



Residents' willingness to become peer-to-peer tourism experience providers in mass tourism destinations

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ABSTRACT

In this article we explore residents' willingness to become peer-to-peer (P2P) tourism experience providers. Grounded in the theory of planned behaviour (TPB) and the self-determination theory (SDT), we put forward a model relating residents' willingness and their attitude towards such experiences, their resources and capabilities, their perceptions of P2P tourism experiences and their intrinsic and extrinsic motivations. An empirical survey was conducted among 880 residents of Majorca (Spain), one of the top leading mass tourism destinations in Europe. The results indicate a direct and positive relationship between residents' attitude towards P2P tourism experiences, their resources and capabilities, their intrinsic motivations (enjoyment and wellbeing gains), and their willingness to become P2P tourism experience providers. Enjoyment and wellbeing gains stand as the two most important influences of residents' willingness. Surprisingly, the direct influence of extrinsic motivations, such as economic and reputational benefits, has not been proven. Furthermore, a negative indirect influence of the economic benefits on willingness was unveiled. The findings allow relevant managerial implications to be considered for the development of competitive and sustainable tourism destinations.

1. Introduction

This article explores tourism destination residents' willingness to become providers of peer-to-peer (P2P) tourism experiences. P2P tourism experiences have been conceptualized as tourism activities practised by tourists at the destination (e.g. entertainment, leisure activities, gastronomy, natural and cultural heritage visits) (Kim, 2014), which are provided by local peers (Foroudi et al., 2022; Pizam, 2014). We focus on tourism experiences delivered by peers and not on classic tourism experiences delivered by traditional firms (e.g. travel agencies), nor do we refer to experiences related to accommodation or transport.

The relevance of P2P tourism experiences stems from the change in the benefits that tourists hope to achieve from travelling. Nowadays, an increasing number of tourists use travel as an escape mechanism, with the emphasis on finding some kind of meaning, and as an opportunity and a vehicle for self-discovery and personal growth (Soica, 2016). In this context, the opportunity to meet and share experiences with local peers becomes key to fulfilling their expectations (Paulauskaite et al., 2017).

P2P tourism experiences may also play a significant role in the tourism destination's competitiveness strategies, as they add

authenticity to the tourist's journey (Zerva, 2015), which is a very valuable and difficult-to-replicate source of competitive advantage (Chung et al., 2016). Furthermore, thanks to their special link to the geographical and cultural identity of the destination, and their ability to generate and distribute income among the population, P2P tourism experiences can boost the sustainability of the tourism destinations in which they take place (Gardiner & Dolnicar, 2017; Richards, 2011).

However, despite their obvious theoretical significance, the possibilities derived from the use of information technology (Tussyadiah, 2015), and several specific attempts made by websites to market such experiences (e.g. Localers, Trip4real, Sidetour, etc.), the large-scale provision of P2P tourism experiences has not taken off in the same way as other types of P2P consumption such as accommodation (e.g. Airbnb) or transport services (e.g. Uber) (Milanova & Maas, 2017). This has resulted in the need for a separate study of the reasons why this has not happened (Batle et al., 2020).

General literature on P2P consumption models suggests that a decisive factor of the success of such experiences is the willingness of individuals to participate (e.g. Hamari et al., 2016; Hazée et al., 2020). A number of authors have explored individual motivations for participating in this type of exchange (Hamari et al., 2016; Kim et al., 2018;

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Liao et al., 2017; Matzner et al., 2015), including specific studies in the area of tourism (e. g. Amaro et al., 2019; Tussyadiah, 2016). However, most of them focus on accommodation or transport and usually from the consumer’s point of view, ignoring the P2P tourism experiences that interest us and residents’ willingness to become providers of such experiences (Bremser & Wüst, 2021).

To fill this gap, and grounded in the theory of planned behaviour (TPB) (Ajzen, 2011) and the self-determination theory (SDT) (Deci & Ryan, 2015), we have developed and tested an explanatory model of residents’ willingness to become providers of P2P tourism experiences. The proposed model relates residents’ willingness to their attitudes towards these activities and their resources and capabilities. The model also analyses the influence exerted by individuals’ intrinsic and extrinsic motivations, as well as their perceptions of P2P tourism experiences.

This research contributes to theory by exploring a new approach to understanding and modelling individuals’ willingness to become P2P providers. From a practical point of view, it aims to offer guidance to tourism destinations and online platform managers in terms of what they should focus on to efficiently encourage residents to become P2P tourism experience providers.

2. Residents’ willingness to become peer-to-peer tourism experience providers

The TPB (Ajzen, 2011) and the SDT (Deci & Ryan, 2015) form the theoretical framework of the explanatory model put forward. On the one hand, the TPB suggests that individuals’ attitudes, personal values, beliefs and subjective norms explain their intention to behave in a particular way (Akbar & Andrawina, 2019; Liao et al., 2017; Toni et al., 2018). Moreover, in certain situations, it may also be necessary for individuals to have specific resources and capabilities to be able to engage in such behaviour (e. g. Ajzen, 2020; Liao et al., 2017). On the other hand, the SDT posits that individuals’ attitudes and behaviours can be explained by their intrinsic and extrinsic motivations, which affect behavioural engagement (Hagger & Chatzisarantis, 2009).

Within the scope of this combined theoretical framework, we have put forward a model (Fig. 1) that relates residents’ willingness to become a tourism experience provider to the following: their attitudes towards these activities; their resources and capabilities; their intrinsic

and extrinsic motivations; and their perceptions of P2P tourism experiences. In the points below, we provide support for the constructs examined in the model and their hypothesised relationships.

