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Socio-cultural impacts of peer-to-peer accommodation on host communities

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Abstract

Peer-to-peer accommodation has recently emerged as a central focus of research in tourism and hospitality. However, research on socio-cultural impacts of peer-to-peer accommodation is fragmented. This study reviews the relevant literature on the socio-cultural impacts of peer-to-peer accommodation on host communities and proposes an integrative framework and a working definition for goal socio-cultural impacts of peer-to-peer accommodation. This literature review contributes to knowledge of how this business paradigm affects and frames host communities and integrates the factors that should be explored by researchers, policymakers, and organizations to manage the impacts of peer-to-peer accommodation on host communities.

KEYWORDS

host communities, peer-to-peer accommodation, socio-cultural impacts

1 | INTRODUCTION

Tourism and hospitality is one of the industries most affected by the emergence of the sharing economy (SE) (Martin, 2016). The SE developed as an alternative business model to fulfill customer needs, such as accommodation, transportation, leisure, and meals (Acquier et al., 2019; Benoit et al., 2017; Hartl et al., 2016; Wirtz et al., 2019). As part of a broader set of “sharing economy” practices, peer-to-peer accommodation has grown enormously in recent years, creating a model of sharing access to underutilized resources through online platforms. This type of accommodation is used either free of charge or in exchange for a fee or some alternative form of compensation (Belk, 2014; Frenken & Schor, 2017; Hamari et al., 2016; Wirtz et al., 2019). The phenomenon has provided residents, tourists, and destinations with a diverse range of opportunities, but also challenges (Dolnicar & Talebi, 2020). Despite the fact that it has attracted academic researchers' attention (Belarmino & Koh, 2020; Dolnicar, 2019), no consensual

definition of “sharing economy” has been achieved so far (Hossain, 2020; Schor, 2016).

With peer-to-peer accommodation becoming a critical issue in the tourism and hospitality, and public spheres, research on this type of SE has increased over the past years and intensified the debate on the impacts of peer-to-peer accommodations on the economic (e.g., Brown et al., 2021), the environmental (e.g., Cheng, Chen, et al., 2020), and the socio-cultural levels (Richards et al., 2020), with a particular focus on impacts on local communities (Cheng, Houge Mackenzie, et al., 2020; Jordan & Moore, 2018). Recent research has analyzed impacts on hotels (Zervas et al., 2017), the housing market (Lee, 2016), regulatory issues (Nieuwland & Van Melik, 2020), consumer behavior (Lutz & Newlands, 2019; Tussyadiah & Pesonen, 2018), and impacts on residential neighborhoods (Dredge & Gyimóthy, 2015; Tussyadiah & Pesonen, 2016). A prior literature review on peer-to-peer accommodation has been conducted by Belarmino and Koh (2020), concentrating on peer-reviewed literature, number of articles published by year, methodology, theory, location,

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and authors. Dolnicar (2019) reviewed research on peer-to-peer accommodation by synthesizing key areas of the phenomenon in a knowledge map. Guttentag (2019) focused exclusively on literature about Airbnb to assess the progress of research on this organization. Hossain (2020) reviewed the literature on SE exploring the definition, key theories, and the activity as a phenomenon and Boar et al. (2020) on aspects of sustainability and the Sustainable Development Goals (SDGs; United Nations, 2015).

Despite that studies have been conducted on the economic and environmental aspects, research focusing on the socio-cultural impacts of peer-to-peer accommodation in the SE remain scarce and fragmented (Sainaghi & Baggio, 2019). Furthermore, the literature review reveals a gap as it relates to the social-cultural dimension, considered the least comprehended pillar of sustainable development (as noted by Åhman, 2013; Vifell & Soneryd, 2012), and a lack in steady procedures—methods, practical tools, and frameworks—to assess the socio-cultural impacts of organizations (Sasidharan, 2017). A more holistic framework to assess the socio-cultural impacts of organizations at the host community level would advance research on peer-to-peer accommodation in the SE. Such an approach is necessary because the host community, as part of the SE system (Leung et al., 2019), is impacted by the outcomes of the activity, which is a dynamic area facing rapid growth and has not benefited from a comprehensive review in terms of its socio-cultural impacts. Such a framework would also assist organizations in understanding their socio-cultural impacts and policymakers in responding to a range of issues concerning host communities.

A large body of tourism research has focused on assessing socio-cultural impacts, although they have not been designed to focus on peer-to-peer accommodations in the SE. Uncovering the socio-cultural impacts of tourism contributes to understanding host communities' perceptions of the positive, negative, and mixed impacts of tourism. Research into the socio-cultural impacts of peer-to-peer accommodation is an emerging topic, thereby requiring initial conceptualization of the topic and integrative knowledge to combine perspectives and insights from different studies. Thus, a framework for assessing socio-cultural impacts specifically of peer-to-peer accommodation is needed to better understand current knowledge and perceptions about it, particularly because socio-cultural impacts are critical to communities' sustainable development.

