were not keen on the idea of such participation and others were sympathetic but due to the limitations could not get back in contact short of making a booking to their accommodation.

The next method of approaching hosts was to use public forums and social media. A public post was written in multiple groups asking for potential participants to take part in an interview for the purposes of this research. Unfortunately, the response rate to these messages was rather low but still yielded positive results as a number of individuals were willing to be a part of the investigation. Others that did respond but could not participate provided contact details to other potential participants.

The final approach was asking participants if they themselves knew other hosts that would be willing to be included in this research. This process used personal relations and provided an element of 'word of mouth'. This method was also successful in providing other participants.

The careful selection of participants was then conducted. Critical dimensions were first considered such as age, gender, property type, location and number of active years. The purpose of differentiating the participants on these limited criteria was to create a wide pool of differing opinions that would provide individualised perspectives on the different themes to be presented in the interview. Other non-essential factors of selection were taken into consideration after the initial criteria were matched. These included, the ability to communicate in a professional level of English, were permanent residents in the Algarve, were willing to meet in person and that the meetings did not require excessively long travel times.

After the sample had be defined, the interviews were carried out over the months of Mai to June in 2020 depending on the participants availability. These meetings occurred at the respondents' accommodations to allow the researcher to obtain a certain first impression on the tangible features of the properties and to give the interviewees a sense of comfort and familiarity. Each interview was conducted in English and lasted between 45:00 minutes to an 1:00 hour that included breaks for personal reasons or other unexpected interruptions. To facilitate and record the data collection process and provide accurate transcriptions, each interview was tape recorded with hand written notes alongside the interview guide (*cf.* Appendix 1 p. 135). The general tone of the discussion was in a friendly and informative, where the participants seemed to always answer in a transparent and honest way. As each meeting came to a close, the respondents were eager to be informed of how their opinions contributed to the results of this study and would like to adopt if applicable the framework established.

In summary, due to time limitations, research conditions and the set parameters five interviews were conducted. Although this number of participants could be perceived as low, the diversity of the collected sample can be considered as beneficial for the analysis. As Table 3.3 summarises, the participants had many differing factors that including their age, their location and their years active amongst other elements. Such differentiations provided interesting results when the interviews were conducted as each participant was able to provide a unique perspective based on their subjective experiences.

Table 3.3: Participants' critical information

Participant No.	Gender	Age	Number of listing(s)	Accommodation Type(s)	Location	Years Active
1	Female	20+	1	Private room	Faro	1+
2	Male	50+	2	Entire Place & Private Room	Tavira	2+
3	Female	40+	2	Entire Place & Private Room	Tavira	3+
4	Female	60+	3	Entire Place	Cabanas de Tavira	5+
5	Male	60+	3	Entire Place	Olhao	5+

3.5 Data analysis methods and framework

With the interviews conducted, a qualitative data analysis must be made. According to Dudovskiy (2016), there are five categories of qualitative data analysis: *content analysis*, *narrative analysis*, *discourse analysis*, *framework analysis* and *grounded theory.*

> -*Content analysis*: "is the intellectual process of categorizing qualitative textual data into clusters of similar entities, or conceptual categories, to identify consistent patterns and relationships between variables or themes. Qualitative content analysis is sometimes referred to as latent content analysis. This analytic method is a way of reducing data and making sense of them—of deriving meaning. It is a commonly used method of analysing a wide range of textual data, including interview transcripts, recorded observations, narratives, responses to open-ended questionnaire items, speeches, postings to listservs, and media such as drawings, photographs, and video" (Given, 2008: 120).
>
> -*Narrative analysis*: "refers to a family of analytic methods for interpreting texts that have in common a storied form. As in all families, there is conflict and disagreement among those holding different perspectives. Analysis of data is only one component of the broader field of narrative inquiry. Methods are case centered, and the cases that form the basis for analysis can be individuals, identity groups, communities, organizations, or even nations. Methods can be used to interpret different kinds of texts, oral, written, and visual" (Given, 2008: 539).
>
> -*Discourse analysis*: "is best seen as a cluster of related methods for studying language use and its role in social life. Some of these methods study language use with a particular interest in its coherence over sentences or turns, its role in constructing the world, and its relationship to context. Others take discourses to be objects in their own right that can be described and counted" (Given, 2008: 217).
>
> -*Framework analysis*: "This is more advanced method that consists of several stages such as familiarization, identifying a thematic framework, coding, charting, mapping and interpretation" (Dudovskiy 2016)
>
> -*Grounded Theory*: "consists of a set of systematic, but flexible, guidelines for conducting inductive qualitative inquiry aimed toward theory construction. This method focuses squarely on the analytic phases of research, although both data collection and analysis inform and shape each other and are conducted in tandem. The analytic strategies are inherently comparative and interactive; this method guides researchers to make systematic comparisons and to engage the data and emerging theory actively throughout the research process" (Given, 2008: 374).

In the literature and other research papers, when conducting interviews, the method most frequently used to analyse the findings is content analysis. Erlingsson and Brysiewicz provide a good logic on how to proceed with this analysis in several steps.

Step 1: Transcription = Systematic transformation of large amounts of data into organised and concise summary results.

Step 2: Codifying = The results need to be transformed into meaning units.

Step 3: Categorising = The different codes found must be categorised based on the studies aim.

Step 4: Establishing themes = Once categories have been formed, they must be established as part of a theme.

What these four steps show is that from a very concrete set of data the content analysis must work toward a higher level of abstraction. Yet, "content analysis, as in all qualitative analysis, is a reflective process. There is no step 1,2,3, done!" as mentioned by Erlingsson and Brysiewicz (2017: 95). The researcher must continually adjust, interpret and condense his data and be flexible between findings and interpretation with the goal of finding connections and relationships.

Using the principles set out by Philipp Mayring in 2014, there are three forms of interpretation of data possible for content analysis:

> *"Summary:* "The object of the analysis is to reduce the material in such a way that the essential contents remain, in order to create through abstraction a comprehensive overview of the base material which is nevertheless still an image of it.
> *Explication*: The object of the analysis is to provide additional material on individual doubtful text components (terms, sentences...) with a view to increasing understanding, explaining, interpreting the particular passage of text.
> *Structuring:* The object of the analysis is to filter out particular aspects of the material, to give a cross-section through the material according to pre-determined ordering criteria, or to assess the material according to certain criteria."
> (Mayring, 2014: 64)

Hence, the research will focus on discovering hosts perspectives on certain pre-determined concepts and criteria relating to quality in P2P accommodations based on the current literature. For this reason, the *structured* form of interpretation based on Mayring (2014) seems the most applicable in this case. The procedure for structured interpretation is by its nature deductive since categories are pre-defined using theory before coding the data collected during the interviews.

To begin the analysis, a deductive process of coding must be applied from the interview transcripts. This process of coding has been defined as:

> "In qualitative research coding is the process of generating ideas and concepts from raw data […]. The coding process refers to the steps the researcher takes to identify, arrange, and systematize the ideas, concepts, and categories uncovered in the data. Coding consists of identifying potentially interesting events, features, phrases, behaviors, or stages of a process and distinguishing them with labels. These are then further differentiated or integrated so that they may be reworked into a smaller number of categories, relationships, and patterns so as to tell a story or communicate conclusions drawn from the data. A coding frame, a scheme that lays out key concepts, their definitions, and criteria for recognition, is evolved over time during the coding and analysis of the data. It is subject to change and refinement as the researcher proceeds with successive passes through the data." (Given, 2008: 85)

Appendix 2, presents a detailed coding guideline where raw data was categorised with variables, definitions, data examples and the limitations of inclusion. Such a guide is a vital source of information when proceeding with the analysis.

From the interview transcripts, the codified data, and the research objectives four themes for analysis emerge.