2.1. Theory of planned behaviour

2.1.1. Attitude towards peer-to-peer tourism experiences

Several theories, including the theory of reasoned action (Fishbein & Ajzen, 1975) and the TPB (Ajzen, 2011) highlight the importance of attitudes when explaining individual intention. In the field of tourism, recent works reflect how individuals’ attitudes translate to behavioural intentions to participate and actual participation in tourism (Erul & Woosnam, 2021; Joo et al., 2020). Likewise, within the scope of the sharing economy and collaborative consumption, several studies (e. g. Hamari et al., 2016) have confirmed that attitude towards collaborative consumption positively influences behavioural intention to participate in it. In fact, numerous studies include attitude-related variables to explain predisposition to participate in P2P exchanges (Kaplan et al., 2015; Kim et al., 2018; Paulauskaite et al., 2017; Toni et al., 2018). Overall, the literature reveals a certain consensus when it comes to suggesting a positive relationship between individuals’ attitudes towards a certain activity and their propensity to participate in it (Batle et al., 2020).

Taking into account the above, we put forward the following hypothesis:

H1. Attitude toward P2P tourism experiences positively influences residents’ willingness to become P2P tourism experience providers.

2.2. Resources and capabilities: idle capacity and managerial skills

Literature suggests that, to carry out certain actions or display certain behaviours, individuals may need to have particular skills (capabilities) or knowledge, cooperate with others or overcome barriers such as a lack of money, time or resources (Ajzen, 2020; Liao et al., 2017). That is, they need to have the appropriate resources and capabilities to do so. In TPB terms, idle resources and managerial skills would be a proxy to analyse “actual behavioural control” assessing to what extent an individual has or can have the necessary resources and

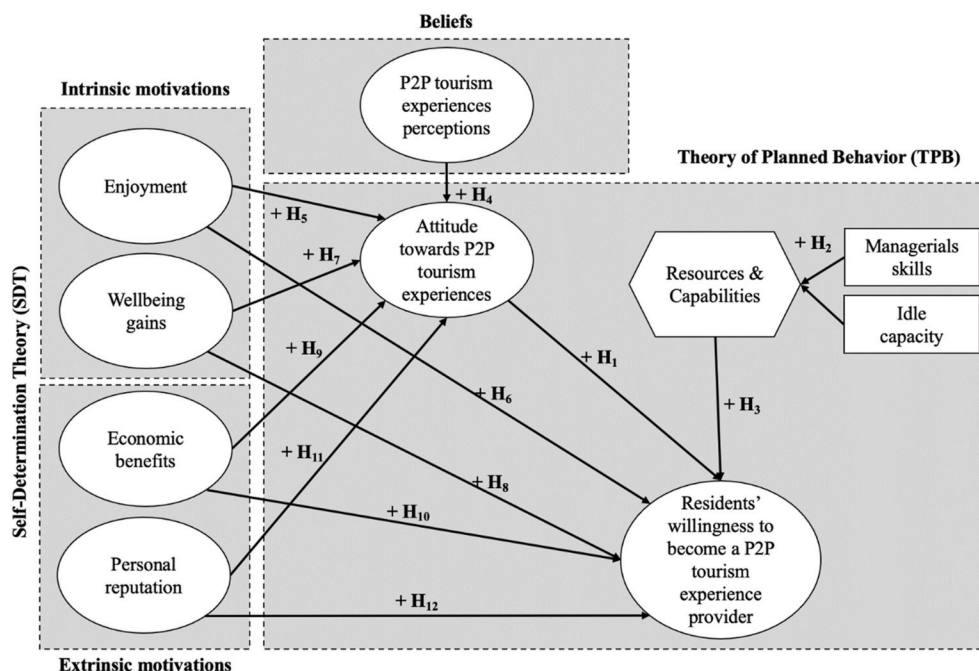


Fig. 1. Proposed theoretical model.

capabilities to perform a specific behaviour (Ajzen, 2020).

In P2P exchanges, having sufficient resources and capabilities (i.e. idle capacity and managerial skills) enables individuals to match their skills and assets with those who are willing to pay for them (Benoit et al., 2017). Consequently, they become necessary for individuals to be able to participate in this type of exchange (Belk, 2014; Hamari et al., 2016; Liao et al., 2017) and are a key driver behind their willingness to participate in P2P activities (Sigala, 2017; Tussyadiah, 2015).

Specifically, in relation to idle capacity, Liao et al. (2017) consider that there is a direct and positive link between resource availability and participation in the sharing economy. Furthermore, flexible working hours are considered to affect the intention to become a P2P provider (Akbar & Andrawina, 2019). Similarly, Batle et al. (2020), Sigala (2017) and Tussyadiah (2015) suggest that idle capacity is a major driver behind collaborative consumption.

As far as managerial skills are concerned, Tan (2010) considers them to be necessary to succeed in hospitality networks, especially when competing against well-established companies and, above all, in an online environment. In turn, Stene and Holte (2014) suggest that many suppliers in the collaborative economy have developed a business-like approach, which can undoubtedly be implemented more effectively if the experience provider has advanced managerial skills. Overall, a large number of authors consider managerial skills to be natural requirements for organising P2P activities and they assign them a pivotal role in the provider's success (e.g. Alzamora-Ruiz et al., 2020; Batle et al., 2020).

Taking into account the above, we put forward the following hypothesis:

H2. A positive association exists between the resources and capabilities and: (a) managerial skills and (b) idle capacity.

H3. Resources and capabilities positively influence resident's willingness to become a P2P tourism experience provider.

2.3. Individuals' perception of peer-to-peer tourism experiences

By and large, beliefs and perceptions are considered to be important predictors of consumer attitudes (Eagly & Chaiken, 1993; Fishbein, 1963; Fishbein & Ajzen, 1975). In the field of P2P activity, different studies suggest that personal belief structures affect sharing attitudes and behaviours (Bock et al., 2005). Regarding P2P tourism experiences, some studies have also indicated that the perception that individuals have of this type of experience – particularly that of their superiority in terms of authenticity, “human” touch and added value, can have a direct and positive influence on their final attitude towards this type of experience (Batle et al., 2020). Consequently, personal perceptions of P2P tourism experiences would be expected to have an influence on willingness to become a P2P tourism experience provider due to their influence on attitude towards said willingness.

