15 years of Airbnb's authenticity that influenced activity participation: a systematic literature review

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Abstract

Purpose – This paper aims to address three research questions (1) Who is the main stakeholder that shapes Airbnb experience, (2) Does Airbnb offers an authentic travel experience? and (3) What should be the future research trends in Airbnb?

Design/methodology/approach – This paper uses the systematic literature review (SLR) with a well-defined protocol, research strategy and methods to answer the research questions.

Findings – The review revealed that while Airbnb plays a significant role as the platform provider, the stakeholders influencing the experiences are multifaceted. Hosts, guests, local communities and even regulatory bodies all contribute to shaping the overall Airbnb Experience ecosystem. Hosts, in particular, have a crucial role in curating and delivering unique experiences, which significantly impacts the quality and authenticity of the offerings. On the question of whether Airbnb offers an authentic travel experience, the review uncovered mixed findings. For examples, some studies emphasized the potential for Airbnb to provide authentic and local experiences, allowing travelers to engage with the community and cultural aspects of a destination. However, other studies raised concerns about the commodification and standardization of experiences, leading to a potential loss of authenticity.

Originality/value – This paper is different from previous SLR where previous research systematically reviewed; motivations to use and choose Airbnb, institutionalization of Airbnb, stakeholders of Airbnb. This paper addresses authentic experience as a factor that influences activity participation.

Keywords Sharing economy, P2P accommodations, AirBnB, Authenticity, Customer experience, Guest-host relationship

Paper type Research paper

1. Introduction

Airbnb was established in 2008 and quickly gained a significant presence in the peer-to-peer (P2P) accommodation sector, solidifying its position as the leading platform in the short-term stays sharing economy (SE) (Zervas *et al.*, 2021). According to Airbnb (2022) during the fourth quarter of 2021 their revenues exceeded USD 5.9 billion, marking a substantial 73% increase from 2020. This surge can be attributed to the relaxation of travel restrictions following the COVID-19 pandemic in 2020. In 2021, over 300 million bookings were made, offering travelers a choice of more than 7 million listings from over 4 million hosts worldwide. This has allowed

Airbnb to secure a 25.97% share of the accommodation market, making it a formidable competitor for traditional hotels (Kirkpatrick, 2022).

Airbnb benefits both travelers and hosts, establishing trust among users and becoming a popular choice (Leoni, 2020). Travelers are drawn to Airbnb for various reasons, including hedonic factors such as adventure, satisfaction, sharing and seeking local experiences in nontouristy areas (Bucher et al., 2018). Additionally, utilitarian factors like cost savings, resource efficiency and knowledge acquisition also motivate travelers (Gyodi, 2019; Wu et al., 2017). Hosts find value in Airbnb as it enables them to efficiently utilize their properties (Ferreri and Sanyal, 2018).

A significant body of literature has explored the topic of P2P accommodation, with several papers examining this area (e.g. Godovykh et al., 2023; Ding et al., 2021; Lyu, 2019; Marques and Gondim Matos, 2019; Müller and Hall, 2018; Rizal, 2018). Moreover, four SLRs have specifically examined Airbnb (Hati et al., 2021; Medina-Hernandez et al., 2020; Dann et al., 2019; Ozdemir and Turker, 2019). This study distinguishes itself from prior SLRs, which primarily focused on various aspects, including motivations for selecting Airbnb (Dann et al., 2019; Medina-Hernandez et al., 2020), the institutionalization of Airbnb (Ozdemir and Turker, 2019) and Airbnb's stakeholders (Hati et al., 2021).

Our research adopts a literature review methodology that centers on the influence of authentic experiences on activity participation. The study will address three questions: (1) The key stakeholder shaping the Airbnb Experience, (2) Does Airbnb offer an authentic travel experience? and (3) What should be the future research trends in Airbnb?

A vital element shaping the Airbnb experience is the relationship that arises between the guest and host, studies have stated that the host is one of the main stakeholders in Airbnb, the relationship that arises between the guest and the host is the driver for providing an authentic travel experience (Guttentag et al., 2018; Moon et al., 2019; Zhu et al., 2019; Belarmino and Koh, 2020; Yu et al., 2020). This relationship arises in three main phases, before arriving at the accommodation, during the stay and after the stay ends. Even though the relationship should have been studied, limited studies have explicitly studied the "Guest-host relationship". Accordingly, our objective is to provide a solid bridge for understanding the guest-host relationship through reviewing articles related to "hosts" "guests" and "guest-host relationships". Understanding this relationship would help us to answer the first question "(1) The key stakeholder shaping the Airbnb Experience".

We also provide a significant a comprehensive understanding of the concept "Authenticity" as some scholars (Törnberg, 2019) have argued that "Airbnb is hotel in disguise" which argues against the idea of local authenticity and experiencing the local community. Due to this gap Ozdemir and Turker (2019) stated in their SLR that authenticity has not been studied carefully and called for further study. Until the end of 2019 only 13 published papers discussed authenticity. Accordingly the objective of this study is to examine all studies conducted from the establishment of Airbnb until 2023 under the title "Authenticity" to answer our second question "Does Airbnb offer an authentic travel experience?"

After answering the previous questions, we intend to tackle the future trends in Airbnb and provide a future direction for research.

The paper is organized as follows: we first review the main concepts underlying Airbnb, we will examine the motivation and challenges to use Airbnb and understand why tourists would choose Airbnb as an accommodation choice. We then review the concept of authenticity. Then our research methodology will be explained, followed by the analysis of the papers, where we initially retrieved 183 papers and after all filtration we ended up with 51 papers. We provided a detailed guidance of the steps we followed while constructing the SLR under the methodology section. Finally, we concluded the paper with the analysis and future research agendas.

2. Literature review

2.1 Sharing economy and P2P accommodations

Airbnb and SE have had a significant influence in hospitality and tourism sector in terms of experience of the host and guest, destination economy and the market in which they operate (Hall *et al.*, 2022), research in Airbnb have captured researchers' interest as Airbnb is linked to shaping the tourism industry, specially that the tourism sector is recovering from the COVID-19 pandemic (Coles, 2021). A more efficient use of underutilized resources (Botsman and Rogers, 2011), including capital assets like rooms, homes and second homes, was initially intended to address some of the shortcomings of the dominant capitalist economic system and issues with sustainability, according to Gössling and Hall's (2019) analysis that the concept of the "SE" is a "inherently normative concept."

SE is defined as "an economic system founded on sharing unused assets, from rooms to skills to items, for monetary and nonmonetary gains, with an emphasis predominantly on peer-to-peer interactions" (Botsman and Rogers, 2011, pp. 71–5). However, over time, it has evolved into a term that is often used interchangeably with others, including "collaborative economy," "gig economy," "participative economy," "peer-to-peer economy" and "platform economy" (Gössling and Hall, 2019; OECD, 2016; Peeters *et al.*, 2018). As a result, there is no one universally recognized definition for these terms.

The SE's massive growth has been attributed to several factors, most often socioeconomic in nature. These include: (a) technological advancement and the rise of networking platforms, (b) consumers' shifting attitudes toward product ownership and a need for social engagement, (c) economic factors and need for better value consumption of goods and services, (d) pressures to reduce the environmental impact of consumption, and (e) trust-building techniques provided by digital institutions (Merino-Saum *et al.*, 2023).

It has been proposed that the SE developed as a disruptor on traditional economies in this context (Lutz and Newlands, 2018), proposing a business model based on integrated cooperation and the peer-to-peer commercial exchange of unused assets or free-based sharing (Altinay and Taheri, 2019).

Hospitality and tourism appear to be one sector that has been profoundly influenced by the SE phenomena (Sigala, 2018). In fact, it has been argued that the adoption of peer-to-peer activities in SE is causing a gradual transformation in the industry's future dynamics (Guttentag, 2015; Oskam and Boswijk, 2016). It is obvious that the rise of internationally dominating platform-based intermediaries such as AirBnB, Booking.com and Uber has profoundly altered interactions and relationships between tourism stakeholders (Oskam, 2019). It has surely caused disruption, especially AirBnB being cited as having some of the strongest influences on the accommodation industry and travel experiences. However, it is debatable if AirBnB is truly revolutionary or not depends on different perspectives (Hall and Williams, 2020).