Theme 1: The motivation to host. Based on the literature, the point of the interviews is to bridge the gap in research on why P2P accommodation hosts decide to start participating in this economic activity. Such a theme will include the extrinsic and intrinsic motivations that have been previously associated with hosting P2P accommodation the literature.

Theme 2: Defining quality in P2P accommodation. As per the research objective of discovering the characteristics of quality in P2P accommodation, the data collected from the interviews seeks to understand how hosts define and perceive quality. As seen in the literature, quality in the SE, tourism and hospitality environments can have various definitions and perspectives due to its subjective nature. This theme seeks to present data on user experience by comparing hosts' perspectives and their guests' feedback.

Theme 3: Measuring quality and the customer experience. The literature based on P2P accommodation suggests that customer experience is at the centre of the perception of quality. This theme represents the main body for analysis and the crux of this research. The data must include notions of value co-creation and memorable tourist experiences in order to compare results with the current findings on the issue. To avoid unnecessary confusion and prolonged explanations, the notions of authenticity and trust that are linked to value co-creation will not be directly asked to the participants. Current research provides enough evidence to suggest that memorability, authenticity and trust are concepts that function in harmony.

Theme 4: Managing quality as a host. This theme has categorised the tangible and intangible nature of managing a P2P accommodation. The data provided provides insights into the psychological effects of hosting a P2P accommodation, it also explores concepts such as managing expectations and the challenges that can arise from operating a P2P accommodation.

Based on all these elements an analysis framework can be established representing the findings of the literature review and the data collected from the interviews. Table 3.4 presents this framework.

With the methodology thoroughly explained and the analysis framework presented, the following section will present the findings from the interview and provide an informative discussion between the results within current academic thinking.

Table 3.4: Proposed analysis framework

Theme	Proposed Analysis
1. **Motivation to host**	• What are participants motivations? • Are they based on literature findings? • Is participating in the SE with P2P accommodation as beneficial as presented?
2. **Defining quality in P2P accommodation**	• How have respondents defined quality? • Are their similarities in their definitions? • Do these definitions reflect literature findings or have new concepts emerged?
3. **Measuring quality and the concept of customer experience**	• Are hosts engaging in value co-creation with their guests? • Are there recognisable value co-creation practices that the hosts are undertaking? • When considering their guests' feedback are Memorable Tourist Experience Scales identified? • Does such knowledge help hosts improve the quality of their accommodation?
4. **Managing quality as a host**	• What do hosts prioritise when managing the daily operations of their accommodation? • Does their management style enter the current themes found is S-D logic or customer experience management? • Do specific P2P accommodation management styles emerge?

Source: adapted from Mayring (2014)

CHAPTER 4. RESULTS AND DISCUSSION

This chapter will in a first part deliver the results established from the interviews conducted and in a second part propose an analytical discussion based on those findings. All tables in this section are built with data collected from the interview, unless otherwise stated.

4.1 Results

This section will present the results collected from the interviews into four themes and transform the information into exploitable data for the purposes of analysis and completion of the research objectives. These results have been extracted from five interviews and a comprehensive presentation of the transcripts as per the coding guidelines (Appendix 2 p. 138) can be found in Appendix 3.

4.1.1 Motivation to host

As has been previously mentioned (*cf.* 2.2.3), the sources of motivation to host a P2P accommodation according to the literature are based on *financial*, *social* and/or *experiential* motives. Previous research on the topic of motivation in P2P accommodation conveys harmony between these three elements with financial motivations as the most dominant. These perspectives were shared by the participants of the interview. When asked about their motivation to host a P2P accommodation all five answered that their incentive to host was primarily motivated for financial reasons (Table 4.1).

Table 4.1: Hosts' primary source of motivation

Participant	P1	P2	P3	P4	P5
Quote:	"help me pay the end of the month."	"To top up my pension."	"sustain a life here in Portugal."	"Works as an investment."	"The accommodations I provide proved to be a good investment opportunity at the time."

The follow up question then asked if they had any other motives related to hosting from a social or experiential perspective. Interestingly the results from the interview vary depending on these two motivators. 2 participants (P2 and P3) opinions showed that their motivations included social and experiential factors, another 2 participants (P1 and P4) defined their motivations as experiential for themselves or others and 1 participant (P5) was only motivated for financial purposes. Table 4.2 provides direct quotes from the participants on these points.

Table 4.2: Other sources of motivation

Participant	P1	P2	P3	P4	P5
Quote:	"I wanted to provide a location where tourists can enjoy a new location to discover."	"Great opportunity to meet new people." "Share this special part of this world."	"I have always been interested in the social interaction."	"Keeps me working."	"No!"

As set out in the analysis framework, now that the motivations of hosting have been labelled, the next investigation would lead to understanding if participating in the SE is as beneficial as presented in current academic research. The interview questions then proceeded to ask the participants about their expectations of hosting a P2P accommodation.

The results demonstrate that the participants initial expectations on hosting were surpassed or better than anticipated. Although 2 participants (P1 and P4) did mention some negative feelings towards their first impressions from hosting, the other 3 participants (P2, P3 and P5) solely focused on the positive consequences from hosting. The respondents' quotes on their expectations can be found in table 4.3.

Table 4.3: Hosts' initial expectations of running a peer-to-peer accommodation

Participant	P1	P2	P3	P4	P5
Quote:	"I had little to no expectations going into hosting." "it impacted the private and daily life positively and negatively."	"I was surprised by the amount of demand for the accommodation." "It has brought me great personal pleasure to see so many people enjoy my property."	"Better than we thought it would be!" "Receiving requests to book all year round is a great feeling."	"None to begin with as the process was entirely new." "The workload can be overbearing at times."	"It would only work during the summer." "I was surprised by the number of bookings all year round."

4.1.2 Defining quality in peer-to-peer accommodation

The results from the participants in this section will provide new insight into how hosts perceive quality in the context of P2P accommodation. With this data, there is a possibility to contrast academic and individual definitions given that current findings have focused on the idea of value co-creation as a source of quality in P2P accommodation (*cf.* section 2.3.4).

The first question asked during the interview in relation to this theme, requested that the participants offer their own definitions of quality based on certain keywords and personal feelings. The results detailed in Table 4.4 clearly indicate that it is not possible to attribute a single definition of quality in the context of P2P accommodation.

However, although a single definition cannot be recognised from the data, some similarities are apparent when considering quality in P2P accommodation. All 5 participants mention that quality is reflective and depended on their guest. Hosts have a desire to impress and satisfy their guests. The nature of these perspectives allude to the notion of value co-creation as shall be discussed in the next theme.

Table 4.4: Hosts' definition of quality

Participant	P1	P2	P3	P4	P5
Quote:	"Cleanliness." "Quality requires on going care for the guests by being available and looking after the surroundings of the accommodation."	"The basics are done, uniqueness, high standards." "Quality is everything the guest needs and that their expectations are met."	"Stylish, homely feeling, comfort, provides privacy, beauty" "Quality is making the guest feel special, offering a home like feeling when the guest is traveling."	"Comfort, home from home, easy access to shops and towns." "Quality is to ask if it will enhance the guests' stay […] you have to look at it from the guests' perspective."	"Modern, good apartment, good decoration." "Quality is getting it (the accommodation) to how you like it." "It (quality) is the best we can do." "I want to hear people say 'WOW' when they enter."

The following questions required the participants to then consider how they implemented quality in their P2P accommodation and how their guests viewed their accommodations. In doing so, this study can highlight the finer details of quality inside P2P accommodations.

None of the participants provided a 'checklist' approach to how they implemented quality or used a form of reference. All their answers indicate that quality implementation is regarded as an elusive and progressively acquired concept (Table 4.5).