Taking into account the above, we put forward the following hypothesis:

H4. P2P tourism experience perceptions positively influence attitude towards P2P tourism experiences.

2.4. Self-determination theory: intrinsic and extrinsic motivations

2.4.1. Intrinsic motivations: enjoyment and wellbeing gains

The SDT considers that intrinsic motivations significantly affect the intentions and actions of individuals (Deci & Ryan, 2015). Intrinsic motivation emerges from the intrinsic value related to a given activity and refers to the fact that a person becomes involved in an activity because they find it pleasant, enjoyable and interesting, or because they aim to learn and grow whilst partaking in it (Bremser & Wüst, 2021; Deci & Ryan, 2015; Lin et al., 2021). That is, it implies interest, enjoyment and satisfaction (Lindenberg, 2001). Among the most widely mentioned intrinsic motivations, we can highlight enjoyment and the

pursuit of wellbeing gains (Alzamora-Ruiz et al., 2020).

Enjoyment is conceived as the inner pleasure a user perceives when engaging in a certain activity (Deci & Ryan, 2015; Lindenberg, 2001). This pleasure is considered a key factor when explaining an individual's intention to become involved in a collaborative consumption activity (Alzamora-Ruiz et al., 2020). Different research has corroborated the existence of a direct and positive relationship between enjoyment and e.g. the intention to participate in collaborative consumption (Hamari et al., 2016), e.g. to make written contributions to Wikipedia (Anthony et al., 2009) or e.g. to become Airbnb hosts (So et al., 2018). Some authors have also confirmed that there is an indirect influence, through attitude, in the intention to participate in a certain activity (e.g. Hamari et al., 2016).

Alongside enjoyment, the literature mentions wellbeing gains as a decisive factor of the intention to become involved. In this sense, Fischer et al. (2019) indicate that cultural learning or the possibility to create and maintain social connections are two of the most important intrinsic motivations of Airbnb hosts. Similarly, in a thorough review of literature on collaborative consumption, Alzamora-Ruiz et al. (2020) identify a range of wellbeing gains that would act as intrinsic motivations, including aspects such as social interaction, self-realisation and personal satisfaction.

For the most part, the literature suggests that intrinsic motivations directly influence the intentions and actions of individuals (Alzamora-Ruiz et al., 2020; Deci & Ryan, 2015). The meta-analysis conducted by Hagger and Chatzisarantis (2009) also indicates the existence of an indirect influence through attitude.

From the above, we have derived the following hypotheses:

H5. Enjoyment positively influences attitude towards P2P tourism experiences.

H6. Enjoyment positively influences residents' willingness to become a P2P tourism experience provider.

H7. Wellbeing gains positively influence attitude towards P2P tourism experiences.

H8. Wellbeing gains positively influence residents' willingness to become a P2P tourism experience provider.

2.5. Extrinsic motivations: economic and reputational motivations

The SDT also considers extrinsic motivations to be highly explanatory of the intentions and actions of individuals (Deci & Ryan, 2015). Extrinsic motivations respond to external pressures and imply a direct relationship between objective behaviour and a separate consequence that is wished for by the individual. The search for personal economic benefit and personal reputation are two of the most widely mentioned motivations in literature on P2P exchanges (Foroudi et al., 2021; Alzamora-Ruiz et al., 2020).

In terms of personal economic benefit, the literature tends to argue in favour of a positive relationship between this motivation and the intention to participate in P2P activities. Wilhelms et al. (2017) indicate that economic interest and quality of life were the dominant motives for car sharing in Germany. In Norway, Stene and Holte (2014) found that the main motive for participating in collaborative consumption was financial. Lampinen and Cheshire (2016) revealed that financial gains were mentioned as one of the main motivational factors for Airbnb hosts. Hamari et al. (2016) confirmed that economic benefits have a direct and positive influence on individuals' intention to participate in collaborative consumption.

Similarly, personal reputation has also been suggested as another significant extrinsic motivation, which is particularly prominent in activities related to services (Ert et al., 2016). According to Zelizer (2012), it is relevant because in this type of situation people differentiate between meaningful social relations that enable the creation of social capital. The relationship between reputation and intention to participate

is founded in different environments. Tussyadiah and Pesonen (2018) support the idea that an individual’s reputation can influence their decision to use and provide P2P accommodation. It also plays a part when explaining participation in online communities engaged in information-sharing activities (Andreotti et al., 2017) and in the intention to become Wikipedia editors (Anthony et al., 2009).

From the above, we have derived the following hypotheses:

H9. Economic benefits positively influence attitude towards P2P tourism experiences.

H10. Economic benefits positively influence residents’ willingness to become a P2P tourism experience provider.

H11. Personal reputation positively influences attitude towards P2P tourism experiences.

H12. Personal reputation positively influences residents’ willingness to become a P2P tourism experience provider.

3. Methods

3.1. Research tool

To gather the information required to conduct this research, a structured questionnaire was devised. At the beginning of the questionnaire, we provided a definition of the P2P tourism experience: “Today there are Internet platforms that put tourists in contact with local people. On these platforms, individuals offer tourists experiences (excursions, gastronomy, sport, etc.) in return for payment or for free”. Those surveyed were then asked to state their level of agreement on a scale ranging from 1 = totally disagree to 5 = totally agree, with a set of 29 items aimed at measuring the different constructs of our model. The constructs used in our research model were adapted from previously validated scales in the literature (see Table 2).

3.2. Sample

The empirical analysis was conducted with a sample of 880 residents of the Balearic Islands (Spain), one of the most popular tourist destinations in Europe. The Balearics, with just over one million inhabitants, receive more than ten million tourists a year ([CAIB], 2019). This gives residents a highly qualified perception of tourism and makes them ideal participants for research such as ours. The survey was conducted at the end of 2017. To reduce the dropout rate, information on the research objective was inserted. The anonymity of the individuals was guaranteed, and the protection of the data and the non-use of the data for other purposes. A pre-test was conducted with five experts and fifty undergraduate tourism students who had experience using P2P platforms to assess its understanding, logical sequence, contextual relevance and scale reliability. The Cronbach’s α values ranged from 0.61 to 0.88, meeting the acceptable reliability level required for explanatory research (Nunnally & Bernstein, 1994).