This study intends to fill this gap and contribute to the debate on the impacts of peer-to-peer accommodation on tourism destinations, integrating two streams of literature in the tourism and hospitality sector: peer-to-peer accommodation and socio-cultural impacts. More specifically, it aims to provide an exhaustive summary of the literature on the positive, negative, and mixed socio-cultural impacts of this type of SE at the host community level. In addition, it aims to contribute to the conceptualization of the socio-cultural impacts of peer-to-peer accommodation in the SE. This objective is achieved through a literature review of the existing studies, leading to an integrative framework and consequently a working definition for goal socio-cultural impacts of peer-to-peer accommodation on host communities, which updates existing concepts of the socio-cultural impacts, though focusing on

peer-to-peer accommodation in the SE. This is an important undertaking from both the academic and community perspectives.

Accordingly, the paper is structured into the following sections. Section 2 defines the boundaries of the socio-cultural impacts of tourism, presenting the aspects that directed this research. Section 3 presents the methodology and data used in the analysis. Sections 4 and 5 present the results by presenting the themes emerged from the literature review and the working definition for goal socio-cultural impacts of peer-to-peer accommodation in the SE, respectively. Section 6 discusses the main results and Sections 7 and 8 look at the theoretical and managerial contributions. Finally, Section 9 draws the principal conclusions and suggests future areas of research.

2 | SOCIO-CULTURAL IMPACTS OF TOURISM

Tourism is one of the largest sectors of the services industry and an essential tool for destination development. Evidence suggests that it substantially impacts destinations in different forms (Uysal et al., 2016). The activity leads to the creation of new services, attractions, and entertainment to meet the needs of the tourist, which primarily means that developments in the host community will also be available to residents. Therefore, the host community, as one of the key actors, is affected by tourism development (Uysal et al., 2016; Yu et al., 2018).

Research into the impacts of tourism focuses on the economic, socio-cultural, and environmental dimensions (Bramwell et al., 2017; Domínguez-Gómez & González-Gómez, 2017). Research concentrates mainly on the economic dimension (Brown et al., 2021; Ko & Stewart, 2002; Liu & Var, 1986), although the socio-cultural and environmental dimensions have also been examined (Kim et al., 2013; Nunkoo & Ramkissoon, 2011; Ozturk et al., 2015). This may be due to the fact that social and cultural aspects do not emerge as rapidly as economic aspects (Ohmann et al., 2006).

Understanding the impacts of tourism on host communities is incremental and essential for governments and communities, especially in terms of community support for tourism development (Deery et al., 2012). Community refers to an amalgam of people who may combine interests, values, or views and have some means of acknowledging and relating to these commonalities (Anon, 2009). There are no apparent differences between tourism's social and cultural impacts on host communities (Mathieson & Wall, 1982). Social and cultural impacts of tourism are considered the effects that tourism produces on the residents of the host communities through direct and indirect interaction with tourists (Milman & Pizam, 1988). Deery et al. (2012) examined socio-cultural impacts of tourism, such as overcrowding and changes in the characteristics of the destination, and also the factors that influence residents' perceptions of the impacts, such as length of residence in the area.

The literature considers that impacts on the community may be positive, negative, and mixed (Muschter et al., 2022). The positive socio-cultural impacts of tourism include cultural exchange between

local community and tourists, sense of identity and belonging, and better quality of life through public services improvements such as health and education (e.g., Dyer et al., 2007; Joo et al., 2019; Kaplanidou & Karadakis, 2010; Ribeiro et al., 2017). The negative socio-cultural impacts of tourism include the deterioration of the social structure, leading to an increase in vandalism and crime, alcohol, and drug addiction, and damaging the local culture and language (Andereck et al., 2005; Joo et al., 2019; Milman & Pizam, 1988; Nunkoo et al., 2013; Nunkoo & Ramkissoon, 2011; Ribeiro et al., 2017). The mixed socio-cultural impacts of tourism refer to effects that have diverse relations (positive and negative) across the host community (Muschter et al., 2022). Researchers have argued that host communities should have a more prominent voice in developing and planning sustainable tourism (e.g., Higgins-Desbiolles, 2020), because impacts may induce changes in “individual behavior, collective lifestyles, moral conduct, creative expressions, traditional ceremonies, and community organization” (Milman & Pizam, 1988, p. 29). Such impacts can change negatively and positively residents' lives, encompassing quality of life, well-being, and happiness (Wallstam et al., 2018).

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

3 | METHODOLOGY

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

Torraco (2016) suggests a methodology of integrative literature review that includes the following stages: (1) structuring the review, (2) conducting the review, and (3) assessing the findings. The first

stage identifies the research objectives and the understanding of the topic. The second stage begins with identifying keywords, the databases to be used, and the exclusion and inclusion criteria. A general review of the selected papers is conducted, followed by analysis of the papers selected. Finally, the last stage synthesizes the field of research and proposes an integrative framework.