Table 4.5: Hosts' quality implementation

Participant	P1	P2	P3	P4	P5
Quote:	"I always try to improve my standards."	"I strive to achieve these levels of quality."	"I implement quality in a way we would appreciate staying in the studio."	"I hope so!"	"It has been a progressive learning experience in how to best implement what we think as quality."

Yet when answering about their guests' feedback, the participants were very excited and happy to announce that the majority of guests showed high levels of satisfaction (Table 4.6). Since the hosts selected for the interview were chosen because of their high ratings on the P2P accommodation platforms, it can be assumed that the hosts' answers to this question are honest and sincere. Hence, the data points towards an observable correlation between quality and guest satisfaction.

Table 4.6: Feedback received from guests

Participant	P1	P2	P3	P4	P5
Quote:	"Guest have told me that it is better than they expected."	"They liked the quality of the fixtures and fittings."	"Best experience they have had on Airbnb."	"The reviews on our accommodations would suggest that we achieved to implement quality."	"They were very satisfied and appreciate the special touches"

The data from these particular interview questions also starts to present that quality in P2P accommodation goes hand in hand with guest experience as suggested by previous academic findings. Such findings proved to be a great basis for transition into the next theme relating to the measurability of quality using the principle of customer experience.

4.1.3 Measuring quality and the concept of customer experience

The purpose of studying this theme is to refine the understanding of quality in P2P accommodations by researching specific elements that can measure what is perceived as quality by hosts in a more specific manner by linking academic concepts to the feedback they have received. The guests' perspective was chosen since, based on aforementioned results, hosts adapt their levels of quality according to their guests needs.

The first question raised the topic of value co-creation. None of the participants had heard of the concept but when it was explained that value in the SE is associated with quality and that due to the collaborative nature of P2P accommodation services this value is co-created from the interaction between host and guest. This explanation led the participants to detail their own view on guest/host interaction (Table 4.7).

Table 4.7: The guest/host interaction according to hosts

Participant	P1	P2	P3	P4	P5
Quote:	"As available as possible for them."	You must adapt without realising. The more engagement before the guest's arrival the more expectations can be managed."	"A host needs to be intuitive on what the guest would like to have as an interaction. You need to feel it."	"Available at a short notice."	"Guests appreciate the trust we have in them by not intruding and interacting with them unless we are called upon."

All the participants' answers show that an essential part of their activity as a host is being available for their guests. However, some participants provided further details by mentioning ideas of *availability* (P1 and P4), *adaptability* and *managed expectations* (P2), *intuition* (P3) and *trust* (P5). These interviews highlight that the guest/host interaction must be analysed in a case-by-case situation especially when trying to co-create value.

When asked further what could be considered as 'valuable' the participants responded with *tangible* and *intangible* practices. Their answers emphasise that guests appreciate *personalisation* (P1, P3 and P4), *functionality* (P2 and P5), *privacy* (P3) and available *amenities* (P1, P3, P4 and P5). As shown in Table 4.8, hosts are willing to display high levels of care for their guests to improve the experience of staying in their accommodation and hence, creating a more valuable stay.

Table 4.8: Valuable practices hosts practice

Participant	P1	P2	P3	P4	P5
Quote:	"I'm always willing to provide the extra little things to make their stay more comfortable such as extra coffee pods or share local recommendations."	"I need to make sure everything that needs to work is working."	"Guest loved their privacy even if they were inside someone's home." "You need to pay attention to small details and provide personal touches and guides."	"Guests have said to really enjoy our welcome pack of essentials when arriving. It removes unnecessary pressure on them at the start of their holiday." "The air-conditioning is really appreciated both for summer and winter seasons."	"I make sure everything looks fresh." "Everything must be in working condition." "I provide air-conditioning in the rooms."

In essence, the data shows that the participants engage in value co-creation as per the ideas of *hedonic value* and *utilitarian value* as observed by Lee and Kim (2018). From their answers, hosts have identified that guests' satisfaction and perception of value are based on their subjective experience and the functionality of the accommodation.

Yet, identifying value co-creation as the sole method of measuring quality would be insufficient. Research also indicates that when considering the idea of customer experience, the *memorability* of the experience must be evaluated in order to show value co-creation. Section 2.4.3 established that MTES can be used to help understand what is considered as memorable or not.

Unfortunately, no participant had heard of the concept of MTE or the MTES. This setback did not however stop them from understanding the general definition of MTE and provided their views on the notion of memorability (Table 4.9).

Table 4.9: Memorability according to hosts

Participant	P1	P2	P3	P4	P5
Quote:	"Guests have often recommended to a friend and family so I would say they must have had memorable stay."	"It must have been memorable if they rebook."	"Our guests are searching for something specific when they book and being far from it all in the countryside is what they want."	Did not answer.	"It basically comes down to would you go there again."

The results from the question of understanding memorability and MTE reflects Walls *et al.* (2011) view of successful experiences in 2011 as mentioned in section 2.4.2. The general consensus from the respondents is that the positive effect of memorability will be seen by the guests' intention to rebook the accommodation and its promotion by word of mouth (P1, P2, P3 and P5). Regrettably, the participants' answers to this question focused only on the guests view and not their own 'memorability' of their interaction with the guest.

Based on the answers provided, the following question asked during the interview sought to identify guests' comments that could be evaluated alongside the 7 MTES. As presented in Table 4.10, the participants were able to provide all 7 scales of memorability as per Kim *et al*. (2012) MTES.

Table 4.10: Hosts' indicators of memorability

Participant	P1	P2	P3	P4	P5
Quote:	"Some of our guests come here with the intention to purchase their own home for retirement and use the accommodation as a way of discovering what it is like being here." "They (the guests) were able to discover new attractions thanks to the guide book I provide."	"Guests who came here feeling very tired left with a more positive attitude." "We had guests come to relax before making big business decisions."	"Guests enjoy the feeling of tranquillity the accommodation and the environment provide." "Guests consider their stay unique and new and return home revitalised."	"Guests enjoy having the choice of either sightseeing or sunbathing by the swimming pool."	"Wow."

The data highlights that the comments made by P1 represent the scale of *knowledge* and *local culture*. The answers provided by P2 and P3 can be associated with the scales of *meaningfulness*, *novelty*, *refreshment* and *hedonism*. P4's reflection identifies the scales of *local culture* and *involvement* and P5's reaction enters the *hedonism* scale.

The results attached to the theme of measuring quality from a customer experience perspective are clearly in accordance with current academic findings on value co-creation and the notion of memorability. As is made evident however, these perspectives and methods of analysis tend to prioritise the guests' feelings and perceptions and puts aside those of the hosts.

4.1.4 Managing quality as a host

The goal of this theme is to identify and grasp the management styles P2P accommodation hosts adopt. The results that will be provided based on the questions and answers will contribute in recognising what hosts do to achieve a highly rated P2P accommodation.

Initially, hosts were asked to describe their management style for their accommodation based on tangible (Table 4.11) and intangible factors (Table 4.12).

Table 4.11: Managing tangible factors

Participant	P1	P2	P3	P4	P5
Quote:	"Adequately sized bed, original decoration, well-furnished and good appliances."	"Clean garden, swimming pool and sunbathing area."	"We provide a guide book with personal selection of locations for guests to visit."	"The little things make the difference like supplying beach towels, and guests are happy to not have to bring theirs in the suitcase."	"We want our guests to move in to a fully functional property."

Table 4.12: Managing intangible factors

Participant	P1	P2	P3	P4	P5
Quote:	"Always ready to provide assistance."	"Make the location feel safe."	"The guest must always feel that they are special and comfortable."	"We want to control what we can."	"It is important to show that we care."

The participants have once again shown that attention to detail and providing certain amenities contribute to improving the quality of the accommodation when considering tangible items. Notions such as *personalisation* (P3 and P4), *functionality* (P1, P4 and P5), *comfort* (P1 and P5) and *cleanliness* (P2) must be associated with 'tangible' quality.