To ensure greater penetration into the reference population, non-probability sampling was carried out using the snowball technique (e.g. Babbie, 2001; Kim, 2014). The snowball sampling technique was used to obtain representation from individuals of various backgrounds. Interviewees were asked to resend the questionnaire link to up to five people of different age ranges. The survey was run using Limesurvey, a PHP-based server software used for online surveys. The demographic characteristics of the final sample are reported in Table 1. They reveal noteworthy similarities with the study population in characteristics such as gender, age or level of education (see: <https://ibestat.caib.es/>).

3.3. Analysis

Before corroborating the theoretical model and in order to find out if our results were compromised by only using a single source of data, we

Table 1
Sample demographic characteristics.

Variable	(n = 880)%
Gender	
Male	44.8
Female	55.2
Age	
18–24	33.1
25–40	22.9
41–50	24.1
+56	11.8
Education level	
No schooling	4.3
Primary	12.4
Secondary	18.5
University	64.8
Nationality	
Spain	93.4
United Kingdom	0.4
Germany	0.9
Others	5.3
Occupation	
Business owner	5.1
Self-employed	11.2
Manager	4.2
Employee	46.6
Student	20.7
Retired	7.5
Unemployed	2.5
Other	2.3
Sector	
Agriculture/livestock	1.7
Industry	4.6
Construction	2.6
Administration, public entity	24.1
Non-tourism services	21.5
Tourism services	19.9
Not in work	25.6
Perceived income level	
Below average	14.0
Average	60.1
Above average	25.9

performed a common method bias (CMB) analysis. To do this, we conducted a Harman’s single-factor test by subjecting all 29 items (across the 9 constructs within the model) to an unrotated single exploratory factor analysis (Erul & Woosnam, 2021; Podsakoff et al., 2003). The results obtained indicated that no single factor explained more than 15.89% of the variance among our variables, which indicates that CMB is not an issue here. The normality of the data was also assessed, as were the asymmetry and kurtosis values. The results revealed that the asymmetry coefficient was below the critical value of 3.0, whereas the kurtosis coefficient was lower than the threshold value of 7.0.

After checking that there were no CMB issues, we analysed the proposed model with partial least squares structural equation modelling (PLS-SEM) using SmartPLS 3 software (Ringle et al., 2015). The aim of PLS is to predict dependent variables, maximising their explained variance. PLS-SEM is particularly suitable for research involving scale variables, such as those used in this study (Hair et al., 2016), and when investigating for exploratory research purposes (Hair et al., 2019).

The model was analysed in two stages. In the first stage, the reliability and validity of the measurement constructs were determined and, in the second, the path model was estimated to determine the significance and strength of the relationships between variables. We used the factor-weighting scheme for inner weighting. Statistical inferences were based on the bootstrap procedure relying on 5000 resamples (Shmueli et al., 2019).

Measurement models include reflective and formative ones (Hair et al., 2018). In formative measurement models, indicators form the construct by means of linear combinations and, unlike reflective models, indicators are not required to be correlated. In formative constructs,

Table 2
Evaluation of the measurement model.

	Mean	S.D.	Skewness	rhoA	AVE	CR	Outer loadings
Residents' willingness to become a P2P tourism experience provider. (Bhattacharjee, 2001; Mathieson, 1991)				0.885	0.657	0.885	
"The idea of participating in the provision of tourism experiences appeals to me (WILL1)"	2.999	1.139	-0.150				0.805***
"I would like to participate simply for my own enjoyment (WILL2)"	2.763	1.109	0.023				0.705***
Attitude towards P2P tourism experiences. (Ajzen, 2011); Hamari et al. (2016)				0.933	0.775	0.932	
"I think it's intelligent (ATTI1)"	3.710	0.927	-0.632				0.853***
"I think it's positive (ATTI2)"	3.853	0.926	-0.816				0.904***
"I think it's a good idea (ATTI3)"	3.903	0.923	-0.913				0.898***
"I think it's good for the tourist destination (ATTI4)"	4.030	0.922	-0.940				0.864***
Idle capacity. (Batle et al., 2020)				0.733	0.594	0.742	
"I have abilities (language skills, knowledge of the destination, etc.) to share (IDCAP1)"	3.406	1.141	-0.518				0.862***
"I have assets (car, boat, etc.) I can share (IDCAP2)"	3.002	1.164	-0.091				0.671***
Managerial skills. (Schyns, 2010)				0.815	0.600	0.818	
"I can easily teach others (MANSK1)"	3.760	0.965	-0.884				0.791***
"I am experienced in organising group activities (MANSK2)"	3.487	1.105	-0.508				0.790***
"I consider myself a good manager (MANSK3)"	3.705	0.971	-0.762				0.801***
"I consider myself an assertive person (MANSK4)"	3.862	0.858	-0.883				0.714***
Individual's perception of P2P tourism experiences. (Ajzen, 2011)				0.894	0.735	0.892	
"They have a much more human touch than those provided by traditional companies (PERC1)"	3.855	0.958	-0.942				0.817***
"They are a more distinct service with a greater added value than that provided by traditional companies (PERC2)"	3.717	0.985	-0.677				0.899***
"They are more authentic than the services provided by traditional companies (PERC3)"	3.759	0.980	-0.693				0.853***
Enjoyment. (Hamari et al., 2016; Van der Heijden, 2004)				0.945	0.814	0.946	
"I think that providing experiences for tourists is fun (ENJOY1)"	3.540	1.044	-0.658				0.900***
"I think that providing experiences for tourists is pleasant (ENJOY2)"	3.583	0.982	-0.713				0.881***
"I think that providing experiences for tourists is exciting (ENJOY3)"	3.702	0.974	-0.856				0.973***
"I think that providing experiences for tourists is interesting (ENJOY4)"	3.282	1.026	-0.205				0.849***
Wellbeing gains. (Bock & Lee, 2005; Hamari et al., 2016; Lindenberg, 2001)				0.884	0.657	0.885	
"Providers can also be users in other destinations (WELL1)"	3.752	0.997	-0.882				0.797***
"Providers can learn a lot from other people (WELL2)"	3.700	1.016	-0.790				0.853***
"Providers can meet interesting people (WELL3)"	3.793	0.957	-0.859				0.803***
"It is a good opportunity for self-realisation (WELL4)"	3.206	1.071	-0.210				0.788***
Economic benefits. (Bock & Lee, 2005; Hamari et al., 2016)				0.879	0.710	0.878	
"Providers can profit from their abilities (language skills, destination knowledge, skills, etc.) (ECON1)"	3.625	1.025	-0.850				0.936***
"Providers can profit from their assets (car, building, boat, etc.) (ECON2)"	3.502	1.057	-0.808				0.700***
"Providers can increase earnings in general (ECON3)"	3.592	1.032	-0.795				0.874***
Personal reputation. (Kankanhalli et al., 2005; Wasko & Faraj, 2005)				0.952	0.868	0.952	
"It can help to improve image in the social environment (REPU1)"	2.945	1.050	-0.192				0.997***
"It can boost recognition by the social environment (REPU2)"	2.836	1.022	-0.085				0.885***
"It can help increase prestige in the social environment (REPU3)"	2.833	1.062	-0.052				0.910***