The study of hospitality and tourism in SE has grown rapidly, and for good reason: the industry offers a fertile ground for flourishing by enabling residents to share their homes, vehicles, food and culture with guests (Camilleri and Neuhofer, 2017; Sigala, 2018). The "sharing" concept gained popularity in the business due to a number of factors. Compared to typical tourism services, peer-to-peer transactions provide travelers with a cost-effective and higher value-for-money alternative (Tussyadiah and Pesonen, 2018). P2P accommodations are also thought to offer more authentic tourist experiences (Bucher *et al.*, 2018; Shuqair *et al.*, 2019). As they allow for a host-guest interaction, which exposes tourists to the culture of their destination (Moon *et al.*, 2019; Zhu *et al.*, 2019). The SE has also become a potential micro-entrepreneurship opportunity for service providers (Stabrowski, 2017; Zhang *et al.*, 2019), enabling people to make extra income by using underutilized assets (Lutz and Newlands, 2018). Social incentives were noted as pushing suppliers' engagement in the SE in addition to financial ones (Farmaki and Stergiou, 2019; Lampinen and Cheshire, 2016).

Due to the growth of the SE, traditional service providers have begun using P2P platforms to broaden the reach of their business by utilizing a different channel (Sundararajan, 2014). Such changes have fueled discussion about whether P2P sites like Airbnb can be viewed as a component of the SE, with detractors emphasizing the need to properly define the sharing idea (e.g. Farmaki *et al.*, 2022). SE is the subject of many conflicting views. SE is viewed as a danger to well-established businesses by some academics. On the other hand, other academics have argued that the growth of SE presents society with a wide range of choices.

2.2 AirBnB in sharing economy context

It is commonly believed that the emergence of P2P accommodation platforms, notably Airbnb, has put significant pressure on the traditional accommodation market "Hotels" (Coles, 2022; Dogru *et al.*, 2020; Qiu *et al.*, 2020). According to Benítez-Aurioles and Tussyadiah, 2021, Barcelona's P2P market has a negative impact on hotels' profitability and vacancy. However, the negative influence of Airbnb on hotels' revenue is lessened if they are situated in desirable city areas. The difficulties facing the conventional accommodation industry are noted by Zhang *et al.* (2020). P2P accommodations have a number of significant characteristics that set them apart from typical accommodation providers, including environment, flexibility, affordability, assurance of quality and the potential to interact with the host. Belarmino and Koh (2020) compared why people select hotels over Airbnbs. The research shows that although hotels are chosen for their room amenities, customers pick peer-to-peer accommodations because of the host-guest interaction. Yu *et al.* (2020) note variations in facilities including check-in, public places, safety, home benefits, pet-friendliness and others when contrasting hotel and Airbnb listings. They emphasize that these variations result from different legal and safety frameworks, which provide Airbnb more flexibility.

A significant amount of research currently studies how the growth of Airbnb affects neighborhoods, housing, cities and geographical distribution, a problem that was especially important because of overtourism (e.g. Nieuwland and van Melik, 2020; Nilsson, 2020; Ram and Tchetchik, 2022). To better inform national policy and decision-making, these studies are, nonetheless, becoming more critical (Adamiak, 2022; Curto *et al.*, 2022). In their study of the growth of Airbnb, Curto *et al.* (2022) emphasize the importance of examining several factors, including costs, locations, long-term rental trends and others. Studies look on how Airbnb, offers change between nations. The research typically demonstrates that traditional, established places with a predominately commercial orientation have more developed Airbnb offering (Adamiak *et al.*, 2019; Morales-Pérez *et al.*, 2022b). Cities and coastal places are notably popular places for Airbnb listings. While older metropolitan city offers are constant or declining (Adamiak *et al.*, 2019). The following sections provide a discussion about motivation to use Airbnb and the reasons that travelers choose Airbnb over their traditional rivals.

Motivation to use Airbnb: A small number of research have looked at why tourists use Airbnb, these previous studies have identified several factors that affect the guest choice for using Airbnb. All of the research has recognized price (or economic advantages) as a main reason for selecting Airbnb (Guttentag *et al.*, 2018; Nowak *et al.*, 2015; Tussyadiah, 2015). Home benefits such as amenities and facilities that can be used by the guests were also noted as an important factor while choosing Airbnb (Lamb, 2011). Most notably the social interaction with the host is what distinguishes Airbnb apart from the hotel industry, social interaction can sometimes be referred to as authentic experience, the authenticity was cited from different authors as a driver for selecting Airbnb (Nowak *et al.*, 2015; Guttentag, 2015; Tussyadiah and Pesonen, 2016). Finally, the location of the listing itself was another factor that affect Airbnb choice (Nowak, 2015). These studies offer some insightful information on the factors that influence travelers' decisions to stay at Airbnb, but it also has several

drawbacks. The range of potential motives that the research has tended to investigate has been quite constrained. Additionally, a number of the research looked at peer-to-peer short-term rentals (STRs) in general rather than a specific business-like Airbnb, which might have obscured results due to differences between other peer-to-peer short-term rental businesses. Finally, all the research treated Airbnb users as a single group rather than as members of possible market groups with different motivations. This study will focus solely on Airbnb, motivations to participant in host's community and focus on the authentic experience.

Tourism Accommodation Choice: The first stage before traveling to a destination, the travelers have to book accommodation, the choice is either renting a hotel room, or staying at someone's apartment. Even though hotels services surpass Airbnb when it comes to quality and security, Airbnb offers the unique experiences that leisure travelers are seeking, cost-savings and house-hold amenities (Guttentag, 2015). These factors motivated scholars to research travelers' choices in accommodation. In a study conducted by Sthapit and Jiménez-Barreto (2018), a qualitative study revealed that the main two reasons that travelers choose Airbnb is price and location of the listing. On the other hand, So *et al.* (2018) found that authenticity, social interaction and SE do not play a role in choosing Airbnb compared to their traditional rivals. This contradicts the findings of Guttentag (2018) as authenticity and social interaction were found important factors for Airbnb users based on 800 surveys that were distributed among Airbnb globally (mainly in United States of America (USA) and Canada). Paulauskaite *et al.* (2017) also supports that authenticity plays an important role in accommodation choice. Therefore, Airbnb users are not homogenous, some travelers are seeking social interaction with the local hosts, and other only choose Airbnb for economic benefits (Andreu *et al.*, 2020; Guttentag *et al.*, 2018).

2.3 Customer experience and authenticity

Defining customer experience has been discussed by many scholars in various fields, starting from marketing, business and tourism. While Pine and Gilmore (1998) have defined customer experience as "events that engage individuals in a personal way." But other scholars find that customer experiences can be shaped through social interactions, culture and personal variables that contribute to the overall experience (Sheth *et al.*, 1999). Accordingly, scholars agreed that there are many variables that contributes to the definition of customer experience, this definition will change according to the context and variables under study (Rageh *et al.*, 2013; Gentile *et al.*, 2007). In the context of tourism, most of the studies focused on the hotel industry until the rise of Airbnb, the scholars started to define customer experience in the context of Airbnb.

Following a thorough analysis of the existing research on the Airbnb experience, four dimensions were chosen for the current study. Home benefits, personalized service, social interactions and authenticity (Li *et al.*, 2019).

Home benefits: travelers choose Airbnb for the physical benefits of the homestays; they look for amnesties, location, utilities (Lyu *et al.*, 2019; Wang and Jeong, 2018; So *et al.*, 2018).

Personalized service: customers are willing to pay extra for a personalized service according to Deloitte (2015), this trend means that service provider has to gather information from the customer and customize their services according to customers' preferences (Nyheim *et al.*, 2015), in Airbnb context, travelers tend to rent homes from Airbnb for this benefit, as they expect to receive a unique stay provided by the host, this benefit enables Airbnb to outperform regular hotel industry (Lyu *et al.*, 2019; Mody *et al.*, 2017).

Social Interaction: which refers to interactions between guests and hosts as well as between guests, is another aspect of the Airbnb customer experience that has been noted in the literature (Lyu *et al.*, 2019). The conversation and bond between the traveler and host play a crucial role in determining the customer experience (Guttentag, 2015; Ren *et al.*, 2016). Users

of Airbnb like communicating with their hosts via social media before visiting, and frequently anticipate seeing the hosts when they arrive (Camilleri and Neuhofer, 2017; Lyu *et al.*, 2019). Additionally, an Airbnb shared home offers visitors the chance to speak with other visitors travelers (Tussyadiah, 2015). It has been demonstrated that these interactions and connections among the travelers make for an enjoyable experience (Lyu *et al.*, 2019; Huang and Hsu, 2010). Additionally, the positive interactions between traveler and hosts, such as giving a tour around the house and neighborhood, contribute to building of co-creation values (Camilleri and Neuhofer, 2017).