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

3.1 | Data collection

The research sets out from a systematic search (Torraco, 2016) on the Web of Science and Scopus academic databases. An initial analysis of the literature on SE assisted in the identification of keywords. For both databases, the search started with the keywords “sharing economy”, “collaborative consumption”, “collaborative economy” (Dredge & Gyimóthy, 2015), or “peer-to-peer accommodation” in conjunction with “sustainability” and/or “socio-cultural impacts”. These were common keywords used in seminal papers and in recent studies on peer-to-peer accommodation (e.g., Garau-Vadell et al., 2019; Hossain, 2020; Sainaghi & Baggio, 2019). The search was conducted in November 2020, was not restricted to a specific timespan, and was limited to journal articles written in English. The research was limited to the Web of Science categories: business; hospitality leisure sport tourism; management, social issues; social science and sociology and to Scopus categories: business, management and accounting; and social science.

A search of the Web of Science database yielded 323 documents, and of Scopus, 622 papers. These results were merged into an Excel file, and 204 duplicates were removed, providing 741 documents for further analysis. The title, abstract, and keywords were screened to select those relevant for inclusion (Torraco, 2016). Documents out of the scope of this study and/or from contexts other than tourism and hospitality were removed (see Table 1 for inclusion and exclusion criteria). For example, a study by Boyko et al. (2017) was excluded because it did not have a tourism or hospitality focus, although it explored how sharing between neighbors can contribute to more sustainable cities. Similarly, a study by Ma et al. (2018) was excluded as the context was the act of sharing between other actors rather than residents. A study by Light and Miskelly (2015) was excluded as it analyzed the social aspects of the SE but lacked reference to tourism and hospitality initiatives. Additional references were identified by tracing citations in the papers already found (Torraco, 2016) (see Figure 1 for the search strategy). Finally, 98 documents, including theoretical and empirical studies, emerged from the search process.

TABLE 1 Inclusion and exclusion criteria

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

3.2 | Data analysis

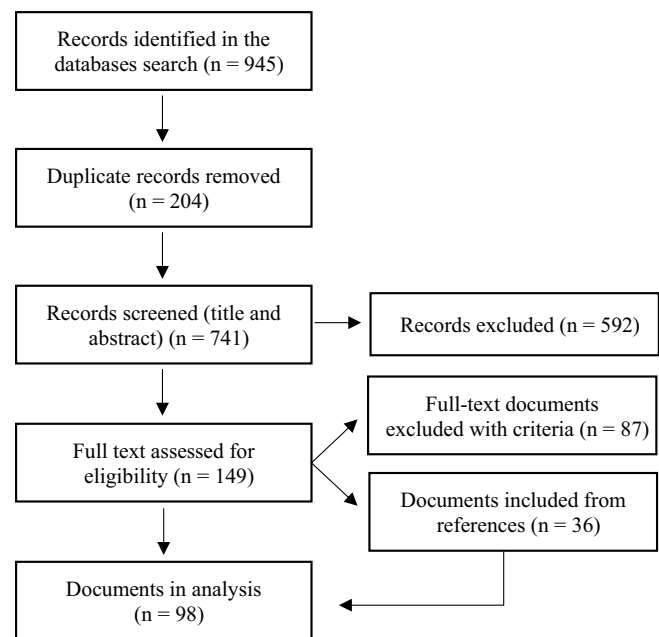
Extracted data were inductively analyzed to integrate the literature under theme categories. An open interpretation of socio-cultural impacts indicators is adopted, and any indicator indicating a type of impact on people's lives is included for analysis. This study purposely allows indicators to emerge free of such delimitation since the aim is to develop a set of indicators that directly and indirectly impact the lives of host communities. A content analysis was conducted to analyze the final 98 documents. Coding of data was completed by three researchers following an investigator triangulation method (Decrop, 1999) in which any discrepancies were discussed to ensure the trustworthiness and reliability of the study.

The process of data analysis involved the following stages: (1) passage selection; (2) coding; (3) dimensions; and (4) core themes, which generated the framework presented in this study. During the first stage, relevant passages representing the socio-cultural impacts of peer-to-peer accommodation were selected from each of the selected documents. After the initial round, the open coding process was employed to name the passages. These interpretations were the starting point of the third stage, where inter-relations were observed as repeated instances of a similar type of impact emerged from the literature review. The fourth and final stage of analysis involves categories that were merged and renamed under broader ideas in a consolidated and refined coding scheme.

4 | THEMES EMERGED FROM THE LITERATURE REVIEW

4.1 | Socio-cultural impacts of peer-to-peer accommodation on host communities

The socio-cultural impacts of peer-to-peer accommodation on host communities' framework integrates related streams of research in six

**FIGURE 1** Summary of the search strategy and process.

core themes: (1) housing (in)stability in the local community; (2) local identity; (3) neighborhood disturbances; (4) safety effect in the neighborhood; (5) residents' economic welfare and business aspects; and (6) residents and tourists' relationship. It also presents the subcategories representing the dimensions, which were merged into the core themes.