The results on intangible elements of managing quality show that hosts of P2P accommodations have the guests interests at the top of their priorities. Concepts such as *safety* (P2)*, comfort* (P3), *care* (P5), *control* (P4) and *assistance* (P1) have been highlighted.

Yet the identification of these elements is insufficient to categorise the quality management style of P2P accommodation hosts. To discover which 'brand' of management they can be attributed to, the interview proceeds to ask how hosts manage their guests. Firstly, hosts proceed to define the guests that stay in their property (Table 4.13), then all 5 participants came up with the notion of managing guests' expectations (Table 4.14).

Table 4.13: Hosts' definition of their guests

Participant	P1	P2	P3	P4	P5
Quote:	"They are clam and holiday minded generally."	"Lovely and trustworthy people." "They come for a holiday and to relax."	"Some want to become your friends"	"Our guests differ."	"Everybody has been polite and rarely ask for anything"

Table 4.14: Managing guests' expectations

Participant	P1	P2	P3	P4	P5
Quote	"What are the culture differences and will there be a language barrier?" "Everything needs to be as clear as possible before the guest arrival."	"Expectations differ greatly between the platforms like booking.com and Airbnb." "Some of our guests fail to communicate correctly their needs and others took advantages of our openness."	"Good communication on changes guests' expectations." "You need to go above and beyond the descriptions."	"We listen to what people say and think of silly things like ironing boards." "Some of our guests make crazy requests like having lots of coat hangers."	"We're concerned that they will enjoy themselves"

Table 4.14: Managing guests' expectations

Participant	P1	P2	P3	P4	P5
Quote		"The more engagement before guest arrival, the more expectations can be handled."	"It's better to pusher lower expectations and provide better than the guest having high expectations and arriving disappointed."		

This unilateral view on managing guests by managing their expectations is a relatively unexplored perspective within the theory of customer experience and the S-D logic. These results follow a path of logic as hosts define their guests in a subjective way and present their opinions on the best way to tackle the element of subjectivity. This is measuring individual expectations upon each new arrival. The results from Table 4.14 show that continuous communication between the host and guest is vital (P1, P2, P3 and P4) and that factors such as the booking platform, culture and individual preferences (P1, P2 and P4) will influence said expectations.

To conclude on the theme and finish the interview, the final question requested the participants to mention their challenges and how they handled them. The data provided by their results will help provide the "do's" and "don'ts" of P2P accommodation hosting.

Four potential challenges were identified, *technological*, *technical*, *psychological* and *physical*. Table 4.15 represents what each host considered as a challenge according to the four categories.

Table 4.15: The challenges associated with hosting

Participant	P1	P2	P3	P4	P5
Technological Challenges:	"Payment challenges."	"Difficult to use and manage all the different platforms." "it is a service that is too reliant on technology."	"I do not always trust technology to manage the bookings. I use my own handwritten log book."	"I refuse to deal with it."	"The platforms are not always easy to use."
Technical Challenges:	"Because of the proximity between host and guest it is sometimes difficult to enforce the policies in place such as check-in and check-out times."	"Local laws, managing expectations and setting up the website."	"Maintaining the same standards for all our guests" "Always trying to make it seem unique even for returning guests." "Getting everything set up correctly from the start."	"Keeping it modern and comfortable can be costly."	"I impose an electricity surcharge for winter period. Most do not mind, one or two have caused a fuss."
Psychological Challenges:	"When guests stay, I cannot act like my normal self, I always have to be careful." "I always feel pressure to finish on time."	"it is difficult emotionally sometimes to accept negative reviews where everything was done perfectly."	"We are being rated on some platforms as staff like in a hotel but it's unfair and an incorrect scoring system." "Not knowing what to expect in the first few bookings was quite the challenge." "it is hard to not get attached to the people and the work you put in."	"I often fall out with my partner when trying to organise the accommodation."	"No!"

Table 4.15: The challenges associated with hosting

Participant	P1	P2	P3	P4	P5
Physical Challenges:	“The cleaning can be a lot of work.”	“It’s more than an honest day’s work.”	“Fatigue.”	“My age makes the cleaning a bit difficult.”	“Time management is sometimes difficult.”

All economic activities present their own challenges. In the context of P2P accommodation, the participants have presented several difficulties they encounter when hosting. All five participants have argued that the technological aspects of the P2P accommodation management are not always straightforward especially in terms of organisation and payment processing. The participants have also shown that hosting a P2P accommodation can lead to emotional and behavioural changes due to the circumstances imposed. Finally, to reach a certain ‘high’ standard of accommodation, the amount of work needed to achieve guest satisfaction can be considered a strong challenge.

With the results from each theme listed, the analysis and discussion relating current academic findings and those from these interviews can be made.

4.2 Discussion

Based on the results in the previous section, a deductive analysis can be made regarding hosts in P2P accommodation and the characteristics of quality.

4.2.1 Hosts’ motivations

The first theme presents individuals motivation to host a P2P accommodation. As has been explained in the literature review, there are three main factors that influence people to become hosts according to Prayag and Ozanne (2018) :

Income — The motivation to host is to pay for bills, for extra money and to afford individual luxuries.
Social interaction – Hosts are driven to meet, interact and discover people from different cultures and parts of the world.
Sharing – Providers of P2P accommodation share their unused space (in the spirit of the sharing economy) or are willing to do so from an altruistic perspective.

Many individuals have seized this new opportunity to use their extra space to generate extra income. P2P accommodation hosts have been described by Prayag & Ozanne (2018) as: of all ages, from all sorts of backgrounds and who are not just motivated for financial reasons. Research on this subject has shown that hosts enjoy the social interactions they can have with their guests and that they enjoying sharing the space they rent out.

Yet, the results also suggest a level of precision that is required. According to the participants, their primary driver to host is financial gains regardless of their age or gender. Such a view should not be seen as a surprise since the mentality of SE activities is that individuals are using their unused spaces to generate new forms of income.

The other two forms of motivations (social and sharing/experiential) should be considered as a positive influence on the hosts state of mind. These additional elements allow the hosts to view managing a P2P accommodation as more than just work and a way to pay the bills. The potential for new social interactions and new experiences provides hosts with holistic gains that in turn can benefit their guests' experiences. As has been shown throughout the interviews, hosting a P2P accommodation heavily involves the users' emotions and it can be argued that a positively motivated host will provide their guests with an overall better experience than a host that is negatively motivated.

As has been established in the literature review, the SE has had a positive impact on individuals engaging in those practices. The opinion of the interviewed hosts reflects this academic consensus. The results indicate that the process of receiving bookings and sharing their accommodation has brought positive feelings to them compared to their initial expectations. Some did however mention that not all elements were to be considered as positive as difficulties in addressing work/life balance and feelings of being overworked can be seen.

4.2.2 Quality in peer-to-peer accommodation

The second theme presents how hosts perceive quality in their accommodations. The literature on quality in P2P accommodation is associated with the notions of co-creating experiences and the co-creation of value. To determine if hosts engage with these notions, it was important to determine in a neutral way how hosts define quality themselves.

The most recognisable quality attributes that can be associated with P2P accommodations are the same that can be found in other hospitality environments based on service quality. Concepts such as reliability, responsiveness, assurance, empathy and tangibles are traits that guests will often expect and determine as a quality attribute as observed by Parasuraman *et al.* (1988). However, with the changes in the tourism and hospitality market in the early XXIst century, the perception of quality has evolved.