Authenticity: Tourism scholars have debated the relationship between customer experience and authenticity for decades (Sharpley, 1994; Wang, 1999). Authenticity in the context of tourism and hospitality refers to a feeling of distinctiveness that comes from the local culture (Sharpley, 1994). Additionally, prior studies have demonstrated how vital authenticity is to understanding travelers' motivations, behavior and consumer loyalty (Chhabra *et al.*, 2003; Hargrove, 2002; Grayson and Martinec, 2004; Kolar and Zabkar, 2010). For instance, authenticity has been viewed as a crucial component of a fulfilling customer experience in cultural and heritage tourism (Hargrove, 2002).

3. Research methodology

A SLR identifies, reviews and evaluates all the research that has been done that is related to a certain research issue, field of study or phenomena of interest (Kitchenham, 2004). A SLR is different than a traditional review, as the traditional approach is not performed with protocol, research strategy and no well-defined methods (Hati *et al.*, 2021). The benefit of the SLR that is provides a summary of the existing research, identifies the conceptual content and enables researchers to develop a theory (Zhu and Sarkis, 2016). This paper uses a SLR with a well-defined protocol, research strategy and methods to achieve the research objectives.

3.1 Initial research

Scopus was used as a database for social sciences journals, it provides a comprehensive coverage of all articles. Scopus is chosen as it outperforms other databases like Web of science, because of its ability to cover all articles, filters them and retrieves documents (Aksnes and Sivertsen, 2019). The time to cover articles in this study was from January 1, 2009 until January 31, 2023. (since the company was established in August 2008).

The following keywords were used in the "Airbnb," "Authenticity," "Authentic," "Social Interactions," "guest-host relationship," "Activity participation," "Local Community," "Destination," "Travel Decision." Several combinations of these words were used with Airbnb such as: (1) Airbnb AND Authenticity, (2) Airbnb AND Authentic, (3) Airbnb AND Social Interactions, (4) Airbnb AND guest-host relationship, (5) Airbnb AND Activity participation, (6) Airbnb AND Local Community. Initial research resulted included articles, conference paper, book chapter, review, books and more, but initially all these types were excluded, and the initial research focused on articles in journals that resulted in 183 articles retrieved (classified in Table 1).

3.2 Filtering articles research

Articles were only included as they are genuinely more credible for their peer-review process, which means that they were evaluated by experts before publication (The Open University, 2020). After eliminating duplications, we were left with 445 articles and then narrowed our research further by including articles that had the word "Airbnb" and/or "Sharing Economy" and/or "Share" in their title to focus on the topic of SE (Hati *et al.*, 2021), the final list had 106 articles as classified in Table 2 with the year of publication and keywords.

A more filtration criterion was done to ensure that all articles including the topic Airbnb, are written in English, and are related to the core research questions. The final list of articles is presented in Table 3 and classified by the year of publication and keywords.

4. Analysis and findings
We analyzed, in detail, the final list of articles that emerged from the last step of filtration (51 articles). Table A1 shows a summary of these articles. Based on this analysis, results can be grouped into 4 subthemes that emerged from the literature: Authenticity, local communities and host-guest interactions.

4.1 Authenticity
The literature review highlighted the importance of authenticity as a key driver for guest satisfaction and future repurchase intention (Liang *et al.*, 2018; Guttentag *et al.*, 2018; Liang *et al.*, 2018, ; Li *et al.*, 2019; Chatterjee *et al.*, 2019; Li *et al.*, 2019, ; Kim and Kim, 2020; Jiang *et al.*, 2021; So *et al.*, 2021; Tumer Kabadayi *et al.*, 2022) also it affected the motivation and recommendation for network (Chiappa *et al.*, 2020; Akarsu *et al.*, 2020; Guttentag *et al.*, 2018) Which shows that authenticity can be considered as a key attribute that defines perceived enjoyment and future repurchase intention, motivation and recommendations. Finally, Jiang

Search keywords	Search results
Airbnb AND Authenticity	41
Airbnb AND Authentic	28
Airbnb AND Social Interactions	56
Airbnb AND guest-host relationship	3
Airbnb AND Activity participation	6
Airbnb AND Local Community	49
Total	*183*

Table 1.
Initial search results

Keywords/Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total
Activity Participation			1				1	1		3
Authentic	1		3	2	3	3	2	2		16
Authenticity			1	3	7	6	4	6	1	28
Guest-host relationship					1		1			2
Local Community	1		2	2	4	4	6	8		27
Social Interaction			3	5	7	3	4	8		30
Total	*2*	*0*	*10*	*12*	*22*	*16*	*18*	*25*	*1*	*106*

Table 2.
Articles classified by year of publication and Keywords "Airbnb AND …"

Keywords/Year	2016	2017	2018	2019	2020	2021	2022	2023	Total
Authentic		*2*	1	1	2	1	1		*8*
Authenticity		*1*	2	6	5	2	2	1	19
Guest-host relationship				*1*					*1*
Local Community		*1*	1	3	1	2			*8*
Social Interaction		*2*	1	4	2	3	3		15
Total	*0*	*6*	*5*	*15*	*10*	*8*	*6*	*1*	*51*

Table 3.
A final list of articles classified by year of publication and Keywords

and Lyu (2021) identified authenticity as a key factor influencing the adoption of Airbnb Plus, suggesting that marketers should prioritize emotional appeals and highlight the hedonic value of the listings, and focus on quality and home benefits in marketing communications while incorporating local culture and authenticity.

Authenticity can be formulated through different elements, one of those elements is the existence of the host while accommodating guests, Guests feel homeliness in entire place, private and shared rooms as long as the host stays in the place and interactions between host and guests occur which paves the road for culture exchange (Lee *et al.*, 2022; Akarsu *et al.*, 2020; Kim and Kim, 2020; Zhang *et al.*, 2019), guests use Airbnb primarily for the price benefits (Guttentag *et al.*, 2018; Chatterjee *et al.*, 2019), but studies have shown that they are also motivated to use Airbnb for the cultural exchange that happens during their stay; Airbnb guests want to get to know and connect with the local community (Li *et al.*, 2019; Akarsu *et al.*, 2020; Kim and Kim, 2020; Tumer Kabadayi *et al.*, 2022), which they receive recommendations from their hosts on ways they can authentically experience the local community. Previous studies found that Airbnb users prefer hosts from a different background (different nationalities) than the guests, so that they can experience the local community; specially if it was a group of travelers (Wang *et al.*, 2019). Thus, it will lead to a higher satisfaction level among Airbnb users (Tumer Kabadayi *et al.*, 2022; So *et al.*, 2021; Akarsu *et al.*, 2020; Zhang *et al.*, 2019; Wang *et al.*, 2019; Lalicic *et al.*, 2018; Guttentag *et al.*, 2018; Boswijk *et al.*, 2017) Thus, Airbnb understood the power of the host as a main player in shaping the guests' overall experience, Qiu *et al.* (2020) suggested that Airbnb should readjust its strategies, provide a host training program and work with multiple stakeholders to promote destination experiences and supplement accommodation services specially during peak seasons. Therefore, the elements of brand authenticity, existential authenticity and intrapersonal authenticity were found to significantly impact brand love, but the sources of authenticity differed for hotels and Airbnb. Hotels relied on brand authenticity, while Airbnb drew on existential and intrapersonal authenticity to create brand-loving and brand-loyal customers (Mody and Hanks, 2020). These findings highlight the need for a better understanding of how tourists perceive and experience authenticity and caution against oversimplifying the complex issue, particularly in the context of the social impact of tourism on host communities (Paulauskaite *et al.*, 2017).

Value is being co-created by Airbnb and its community at every step, the experience value proposition "live like a local" was a solution that appealed to young urban citizens and so-called cultural creatives (Boswijk, 2017). Airbnb has become a major player in this arena by offering opportunities to stay in a local's home and experience a destination like a local (Guttentag, 2019), it has been successful because it offers transformative experiences that foster self-actualization. This gave has the power to influence destination images and should address territorial complexity and enrich user experience while minimizing impact on residents. Other stakeholders, such as Airbnb hosts, public administrations and social movements, also have a role in avoiding stereotypes and denouncing the commodification of communities' identity (Garay-Tamajón and Morales-Pérez, 2023).