Figure 2 shows the suggested framework.

The six core themes are not entirely enclosed. Many of them are interconnected, as they refer to socio-cultural impacts of peer-to-peer accommodation on host communities. Moreover, some subcategories occur in more than one core dimension, although they are represented in the dimension where inter-relations with other subcategories were observed with the highest occurrence. For instance, the subcategory of “non-civic tourists' behavior” in the “Neighborhood disturbances” core theme may overlap with the “Safety effect in the neighborhood” and “Residents' economic welfare and business aspects” core themes.

4.1.1 | Housing (in)stability in the local community

The “housing (in)stability in the local community” dimension was identified as the most representative dimension of the socio-cultural impacts of peer-to-peer accommodation on the host communities, accounting for 29% of the total coded data. Peer-to-peer accommodation contributes to rising residential prices (e.g., Gössling & Hall, 2019; Hassanli et al., 2019), decreasing the availability of housing for long-term residents (e.g., Guttentag, 2015; Oskam & Boswijk, 2016), local population exodus (e.g., Gallardo et al., 2019; Griffiths et al., 2019), and gentrification (e.g., Farmaki et al., 2020; Muñoz & Cohen, 2017). It represents an alternative form of generating extra

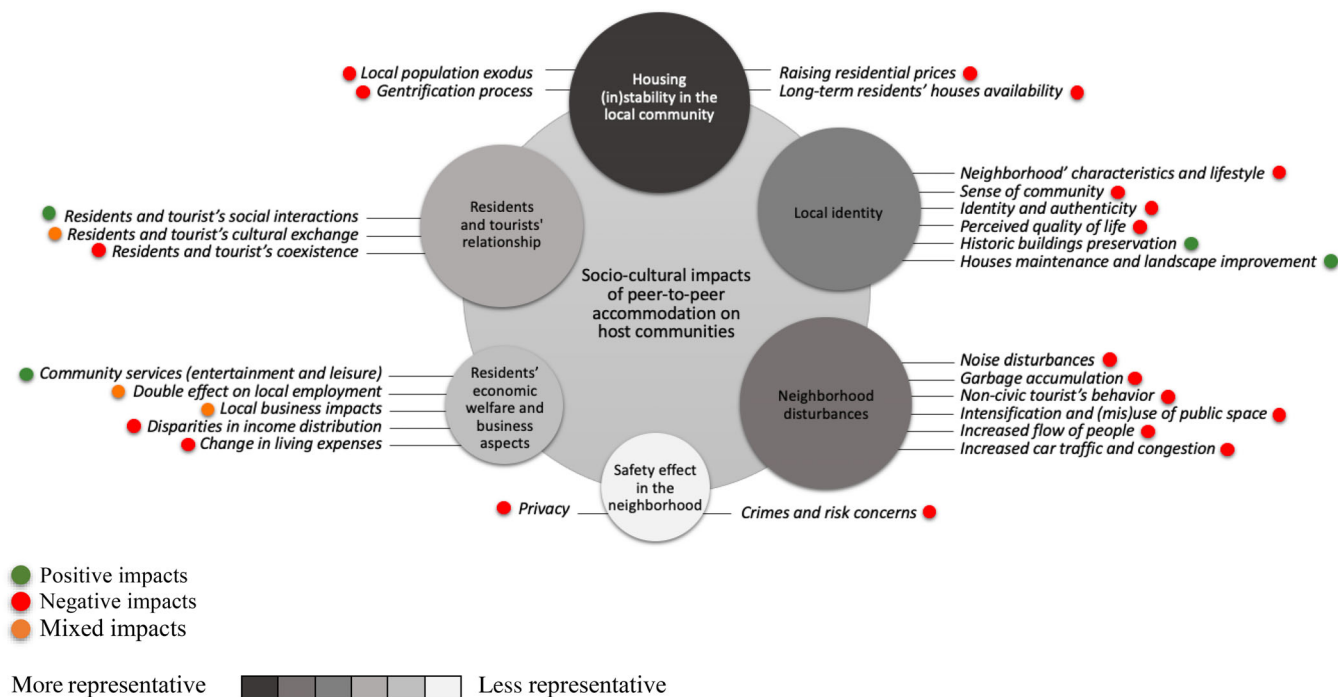


FIGURE 2 Framework of the socio-cultural impacts of peer-to-peer accommodation on host communities. [Colour figure can be viewed at wileyonlinelibrary.com]

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

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

This scenario emerging from adherence to the SE forces residents to leave the neighborhood (Celata & Romano, 2022; Gallardo et al., 2019; Gant, 2016; Garcia-Ayllon, 2018; Llop, 2017). Many struggle to find a place due to the high prices (Stergiou & Farmaki, 2019) and reduced availability (Cocola-Gant & Gago, 2019; Griffiths et al., 2019). Others suffer from evictions (Blanco-Romero et al., 2018; Lee, 2016; Leung et al., 2019; Stergiou & Farmaki, 2019; Wachsmuth & Weisler, 2018) and expulsions (Gant, 2016; Garau-Vadell et al., 2019).