Note: ***p < 0.001, one-tailed test.

changes in the value of an indicator change the value of the latent construct that is why it is often said that changes in indicators precede changes in the latent variable and that formative measurement model constructs are firmly linked to their measures. In our study all latent variables are of reflective type except "Resources and capabilities" which is proposed as a higher-order model or hierarchical component model (HOM). Namely, it is an aggregate construct set as a composition of different lower-order constructs LOC (see Becker et al., 2012; Hair et al., 2018). In other words, to make a model of the "Resources and capabilities" construct, a type II reflective-formative hierarchical component model was created (Hair et al., 2018), constituted (formative) by its dimensions or first-order construct, "Managerial skills" and "Idle capacity". This type of modelling is common in studies in which the reflective-formative hierarchical component model also serves as an antecedent and are the type of hierarchical models most employed by the literature (Barroso & Picón, 2012; Becker et al., 2012; Ringle et al., 2012).

Specification of the hierarchical component model was carried out using a repeated indicator approach (Hair et al., 2018), where all indicators of the lower-order constructs are assigned to the measurement model of the higher-order construct. In this approach, indicators are used twice: once for the lower-order construct and again for the higher-order construct (Becker et al., 2012; Sarstedt et al., 2019).

4. Results

4.1. Descriptive statistics

As regards the descriptive statistics of the variables, the mean and standard deviations of the "Attitude towards P2P tourism experiences" construct indicate that residents consider it to be good for the tourism destination (M = 4.030) and think that it is a good idea (M = 3.903). As far as "Idle capacity" is concerned, residents consider they have more abilities, such as language skills and knowledge of the destination, etc. (M = 3.406) than assets such as cars, boats, etc. (M = 3.002). In terms of "Managerial skills", those surveyed considered that their main skills were being assertive (M = 3.862) and good managers (M = 3.705). Regarding "Individuals' P2P tourism experiences perceptions", the survey participants indicated that such experiences have more of a "human" touch than those provided by traditional companies (M = 3.855). As for "Enjoyment", the respondents believe that providing experiences stands out for being exciting (M = 3.702) and pleasant (M = 3.583). With regard to "Wellbeing gains", the residents stated that the most important aspect was being able to meet people (M = 3.793) and placed the least importance on them being a good opportunity for self-realisation (M = 3.206). Relating to the "Economic benefits", those surveyed considered obtaining benefits from their capabilities (M = 3.625) to be more important than obtaining benefits from their assets

(M = 3.502). Finally, on the subject of “Personal reputation”, the interviewees considered that P2P tourism experiences may help to improve their image in social settings (M = 2.945) (see Table 2).

Examination of the skewness scores of the items on the scales used revealed that all of them are within the recommended range of ± 1, which indicates that the distribution of the data used is normal (Hair et al., 2014) (see Table 2).

4.2. Validation of the measurement model

Before analysing the model, G*Power was used to determine whether the sample used was greater than the required minimum (Hair et al., 2016). The power analysis was conducted using the heuristic rules of Cohen’s power tables and the square root method (Cohen, 1988). The results indicate that the sample used (to obtain a power value of 0.95) substantially exceeds the 153 individuals required to be able to apply the PLS-SEM method correctly.

A sufficient sample size having been ensured, according to Benitez et al. (2019), the first step in assessing the model consists of ensuring the technical validity of the estimation. This involves checking that no Heywood cases have occurred and that the model-implied indicator correlation matrix is valid (positive semi-definite, all eigenvalues equal to 0, all absolute factor loading and reliability estimates less than or equal to 1). In our case, we can confirm that the solution is technically valid.

We then assessed the reliability and convergent and discriminant validity of the constructs. Regarding reliability, we first of all analysed the individual reliability of the items using their loading values. All of the values were very close to or above the 0.7 recommended (Barclay et al., 1995) (see Table 2). We then assessed construct reliability using the composite reliability (CR) and rho values. All of them presented values close to or above the recommended value of 0.7 (Benitez et al., 2019). The average variance extracted (AVE) was used to evaluate the convergent validity of the constructs.