A couple of problem were identified by many scholars: the problem of authenticity where some users of Airbnb shifted the focus from using Airbnb as cultural exchange and accommodation platform, to primarily a platform that is being used as a substitute for hotels that offers accommodation for cheaper prices (Guttentag *et al.*, 2018; Latif *et al.*, 2019). Price is the most important criterion across hospitality choices including Airbnb-except high-end hotels (Chatterjee *et al.*, 2019). Even though consumer expectations facilities, home-like feeling, trust and friendly service were important for Airbnb usage, but consumer expectations from Airbnb were similar to homestays, mid-range and budget hotels and different from resorts and high-range hotels (Chatterjee *et al.*, 2019). Thus, there is a clash between expectations for culture exchange and reality, for example in Barcelona Airbnb

offers a business opportunity rather than a cultural exchange app, and a low-cost alternative for guests, Barcelona's residents feel pressures of local displacement, neighborhoods are losing their identity and prices increase for locals and local identity is getting lost (Richards *et al.*, 2020). The growth of rent prices, the increase in noise issues, the change in the local culture and the threat of losing authenticity and traditions are among the key issues faced by the local community because of the rise of Airbnb (Petruzzi *et al.*, 2020). Therefore, if Airbnb would like to focus on the authentic experiences, rather than being branded as a hotel substitute Airbnb should provide a marketing strategy that delivers a message that they do not compete with hotels and focus on training Airbnb hosts to improve their services and engage with guests, including providing breakfast and entertainment, registering legally and understanding guest needs, while maintaining high standards and providing unique experiences is key to staying competitive in the booming Airbnb industry. This should contribute to the growth of Airbnb's business as travelers seek more local, unique and authentic experiences (Latif, 2019). As Airbnb users are more loyal even after facing a bad experience during their stay compared to hotel customers (Shuqair *et al.*, 2019). The other problem is the safety: Ladegaard (2021) found that hosts are concerned about safety and run background checks before accepting requests.

In conclusion, Airbnb should place more emphasis on value packages and authentic/ unique travel experience to retain and attract more travelers. More safety/security programs should be put in place and clearly communicated to reduce the perceived risks. In addition, Airbnb may publicize positive word of mouth and introduce and expand familiarity programs to incentivize Airbnb travelers. As unique experience expectation, familiarity and electronic word of mouth exert direct and indirect influences on repurchase intention (Mao and Lyu, 2017). Based on the literature review on the influence of Airbnb on authenticity, Table 4 shows the proposed future research agendas.

4.2 Local community
Studies conducted on this topic have focused on various aspects of the SE, ranging from its economic outcomes to its social implications. Research by Ferjanić Hodak and Krajinović (2020) found that studies on the SE in tourism tend to focus on four different areas: information communication technology, consumer behavior, stakeholders in the destination and legal aspects of SE in tourism. There is still scarcity in research of the influence of Airbnb on the local community.

Airbnb activities are usually concentrated near attractions, whether a historical attraction or having the accommodation located near a body of sea/ocean. Zhang *et al.* (2017) found that experienced hosts are located near attractions, which enables them to charge higher prices. Later on, Ioannides *et al.* (2019) confirmed that Airbnb activity is not evenly distributed throughout neighborhoods but rather occurs in the area closest to the city center, where most toursitification is also taking place. Adamiak *et al.* (2019) argued that Airbnb doesn't attract tourists to a new destination, rather they attract tourists in a well-establish touristic hot spot especially the Spanish cities.

One study by Cocola-Gant and Gago (2021) suggests that the claims made by Airbnb about its hosts being ordinary people and guests living like locals are not accurate. Instead, most hosts are professional investors, developers and landlords, while the proliferation of STRs has led to the displacement of residents, resulting in social injustice. While hosts lower prices when they want to attract customers and increase prices as they gain more experience (Zhang *et al.*, 2017). Morales-Pérez *et al.* (2022a, b) found that Airbnb puts pressure on Spanish neighborhoods which displaces residents, Teruel-Gutierrez and Maté-Sánchez-Val (2021) also confirmed that "instagramable areas" tend to increase prices of Airbnb in the surrounding areas.

Aspect/issue	Suggested future research
The host nationality, cultural exchange and authenticity	Previous studies found that Airbnb guests prefer hosts from different nationalities to experience the local community. Future research can explore the impact of host nationality on authenticity and cultural exchange experiences of guests
The role of Airbnb in destination image formation	Airbnb offers transformative experiences that foster self-actualization and has the power to influence destination images. Future research can explore the role of Airbnb in destination image formation and how it can address territorial complexity and enrich user experience while minimizing impact on residents
The sources of authenticity for Airbnb and hotels	Studies found that hotels relied on brand authenticity, while Airbnb drew on existential and intrapersonal authenticity to create brand-loving and brand-loyal customers. Future research can explore the sources of authenticity for Airbnb and hotels and how they impact brand love and loyalty
The impact of price on authenticity	Price is the most important criterion across hospitality choices, including Airbnb. Future research can explore the impact of price on authenticity and how the shift from cultural exchange to a substitute for hotels that offer cheaper accommodation affects the authenticity of Airbnb
The role of stakeholders and communities' identity	Investigating the role of stakeholders in avoiding stereotypes and denouncing the commodification of communities' identity: studies suggested that stakeholders such as Airbnb hosts, public administrations, and social movements have a role in avoiding stereotypes and denouncing the commodification of communities' identity. Future research can explore the role of these stakeholders in promoting authenticity and preventing negative impacts on local communities
Assessing the effectiveness of Airbnb's host training program	Studies suggested that Airbnb should provide a host training program to improve the overall experience of guests. Future research can propose an effective Airbnb hosts' training program and its impact on authenticity and guest satisfaction

Table 4.
Suggested future research of Airbnb's influence on authenticity

Finally, Airbnb supply has negatively impacted hotel revenue per available room and economy and luxury hotels are the most impacted. It was also found that Airbnb supply negatively impacts hotel average daily rate and occupancy rates (Dogru *et al.*, 2019). On the other hand, Garcia-Ayllon (2018) found that Airbnb follows a different implantation pattern to hotels, territorially concentrating its impact in the center of cities and traditional residential neighborhoods. While Airbnb may only represent a small percentage of the rental market, its concentration in certain areas may cause upward market price changes and generate a phenomenon of "tourist gentrification." Thus, Heo *et al.* (2019) found that Airbnb's growth and seasonality patterns differ from those of hotels, suggesting that they are not in direct competition. This was also confirmed by Moreno-Izquierdo (2019) that there are two types of destinations: those with a more identifiable urban component and those that are more holiday-dependent. There are differences in the supply of Airbnb, but it can represent a solution to the low profitability and high seasonality of the sun and beach destinations. The transparency that Airbnb provides to the traditional tourist destinations can be studied by analyzing its effect on the hotel supply. No significant fall in hotel occupancy can be observed despite the increase in the properties listed on Airbnb, indicating that we have better knowledge of the composition of the tourist accommodation supply in the more traditional destinations. Based on the literature review, there are several future research agendas that can be suggested regarding the influence of Airbnb on the local community, as shown in Table 5.

Aspect/issue	Suggested future research
Impact on the local community	There is still a scarcity of research on the influence of Airbnb on the local community. Future studies could focus on the impact of Airbnb on the community in terms of social, economic and cultural factors, including resident displacement, touristification and social injustice
Host characteristics	Future studies could further investigate the characteristics of Airbnb hosts, including whether they are truly ordinary people or professional investors, developers and landlords. This could help to determine the accuracy of Airbnb's claims about its hosts
Airbnb supply and its effect on hotels	More research is needed to examine the relationship between Airbnb supply and hotel revenue per available room, average daily rate and occupancy rates. Future studies could also explore the impact of Airbnb on different types of hotels, such as economy and luxury hotels
Concentration of Airbnb activity	Further research is needed to understand the concentration of Airbnb activity in certain areas, such as those near attractions or in the city center, and its effects on the surrounding areas. Future studies could also explore the phenomenon of "tourist gentrification" caused by Airbnb's territorial concentration
Competition with hotels	Future research could explore the competition between Airbnb and hotels, particularly in terms of growth and seasonality patterns. Studies could also examine how the supply of Airbnb can be a solution to the low profitability and high seasonality of sun and beach destinations
Transparency in traditional tourist destinations	More research is needed to investigate the effect of Airbnb's transparency on the traditional tourist accommodation supply, particularly in terms of its impact on hotel occupancy rates

Table 5.
Suggested future
research of Airbnb's
influence on the local
community

4.3 Guest-host relationship

Part of the Airbnb experience is the relationship that arises between the guest and host, this relationship arises in three main phases, before arriving at the accommodation, during the stay and after the stay ends.