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

4.1.2 | Local identity

The “local identity” dimension was identified as the third most representative dimension of the socio-cultural impacts of peer-to-peer accommodation on the host communities, accounting for 18% of the total coded data. Peer-to-peer accommodation can affect local identity by changing the characteristics (e.g., Freytag & Bauder, 2018;

Stergiou & Farmaki, 2019) and lifestyle of neighborhoods (e.g., Jordan & Moore, 2018; Molz, 2018), affecting the sense of community (e.g., Hassanli et al., 2019; Jordan & Moore, 2018), local identity and authenticity (e.g., Molz, 2018; Richards et al., 2020), and perceived quality of life (e.g., Garau-Vadell et al., 2019; Martín et al., 2019). However, it also allows for houses' maintenance and landscape improvement (e.g., Jaremen et al., 2019; Mody et al., 2019), as well as the preservation of historic buildings (e.g., Gallardo et al., 2019; Yeager et al., 2019). In terms of characteristics, peer-to-peer accommodation imposes a social change in the neighborhood (Caldicott et al., 2020; Cocola-Gant & Gago, 2019; Nieuwland & Van Melik, 2020), resulting in residents being replaced by tourists (Jordan & Moore, 2018; Stabrowski, 2017; Stergiou & Farmaki, 2019) and tourists disrupting the residents' lifestyle (Molz, 2018). These aspects trigger touristification (Blanco-Romero et al., 2018; Freytag & Bauder, 2018; Stabrowski, 2017) and depersonalization of the neighborhood (Richards et al., 2020).

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

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

4.1.3 | Neighborhood disturbances

The “neighborhood disturbances” dimension was identified as the second most representative dimension of the socio-cultural impacts of peer-to-peer accommodation on the host communities, accounting for 22% of the total coded data. The presence of travelers in residential neighborhoods, generated by the increasing supply of tourist accommodation can lead to disturbances, such as intensification and (mis)use of public space (e.g., Jaremen et al., 2019; Martín et al., 2019), non-civic tourists' behavior (e.g., Gurran et al., 2020; Llop, 2017), noise (e.g., Guttentag, 2015; Stergiou & Farmaki, 2019), garbage accumulation (e.g., Caldicott et al., 2020; Yeager et al., 2019),

increased flow of people (e.g., Leung et al., 2019; Tussyadiah & Pesonen, 2016), car traffic and congestion (e.g., Wegmann & Jiao, 2017; Yeager et al., 2019). The influx of people into neighborhoods (Gallardo et al., 2019; Palombo, 2015; Park & Agrusa, 2020) leads to pedestrian overcrowding in certain areas (Baumber et al., 2019; Cheng, Houge Mackenzie, et al., 2020; Garcia-Ayllon, 2018; Leung et al., 2019; Tussyadiah & Pesonen, 2016; von der Heide et al., 2020; Yeager et al., 2019) and other issues related to traffic (Leung et al., 2019; Park & Agrusa, 2020). The number of cars increases (Jordan & Moore, 2018; Martín et al., 2018; Martín et al., 2019; Petruzzi et al., 2020), which in turn increases traffic problems (Mody et al., 2019; Yeager et al., 2019), such as congestion (Cheng, Houge Mackenzie, et al., 2020; Martín et al., 2018; Martín et al., 2019; Park & Agrusa, 2020; Stienmetz et al., 2019; von der Heide et al., 2020) and competition for parking (Caldicott et al., 2020; Cheng, Houge Mackenzie, et al., 2020; Gurran & Phibbs, 2017; Molz, 2018; Palombo, 2015; Park & Agrusa, 2020; Wegmann & Jiao, 2017). Such factors contribute to overtourism in typically residential areas (Celata & Romano, 2022; Jordan & Moore, 2018; Molz, 2018; Pasquinelli & Trunfio, 2020; Paulauskaite et al., 2017; WBG, 2018).

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

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

4.1.4 | Safety effect in the neighborhood

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

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

4.1.5 | Residents' economic welfare and business aspects

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

The host community may also benefit from peer-to-peer accommodation supporting local business (Lin et al., 2019; Stienmetz et al., 2019) and creating new job opportunities (Fang et al., 2015; Gössling & Hall, 2019; Leung et al., 2019; Petruzzi et al., 2020; Sigala & Dolnicar, 2018; Stienmetz et al., 2019), although many of them are considered to be precarious self-employment (Acquier et al., 2019). Peer-to-peer accommodation is also reported as being responsible for reducing job vacancies in hospitality businesses such as hotels (Fang et al., 2015; von der Heidt et al., 2020; WBG, 2018), most of which are replaced by SE organizations (Hassanli et al., 2019). Likewise, attention should be paid to supporting traditional local shops (Lin et al., 2019; Stienmetz et al., 2019) which may be replaced by international brand stores (Brauckmann, 2017; Martín et al., 2018; Richards et al., 2020).