All the constructs used in our model had AVEs above the recommended rate of 0.50 (Fornell & Larcker, 1981) (Table 3). As for the discriminant validity, two criteria were used: a) the hetero-trait-monotrait ratio of correlations criterion (HTMT); and b) the Fornell-Larcker criterion. The maximum value of the HTMT coefficient between two constructs was lower than the recommended value of 0.9 (Henseler et al., 2016). With reference to the Fornell-Larcker criterion, the inter-construct correlations were lower than the square root of the AVEs (Fornell & Larcker, 1981) (see Table 2). Finally, the variance inflation factor (VIF) values were examined to assess whether there was any multicollinearity. The VIF values were found to be below the recommended threshold of 5 (Henseler et al., 2016).

With regard to the higher-order construct “Resources and capabilities”, we evaluated the following: 1) the lower-order components; and 2) the higher-order construct as a whole (Becker et al., 2012; Sarstedt et al., 2019). The results obtained (see Table 4) confirm the convergent validity of the construct.

Table 3
Discriminant validity.

	1	2	3	4	5	6	7	8	9
1 Residents’ willingness to become a P2P tourism experience provider	0.726	0.492	0.422	0.304	0.415	0.652	0.645	0.489	0.411
2 Attitude towards P2P tourism experiences	0.490	0.880	0.245	0.284	0.511	0.517	0.566	0.366	0.317
3 Idle capacity	0.417	0.246	0.771	0.593	0.340	0.480	0.556	0.641	0.339
4 Managerial skills	0.330	0.282	0.595	0.775	0.333	0.357	0.343	0.416	0.267
5 P2P tourism experience perceptions	0.410	0.510	0.339	0.329	0.857	0.503	0.524	0.419	0.285
6 Enjoyment	0.648	0.517	0.479	0.354	0.503	0.902	0.864	0.595	0.598
7 Wellbeing gains	0.639	0.565	0.553	0.329	0.524	0.861	0.811	0.776	0.564
8 Economic benefits	0.482	0.368	0.625	0.413	0.419	0.595	0.773	0.843	0.447
9 Personal reputation	0.407	0.317	0.332	0.265	0.286	0.596	0.562	0.443	0.932

Note: “Square root of the AVEs in bold on the main diagonal. The HTMT ratio is above the main diagonal; the Fornell-Larcker criterion is below the main diagonal.”

Table 4
Weights of the lower-order constructs on the higher-order constructs.

Construct level		RI	
Higher-order construct	Lower-order construct	Weights	t
Resources and capabilities	H2a: Managerial skills	0.370***	2.065
	H2b: Idle capacity	0.895***	6.209
	CR	0.840	
	AVE	0.476	

Note: ***Significant at 0.001. Bootstrap level based on 5000 bootstraps. RI – repeated indicators.

4.3. The structural model

The structural model, consisting of eight latent constructs and eleven paths, was tested using the PLS technique. To do this, we performed the Stone-Geisser predictive relevance test (Q²) and calculated the explained variance (R²), the size of the path coefficients (f²), and the standardized root mean square residual (SRMR) of the model (Hair et al., 2016; Henseler et al., 2016). The higher-order construct was evaluated using the same criteria (Sarstedt et al., 2019).

The results (Table 5 and Fig. 2) indicate that the structural model grants a satisfactory adjustment level: an explained variance value (R²) of 0.475 in the latent variable “Residents’ willingness to become a P2P tourism experience provider”; an explained variance value (R²) of 0.396 for “Attitude towards P2P tourism experiences”; and an SRMR value below the suggested threshold of 0.072 (Benitez et al., 2019). Likewise, as suggested by Chin (1998), a set of t-statistics tests was successfully conducted to check the stability of the estimates in a bootstrap sample with 5000 samples.

The results also enable the significance of the estimated path coefficients to be evaluated. Path coefficients of around 0.2 and above are considered significant (Braojos-Gomez et al., 2015; Chin, 1998; Falk & Miller, 1992). In our model, the path coefficients of the key constructs are significant and range from –0.181*** to 0.542***.

Table 5 summarises the results of the hypothesis testing. The analysis of the critical values, together with the estimated magnitude of the paths, is the basis for backing or rejecting the eleven research hypotheses. In our case, seven of the eleven relationships proposed were significant. In relation to Hypothesis 2, it was tested that “Resources and capabilities” is a second order construct composed by “Managerial skills” and “Idle capacity”. Considering the weights and the Boot-strap t statistics they show that both dimensions are positive and significantly influence “Resources and capabilities” (see Table 4). Therefore, support for hypothesis 2 is granted. Furthermore, the results indicate that “Idle capacity” is the most important factor followed by “Managerial skills” in explaining “Resources and capabilities”.

Regarding the hypotheses concerning the variables that directly influence residents’ “Residents’ willingness to become P2P tourism experience provider”, the results have allowed us to support hypotheses 1, 3, 6 and 8. These hypotheses state that “Residents’ willingness to become P2P tourism experience provider” is directly and positively influenced by residents’ “Attitude towards P2P tourism experiences”

Table 5

The structural model.

Relationships between the hypotheses	Path coefficient	t value	Intervals	R ²	Q ²
H1. Attitude towards P2P tourism experiences → Residents' willingness to become a P2P tourism experience provider	0.176***	3.476	[0.099, 0.251]		
H3. Resources and capabilities → Residents' willingness to become a P2P tourism experience provider	0.107***	2.339	[0.043, 0.174]		
H4. P2P tourism experience perceptions → Attitude towards P2P tourism experiences	0.298***	6.211	[0.221, 0.377]		
H5. Enjoyment → Attitude towards P2P tourism experiences	0.005 n.s.	0.57	[-0.187, 0.177]		
H6. Enjoyment → Residents' willingness to become a P2P tourism experience provider	0.338***	3.691	[0.196, 0.476]		
H7. Wellbeing gains → Attitude towards P2P tourism experiences	0.542***	3.564	[0.316, 0.786]		
H8. Wellbeing gains → Residents' willingness to become a P2P tourism experience provider	0.194***	1.573	[0.106, 0.511]		
H9. Economic benefits → Attitude towards P2P tourism experiences	-0.181***	2.513	[-0.306, 0.072]		
H10. Economic benefits → Residents' willingness to become a P2P tourism experience provider	-0.008 n.s.	0.101	[-0.300, -0.069]		
H11. Personal reputation → Attitude towards P2P tourism experiences	0.004 n.s.	0.095	[-0.064, 0.073]		
H12. Personal reputation → Residents' willingness to become a P2P tourism experience provider	0.004 n.s.	0.115	[-0.078, 0.062]		
Attitude towards P2P tourism experiences				0.396	0.278
Willingness to become a P2P tourism experience provider				0.475	0.238
Managerial skills				-	0.609
Idle capacity				-	0.433
SRMR					0.071
d_ULS					3.322