4.3.1 Guest-host relationship before the stay. Studies show that trust is a vital factor facilitating users' willingness to engage in interactions, and it can be developed in SE through social and technical enablers (such as social referrals, quality of information and transaction safety) that are relevant to consumer development of trust (Kong *et al.*, 2020; Yang *et al.*, 2019; Farmaki and Stergiou, 2019). Hosts can be considered as a vital part of the Airbnb experience (Lee *et al.*, 2023; Del Chiappa *et al.*, 2021; Petruzzi *et al.*, 2020; Kiatkawsin, 2020) Social interactions help in developing trust (Li *et al.*, 2019; Latif *et al.*, 2019; Jiang *et al.*, 2019) which can easily be developed before arriving at the destination if the host had the same nationality as the guest (Kas *et al.*, 2022) or the guests got in touch with the host through messaging the host, and after booking is confirmed they can use social media to get to know each other (Moon *et al.*, 2019), they would feel more satisfied when they are able to check the host's profile, ensure that the account is verified and communication is done smoothly, this will increase the satisfaction level (Sthapit *et al.*, 2019; Zhu *et al.*, 2019). Guests would cancel their booking if they didn't feel comfortable with any safety or communication factors (Del Chiappa *et al.*, 2021). Guests have direct contact with hosts for first-hand travel and accommodation information (Lin *et al.*, 2019). At the same time, Host's safety is major concern while hosting guests, the hosts run background checks before accepting the request and some of the guests turn out to be friends for real after their stay (Ladegaard, 2021; Jun, 2020). Accordingly, trust is crucial in the SE, and it can be developed through social and technical enablers. Hosts are a vital part of the Airbnb experience, and social interactions help in developing trust, leading to increased guest satisfaction. However, guests' comfort and hosts' safety remain important considerations.

4.3.2 Guest-host relationship during the stay. After guests arrive at their accommodation, interaction between guests and hosts increases and peaks during that phase. A study by Yang *et al*. (2019) on users' trust in hosts found that reputation has the most significant impact, followed by repeated interactions. The study suggests that users first build their trust intentions based on rational information processing, and then confirm whether to trust or distrust through emotional connections with hosts when they arrive at the accommodation. Guests feel homeliness in the entire place, private and shared rooms as long as the host stays in the place. In Private and shared rooms, guests care about host friendliness (Lee, 2022). In a study by Stors and Baltes (2018), it was found that hosts encourage their guests to visit places in their neighborhood, leading to the promotion of local tourism. Accordingly, customers value their interaction with hosts; thus, to improve customer satisfaction, Airbnb hosts should interact with guests and respond to guests' inquiries quickly (Zhang, 2019a, b).

Airbnb guests want to get to know and connect with the local community; thus, help from hosts on ways they can authentically experience the local community would be beneficial (Zhang, 2019a, b), they interact with local people in the community to discover the authentic life of locals. Additionally, guests share their experiences with other peer guests in the same property. The study concludes that Airbnb guests have additional personal and intensive interactions in destinations, generating positive attitudes toward destinations and locals (Lin *et al*., 2019).

The main economic benefit of social interaction is that guests can visit more places in the city they are visiting, resulting in an extra economic activity which can generate extra income for the host and city (Avdimiotis and Poulaki, 2019; Lee *et al*., 2020), which shows that Airbnb has provided an opportunity for locals to earn additional income and benefit from the tourism industry, particularly in developing countries. Disruptive entrepreneurship such as Airbnb has created opportunities for locals to become providers of tourism services (Henama, 2018).

In conclusion, Airbnb guests value interaction with hosts, particularly in terms of building trust and gaining local knowledge. Hosts who prioritize guest interactions and provide authentic local experiences can lead to increased customer satisfaction and economic benefits for both the host and the local community.

4.3.3 Guest-host relationship after the stay. The rise of peer-to-peer accommodation platforms like Airbnb has led to a shift in the way guests evaluate their experiences. Cheng and Jin's (2019) study found that guests evaluate their experiences based on similar attributes as hotel guests, including location, amenities and the host. However, the role of the host in the Airbnb context varies, and good communication is crucial for building trust, while guests value privacy and safety, which are more commonly guaranteed in hotels.

Lee *et al*. (2023) identified four themes - "amenities," "host," "location," and "information" - and confirmed their importance in accommodation-sharing. While locational benefits were found to be important, customers who express intentions to re-visit or recommend the experiences to others may not mention such benefits in their reviews. Homeliness is strongly associated with attitudinal and behavioral loyalty, and hosts can retain customers by making them feel at home during the stay. The study also discovered a new theme: "information," which is an important aspect affecting stay experiences, as information discrepancies result in customer dissatisfaction. Information provided by hosts can alleviate guests' anxiety and build trust.

The study conducted by Fan *et al*. (2021) focused on the social function integrated into peer-to-peer accommodation platforms such as Airbnb. The study found that the Stories feature is effective in influencing guests' booking behavior and hosts' performance. Specifically, it found that accommodations recommended by stories are more likely to attract bookings, and attractive stories bring more benefits to the corresponding listings. Furthermore, the study also found that the spillover effect of stories increases the bookings of other listings under the same host. Lee *et al*. (2020) found that guests value the

helpfulness and flexibility of the hosts, communication, cleanliness and homeliness. Safety is less frequently mentioned in the reviews compared to other attributes. The study also notes that guests appreciate advice on sightseeing, particularly related to museums and theatres, and that events generate tourism activities and increase accommodation prices. Finally, Chen and Chang's (2018) study found that review content has a positive and significant impact on perceived value, while ratings have an insignificant impact on purchase intention but a significant impact on perceived value. Information quality has a positive and significant impact on satisfaction, while media richness has a positive and significant impact on satisfaction by enhancing the sense of security.

In conclusion, these studies highlight the importance of various factors in the evaluation of peer-to-peer accommodation experiences. The host plays a crucial role in building trust and providing helpful information. Storytelling can be an effective tool for hosts to attract bookings and increase the overall performance of their listings. Based on the literature review, some possible future research agendas are shown in Table 6.

5. Conclusions

In conclusion, the SLR conducted on Airbnb Authenticity aimed to address three key questions: (1) the main stakeholder shaping Airbnb experiences, (2) the authenticity of travel experiences offered by Airbnb and (3) future research trends in the context of Airbnb.

Regarding the main stakeholder shaping Airbnb experiences, the review revealed that while Airbnb plays a significant role as the platform provider, the stakeholders influencing the experiences are multifaceted. Hosts, guests, local communities and even regulatory bodies all contribute to shaping the overall Airbnb experience ecosystem. Hosts, in particular, have a crucial role in curating and delivering unique experiences, which significantly impacts the quality and authenticity of the offerings. Experimental research can be used as it is the best way to infer causality between variables (Bazaraa *et al.*, 2022).

On the question of whether Airbnb offers an authentic travel experience, the review uncovered mixed findings. Some studies emphasized the potential for Airbnb to provide authentic and local experiences, allowing travelers to engage with the community and cultural aspects of a destination. However, other studies raised concerns about the commodification and standardization of experiences, leading to a potential loss of authenticity. It became apparent that factors such as host engagement, the selection and vetting process of experiences, and the level of interaction with the local community greatly influenced the authenticity of Airbnb experiences.

Lastly, the review shed light on future research trends in the context of Airbnb. Several avenues for further investigation emerged, including the examination of the sociocultural impacts of Airbnb Experiences on local communities, the evaluation of the economic implications for hosts and destination economies, and the exploration of regulatory challenges and policy frameworks surrounding this emerging sector. Additionally, studies focusing on user preferences, motivations and satisfaction with Airbnb Experiences would contribute to a better understanding of consumer behavior in this domain.

To sum up, this SLR provided valuable insights into the main stakeholder shaping Airbnb experiences, the authenticity of the travel experiences offered, and identified key areas for future research. The findings highlight the complex nature of Airbnb experiences, emphasizing the importance of host-community interactions, the preservation of authenticity and the need for continued exploration of this evolving phenomenon. This review serves as a foundation for further scholarly investigations and can inform industry stakeholders and policymakers in making informed decisions regarding the development and regulation of Airbnb experiences.