The activity improves the host community economically (Leung et al., 2019; Yeager et al., 2019) by distributing and providing income to other local businesses (Hassanli et al., 2019) and the host

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

4.1.6 | Residents and tourists' relationships

The “residents and tourists' relationship” dimension was identified as the fourth most representative dimension of the socio-cultural impacts of peer-to-peer accommodation on the host communities, accounting for 17% of the total coded data. Peer-to-peer accommodation is consistently described as an opportunity for social interaction between tourists and residents (e.g., Leung et al., 2019; Suess et al., 2020) which leads to cultural exchange (e.g., Garau-Vadell et al., 2019; Gurrán et al., 2020) but can also affect daily coexistence (e.g., Gant, 2016; Garcia-Ayllon, 2018). Tourists who choose peer-to-peer accommodation have the opportunity to stay in residents' homes and interact with hosts and their families (Farmaki et al., 2019; Freytag & Bauder, 2018; Garau-Vadell et al., 2019; Molz, 2018; Oskam & Boswijk, 2016; Serrano et al., 2020). They can also experience an authentic encounter (Molz, 2013; Stienmetz et al., 2019) while socializing with non-tourism related residents (Guttentag, 2015; Paulauskaite et al., 2017; Suess et al., 2020), and join the local community (Lin et al., 2019; Oskam & Boswijk, 2016).

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

This interaction allows mutual cultural exchange (Cheng, Houge Mackenzie, et al., 2020; Garau-Vadell et al., 2019; Martín et al., 2019; Mody et al., 2019; Petruzzi et al., 2020), which generates tourist involvement in the local culture (Johnson & Neuhofer, 2017; Lin et al., 2019) and consequently confers understanding between different cultures (Garau-Vadell et al., 2019; Mody et al., 2019; Stienmetz et al., 2019) and learning of new languages (Garau-Vadell et al., 2019; Stergiou & Farmaki, 2019). However, this interaction may also contribute to friction between residents and tourists (Gurrán et al., 2020; Mody et al., 2019; Paulauskaite et al., 2017; Tussyadiah & Pesonen, 2016) due to language issues (Cocola-Gant & Gago, 2019;

Lin et al., 2019; Paulauskaite et al., 2017) and the presence of tourists without any sense of responsibility toward the host community (Cocola-Gant & Gago, 2019). Such aspects affect daily coexistence in the residential neighborhood (Cheng, Houge Mackenzie, et al., 2020; Gant, 2016; Garcia-Ayllon, 2018), deteriorating cohabitation between residents and tourists (Garau-Vadell et al., 2019).

5 | WORKING DEFINITION FOR GOAL SOCIO-CULTURAL IMPACTS OF PEER-TO-PEER ACCOMMODATION IN THE SE

The analysis suggests that an updated definition for goal socio-cultural impacts of peer-to-peer accommodation is necessary. Thus, based on the literature review and the proposed framework, a working definition for goal socio-cultural impacts of peer-to-peer accommodation is proposed:

The set of effects on host communities aiming at developing positive social values - such as fostering positive relationships between residents and tourists, protecting local identity representations, striving for disturbance avoidance, and contributing to housing stability, safety, and economic welfare to residents and local business.

6 | DISCUSSION

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

Understanding, monitoring, and managing tourism impacts are vital to the success of tourism in many destinations and which highly depends on the support of the host community (Deery et al., 2012). Consequently, there is a need to analyze these impacts on the key stakeholders of a community. The literature considers that stakeholder groups may have conflicting values, different aspirations, needs, and interests. These groups have different and supplementary interests, and there is a need for balance and representativeness in decision-making (Eshuis et al., 2018). Residents and businesses, for example, are both parts of the community and, therefore, should participate in community development and solutions. Sustainable development is about governing the different stakeholder groups in a

balanced way for the greater good of the community (Gössling et al., 2020).

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

The literature highlights that peer-to-peer accommodation, in general, impacts on residents and tourist's interaction (e.g., Serrano et al., 2020) and on the preservation of historic buildings and landscape improvements (e.g., Mody et al., 2019). These are seen as benefits to host communities by helping to protect the physical and cultural heritage of the host communities. However, an expressive growth in this type of offer can cause negative impacts due to neighborhood disturbances, housing (in)stability and increase in crimes and risks concerns, for instance (e.g., Farmaki et al., 2020; Gurran et al., 2020; Yeager et al., 2019). It is also suggested that, overall, the greatest concern for host communities affected by peer-to-peer accommodation results from the shift from the original idea of sharing underutilized space in residential areas to the development of a more commercial model, as suggested by Nieuwland and Van Melik (2020). Peer-to-peer accommodation can coexist within a stable housing market through a pure SE model (Petruzzi et al., 2021). In other words, residents share underutilized assets such as portions of their homes and not the whole house, as seen in many listings. This can be thought of as one of the biggest challenges SE brings to the housing market. For example, it may stimulate many landlords to convert long-term housing into short-term offers (Griffiths et al., 2019; Ranchordás & Goanta, 2020; Stabrowski, 2017).