It is captivating to see that each participant responded with a unique description of what they believed as quality. Yet for all the different terms used in their answers, certain similarities can be deduced. When considering customer experience, five dimensions are to be considered as explained by Hwang and Seo (2016) . These are sensory experiences (*SENSE*), affective experiences (*FEEL*), cognitive experiences (*THINK*), physical experiences (*ACT*) and social identity experiences (*RELATE*). According to the results, hosts implement quality following these five experiential dimensions in so far that quality is defined by:

-Guest’s expectations.
-The relatability of the accommodation.
-The accommodation is clean and modern.
-Has high levels of comfort.
-Where the guest will be made to feel special.

It is clear that to define quality in P2P accommodations it must be viewed through a variety of notions and ideas. Hosts must determine what potential guests want during their stay. The role of the host is to make sure it is implemented in ways that the quality is perceived by the guest and how it will *enhance* their guests’ stay.

What these findings also show is that quality within the context of customer experience should consider the notion of expectations. The concept alone is expansive, subjective and difficult to ascertain. Because of this, it can become difficult to implement, manage and by consequence has the potential to negatively impact a P2P accommodation's reviews if not handled correctly.

4.2.3 Measuring quality in peer-to-peer accommodations

The third theme presents the measurability of quality within P2P accommodations. As research and practices suggest in the tourism and hospitality sector, there are many tools and options available to measure 'quality' such as the SERVQUAL scale, implementing total quality management practices or using quality management references. Most hosts and P2P accommodation operations are not big enough to implement such methods, and hence new methods of measuring quality should be considered.

As the literature suggests, the rise of P2P accommodations is correlated to the shift towards an experience-based economy in tourism and hospitality. Analysts and industry experts were placing a lot of importance on "customer's cognitive, emotional and behavioural responses", according to Edvardsson *et al.* (2005: 151), to improve the perception of quality from the service received. The notion of quality was misused to measure emotional responses to an immaterial practice. This gave way to Vargo and Lusch's (2004) S-D Logic which places an emphasis on the creation of value and the perception of value. The more customers perceive value, the more they will attribute it as a service with quality and be satisfied with the experience. Such a logic required providers to take a more 'hands-on' approach to value by engaging with their customers, creating the idea of value co-creation.

The current trend for measuring quality for customers' experiences is to look at value co-creation. This means that to determine value, hosts must look at *how* guests and hosts interact, *which* practices occur and *how* value may be co-created as was identified by Camilleri and Neuhofer (2017). To determine what is valuable for the guests, three stages have to be analysed by the host, the pre-consumption, the consumption and the post consumption as detailed by Roeffen and Scholl-Grissemann (2016).

The participants have clearly indicated that their interactions with guests are determined by the guests' needs. In some situations, the host has created strong relationships with the guest where they engage in activities together and share experiences whereas other guests prefer to be left alone and enjoy the accommodation for themselves. This is not an easy task for hosts to achieve as it requires a certain "know-how" in customer relations that not everyone might have.

When the balance in guest-host interactions has been achieved, the host can better determine what the guest perceives as valuable and can then improve the quality of their stay. The participants indicated that from experience they have certain practices that can greatly increase the value of their guests' experience. Although these practices might be seen by some as not essential to the overall functioning of the P2P accommodation, guests have shown that the small details make the difference in their perceptions of value and quality.

To determine how value was co-created the notions of trust, authenticity and memorability come to light. These three notions highlight the element that P2P accommodation experiences go beyond simple physical attributes.

Firstly, measuring memorability can be seen as a challenge especially if the hosts are not aware of its existence. Memorability can be understood as a successful experience where the customer finds the accommodation *unique, memorable and sustainable* and would want to *repeat and enthusiastically promote via word of mouth*, as per Walls *et al*. (2011) results. The findings from the interviews showed that Kim *et al*. (2012) MTES can be used effectively to measure the value of a guest's experience in a P2P accommodation. The participants guests clearly showed that they had memorable experiences in the accommodation based on: *hedonism*, *novelty*, *local culture*, *refreshment*, *meaningfulness*, *involvement*, and *knowledge*. This scale needs to be made more aware to hosts of P2P accommodation as it would help hosts improve the value of their accommodation.

Secondly, as mentioned by Paulauskaite *et al*. (2017), the perception of authenticity in P2P accommodations will be measured by attributes such as the interior and atmosphere of the accommodation, the levels of interaction between guest and host and the guests' interactions with the local environment. Bucher *et al.* (2018: 301) concluded in 2018 that authenticity "challenges traditional quality standards. Experiences do not have to be flawless in order to capture the perceived essential qualities of real life". Although none of the participants utilised the notion of authenticity, their reflections based on their guests' perspectives show that P2P accommodation hosts engage in providing authentic experiences.

Thirdly, current academic research has determined that the idea of trust and satisfaction in P2P accommodations are linked, as observed by Moon *et al*. (2019), and Liang *et al*. (2018). The levels of satisfaction that guests have displayed according to the results would suggest that the interviewed hosts are to be considered as trustworthy within the context of value co-creation.

The purpose of finding the determinants of value co-creation is to also measure the levels of satisfaction the guests had during their stay in a more precise manner than is currently made available. Zhang *et al.* (2020) indicated that guest satisfaction characteristics echo those from value co-creation as they include, *control*, *personalisation*, *autonomy*, *authenticity*, *connection* and *learning*. It can be deduced from the results that hosts that create memorable traits, provide authentic values and are trustworthy with their guests engage in value co-creation activities and produce satisfying experiences.

By combining interaction, practices, and understanding what makes a valuable co-created experience, hosts can create a P2P accommodation concept where the guest is able to create a high quality and high value experience with the host and enjoy high levels of satisfaction. It is in theory the perfect form of collaborative consumption but what does it take to manage a P2P accommodation.

4.2.4 Managing a peer-to-peer accommodation

The fourth and final theme presented seeks to shed a new light on the management styles of P2P accommodations from the hosts perspectives.

It has been identified that P2P accommodation is a service that produces an experience. By looking at it this way, current research has focused in viewing the management of P2P accommodation under the umbrella of the S-D Logic. Such a perspective is not wrong as the S-D logic studies the creation of value as an interaction between a producer and customer.

Lefranc (2013) findings in her thesis in 2013 reflect the management of customer experience within the S-D logic by analysing four factors: *desired experience*, *proposed experience*, e*xpected experience* and the *experience lived*. Although this method of experience management can be considered to be adequate, according to the results aforementioned, applying this method of management is counter intuitive to what hosts are reporting from their day-to-day operations in their P2P accommodations.

The findings from the interviews highlight the importance of managing guests expectations at different consumption stages as explained by Roeffen and Scholl-Grissemann (2016). The literature on this form of management is lacking, but, Ariffin and Maghzi (2012) have discovered that guests expectations can be determined by certain traits such as: *personalisation*, *warm welcoming*, the creation of a *special relationship*, the hosts behaviour comes *straight from the heart* and the accommodation provided *comfort*

The results in this study indicate that P2P accommodation hosts are already engaging in these practices and guests are determining the value of their experience based on these factors including elements of trust, authenticity and memorability. Expectations and memorability share similar attributes in terms of generating valuable and quality experiences. An experience will be considered memorable by the guest because they felt it either matched their expectations or went beyond what they had hoped for.

Such an understanding and new perspective can completely change the way in which P2P accommodations are reviewed and described on the platforms.

To achieve expectation management, guest and hosts must have the right channels of communication in order to achieve the co-creation of value and produce high quality co-created experiences. If expectations can be determined during the different consumption stages, hosts can act upon the tangible and intangible elements of the accommodation before, during and after the guest’s stay. This in turn will limit the challenges hosts may have when dealing with the daily running of a P2P accommodation as they have mentioned including the inaccuracies of reviews, time management issues and help in reducing their stress levels associated with hosting.

CHAPTER 5. CONCLUSION

The purpose of this research was to identify the characteristics of quality from a P2P accommodation host's perspective. Following the three objectives set out from the start this concluding chapter presents the elements that were found, the theoretical implications of this study, the practical implications, the limitations and what can be said for future research.