Aspect/issue	Suggested future research
Cultural differences	Investigating the impact of cultural differences on the guest-host relationship before the stay in peer-to-peer accommodation platforms like Airbnb. The literature suggests that guests feel more comfortable with hosts of the same nationality. However, it is unclear how cultural differences can affect trust and satisfaction levels
	Examining the role of host communication during the stay in peer-to-peer accommodation platforms. Although good communication is crucial for building trust, it is unclear what constitutes effective communication in the Airbnb context. For instance, what kind of information should hosts provide to alleviate guests' anxiety and build trust? What is the optimal frequency and mode of communication between hosts and guests?
Stories feature	Exploring the impact of the Stories feature on guests' booking behavior and hosts' performance in peer-to-peer accommodation platforms. While the literature suggests that the Stories feature is effective in influencing guests' booking behavior and hosts' performance, it is unclear how this feature can be optimized to maximize its benefits for both guests and hosts
The importance of various attributes in peer-to-peer accommodation experiences	Investigating the relative importance of various attributes in peer-to-peer accommodation experiences, such as amenities, host, location, and information. The literature suggests that these attributes are important in peer-to-peer accommodation experiences, but it is unclear how they trade-off against each other in the eyes of guests. For instance, what is the relative importance of location compared to amenities or host quality in determining guests' overall satisfaction?
Event-related tourism	Examining the impact of event-related tourism on peer-to-peer accommodation prices. The literature suggests that events generate tourism activities and increase accommodation prices, but it is unclear how much of an impact event have on peer-to-peer accommodation prices, and how hosts can leverage events to increase their revenue
The role of nationality and cultural background	The role of nationality and cultural background on trust-building between guests and hosts before the stay: The study by Kas *et al.* (2022) suggests that guests might feel more comfortable if the host shares the same nationality as them. Future research could explore how cultural background influences the development of trust in the guest-host relationship, particularly in cross-cultural settings
The hosts' communication style	The impact of hosts' communication style on guests' satisfaction: The literature review highlights the importance of communication between guests and hosts, particularly in building trust and enhancing the guest experience. Future research could examine the impact of different communication styles used by hosts (e.g. formal vs informal) on guests' satisfaction and overall experience

(continued)

Table 6.
A summary of
suggested future
research agenda

Aspect/issue	Suggested future research
The benefits of peer-to-peer interaction	The benefits of peer-to-peer interaction on local tourism: The literature review suggests that interactions between guests and hosts can lead to increased economic benefits for both the host and the local community. Future research could explore the specific ways in which guest-host interactions promote local tourism and generate economic activity
The post-stay evaluation of Airbnb experiences	While research has identified factors that influence guests' satisfaction with their Airbnb experiences (e.g. amenities, host, location, and information), little is known about how guests evaluate their experiences after they leave the accommodation. Future research could investigate how guests' post-stay evaluations differ from their prestay expectations and how they might influence future booking decisions
The host authenticity	The impact of host authenticity on guest satisfaction: The literature review suggests that guests value authentic local experiences and interactions with hosts. Future research could explore the impact of host authenticity (e.g. local knowledge, personal connections) on guest satisfaction and overall experience
The role of safety in the guest-host relationship	The literature review highlights the importance of safety in the guest-host relationship, both for guests (e.g. comfort, communication) and hosts (e.g. background checks). Future research could examine the impact of safety-related factors on the guest-host relationship and overall guest satisfaction

Table 6.

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(The Appendix follows overleaf)

Appendix

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
1	Lee, C.K.H.	How guest-host interactions affect consumer experiences in the SE: New evidence from a configurational analysis based on consumer reviews	2022	Authentic	Guests feel homeliness in the entire place, private and shared rooms as long as the host stays in the place. In private and shared rooms, guests care about host friendliness	Content analysis	424,918 reviews
2	Ladegaard, I.	Strangers in the sheets: How Airbnb hosts overcome uncertainty	2021	Authentic	Hots's safety is major concern while hosting guests, the hosts run background checks before accepting the request and some of the guests turn out to be friends for real after their stay	Interviews	40
3	Kim, B, Kim, D.	Attracted to or locked in? Explaining consumer loyalty toward airbnb	2020	Authentic	Authentic experience, trust in Airbnb, and social benefits significantly affect affective commitment to Airbnb. While both social benefits and relative attractiveness play an important role in enhancing calculative commitment to Airbnb, price fairness is not significantly related to it	Survey	158
4	Richards, S, Brown, L., Dilettuso, A.	The Airbnb phenomenon: the resident's perspective	2020	Authentic	There is a clash between expectations for culture exchange and reiality, in barcelona Airbnb offers a business opportunity rather than a cultural exchange app, and a low cost option for guests, the residents of Barcelona feel pressures for local displacement, neighborhoods are losing their identity and prices increase for locals	Interviews	17

(continued)

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
5	Zhang, J.	What's yours is mine: exploring customer voice on Airbnb using text-mining approaches	2019	Authentic	he topic modeling result suggests that Airbnb guests want to get to know and connect with the local community; thus, help from hosts on ways they can authentically experience the local community would be beneficial. In addition, the results suggest that customers emphasize their interaction with hosts; thus, to improve customer satisfaction, Airbnb hosts should interact with guests and respond to guests' inquiries quickly	Content Analysis	1,026,988 Airbnb guest reviews
6	Lalicic, L., Weismayer, C.	A model of tourists' loyalty: the case of Airbnb	2018	Authentic	This study shows that SQ and importance of having social and authentic experiences are significant antecedents of tourists' loyalty toward Airbnb hosting services. Interestingly, perceived economic benefits do not impact the level of loyalty, neither does feelings of perceived reduce risk	Survey	557
7	Boswijk, A.	Transforming business value through digitalized networks: A case study on the value drivers of Airbnb	2017	Authentic	value is being co-created by Airbnb and its community at every step, the experience value proposition live like a local-was a solution that appealed to young urban citizens and so-called cultural creatives	Interviews	

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
8	Mao, Z., Lyu, J.	Why travelers use Airbnb again?: An integrative approach to understanding travelers' repurchase intention	2017	Authentic	Airbnb should place more emphasis on value packages and authentic/unique travel experience to retain and attract more travelers. More safety/security programs should be put in place and clearly communicated to reduce the perceived risks. In addition, Airbnb may publicize positive word of mouth and introduce and expand familiarity programs to incentivize Airbnb travelers. Both attitude and subject norms are significant determinants of repurchase intention, whereas perceived behavioral control is not. In addition, perceived value and risk have only direct significant impacts on attitude and, in turn, indirectly affect repurchase intention. Unique experience expectation, familiarity and electronic word of mouth exert direct and indirect influences on repurchase intention	Survey	624
9	Garay-Tamajón, L.A., Morales-Pérez, S.	'Belong anywhere': Focusing on authenticity and the role of Airbnb in the projected destination image	2023	Authenticity	Airbnb, as a major player, has the power to influence destination images and should address territorial complexity and enrich user experience while minimizing impact on residents. Other stakeholders, such as Airbnb hosts, public administrations and social movements, also have a role in avoiding stereotypes and denouncing the commodification of communities' identity	Content Analysis	562 neighborhoods

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
10	Zou, J., Shao, Y.	A study on actors affecting the value co-creation behavior of customers in haring economy: take Airbnb Malaysia as an example	2022	Authenticity	This study fills the gap in previous research on factors that influence value co-creation in the SE. It analyzes the factors affecting value co-creation for both supplier and demander customers in their interactions with platform operators. The study finds that ethical business management, corporate authenticity and corporate image positively influence customer participation in value co-creation activities in the SE, and that consumer self-monitoring moderates the effect of corporate factors on value co-creation behavior	Mixed	587
11	Tumer Kabadayi, E., Cavdar Aksoy, N., Yazici, N., Kocak Alan, A.	Airbnb as a SE-enabled digital service platform: The power of motivational factors and the moderating role of experience	2022	Authenticity	The study analyzed Airbnb usage motivations from a behavioral economics perspective and aimed to provide insights for policymakers and researchers. The study found that price value, authenticity, enjoyment, social interaction, home benefits, novelty and SE ethos were the second-order constructs for the motivations of Airbnb usage, and these motivational factors shaped individuals' attitudes towards Airbnb. Attitudes towards Airbnb, in turn, positively affected usage intention and the moderating role of experience was empirically proven	Survey	468

(continued)

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
12	So, K.K.F., Kim, H., Oh, H.	What makes Airbnb experiences enjoyable? The effects of environmental stimuli on perceived enjoyment and repurchase intention	2021	Authenticity	authenticity and home benefits are the key attributes that drive perceived enjoyment and future repurchase intention, while social interaction has no role	Survey	223
13	Jiang, Y., Lyu, C.	Consumer Motivation to Choose Airbnb Plus Homes	2021	Authenticity	The study investigates the factors that motivate consumers to use Airbnb Plus homes, and identifies economic benefits, home benefits, authenticity, hedonism and quality as key factors influencing the adoption of Airbnb plus. The study suggests that Airbnb plus marketers should prioritize emotional appeals and highlight the hedonic value of the listings, and should focus on quality and home benefits in marketing communications while incorporating local culture and authenticity, rather than emphasizing social interaction or status as they didn't have any effect	Survey	342

(continued)