The literature on the socio-cultural impacts of peer-to-peer accommodation is still immature due to the novelty of the subject. However, this study suggests that the topic is an opportunity to take a step forward in sustainable development, one of the main externalities of SE (Benoit et al., 2017). As findings have shown, peer-to-peer accommodation provides opportunities for social interaction between tourists and residents, although the level of interaction between them has not yet been addressed by scholars. Hence an important research area overlooked so far is the level of interaction between the residents and tourists. Goffman (2005) and Ludvigsen (2005) suggest four different levels of interaction—distributed attention, shared focus, dialog, or collective action—which may be applied in the peer-to-peer accommodation context. Findings also indicate a rising in residential prices and decreasing in the availability of housing for long-term residents, which lead to a local population exodus and gentrification (e.g., Celata & Romano, 2022). The consequences that many destinations and organizations of peer-to-peer accommodation are facing due to the pandemic of Covid-19 (Brammer et al., 2020) will probably not be enough to reduce housing (in)stability in the local community

and to give the cities back to their residents. Research extensively focused on aspects of the regulation (e.g., Hartl et al., 2016; Nieuwland & Van Melik, 2020; Palombo, 2015) and overlooked other types of solutions to respond to such problems. An urgent area of research to be focused on is exploring new solutions to help on developing sustainable tourism models.

Aspects such as lifestyle, sense of community, identity, and authenticity were also identified by scholars on the socio-cultural impacts of peer-to-peer accommodation in host communities (e.g., Richards et al., 2020; Stergiou & Farmaki, 2019). However, issues of local identity may have direct or indirect impacts on the health—physical and/or mental—of local residents, a context that is not considered by research. Disturbances in residential neighborhoods are also acknowledged by the literature on the socio-cultural impacts of peer-to-peer accommodation in host communities. However, research has not so far distinguished the levels of sharing in the organizations of SE under analysis, so considering that any business model self-identified as SE could present as an object of investigation. Research can approach the distinction of such aspects in terms of the levels of pure sharing or pure exchange characteristics to deeply understand the extent to which a pure sharing economic activity would have the same types and levels of disturbances impacts compared to a more exchange or mixed SE organization (Petruzzi et al., 2019, 2021). This is especially relevant because different levels of sharing characteristics within organizations may have different socio-cultural effects on the host communities.

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

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

increase in crime. The positive aspects in well-being (goal 3) are represented through better community services, such as leisure and entertainment, and positive social interaction between residents and tourists. The outcomes on employment and sustainable organizations (goals 8 and 16, respectively) are represented by the mixed aspects of double effect on local employment and local business impacts. In general, this study suggests that peer-to-peer accommodation has consequences less favorable to the socio-cultural aspects of the SDGs.

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

7 | THEORETICAL CONTRIBUTIONS

From a theoretical point of view, this study makes valuable contributions to the literature on peer-to-peer accommodation in the SE and socio-cultural impacts on host communities. First, it offers an innovative analysis of the socio-cultural impacts of peer-to-peer accommodation on host communities in the tourism and hospitality context. Second, it proposes an integrative framework, which offers a new method to be explored as a starting point to broaden knowledge about the socio-cultural impacts of peer-to-peer accommodation. Although researchers have started to analyze the impacts of peer-to-peer accommodation in neighborhoods around the world, research is fragmented. Therefore, the framework assists in analyzing all the socio-cultural issues of peer-to-peer accommodation related to host communities, highlighting the positives, negatives, and mixed impacts. Third, it synthesizes and integrates streams of related socio-cultural impacts into main themes. It may be primarily applied by researchers to better understand the potential socio-cultural impacts of this business paradigm and to develop future assessments. Understanding how peer-to-peer accommodation impacts host communities from a socio-cultural perspective facilitates a nuanced and critical understanding of this business paradigm.