5.1 Study Conclusions

Defining the characteristics of quality by its very nature is complex and requires knowledge of multiple elements. There are many various definitions, ways that it can be applied and tools for measuring it. This research has shown however that certain characteristics relating to quality can be associated with P2P accommodations.

With the rise of the SE and the growing number of P2P accommodations available across the world, notions of collaborative consumption and co-creation entered the tourism and hospitality sphere. Today the concept of customer experience and value co-creation are the main sources of determining if an accommodation is considered of high or low quality for the guest.

Accordingly, it was found that a guest's experience will be measured by five different factors: their sensory experience, their affective experience, their cognitive experience, physical experience and social experience. The quality aspect of the customer experience is then reflected by the guest's perception of value. To determine what is valuable, three stages have to be analysed by the host, the pre-consumption, the consumption and the post consumption. Hosts can engage in co-creating value during these stages with their guests through the communication of expectations and producing a memorable stay. If the guest's expectations can be satisfied and that there was memorability at all stages of their stay, the guest will perceive value from the experience and will most likely rebook or recommend to friends and families.

The proximity between host and guest makes managing memorability and expectations more personalised than in larger organisations such as hotels/resorts whom have often relied on larger theoretical applications of quality such as SQ and S-D logic. Hosts of P2P accommodations have the capacity to take *on the spot* decisions where value can be co-created.

However, to implement and manage quality in P2P accommodation, this study also found that hosts face some challenges. These can be attributed to the *technology* involved and the online platforms used for renting the accommodation. Challenges can also occur based on a *technical* perspective where hosts are not aware of all the requirements, practices and costs that need to be managed to implement said quality. There is also an *emotional* cost involved with hosting where hosts in some cases have lost the sense of privacy in their own property and can have feelings of unfair judgement from online reviews. The final main barrier is that the workload can place *physical* challenges depending on certain factors like age, abilities, time and location.

5.2 Theoretical implications

Multiple current categories of academic research such as the sharing economy, quality in tourism and hospitality, and the phenomenon of P2P accommodations can be linked with this research topic.

When analysing the findings, the primary theoretical focus has been on P2P accommodations and more specifically how quality is perceived in these accommodations. The literature on this subject has already heavily focused on how guests perceive quality through their own experiences. This study provides a bridge by identifying how hosts of P2P accommodation perceive quality and how they feel about it. The current literature has focused on the motivations of individuals to host but few have asked what it takes to host. The results identified new elements that can be discussed about hosting a P2P accommodation such as the challenges involved with managing guest expectations.

It also shows that in the P2P accommodation environment, hosts are not necessarily knowledgeable in the theories and practices of hospitality. They use their day-to-day experiences as hosts to learn 'on the job' what is expected of them and how they can improve the quality and value of their accommodation. With the exceptionally high levels of satisfaction shown by guests of P2P accommodations, the results suggest that the complex nature of theoretical tools and models of customer experience management, S-D logic, SQ and others might be inadequate for the purposes of hosting a P2P accommodation. For those who are aware, they can still be used as a referencing tool and an advantage over other hosts.

This study also follows the current discussions on quality in tourism and hospitality. The perceptions of quality in 2020 for both guests and hosts are now about value and the 'experience' of the stay. The concepts of memorability, customer experience and co-creation were all applied and worked in favour of developing the objectives of this research. The image of the tourist travelling to hotels has changed to the image of the tourist living amongst the locals for the duration of their stay.

However, one of the recurring elements that participants associated quality with was managing their guests' expectations before, during and after their stays. This discovery during the data collection process was relatively surprising as most academic references had not made the correlation. The literature frequently presents quality as a retrospective perception of the guests stay in a hotel or P2P accommodation using reviews and quantifiable scales. According to the participants, in the P2P accommodation market, the process of creating value actually commences when the guest searches for an accommodation and because of this, hosts believe that the current rating systems are flawed.

Interestingly, an unintended element that was discovered during this research was the psychological element associated with hosting. The participants frequently spoke about their feelings on particular issues and concerns with hosting a P2P accommodation. As with all work and endeavours many forms of emotions can occur but the current academic research on P2P accommodation hosts has not been developed as of yet on this subject matter.

5.3 Practical implication

The main purpose of this research was to establish a framework upon which new hosts could make reference to when trying to start their own P2P accommodation.

Using the findings of both the academic literature and the results presented in this study, it is possible to establish a guide on what elements will produce value and be perceived as quality by the guests. A host should follow these following elements:

1) Getting the basics right.
    a. High standards of cleanliness.
    b. Unique style for furnishing and decoration.
    c. Good quality amenities.
    d. A clear description of the accommodation on the platforms.
    e. Price is competitive but also reflects the value that you think the accommodation is worth.
    f. Be hospitable.

2) Manage your guests' expectations and needs.
    a. The more interaction before and during your guests stay the more you will able to understand their preferences.
    b. Prepare the accommodation in a way where the guest can personalise it according to their needs for the duration of their booking.
    c. Make it "feel homely"!
    d. Understand the type of contact your guest wishes to have. Do they want more or less contact with you?
    e. Ask yourself, would you want to stay here?

3) Focus on managing an experience.
    a. How can you make your guests stay more memorable?
    b. Prepare a list/guide of your local suggestions for entertainment, necessities, culture, relaxation and emergencies.
    c. Participate in activities with the guest if they are open to the idea.
    d. Ask yourself what makes your accommodation unique?
    e. Show that you care.

4) Manage yourself
    a. Expect hosting to intrude on your private life.
    b. Do not overwork yourself. Always do the best you can.
    c. Seek advice on online forums or from other hosts. Learn from their own experiences.
    d. Create time where you will not need to host. These breaks are critical.
    e. Do not get frustrated with reviews.

This four-step guide can be used as a basic framework for future hosts in understanding what the characteristics of quality are and how they can try to implement them in their own accommodation.

5.4 Limitations

Two main limitations can be observed in this study. The first reflects the theoretical research on the subject matter. The second presents the limitations to the data collection process.

The subject of P2P accommodation is relatively new and is often associated with the wider issue of the SE. The academic literature on this subject is broad in terms of numbers and areas of research. This has the effect of creating issues when trying to define a historical logic in the changes of perceptions and findings. Based upon the papers that were related, the direction of this research could have been influenced.

The focus of the research question also imposed challenges regarding the theoretical research. The concepts of quality, host and P2P accommodation were rarely associated. When detailing with each of these concepts, certain assumptions, deductions and links had to be made where there might not be any.

There are also limitations found in the data collection process. The research focused only on one touristic destination, the Algarve, and only five hosts participated. In doing so, the validity of the information and its applicability can be put into question as the sample size could be considered too small to list accurate findings.

Also, during the interviews, most participants were unaware of the major theoretical concepts that are associated with this study. This meant that during the interview, extra explanations and definitions had to be provided according to the researchers own interpretations and understandings. Such a phenomenon could have influenced the participants answers from what they perceived to what the researcher wanted to hear.

5.5 Perspectives for future research

P2P accommodations are becoming more and more recognised in the tourism and hospitality sector. Because of this, academics must continue their research on this topic to always be aware of guests and hosts trends. The ever-changing nature of quality, value and experiences should push the literature to be always up-to-date.

As mentioned previously, future research should start to analyse more data on hosts from across the world to produce a more comprehensive data map of who is hosting P2P accommodation, why are they hosting and how do they manage it.

Future research should also analyse if the current review systems in P2P accommodation are truly reflective of the guests' experience or if the models upon which they are based are ineffective.

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APPENDIX 1:
INTERVIEW GUIDE

Interview Guide

Interview Introduction

- Present the topic of research and why you are conducting the following research.
- Mention that participants will be anonymous.
- Explain that all answers, opinions and perspectives are correct and will help the research in understanding hosts emotions.