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
14	Akarsu, T.N., Foroudi, P., Melewar, T.C.	What makes Airbnb likeable? Exploring the nexus between service attractiveness, country image, perceived authenticity and experience from a social exchange theory perspective within an emerging economy context	2020	Authenticity	The study reveals that the website, service attractiveness, and perceived authenticity are key factors contributing to building a positive Airbnb experience for consumers, where the website has a positive influence on service attractiveness. The country image has a moderation effect on the relationship between Airbnb experience, perceived authenticity and Airbnb likability, indicating the importance of country image on Airbnb likeability	Survey	466
15	Qiu, D., Lin, P.M.C., Feng, S.Y., Peng, K.-L., Fan, D.	The future of Airbnb in China: industry perspective from hospitality leaders	2020	Authenticity	Airbnb should readjust its strategies, provide a host training program and work with multiple stakeholders to promote destination experiences and supplement accommodation services during peak seasons	Focus Groups	6 focus groups (7–8 each)
16	Petruzzi, M.A., Marques, G.S., do Carmo, M, Correia, A.	Airbnb and neighborhoods: an exploratory study	2020	Authenticity	Positively perceived impacts refer to interactions with tourists, natural preservation and increase in business and job opportunities. Conversely, the growth of rent prices, the increase in noise issues, the change in the local culture and the threat of losing authenticity and traditions are the dimensions that may lead to negatively perceived impacts towards Airbnb	Survey	94

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
17	Mody, M., Hanks, L.	Consumption authenticity in the accommodations industry: The keys to brand love and brand loyalty for hotels and Airbnb	2020	Authenticity	The elements of brand authenticity, existential authenticity and intrapersonal authenticity were found to significantly impact brand love, but the sources of authenticity differed for hotels and Airbnb. Hotels relied on brand authenticity, while Airbnb drew on existential and intrapersonal authenticity to create brand-loving and brand-loyal customers	Survey	1,256
18	Chiappa, G.D., Sini, L., Atzeni, M	A motivation-based segmentation of Italian airbnb users: An exploratory mixed method approach	2020	Authenticity	The study shows that Italian consumers are mainly motivated by economic benefits, convenient location and home benefits, with authenticity and sustainability being important motivations as well. The findings reveal that Italians are not homogeneous in terms of motivations to use Airbnb, and clusters of enthusiastic Airbnb lovers, pragmatic Airbnb users and pragmatic authenticity seekers were identified	Mixed	26 inter +501 survey

(continued)

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
19	Chatterjee, D., Dandona, B., Mitra, A., Giri, M	Airbnb in India: comparison with hotels, and factors affecting purchase intentions	2019	Authenticity	Price is the most important criteria across hospitality choices, including Airbnb, except high-end hotels. Facilities, home-like feeling, trust and friendly service were important for Airbnb. Consumer expectations from Airbnb are similar to homestays, mid-range and budget hotels and different from resorts and high-range hotels. In the theory of planned behavior model, trust in Airbnb and perceived authenticity had large significant positive effects on purchase intention, mediated by attitude	Survey	
20	Li, J., Hudson, S., So, KK.F.	Exploring the customer experience with Airbnb	2019	Authenticity	The study found that the basic elements of accommodation and personalized service were important for Airbnb customers, while authenticity and social interaction were particularly important for consumers of Airbnb	Survey	561
21	Guttentag, D	Transformative experiences via Airbnb: Is it the guests or the host communities that will be transformed?	2019	Authenticity	The article examines how Airbnb has become a major player in this arena by offering opportunities to stay in a local's home and experience a destination like a local. Airbnb has been successful because it offers transformative experiences that foster self-actualization and change the customer in a qualitative way. Modern travel brands are increasingly highlighting this potential in their messaging	conceptual analysis	

Table A1.

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
22	Latif, R.A., Subramaniam, S., Rahim, R.M.A.A., Nesamany, S.S.A.P.	An empirical study on Airbnb accommodation services and customer decision making	2019	Authenticity	The study found that factors such as price value, social interaction, home benefits and local authenticity are motivating factors for customer decision making on Airbnb. The text questions Airbnb's marketing strategy that they do not compete with hotels, as many respondents in the study have used Airbnb as a hotel substitute. The text provides recommendations for Airbnb hosts to improve their services and engage with guests, including providing breakfast and entertainment, registering legally and understanding guest needs. The text emphasizes that maintaining high standards and providing unique experiences is key to staying competitive in the booming Airbnb industry. The findings of the study can contribute to the growth of Airbnb's business as travelers seek more local, unique, and authentic experiences	Survey	230
23	Shuqair, S, Pinto, D.C., Mattila A.S.	Benefits of authenticity: Post-failure loyalty in the SE	2019	Authenticity	findings indicate that post-failure loyalty is higher in the context of Airbnb (vs hotel). We also demonstrate perceived authenticity is the underlying mechanism explaining the link between provider type and post-failure loyalty. The purpose of Study 2 is to replicate findings from Study 1 with a different sample and to examine the mediating role of positive emotions	Experrmintal Survey	57

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
24	Wang, Y., Wu, L., Xie, K., LiX.R.	Staying with the in group or outgroup? A cross-country examination of international travelers' home-sharing preferences	2019	Authenticity	The research found that consumers' preference for an ingroup host (a host from the same culture as the traveler) is more salient when American consumers travel to China alone. However, the presence of a travel companion triggers a preference for an outgroup host (a host from a different culture). On the other hand, Chinese consumers prefer staying in home-sharing rentals associated with an in group host, regardless of whether they are traveling alone or with a companion	Survey	177 Chinese, 149 american
25	Guttentag, D., Smith, S., Potwarka, L., Havitz, M	Why tourists choose Airbnb: A motivation-based segmentation Study	2018	Authenticity	The results of the study suggest that the use of multiple sampling frames helped mitigate individual sample biases to produce a more balanced overall sample. The sample was found to be representative of Airbnb's guest population, with numerous similarities identified between the two. The study found that the top motivations for choosing Airbnb were cost, location convenience, and access to household amenities. The practical benefits were agreed upon more strongly than the experiential benefits, with the local authenticity factor being the most strongly agreed upon	Survey	844

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
26	Liang, L.J., Choi, H.S.C., Joppe, M	Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth and price sensitivity	2018	Authenticity	The study found that consumers' sensitivity to price did not reduce their PR, but perceived authenticity and eWoM did. Perceived price sensitivity was found to have no significant effect on PV and PR but had a significant effect on PV and RI. The study also found that perceived authenticity was the most important factor that affected PV and PR of Airbnb consumers. Finally, the study confirmed the relationship between PV, PR and RI.	Survey	395
27	Paulauskaite, D., Powell, R., Coca-Stefaniak, J.A., MorrisonA.M.	Living like a local: Authentic tourism experiences and the SE	2017	Authenticity	This article discusses the subjective nature of authentic experiences in the eyes of Airbnb guests. The findings highlight the need for a better understanding of how tourists perceive and experience authenticity and caution against oversimplifying the complex issue, particularly in the context of the social impact of tourism on host communities	Interviews	15
28	Cheng, M., Zhang, G	When Western hosts meet Eastern guests: Airbnb hosts' experience with Chinese outbound tourists	2019	Guest-host relationship	The study identifies modes of guest-host interactions and offers suggestions to Western hosts to avoid cultural pitfalls, such as customizing communication styles and accommodating Chinese dining practices. The article also emphasizes that not all issues raised by hosts are necessarily related to cultural differences and encourages better clarification of such issues for positive guest-host relationships	Content Analysis	507 replies

(continued)

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
29	Cocola-Gant, A., Gago, A	Airbnb, buy-to-let investment and tourism-driven displacement: A case study in Lisbon	2021	Local Community	The study finds that the claims of Airbnb about hosts being ordinary people and guests living like locals are not true. Rather, most hosts are investors, professional developers, and landlords, while the locals have been displaced due to the proliferation of STRs, leading to social injustice	Case study	
30	Baumber, A., Schweinsberg, S., Scerri, M., Kaya, E., Sajib, S	Sharing begins at home: A social license framework for home sharing practices	2021	Local Community	The study found that factors such as procedural fairness, distributional fairness, confidence in governance and trust are important to home sharing's social license. The study also identified local factors, such as impacts on neighbors and housing costs that affect social license categories. The proposed social license of home sharing framework includes trust as an overarching determinant	Interviews	23
31	Hodak, D.F., Krajinović, V	Examining recent research in the field of SE in tourism: Bibliometric and content analysis	2020	Local Community	Research is dominantly focused on four different areas - information communication technology, consumer behavior in SE in tourism, stakeholders in destination and legal aspect of SE in tourism	Content Analysis	
32	Ioannides, D., Röslmaier, M., van der Zee, E	Airbnb as an instigator of 'tourism bubble' expansion in Utrecht's Lombok neighborhood	2019	Local Community	he study reveals that Airbnb activity is not evenly spread throughout the neighborhood but rather occurs in the part closest to the city center, which also happens to be the area where most of the touristification is occurring	Case study	