Fourth, a working definition for goal socio-cultural impacts of peer-to-peer accommodation in the SE is proposed. Such an approach focusing on host communities not only advances research but is also crucial for researchers to understand the domains, which may support the sustainable development of destinations. The definition sheds light on the main socio-cultural impacts on host communities and updates existing concepts though focusing on peer-to-peer accommodation in the SE. As it usually occurs in residential neighborhoods, it has the potential to affect residents' lives more directly. This context highlights the need to define its socio-cultural impacts at the host community level, particularly since host communities are places transformed by and for tourism (Molz, 2018). Fifth, the working definition

and framework paves the way for strengthening the body of knowledge on the topic, for researchers to have a common understanding of the socio-cultural impacts of peer-to-peer accommodation in the SE, clarifying the boundaries of the concept. Finally, this study extends the literature on peer-to-peer accommodation and the socio-cultural impacts on host communities in relation to the debate on how tourism can develop sustainable destinations. This is particularly appropriate for scholars investigating the peer-to-peer accommodation sector from the perspective of the socio-cultural pillar of sustainability, especially because, as noted by Gössling et al. (2020), research on the impacts of tourism development on host communities is a foundational area of study in the tourism context.

8 | MANAGERIAL CONTRIBUTIONS

From a managerial point of view, the main themes emerged from the literature emphasize different socio-cultural impacts that require particular management attention. The first managerial contribution of this study emerges from the proposed integrative framework which represents a practice-oriented tool to guide policymakers, organizations of peer-to-peer accommodation, and tourism and hospitality institutions. Communities are increasingly facing social challenges and, in the current pandemic time, unknown impacts from Covid-19. The framework therefore will guide stakeholders to rethink their strategies focusing on the socio-cultural impacts on host communities in a period of recovery (Dans & González, 2019). Second, this study can help emerging organizations of peer-to-peer accommodation, such as Fairbnb.coop, to better understand the impacts to be managed in order to become a more socially benign business model (Petruzzi et al., 2019; 2021). For instance, if a new entrant in the peer-to-peer accommodation market intends to ensure house stability for residents it can only allow the hosts to offer one accommodation in the tourism market. Another social practice could be restricting the number of accommodations listed in a specific area. Third, the proposed tool responds to organizations' neglect of host communities in strategy planning. Fourth, the framework when implemented by social science research and public policymakers may assist the socio-cultural dimensions of the SGDs by mitigating the negative effects and extending its benefits to the host communities. Finally, as consensual regulation is considered to be difficult to achieve due to the lobbying activities of the biggest players, the framework supports peer-to-peer organizations by presenting issues to be addressed by those working on setting effective rules by themselves.

Recent negative trends in neighborhoods clearly demonstrate the need to know more about the roles and influence of peer-to-peer accommodation, as noted in some of the most visited tourism destinations. For instance, Las Vegas has imposed substantial restrictions on peer-to-peer accommodation. Hosts must get a business license to operate, and the unit must be in an owner-occupied residence. In New Orleans, the government banned peer-to-peer accommodation in specific areas. While in New York, it is considered illegal to rent an entire place for fewer than 30 days and when renting a room or part

of the residence, the owner must be on site (Uradu, 2021). Similar restrictions have been imposed in Europe. In Madrid, accommodations can only be rented out for tourists for less than 90 days of the year and entire apartment blocks will not be allowed to be exclusively tourist accommodation, despite being licensed as a hotel (Pina, 2019). In Amsterdam, peer-to-peer accommodation has been banned from some districts in the city and, in other parts of the city, it is only allowed operating with a license and with limit of a maximum of 30 nights per year (Smith, 2020).

The above statements accelerate the tourism industry leaders' agenda to discuss the socio-cultural impact of peer-to-peer accommodations and open an extensive debate regarding effective managerial industry practices. As cited by Baumber et al. (2021), management processes should include community input to avoid negative impacts on local residents. Furthermore, von Briel and Dolnicar (2020) state that regulation on peer-to-peer accommodation is necessary when the activity begins to put pressure on local residents. In light of the current stream of tourism research, this study helps tourism leaders, governments, and big players to understand how peer-to-peer accommodation business affects host communities and encourages other authors to pursue this line of inquiry.

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

9 | CONCLUSION

This study emphasized the full range of research that has concentrated on the socio-cultural impacts of peer-to-peer accommodation on host communities and synthesized the content into a framework, which constitutes a comprehensive and integrative approach, contributing to filling a gap in the literature. This study indicates the importance of managing residential stability, local identity, disturbances, security, relationships between residents and tourists, and economic welfare and local business support to achieve a more socially sustainable host community. Rather than seeing the framework merely as pointing out the socio-cultural impacts of peer-to-peer accommodation on host communities, it should be seen as parameters for organizations to reshape their operations and for policymakers and governments when planning the activity. The review also supported a working definition for goal socio-cultural impacts of peer-to-peer accommodation focused on the host communities.

Much remains to be studied in terms of refining the different impacts and exploring the relationship between them, which is beyond the scope of this study. Future research through in-depth case studies and empirical analysis may extend this first approach. Research into how peer-to-peer accommodation organizations address the impacts also becomes relevant. Such research is necessary to understand how peer-to-peer accommodation can contribute to

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

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DATA AVAILABILITY STATEMENT

Data sharing not applicable to this article as no datasets were generated or analysed during the current study.

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