Participant Background

- Age.
- Gender.
- Type of accommodation rented.
- Number of available accommodations.
- How long have they been active in P2P accommodation hosting?
- Average guest's country of origin
- Average guest age.

Topic 1: Motivations for hosting

1. Why did you start hosting a P2P accommodation?
    a. Was it for financial purposes?
    b. Was it for social reasons?
    c. Was it for the sake of sharing your space?
2. Is there a particular platform you use to promote your P2P accommodation?
    a. Which ones?
    b. Do you have a preferred one?
    c. Why do you prefer it?
3. Did hosting a P2P accommodation meet your initial expectations?
    a. What did you hope to achieve?
    b. Did you achieve it?

Topic 2: Quality attributes in P2P accommodations

1. How would you define quality?
    a. What single terms might you use?
    b. What is the most important element of that definition for you?
2. Do you implement this definition of quality in your P2P accommodation?
    a. How do you manage it?
    b. Do you feel that you successfully achieve it?
    c. Are there challenges to overcome in order to implement this version of quality?
3. Have you received help to implement quality in your accommodation?
    a. If yes, what was it?
    b. If no, how do you do it?

Topic 3: Managing quality: the customer experience.

1. Are you aware of the concept of memorable tourist experience?
2. What comments do you hear frequently from your guests?
    a. Do they mention their satisfaction levels?
    b. Do they mention the uniqueness of their stay?
    c. Do they mention the location?
    d. Do they mention the feeling of being refreshed?
    e. Was it important for them?
    f. How involved was your interaction with them?
    g. Did they get to learn something?
3. What services/actions do you provide to improve your guest's experience?

Topic 4: Hosting as an experience.

1. How would you define your guests in a few simple words?
2. What are your main challenges in running a P2P accommodation?
    a. Are they tangibles?
    b. Are they intangibles?
    c. Maybe both?
3. Are you satisfied with your hosting experience?
4. What do you think could help you improve the quality of your accommodation currently?

APPENDIX 2:
CODING GUIDELINE

CODING GUIDELINE

Category	**Sub-Category (variables)**	**Category definition**	**Participant Example**	**Rules to limit categories**
Theme 1: Motivation to host				
Why did the participant choose to host a P2P accommodation?	-Financial -Social -Sharing/Experiential	The literature shows that there are 3 motivations for hosting a P2P accommodation, financial, social and sharing.	"I host to top-up my pension" IAIN	The sub-categories will be determined based on participant's answer
Is the participant satisfied with the experience of hosting?	-Expectations -Positive/Negative highlights	This category highlights in more detail what hosts expected from hosting a P2P accommodation and presents what makes it a positive experience or a negative experience.	"better than we thought it would be" Sandrine	The first sub-category requires an emotional response from the participant. The second looks at practical situations that have affected the participant.

Category	Sub-Category (variables)	Category definition	Participant Example	Rules to limit categories
Theme 2: Defining quality in P2P accommodations				
What is quality for the participant?	-Associated terms -Individual explanations	The research's objective is to determine how quality is defined by P2P accommodation hosts. This category looks at how hosts define quality with associated terms and how they fit a broader explanation of quality.	"the best we can" Dave	The first variable can be seen from a technical point of view and the use of specific terminologies. The second is the participant's explanation based on the terminologies used.
Was quality implemented?	-Host perspective -Guest feedback	By comparing host's perspective and guest feedback, the finer details of quality can be determined.	"Yes" Gabriella	These variables will differ based on what hosts say and what guests have said to the host.

Category	**Sub-Category (variables)**	**Category definition**	**Participant Example**	**Rules to limit categories**
Theme 3: Measuring quality: the customer experience				
Value co-creation	-Interaction -Practices	In P2P accommodation, quality can be found in co-created value. To determine if value has been co-created, it is important to look at the levels of interaction between the host and guest and the practices that occur that can generate value.	"We try to be as available as possible for them" Gaby	There must be differentiation between the guest/host relationship and the elements provided.
Memorable Tourist Experience	-General understanding -What indicators of memorability can be found?	The literature on this topic has indicated that the current trend for guest's perception of quality relates to the memorability of their stay. This category seeks to discover if hosts understand this trend and if the certain indicators of memorability are highlighted by the participants	"They feel it is a very different experience" Sandrine	Does the participant understand that the memorability of an experience is associated with Quality? Is it possible to measure the memorability guests enjoyed with specific indicators?

Category	**Sub-Category (variables)**	**Category definition**	**Participant Example**	**Rules to limit categories**
Theme 4: Managing quality as a host.				
The accommodation	-Tangibles -Intangibles	The fundamental part of managing quality as a host must start with the accommodation itself in terms of tangible and intangible elements.	"Our usp is the tranquillity we offer" Iain	What does the participant do to manage quality in their accommodation?
The guest	-Understanding your guest -Managing expectations	To correctly manage quality, a host must understand the needs of his guests and manage their expectations.	"good communication changes guest expectations" Sandrine.	What indicators show the guest's needs? How do act upon them?
Challenges	-Technological -Technical -Psychological -Physical	However, to achieve successful quality management, there will be technological, technical, psychological and physical challenges.	"I often fall out with my partner when trying to organise the accommodation." Jan	Personal feelings on the challenges that can arise when trying to manage quality as a host.

APPENDIX 3:

DETAILED CATEGORIES

INTERVIEWS 1-3

Theme 1: Motivation to host			
Variables	P1 Gaby	P2 Iain	P3 Sandrine
1) Why did the participant choose to host a P2P accommodation?			
Financial	"to help me pay end of month bills	"to top up my pension"	"sustain a life here in Portugal"
Social	"no, not really"	"great opportunity to meet new people"	"I have always been interested in the social interaction"
Sharing/Experiential	"I wanted to provide a location where tourist can enjoy a new location to discover"	"share this special part of this world"	The social element and sharing go hand in hand.
2) Is the participant satisfied with the experience of hosting?			
Expectations	"I had little to no expectations going into hosting"	Surprised by the amount of demand for the accommodation	"better than we thought it would be"
Positive/Negative highlights	-Difficulties with the platforms like Airbnb and Booking.com make the experience sometimes negative. -Impacts the private and daily life positively and negatively.	"It has brought me great personal pleasure to see so many people enjoy my property"	"Receiving requests to book all year round is a great feeling"

Theme 2: Defining quality in P2P accommodations			
Variables	P1 Gaby	P2 Iain	P3 Sandrine
1) What is quality for the participant?			
Associated terms	-“Cleanliness”	-“The basics are done” -“Uniqueness” -“High standards”	-“Style” -“Homely feeling” -“Comfort” -Provide privacy -Beauty
Individual explanations	“Quality requires on going care for the guest by being available and looking after the surroundings of the accommodation”.	“Quality is everything the guest need and that their expectations are met”	“Quality is making the guest feel special, offering a home like feeling when the guest is traveling”.
2) Was quality implemented?			
Host perspective	-“Yes” -“I always try to continue to improve quality as well” -“I try to make it look like the pictures I show”.	-“We strive to achieve these levels of quality” -“Would I want to stay in this accommodation?” -“When sharing your personal space there’s more care”	-“Yes, we implement quality in a way we would appreciate staying in the studio” -The personal touch makes the difference -“I take a lot of pride in implementing these standards”.
Guest feedback	“guest have often told me that it is better than they expected”.	-“It was of very high quality” -“Like the quality of the fixtures and fittings”	-“They do not want to leave” -“best experience they have had on Airbnb”

Theme 3: Measuring quality: the customer experience			
Variables	P1 Gaby	P2 Iain	P3 Sandrine
1) Value co-creation			
Interaction	"As available as possible for them". They can contact the host via personal number, website and/or platform messaging system.	-Depends on the guest. -"You have to adapt without realising". -"Managing expectations is a very important part of the interaction". This must occur before the guest arrives via the platform and during the stay. -"the more engagement before guest arrival the more expectations can be managed".	-It all depends on the guest. "We become very close to some; others wish to be left in peace". It is based on people needs during their stay. "A host needs to be intuitive on what the guest would like to have as an interaction. You need to feel it". -"We end up going to restaurants with some of their guests".
Practices	-"I'm always willing to provide the extra little things to make their stay more comfortable such as extra coffee pods for the machine or share local recommendations" -Provide extra amenities.	"make sure everything that needs to work is working".	-"Guests loved their privacy even if they were inside someone's home" by making sure that even shared spaces felt private. -Attention to small details -Provide personal touches and guides.