Note: Percentile bootstrap confidence intervals are in brackets. ***p < 0.001, **p < 0.05, n.s. = not significant; SRMR = Standardized Root Mean Square Residual; d_ULS = Squared Euclidean distance.

(β1 = 0.176, p < 0.001); “Resources and capabilities” (β3 = 0.107, p < 0.001); “Enjoyment” (β6 = 0.338, p < 0.001) and by their forecasted “Wellbeing gains” (β8 = 0.194, p < 0.05). Conversely, hypotheses 10 and 12, which sustain a direct and positive relationship between residents’ extrinsic motivations (economic gains and personal reputation) and residents’ willingness, are not backed by the results.

Regarding the hypotheses concerning the variables influencing residents’ “Attitude towards P2P tourism experiences”, the results support hypotheses 4 and 7. These hypotheses state that “Attitude towards P2P

tourism experiences” is directly and positively influenced by their “P2P tourism experience perceptions” (β4 = 0.298, p < 0.001) and their forecasted “Wellbeing gains” (β7 = 0.542, p < 0.001). The results have also confirmed support for a direct relationship between residents’ perceived “Economic benefits” and their “Attitude towards P2P tourism experiences” (β9 = -0.181, p < 0.001), although in the opposite sense to that originally hypothesised. Finally, hypotheses 5 and 11, which sustained a direct influence of enjoyment and personal reputation on residents’ attitude, are not supported.

To determine whether sociodemographic influences on the research model existed, we tested gender, age, educational level, occupation, sector and perceived income level as control variables, using 1000 bootstrap resamples of PLS-SEM. The analysis revealed no differences in the measurement model or in the inner model when the above mentioned variables were included.

5. Discussion

The findings indicate that residents’ willingness to become a P2P tourism experience provider is directly and positively influenced by their attitude towards P2P experiences, their resources and capabilities and their intrinsic motivations. These results adapt well to the suggestions of theories such as the theory of reasoned action (Fishbein & Ajzen, 1975) or the TPB (Ajzen, 2011, 2020), and previous research results (e.g. Hamari et al., 2016; Kim et al., 2018; Liao et al., 2017), in terms of the explanatory power of individuals’ attitudes and resources and capabilities.

Furthermore, they partially adapt to the suggestion of the P2P (Deci & Ryan, 2015), and previous research (e.g. Alzamora-Ruiz et al., 2020; Hamari et al., 2016) into the explanatory power of individuals’ motivations. In our case, we only found support for the positive direct influence of intrinsic motivations but not for extrinsic ones. This lack of a direct link between extrinsic motivations and willingness strongly challenges the traditional view that people mainly choose to participate in collaborative consumption for economic and reputational gains (Alzamora-Ruiz et al., 2020; Hamari et al., 2016; Lindenberg, 2001; Stene & Holte, 2014). We could speculate that, due to the novelty of the phenomenon or the special intimacy of P2P tourism experiences (Batle et al., 2020), at present residents may not consider P2P tourism experiences to be a marketable service, although this may change in the future.

Of all the variables taken into consideration, enjoyment and wellbeing gains stand as the two most important influences of willingness. This confirms the special link between the interest and fun that the providers may experience (Hamari et al., 2016; Van der Heijden, 2004), their wellbeing gains such as the possibility of meeting interesting people and learning together (Hamari et al., 2016) or the opportunity for self-discovery and personal growth (Soica, 2016) and their willingness to get involved in P2P exchanges.

After enjoyment and wellbeing gains, residents’ attitude towards P2P tourism experiences is the third major influencer of residents’ willingness to become a P2P tourism experience provider. Once again, the long-stated link between attitudes and behaviours of individuals has gained support.

As far as the antecedents of the residents’ attitude are concerned, the results indicate a positive influence of their perception of P2P tourism experiences and expected wellbeing gains, in addition to a negative influence of their likely economic benefits. Unexpectedly, the influence of enjoyment and personal reputation gains on residents’ attitude was not supported.

The positive influence of residents’ perception of P2P tourism experiences on attitude supports the TPB tenet suggesting that beliefs about certain behaviour precede attitudes towards that behaviour (Ajzen, 2011). It also aligns with previous research results stating the influence of the personal belief structures on attitudes towards sharing (Bock & Lee, 2005). The positive influence of wellbeing gains on attitude