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
33	Yang, S.-B, Lee, K., Lee, H, Koo, C	In Airbnb we trust: Understanding consumers' trust-attachment building mechanisms in the SE	2019	Local Community	Reputation has the most significant impact on users' trust in hosts, followed by repeated interactions. However, familiarity is found to be the weakest factor that influences users' trust development with hosts. The study also suggests that users first build their trust intentions based on rational information processing, and then confirm whether to trust or distrust through emotional connections with hosts	Survey	161
34	Orabi R.M.	Studying the effect of a SE on the Tourism Industry: Developing the local economy for the Nubian Community: An empirical study using the Gharb Soheil Village	2019	Local Community	The Egyptian situation provides positive economic outcomes to the hosts, hosts said that they get involved in the daily activities of their guests, the hosts in Egypt have an issue with governmental regulations and policies	Survey	115
35	Stors, N, Baltes, S	Constructing urban tourism space digitally: A study of Airbnb listings in two Berlin neighborhoods	2018	Local Community	Hosts encourage their guests to visit particular places specially in their neighborhood	Case study	
36	Zhang, Z., Chen, R.J.C., Han, L.D, Yang, L.	Key factors affecting the price of Airbnb listings: A geographically weighted approach	2017	Local Community	Hosts are able to charge higher prices when they are experienced, and located near attractions, they also lower the prices when they want to attract customers (totally useless)	Case study	

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
37	Gerwe, O., Silva, R., Castro, J.D.	Entry of providers onto a sharing economy platform: Macro-level factors and social interaction	2022	Social interaction	The study found that cities with higher sales growth in the hospitality industry and availability of underused assets attract the entry of hosts with entire properties, while cities with stricter regulation deter their entry. , social motivations play a significant role in bringing important providers to the platform	Panel analysis	
38	Kas, J., Delnoij, J., Corten, R., Parigi, P	Trust spillovers in the SE: Does international Airbnb experience foster cross-national trust?	2022	Social interaction	The study found no evidence supporting contact theory that individuals who have had an Airbnb interaction with individuals of a certain nationality are more likely to trust other individuals of that same nationality. Several explanations are given, including the superficial nature of contact, the increasing institutionalization of online platforms, the increasing professionalization of Airbnb, and the limited social distance between the trustor and the trustee	Experiment	15
39	Evangelista, F., Varua, ME., Saverimuttu, V., Datt, R., Pattinson, H, Wardle, K., Evangelista, A.	Antecedents and outcomes of service co-creation in the sharing economy	2022	Social interaction	The study focuses on cost-saving practices that enables the hosts in attracting more customers, the results indicates that people with less resources can be attracted if the website was easier to use	Survey	627

(continued)

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
40	Ding, K., Choo, W.C., Ng, K.Y., Ng, S.I., Song, P.	Exploring sources of satisfaction and dissatisfaction in Airbnb accommodation using unsupervised and supervised topic modeling	2021	Social Interaction	Results show that tangible attributes are the major sources of dissatisfaction, while convenience attributes are the major sources of satisfaction. Maintaining positive communication has the strongest predictive power to Airbnb user satisfaction. Different emphasis was found in Airbnb users who booked different types of properties	Content Analysis	1.2 million
41	Lee, J., Erdogan, A.N., Hong, I.B.	Participation in the SE revisited: The role of culture and social influence on Airbnb	2021	Social Interaction	cultural dimensions are key predictors of attitude toward Airbnb. All the cultural dimensions except for masculinity were found to have a significant relationship with attitude toward booking on Airbnb. Uncertainty avoidance and individualism had a negative effect on attitude. Likewise, long-term orientation and indulgence also proved to be positively associated with the attitude towards Airbnb	Survey	401
42	Xu, X., Zeng, S., He, Y.	The impact of information disclosure on consumer purchase behavior on SE platform Airbnb	2021	Social Interaction	The findings support and extend these theories, showing that information from various sources, such as providers, platforms and consumers, provide positive signals that influence purchase behavior. Consumers value economic and social aspects of the relationship with providers and are influenced by the platforms' recommendation and provider verification	Content Analysis	

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
43	Jun, S.-H.	The effects of perceived risk, brand credibility and past experience on purchase intention in the Airbnb context	2020	Social Interaction	The study found that social and psychological risks negatively affect intention to stay, while performance and physical risks positively affect intention to stay. Past experience played a significant moderating role and brand credibility had the strongest influence on intention to stay at Airbnb places, implying that Airbnb should prioritize enhancing its brand credibility to make it trustworthy	Survey	736
44	Sthapit, E., Del Chiappa, G., Coudounaris, D.N., Bjork, P.	Determinants of the continuance intention of Airbnb users: consumption values, co-creation, information overload and satisfaction	2020	Social Interaction	The study concludes that satisfaction largely emerges through participation, lack of information overload, and the value created in and during the booking of accommodations on the Airbnb website, and that joint interaction is important in directly influencing customers' satisfaction	Survey	259

(continued)

Table A1.

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
45	Farmaki, A., Stergiou, D.P.	Escaping loneliness through Airbnb host-guest interactions	2019	Social Interaction	The study identifies different types of Airbnb users in terms of their loneliness-interaction interface, where hosts and guests were found to socialize differently in terms of the intensity and durability of interactions. While the economic reasons are also important, the social aspects of the interaction are a predominant driver for hosts to share their private space with co-habiting guests. Guests also suggest that socialization represents a significant driver for their decision to rent a room through Airbnb, as it offers additional security and a chance to meet people from different backgrounds and cultures	Interviews	15 and 21
46	Jiang, Y., Balaji, MS., Jha, S.	Together we tango: Value facilitation and customer participation in Airbnb	2019	Social Interaction	The study showed that perceived value dimensions of functional value, economic value, emotional value, social value and ethical value each influence customer satisfaction. The results also showed that the Airbnb platform assists guests to co-create the economic value. The emotional benefits of using Airbnb mainly derive from guests' interactions with hosts	Survey	384
47	Moon, H., Miao, L., Hanks, L., Line, N.D.	Peer-to-peer interactions: Perspectives of Airbnb guests and hosts	2019	Social Interaction	The results show that guests have more positive perceptions of P2P interactions and higher levels of encounter satisfaction and behavioral intentions than hosts	Survey	519

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
48	Zhu, Y., Cheng, M., Wang, J., Ma, L., Jiang, R.	The construction of home feeling by Airbnb guests in the SE: A semantics perspective	2019	Social Interaction	The study developed an explanatory framework on the meaning construction process of home feeling for Airbnb guests based on three parallel dimensions of physical, social and affective aspects, which may influence guests' loyalty. The framework suggests a positive relationship between home feeling and loyalty	Content Analysis	
49	Sthapit, E., Jiménez-Barreto, J.	Exploring tourists' memorable hospitality experiences: An Airbnb perspective	2018	Social Interaction	The study provides a comprehensive analysis of the central elements of a memorable Airbnb experience, which are attitude and social interactions with the host, and the location of the accommodation. The findings support previous studies on the importance of local culture and co-creation in creating memorable travel experiences	Interviews	20

(continued)

Table A1.

#	Author	Title	Year	Keyword	Results	Methodology	Sample size
50	Abrahao, B., Parigi, P., Gupta, A., Cook, K.S.	Reputation offsets trust judgments based on social biases among Airbnb users	2017	Social Interaction	The results show that social distance plays a significant role in investment decisions, with profiles farther away on demographic dimensions receiving lower investment, on average. However, reputation is also important, as profiles with better reputation received significantly higher investments than those with worse reputation, even if they were farther away on demographic dimensions. Demographic variables such as gender, marital status, and age also had some effect on investment decisions, but these effects did not significantly alter the conclusions regarding homophily and reputation. The article concludes that homophily is a major driving force in investment decisions, while reputation builds trust beyond homophily	Experiment	6,714
51	Liu, S.Q., Mattila, A.S.	Airbnb: Online targeted advertising, sense of power and consumer decisions	2017	Social Interaction	The research shows that powerless individuals exhibit higher levels of click-through intention and purchase intention when a belongingness (vs uniqueness) appeal is displayed, while powerful individuals respond more positively to a uniqueness (vs belongingness) appeal. Additionally, the study finds that self-brand connection mediates these effects	Survey	139

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