2) Memorable Tourist Experience			
General understanding	-Did not hear about the concept of MTE. -"Guest have often recommended to friend and family so I would say they must have had a memorable stay".	-Did not hear about the concept of MTE. -"It must have been memorable if they rebook".	-More or less understand memorable tourist experience. -Guests define the experience they wish to have before booking their stay in a P2P accommodation. -"Our guests are searching for something very specific when they book and being far from it all in the countryside is what they want".
What indicators of memorability can be found?	-"Some of our guest come here with the intention to purchase their own home for retirement and use the accommodation as a way of discovering what it is like being here". -"They were able to discover new attractions thanks to the guide book I provide".	-"Guest who came here feeling very tired left with a more positive attitude". -"We had guests come to relax before making big business decisions".	-guest intention to rebook -the feeling of enjoying the tranquillity of the accommodation and its environment. -"Guests consider their stay as unique and new and return home revitalised".

Theme 4: Managing quality as a host.			
Variables	P1 Gaby	P2 Iain	P3 Sandrine
1) The accommodation			
Tangibles	-Guide book with personalised selection of locations for guests to visit. -Adequately sized bed. -Original decoration. -Well-furnished and good appliances/utilities.	-Guide book with personalised selection of locations for guests to visit. -Clean garden, swimming pool and sunbathing area.	-Guide book with personalised selection of locations for guests to visit. -Provides a welcome pack with all the necessary kitchen essentials
Intangibles	Always be ready to provide assistance.	-Make the location feel safe for the guests. -Make the guest feel welcome.	-"The guest must always feel that they are special and comfortable."
2) The guest			
Understanding your guest	-"They are calm and holiday minded generally". -"What are the culture differences and will there be a language barrier".	-"Lovely and trustworthy people". -They come for a holiday and to relax. -"Some our guest fail to communicate correctly their needs and others took advantage of our openness".	-"Some want to become your friends" -Communication is key. -Accommodate for special requests/occasions.
Managing expectations	-Everything needs to be as clear as possible before the guest arrival. -Is the guest a new arrival or a returning booking?	-Expectations differ greatly between the platforms like booking.com and Airbnb. -"the more engagement before guest arrival, the more expectations can be handled"	-Going above and beyond the description. -"good communication changes guest expectations". -"It's better to push lower expectations and provide better than the guest having high expectations and arriving disappointed".

3) Challenges			
Technological	-Payment challenges.	-Difficult to use and manage all the different platforms. -Too reliant on technology.	"I do not always trust technology to manage the bookings. I use my own handwritten log book".
Technical	Because of the proximity between host and guest it is sometimes difficult to enforce the accommodation polices such as check-out times and no parties.	-local laws -Managing expectations -Setting up the website	-Maintaining the same standards for all of our guests -Always trying to make it seem unique even for returning guests. -Getting everything ready at the start.
Psychological	-impact on private life -"When guest stay I cannot act like my normal self, I always have to be careful". -"I always feel pressure to finish on time".	-"it is difficult emotionally sometimes to accept negative reviews where everything was done perfectly".	-Reviews hurt feelings -"We are being rated on some platforms as staff like in a hotel but it's unfair and an incorrect scoring system". -"Not knowing what to expect in the first few booking was quite the challenged". -it is hard to not get attached to the people and the work you put in.
Physical	The cleaning can be a lot of work.	"It's no more than an honest day's work".	Fatigue

Interviews 4 and 5

Theme 1: Motivation to host		
Variables	P4 Jan	P5 Dave
1) Why did the participant choose to host a P2P accommodation?		
Financial	Works as an investment	-"The accommodations I purchased proved to be good investment opportunity at the time". -"Not reliant on it.
Social	No	No
Sharing/Experiential	"Keeps me working"	No
2) Is the participant satisfied with the experience of hosting?		
Expectations	"none to begin with as the process was entirely new and a way of making an income from our extra properties".	"It would only work during the summer"
Positive/Negative highlights	-The workload can be overbearing at times. -"If you think it's clean, you need to clean again".	Surprised by the number of bookings all year round.

Theme 2: Defining quality in P2P accommodations		
Variables	P4 Jan	P5 Dave
1) What is quality for the participant?		
Associated terms	-Comfort. -Home from home. -Easy access to shops and town.	-Modern -Good apartment -Good decoration
Individual explanations	-“the difference in quality is to ask if it will enhance the guest’s stay”. -“You have to look at it from the guest’s perspective”.	-“The best we can do”. -“I want to hear people say ‘WOW’ when they enter the accommodation” -“Quality is also getting it to how you like it”.
2) Was quality implemented?		
Host perspective	“I hope so”	-“Yes”. -“It has been a progressive learning experience in how to best implement what we think as quality”.
Guest feedback	“The reviews on our accommodations would suggest that we achieved to implement quality”.	-“Guest have said they were very satisfied and appreciative of the special touches”.

Theme 3: Measuring quality: the customer experience		
Variables	P4 Jan	P5 Dave
1) Value co-creation		
Interaction	-"available at short notice as we live away from the accommodation" "I send a text the day after the check-in to make sure if everything is okay".	-Simple meet and greet. -"The guests appreciate the trust we have in them by not intruding and interacting with them unless called upon"
Practices	-"Guest have said to really enjoy our welcome pack of essentials when arriving. It removes unnecessary pressure on them at the start of their holidays." -"The air-conditioning is really appreciated both for summer and winter seasons".	-Make sure everything looks fresh. -Everything must be in working condition. -Provided Air conditioning in rooms.
2) Memorable Tourist Experience		
General understanding	Not heard of.	-Not heard of. -"It basically comes down to would you go there again?"
What indicators of memorability can be found?	-"Our welcome pack gets remembered". -Guest enjoy having the choice of either sightseeing or sunbathing by the swimming pool.	-Astonishment: "Wow" -Guests enjoyed their stay in the location. -They often want to come back to our accommodation.

Theme 4: Managing quality as a host.		
Variables	P4 Jan	P5 Dave
1) The accommodation		
Tangibles	-“We supply beach towels, and guests are happy to not have to bring theirs in suitcases”. -“The little things make the difference”.	“We want guests to move in to fully functional property”
Intangibles	-“We want to control what we can”. -Customer care is important	“It is important to show that we care”.
2) The guest		
Understanding your guest	-“Our guests differ because some rent a car others don’t. They have the option here and the proximity to shops and conveniences helps”. -“We listen to what people say and think of silly things like ironing board”.	-“Everybody has been polite”. -“They rarely ask for anything”
Managing expectations	-“Some our guests make crazy requests like having lots of coat hangers”.	“We’re concerned that they will enjoy themselves”.
3) Challenges		
Technological	“I refuse to deal with it”.	The platforms are not always easy to use.
Technical	Keeping it modern and comfortable can be costly	Impose electricity surcharge for winter period. “Most do not mind, one or two have caused a fuss”.
Psychological	Often fall out with partner when trying to organise the accommodation. “We fall out over the bed sheets”.	No
Physical	“My age makes the cleaning a bit difficult”.	Time management is sometimes difficult.