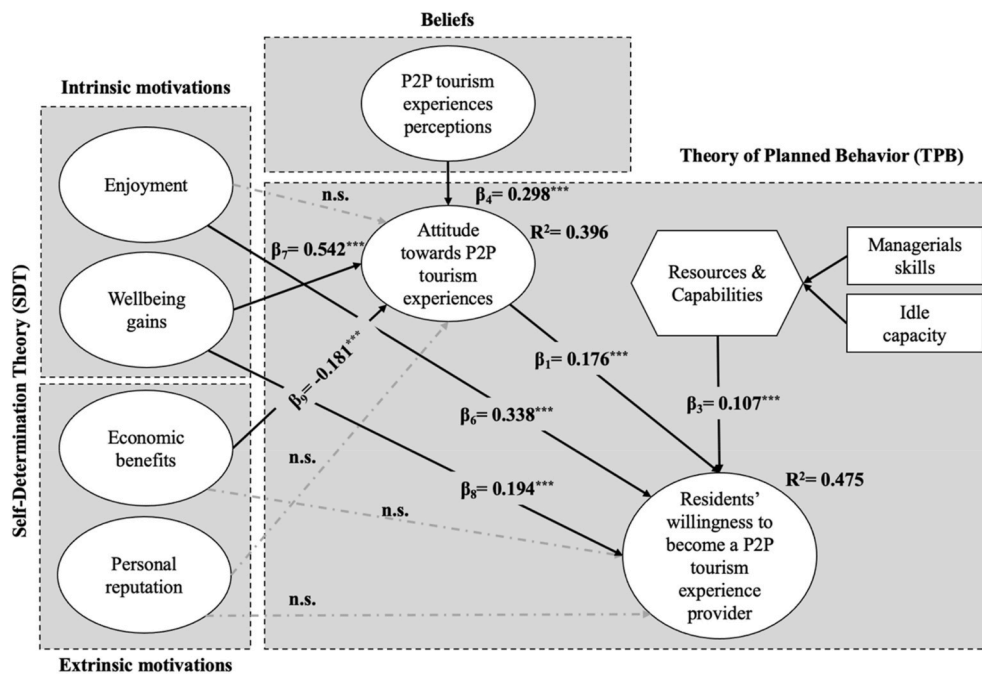


Fig. 2. Structural model estimated causal relationships.

is in line with the general P2P consideration that intrinsic motivations affect individuals' intentions (Deci & Ryan, 2015) as well as with previous research results exploring participating behaviour in the sharing economy (Liao et al., 2017).

The negative influence of obtaining economic benefits on residents' attitude is probably the most surprising result as it contradicts the positive influence widely suggested in the literature (Alzamora-Ruiz et al., 2020; Hazée et al., 2020). It could be speculated that the special intimacy inherent to P2P tourism experiences (Batle et al., 2020) causes the possibility of obtaining benefits to make them lose their essence, thus negatively influencing attitudes.

The absence of support for the influence of enjoyment on attitude does not imply a lack of influence on willingness, but that said influence would manifest itself directly and not through attitude as sometimes suggested by the literature (Hagger & Chatzisarantis, 2009; Hamari et al., 2016).

Finally, concerning the role played by resources and capabilities, the results obtained support their direct and positive influence on residents' willingness to become P2P tourism experience providers. This finding is coherent with those of Sigala (2017) and Tussyadiah (2015) who indicate that idle capacity is a major driver in collaborative consumption, and the suggestion that specific managerial skills are required in order to provide P2P experiences (Tan, 2010). The results obtained also back the modelling of the resources and capabilities construct as a higher-order construct formed by two lower-order constructs (idle capacity and managerial skills).

6. Conclusions

This research intends to shed light on the willingness of residents of a tourist destination, to participate as providers of P2P tourism experiences, which is considered to be one of the key explanatory aspects of the success or failure of P2P consumption models (Hazée et al., 2020). It does so by putting forward an explanatory model that relates residents' willingness to become P2P tourism experience providers to their attitudes towards these activities, their resources and capabilities, their perceptions of P2P tourism experiences and their intrinsic and extrinsic motivations. This approach combines aspects of the P2P and the TPB.

On a theoretical level, the proposed model provides a suitable

framework that helps to understand residents' willingness to become a P2P tourism experience provider. Generally, individual involvement in tourism activities has usually been approached by applying either the TPB or the P2P (Alzamora-Ruiz et al., 2020; Lloyd & Little, 2010), but combining aspects of both theories is a new approach which provides a parsimonious model with great explanatory power. Furthermore, by exploring residents' willingness to become P2P tourism experience providers, we broaden the knowledge on P2P participation, which commonly only focuses on consumer motivations and mainly in accommodation and transportation activities (Tussyadiah & Pesonen, 2018).

From a practical point of view, the results may provide guidance for tourism destinations and online platform managers, enabling them to promote P2P tourism experiences more effectively. For instance, the results gathered enable us to identify the residents who are most likely to provide P2P tourism experiences, and offer precise information allowing us to understand what really drives residents to become providers or discourages them. This very valuable knowledge may be of use in campaigns to attract residents to offer P2P tourism experiences. In this respect, they should focus on emphasising the enjoyment and wellbeing gains rather than just the economic gains. In short, they should stress the excitement and learning brought about by providing P2P tourism experiences and highlight how fun and enjoyable becoming a provider of such experiences can be.

Additionally, it could be suggested the implementation of more accurate segmentation strategies based on psychographics and lifestyle variables (motivations, attitudes and resources and capabilities) instead of the more commonly used sociodemographic variables. This recommendation stems from having found no differences in the possible influence of sociodemographic variables on relationships in the validated model.

As in any research, ours has certain limitations that should be acknowledged. One of them is having only carried out cross-sectional research in a single tourism destination, thus preventing us from considering the influence of potentially relevant variables such as tourism destination and resident specificities or cultural differences. Similarly, the use of convenience sampling may be a limitation as it may compromise generalisability.

As for future lines of research, it would be appropriate to

complement the current TPB and SDT framework developed in this research and explore how variables such as psychographics, community attachment, cultural background, nationality, emotional solidarity or subjective norms, may influence the residents' willingness to provide tourism experiences. Certainly, subsequent developments building on this work would probably benefit from including them.

Another future line of research would be to explore the link between P2P tourism experiences and relevant topics such as Overtourism or Community Based Tourism (CBT). In this respect it could be included on the research agenda issues such as whether the development of P2P tourism experiences may or may not contribute to Overtourism or the role played by P2P tourism experiences in the success of CBT developments. Finally, as the phenomenon grows, it will probably be necessary to explore whether and how this practices should be regulated to ensure a proper development that mutually benefits tourism destination residents and tourists.

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Authors' contribution statement

All authors contributed to the design and implementation of the research, to the analysis of the results and to the writing of the manuscript.

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